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BANFIELD LIGHT RAIL PROJECT
THEME STUDY

2/84



530 S.W. Harrison • Portland, Oregon 97201

840201/094

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BANFIELD LIGHT RAIL PROJECT THEME STUDY

FEBRUARY, 1984

In February of 1984 Tri-Met commissioned Columbia Research Center to conduct a survey of Portland metropolitan area residents to determine the degree of awareness of the Banfield Light Rail Project and to test their reaction to three different themes which may be used to promote the project.

Four hundred residents were randomly selected for the telephone survey which was conducted between 5:00 pm and 9:00 pm during weekday evenings. The sample of 400 results in an error margin of +/- 5 percent on a dichotomous question with an approximate 50-50% response split.

The purpose of this report is to summarize the findings of this study. Results are presented for respondents living in Multnomah County, which is the area directly impacted by the project, and those living elsewhere in the metropolitan area.

AWARENESS OF THE PROJECT

Two thirds of the respondents were able to give some reason for the major construction project being completed along the Banfield Freeway and Burnside Street east of Interstate 205. Within Multnomah County, 70 percent felt they could give some explanation of the project, compared to 61 percent of the respondents living outside of that area.

In reality, 59.6 percent were able to actually provide a description of the project without prompting, and a portion of those responses were incorrect (see Appendix A). There was very little difference between the two groups in their ability to provide an unaided description of the project.

Those who could not describe the project were asked whether they remembered seeing or hearing anything about the Banfield Light Rail Project. Given this extra prompting, only 11 percent still indicated that they were not aware of the project. Again, those living in Multnomah County were more aware of the project (91.8 percent compared to 86.2 percent).

About one third of the respondents correctly stated that Tri-Met was responsible for the Light Rail project, and 24 percent said they didn't know who was responsible. The relatively large numbers of "other" responses (9%) included comments such as a group effort by several governments,

politicians, taxpayers, the construction companies, Multnomah County, Amtrak, some non-union company, the Urban Mass Transit Administration, Portland residents, and the ex-mayor. The breakdown for the remaining responses included City of Portland (12%), State of Oregon (6%), Federal Government (3%), and Metro (3%). The respondents who had never heard of the project were not asked this question.

ATTITUDE TOWARD THE PROJECT

Respondents living nearer the area affected by the project were slightly less likely to voice approval of it, and much more likely to disapprove. About one third of the population surveyed said they felt neutral about the project, with most of these responses coming from outside of Multnomah County.

APPROVAL RATING OF THE LIGHT RAIL PROJECT

	Strongly Approve	Approve	Neutral	Dis- approve	Strongly Disapprove
Multnomah County	11%	37%	29%	12%	10%
Remainder of Metro Area	13%	39%	38%	7%	3%
TOTAL	12%	38%	32%	10%	7%

RATING OF CONSTRUCTION PROGRESS

	Very Well	Well	So-so	Poorly	Very Poorly	Don't Know
Multnomah County	12%	21%	31%	12%	8%	15%
Remainder of Metro Area	6%	32%	29%	7%	2%	24%
TOTAL	10%	25%	30%	10%	6%	19%

Over one third of the respondents felt that construction was proceeding well or very well. A similar geographic pattern emerges as on the project approval question: respondents living in the impacted area are more likely to be critical of

the construction progress than those who are less affected by it.

LIGHT RAIL PROJECT THEME

The primary purpose of this survey was to determine the public's reaction to three potential themes which could be used to promote the Light Rail Project. The three themes tested were:

- On The Right Track
- Partner in Portland's Progress
- Tri-Rail

"On The Right Track" was favored by 38 percent of the respondents, followed by "Tri-Rail" with 30 percent. The third theme, "Partner in Portland's Progress" was preferred by only 16 percent. Fourteen percent did not like any of the three themes, and one percent had no preference.

The validity of this question was tested by asking the opposite question to determine which theme respondents liked the least, and the results were consistent. Forty eight percent said they liked the "Partner..." theme the least, and 26 percent disliked the "Tri-Rail" theme. Only 16 percent thought the "Right Track..." option was the worst of the three. The remaining 9 percent had no opinion or liked all the themes.

This indicates that the theme "On The Right Track" is undoubtedly the most preferred (and least disliked) of the

three themes that were tested here.

APPENDIX

APPENDIX A

OPEN ENDED RESPONSES TO QUESTION 2
 "WHY IS THE BANFIELD/E. BURNSIDE AREA UNDER CONSTRUCTION?"

ZIPCODE:	COMMENT:
-----	-----
97004	N.A.
97004	FOR THE LIGHT RAIL
97005	LIGHT RAIL PROJECT
97005	LIGHT RAIL THING
97005	LIGHT RAIL PROJECT
97005	THAT LIGHT RAIL THING
97005	REMOVE RAMPS
97005	
97005	HEAVILY TRAVELLED & NEED MORE SPACE/LIGHT RAIL
97005	
97005	N.A.
97005	TO PROVIDE MASS TRANSIT SO WE DON'T NEED AS MANY CARS
97005	LIGHT RAIL SYSTEM
97005	FOR THE LIGHT RAIL SYSTEM I THINK
97005	FOR A MASS TRANSIT SYSTEM FROM GRESHAM
97005	
97005	TO TAKE SOME OF THE TRAFFIC OFF THE ROADS
97005	IT'S THE LIGHT RAIL
97005	N.A.
97005	N.A.
97006	LIGHT RAIL
97006	
97006	
97006	LIGHT RAIL
97006	LIGHT RAIL
97006	IT IS FOR THE LIGHT RAIL SYSTEM
97006	N.A.
97006	FOR BETTER MOVING OF TRAFFIC I GUESS
97006	N.A.
97006	N.A.
97006	FOR THE LIGHT RAIL
97007	FOR THE LIGHT RAIL
97007	N.A.
97007	N.A.
97007	IT IS FOR THE LIGHT RAIL AND THEY ARE RE-BUILDING THE HIGHWAY, TOO
97007	N.A.
97007	THE LIGHT RAIL
97007	FOR THE LIGHT RAIL
97009	N.A.
97009	FOR THE LIGHT RAIL TO MAKE TRANSPORTATION QUICKER FROM GRESHAM ON IN
97009	THE LIGHT RAIL
97015	LIGHT RAIL PROJECT
97015	
97015	TO IMPROVE THE FREEWAY AND FOR THE OTHER BUSSING SYSTEM
97015	N.A.

97022 STUPID BURNSIDE PROJECT TROLLEY CAR
97023 N.A.
97023 N.A.
97023 FOR THE LIGHT RAIL-- I DON'T KNOW MUCH ABOUT IT
97027 N.A.
97027 N.A.
97027 TO MOVE PEOPLE,GIVE 'EM A RIDE,KEEP CARS OFF THE ROAD
97030 LIGHT RAIL
97030 FOR LIGHT RAIL
97030 IT HAS SOMETHING TO DO WITH THE LIGHT RAIL.
NON-UNION WORKERS.
97030 TO MAKE ROOM FOR THE LIGHT RAIL
97030 I'M SUPPLYING PART OF THE ROCK TO THAT JOB
97030 LIGHT RAIL- I GUESS - I DON'T KNOW
97030 N.A.
97030 BECAUSE PUTTING IN THE LIGHT RAIL
97030 BUNCH OF FOOLS BOUGHT SOME STUPID IDEA TO GET SOME
FEDERAL MONTH FOR THE LIGHT RAIL PROJECT WHICH....
97030 LIGHT RAIL AND BECAUSE PEOPLE LIKE TO MAKE A MESS
OF THE ROADS
97030 FOR THE LIGHT RAIL THAT TRI-MET IS CONSTRUCTING
97030 FOR THE LIGHT RAIL
97030 IT'S FOR THE LIGHT RAIL
97034 N.A.
97034
97034 IT'S THE LIGHT RAIL PROJECT ISN'T IT?
97034 N.A.
97034 TO PUT IN THAT RAIL SYSTEM I GUESS
97034 N.A.
97034 IT IS THE LIGHT RAIL BY TRI-MET
97034 THE PORTLAND ELECTRIC FREEWAY
97034 FOR THE RAPID TRANSIT SYSTEM
97034 N.A.
97034 LIGHT RAIL TRANSIT
97034 FOR LIGHT RAIL
97034 LIGHT RAIL PROJECT PUTTING IN A MASS TRAIN
97034 N.A.
97036 N.A.
97045 TRANSIT MALL THING
97045 BUILD THE LIGHT RAIL AND THE BANFIELD FREEWAY
97045
97045
97045 STRAIGHTEN THE BANFIELD
97045
97045
97045 N.A.
97045 LIGHT RAIL OBVIOUSLY TO MOVE PEOPLE FROM ONE PLACE
TO ANOTHER
97045 FOR THE LIGHT RAIL LINE
97045 FOR THE LIGHT RAIL
97045 FOR THE LIGHT RAIL SYSTEM
97045 FOR THE LIGHT RAIL
97055 DAMN FOOLISHNESS
97055 N.A.

97055 LIGHT RAIL COULD HAVE ROUTED ON POWELL-BANNING-ESTACADA
& MADE LOOP-OLD MT HOOD FWY IT WAS
97060 LIGHT RAIL-WE REALLY NEED IT-THEY NEED LESS CARS
ON THE FREEWAY. I DON'T USE IT ANYMORE.
97060 FOR LIGHT RAIL
97060 N.A.
97060 N.A.
97060 BECAUSE OF THE TRAIN, AN ELECTRIC TRAIN
97062 N.A.
97068 WIDENING THE BANFIELD?
97068 LIGHT RAIL
97068
97068 FOR THE NEW RAIL SYSTEM INVOLVING OVER PASSES/STATIONS
97068 N.A.
97068 N.A.
97070 THE LIGHT RAIL, RIGHT?
97070 ***
97073 TO KEEP PEOPLE WORKING
97113
97113 ISN'T IF THE LIGHT RAIL--YES IT IS!
97116 N.A.
97116 N.A.
97116 N.A.
97116 IT IS FOR THE LIGHT RAIL
97116 N.A.
97116 N.A.
97116 N.A.
97123 LIGHT RAIL PROJECT
97123 FOR THE LIGHT RAIL SYSTEM PRIMARILY
97123 FOR THE FAST TRANSIT TRAIN
97123 THEY ARE SUPPOSEDLY IMPROVING THE MASS TRANSIT SYSTEM
97123
97123 BECAUSE OF THE LIGHT RAIL SYSTEM
97123
97123
97123
97123
97124 SOMETHING ABOUT HELPING THE TRAFFIC WITH AN ELECTRIC
TROLLEY CAR
97124 FOR THE LIGHT RAIL SYSTEM
97124 LIGHT RAIL
97140 N.A.
97201 FOR COMMUTER IN GRESHAM TO COME INTO PORTLAND,
A LIGHT RAIL SYSTEM
97201 MARGARET
97201 TO EXPAND THE ROAD SURFACE AND THE LIGHT RAIL PROJECT
97201 FOR THE LIGHT RAIL
97201 WELL IT'S FOR THE LIGHT RAIL
97201 FOR THE RAIL I WOULD THINK THE MONORAIL OR SOMETHING
97201 FOR THE LIGHT RAIL
97201 N.A.
97201 N.A.
97201 N.A.
97202 N.A.

97202 LIGHT RAIL OUT TO GRESHAM
97202 FOR THE LIGHT RAIL
97202 N.A.
97202 FOR LIGHT RAIL
97202 N.A.
97202 N.A.
97202 IT'S THE LIGHT RAIL AIN'T IT?
97202 N.A.
97202 N.A.
97202
97202 THEY WANT TO PUT A LIGHT RAIL BETWEEN GRESHAM
& PORTLAND
97202 THE LIGHT RAIL
97202 IT'S FOR THE LIGHT RAIL PROJECT
97202 THE LIGHT RAIL?
97202 N.A.
97203 LIGHT RAIL LINE
97203
97203 FOR THE LIGHT RAIL
97203 N.A.
97203 N.A.
97203 BECAUSE THEY'RE GOING TO BUILD A COMMUTER-TYPE
TRAIN, AREN'T THEY?
97203 BECAUSE THE LIGHT RAIL
97203 N.A.
97203 N.A.
97203 FOR A RAILWAY OR WHATEVER
97203 N.A.
97204 N.A.
97205 TO ALLEVIATE THE TRAFFIC PROBLEM
97205 THE LIGHT RAIL SYSTEM OF COURSE
97205 ROAD IS REAL BAD--THE HIGHWAY IS AWFUL
97205 THE LIGHT RAIL
97205 LIGHT RAIL
97205 N.A.
97206 N.A.
97206 N.A.
97206 CAUSE THEY ARE PUTTING IN A NEW LIGHT RAIL SYSTEM
TO DOWNTOWN
97206
97206 TO ENLARGE THE FREEWAY
97206 N.A.
97206 SO THEY CAN BUILD THE LIGHT RAIL FOR TRANSPORTATION
97206 N.A.
97206 FOR THE LIGHT RAIL WHICH I THINK IS A WASTE OF
TIME AND MONEY
97206 BECAUSE IT'S THE LIGHT RAIL AND IT WOULD HELP
TRANSPORTATION NEEDS
97206 IT'S THE LIGHT RAIL
97206 MORE PEOPLE COULD GO TO WORK FASTER AND EASIER.
97206 FOR BETTER TRANSPORTATION TO CARRY MORE PEOPLE
TO THEIR DESTINATION FASTER
97206 THEY'RE WIDENING IT, FIXING IT UP LIGHT RAIL
97206 TRI-MET WANTS TO BUILD A TRACK ALONG THERE TO WIDEN

THE HIGHWAY
97206 N.A.
97206 THEY THINK THAT WOULD WORK BETTER THAN BUSES GOING
TO GRESHAM
97206 FOR LIGHT RAIL FOR TRI-MET
97206 N.A.
97206 N.A.
97206 LIGHT RAIL, RAPID WAY TO CITY, CUT DOWN ON TRAFFIC
97206 FOR LIGHT RAIL PROJECT FOR BUSES TO GO THROUGH
NEW OVERPASSES
97206 THE LIGHT RAIL--THERE'S ONLY SERVICE FROM GRESHAM TO
DOWNTOWN, WHAT ABOUT BEAVERTON AND THE SW?
97209 ISN'T THAT THE LIGHT RAIL?
97209 FOR THE LIGHT RAIL ISN'T IT?
97209 THE LIGHT RAIL
97209 N.A.
97210 N.A.
97210 FOR THE LIGHT RAIL
97210 THEY'RE BUILDING THE LIGHT RAIL
97210 FAST TRANSIT AREA
97211
97211 LIGHT RAIL
97211 FOR THE LIGHT RAIL
97211 OH - TO SAVE MONEY - I DON'T KNOW
97211
97211 N.A.
97212 FOR THE BANFIELD LIGHT RAIL
97212 IS IT IN CONJUNCTION WITH THE LIGHT RAIL?
97212 BECAUSE OF THE LIGHT RAIL AND THEY NEED TO EXPAND
THE HIGHWAY
97212 BECAUSE OF THE LIGHT RAIL
97212
97212 LIGHT RAIL WIDENING BANFIELD
97212 TO GET TRAFFIC FROM GRESHAM TO PORTLAND
97212
97212 FOR TRANSPORTATION FOR THE PEOPLE ON THE OUTSKIRTS
97212
97212 N.A.
97212 BUILDING THE NEW BUS SYSTEM--CAN'T THINK OF THE NAME
97213 FOR THE LIGHT RAIL
97213
97213 FOR THE LIGHT RAIL
97213 LIGHT RAIL DOWN THE MIDDLE WIDENING THE BANFIELD
97213 IT'S A NEW TRANSIT DEAL
97213 LIGHT RAIL
97213 FOR THE FAST RAIL THE BANFIELD IS REAL DANGEROUS
PRESENTLY WITH THE CONSTRUCTION AND CURVES
97213 N.A.
97213 LIGHT RAIL
97213 LIGHT RAIL
97213 FOR THE NEW LIGHT RAIL SYSTEM
97213 FOR THE LIGHT RAIL
97213 THE LIGHT RAIL

97213 N.A.
97214 FOR THE LIGHT RAIL
97214 IT'S THE LIGHT RAIL
97214 THE LIGHT RAIL?
97214 LIGHT RAIL
97214 LIGHT RAIL
97214 FOR THE LIGHT RAIL
97215 OH THE LIGHT RAIL AND CLEAN UP OF 205
97215 N.A.
97215 SO THEY CAN HAVE A TRAIN GO UP THE MIDDLE OF THE
FREEWAY TO GRESHAM
97215 YOU MEAN THE LIGHT RAIL?
97215 TO PUT IN THE LIGHT RAIL
97215 N.A.
97216
97216 POLITICIAN WASTING MONEY BUILDING SOMETHING THAT
WE DON'T NEED
97216 LIGHT RAIL SYSTEM
97216 N.A.
97217
97217
97217 LIGHT RAIL
97217
97217
97217
97217
97217
97217
97217 FOR THE LIGHT RAIL
97217 BECAUSE OF THE LIGHT RAIL
97217
97217 N.A.
97217 LIGHT RAIL
97217 FOR THE LIGHT RAIL PROJECT
97217 FOR THE RAILWAY THING
97218
97218 IS THAT THE LIGHT RAIL?
97218 N.A.
97218 THE LIGHT RAIL
97219 SOMETHING ABOUT THE LIGHT RAIL CONSTRUCTION
97219 TO IMPROVE TRANSPORTATION MORE ACCESSIBILITY
97219 BECAUSE OF THE TRAFFIC PROBLEM CONGESTION AT RUSH HOUR
97219 IT'S FOR THE LIGHT RAIL SYSTEM
97219 FOR THE MASS TRANSIT. THE MONORAIL THATS IT
97219 TO PUT IN THE LIGHT RAIL THATS THE REASON
97219 ITS A MASS TRANSIT SYSTEM TO GET PEOPLE TO THE
GRESHAM AREA
97219 N.A.
97219 N.A.
97219 FOR THE LIGHT RAIL I THINK
97219 BECAUSE OF THE LIGHT RAIL SYSTEM
97219 N.A.
97219 IT IS FOR THE LIGHT RAIL
97219 N.A.
97219 N.A.

97219 THE LIGHT RAIL PROJECT
97219 SOMETHING TO DO WITH THE LIGHT RAIL
97220 WIDENING THE BANFIELD & THE LIGHT RAIL PROJECT
97220 LIGHT RAIL
97220 LIGHT RAIL
97220 LIGHT RAIL
97220 LIGHT RAIL
97220 LIGHT RAIL
97220 THEY ARE WIDENING THE FREEWAY
97220 WHITE ELEPHANT
97220 FOR THE LIGHT RAIL
97220 TO BUILD A LIGHT RAIL SYSTEM
97220 FOR THE LIGHT RAIL, FOR EASIER TRANSPORTATION
97220 CUTTING DOWN ON TRAFFIC AND TO GET MORE PEOPLE
FASTER TO THEIR DESTINATION
97220 N.A.
97220 TRAIN SYSTEM
97220 THAT WOULD BE THE LIGHT RAIL
97221 TO PUT IN A TRAIN TO TRAVEL IN THE AREA FASTER
AND EASIER
97221 HELP WORKER GET TO WORK FASTER WITH LESS TRAFFIC
PROBLEMS
97221 HELP TRAFFIC PROBLEMS DECREASE
97221 AN EFFORT TO GET DRIVERS TO RIDE ON THE LIGHT RAIL
AND TURN IN THEIR CARS WHICH WON'T WORK
97221 EASIER TRANSPORTATION AND LESS TRAFFIC
97221 EASIER ACCESS TO THE EAST SIDE OF TOWN
97221 FOR A LIGHT RAIL
97221 LIGHT RAIL
97222 LIGHT RAIL THING
97222 NEW LIGHT RAIL TO GRESHAM
97222 TRANSIT TO GRESHAM AREA
97222 GET MORE PEOPLE OUT TOWARD BEAVERTON
97222 BANFIELD LIGHT RAIL PROJECT
97222 LIGHT RAIL PROJECT
97222 N.A.
97222 N.A.
97222 LIGHT RAIL PROJECT
97222 N.A.
97222 LIGHT RAIL PROJECT
97222
97222 LIGHT RAIL SYSTEM
97222 TO MAKE ROOM FOR THE TRACKS FOR THE LIGHT RAIL
97222
97222 TO MAKE IT WIDER FOR MORE LANES
97222 WELL FOR THIS LIGHT RAIL PROJECT
97222 FOR THE STREETCARS
97222 FOR LIGHT RAIL
97222 FOR THE LIGHT RAIL PROJECT BETWEEN PORTLAND AND GRESHAM
97222 TO WIDEN THE FREEWAY
97222 N.A.
97222 THEY ARE BUILDING THAT LIGHT RAIL
97223 ARE YOU REFERRING TO THE LIGHT RAIL FROM GRESHAM?
97223 THE LIGHT RAIL PROJECT

97223 THAT WOULDN'T BE THE LIGHT RAIL PROJECT?
97223 N.A.
97223 N.A.
97223 RAIL
97223 LIGHT RAIL PROJECT ROAD NEEDED WIDENING AND IMPROVED
FOR MORE TRAFFIC
97223 FOR LIGHT RAIL PROJECT
97223 FOR THE TRANSIT AND TO EXPAND THE ROAD TO MAKE IT WIDER
97223 THAT IS THE NEW HIGHWAY 80 OR 84 I THINK
97223 N.A.
97225 TO PUT IN LIGHT RAIL
97225 WIDEN THE ROADS AND THE LIGHT RAIL WILL RUN ON THE SIDE
97225 WIDENING THE FREEWAY AND PUTTING IN THE LIGHT RAIL
97225 N.A.
97225 TO BUILD THE RAPID TRANSIT SYSTEM
97227 IT'S FOR THE LIGHT RAIL
97227
97227 DON'T KNOW
97229
97229 LIGHT RAIL REDUCE TRAFFIC ON BANFIELD
97229 THERE IS GOING TO BE A RAIL
97230 THEY ARE WIDENING THE BANFIELD & PUTTING IN LIGHT
RAIL TO GRESHAM
97230 IS IT THE LIGHT RAIL SYSTEM?
97230 FOR LIGHT RAIL SYSTEM
97230 N.A.
97230 YES, IT'S THE BANFIELD LIGHT RAIL
97230 FOR LIGHT RAIL
97230 N.A.
97230 THE LIGHT RAIL
97230 THE LIGHT RAIL
97231 THE LIGHT RAIL SYSTEM
97231 PUTTING IN LIGHT RAIL AND ALSO IN ORDER TO CONVEY
MORE TRAFFIC
97232 THEY'RE PUTTING IN THE LIGHT RAIL FROM GRESHAM
97232 FOR THE LIGHT RAIL
97232 SOME CLOWN IN OUR GOVERNMENT WANTED LIGHT RAIL I THINK
IT IS BULLSHIT AND YOU CAN QUOTE ME!
97232 THE LIGHT RAIL
97233 TO GET THE NEW LIGHT RAIL
97233 FOR LIGHT RAIL
97233 N.A.
97233 IMPROVING BANFIELD FREEWAY AND BUILDING LIGHT RAIL
FOR MASS TRANSIT AT THE SAME TIME
97233 THEY ARE PUTTING IN THE LIGHT RAIL
97233 FOR THE LIGHT RAIL FOR MASS TRANSIT
97233 SUPPOSED FOR SOME RAIL SERVICE SOME KIND OF METRO
TRANSPORTATION SERVICE OR WIDENING OF THE FREEWAY
BUILDING THE LIGHT RAIL SYSTEM
97236 N.A.
97236 LIGHT RAIL PROJECT
97236 IT'S FOR THE LIGHT RAIL
97236 THE LIGHT RAIL
97236 FOR THE LIGHT RAIL BETWEEN PORTLAND AND GRESHAM

97236 MAINLY FOR THE LIGHT RAIL PROJECT
97266 LIGHT RAIL PROJECT
97266 LIGHT RAIL PROJECT
97266 TRI-MET PROJECT OF SOME KIND
97266 THEY ARE GOING TO PUT IN A LIGHT RAIL
97266 SO GRESHAM HAS BETTER ACCESS TO PORTLAND & RELIEVES
THE TRAFFIC DURING RUSH HOUR ON THE BANFIELD
97266 N.A.
97266 BECAUSE OF THE LIGHT RAIL
97701 N.A.

APPENDIX B

BANFIELD LIGHT RAIL THEME STUDY

Q5 "OTHER" RESPONSES

A COMPANY FROM COLORADO
A CONSTRUCTION COMPANY, I DON'T KNOW THE NAME
R.A. HATCH CO. (7)
MULTNOMAH COUNTY (3)
SOME NON-UNION COMPANY
AMTRACK
TAXPAYERS (3)
MT. HOOD FREEWAY
FREEWAY ADMINISTRATION BOARD
URBAN MASS TRANSIT ADMINISTRATION (UMTA)
HIGHWAY COMMISSION
COUNTY COMMISSIONERS (3)
LOCAL AND STATE POLITICAL GROUPS
RESIDENCES OF PORTLAND
MAYOR GOLDSMITH (6)
NON-UNION PEOPLE
HART
TRI-COUNTY
SOME POLITIANS
"ALL HAVE A HAND IN IT"--TRIMET, CITY OF PORTLAND,
STATE OF OREGON, AND FEDERAL SOMBOIES.

TABLES

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F * *
 V1 WHY CONSTRUCTION ON BANFIELD, BURNSIDE ST BY V9 HOW OF

		V9					ROW TOTAL
COUNT		1. I	2. I	3. I	4. I	5. I	
ROW PCT	INONRIDER	LIGHT	RI	OCCASION	FREQUENT	REGULAR	
COL PCT	DER	AL	RIDER	RIDER	RIDER		
TOT PCT	I	I	I	I	I	I	
V1	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
1.	I 209	I 17	I 7	I 15	I 16	I 264	
YES	I 79.2	I 6.4	I 2.7	I 5.7	I 6.1	I 66.2	
	I 66.1	I 63.0	I 53.8	I 88.2	I 61.5	I	
	I 52.4	I 4.3	I 1.8	I 3.8	I 4.0	I	
	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
2.	I 107	I 10	I 6	I 2	I 10	I 135	
NO	I 79.3	I 7.4	I 4.4	I 1.5	I 7.4	I 33.8	
	I 33.9	I 37.0	I 46.2	I 11.8	I 38.5	I	
	I 26.8	I 2.5	I 1.5	I .5	I 2.5	I	
	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	
COLUMN	316	27	13	17	26	399	
TOTAL	79.2	6.8	3.3	4.3	6.5	100.0	

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F * *
 V3 REMEMBER ANYTHING, BANFIELD LIGHT RAIL PR BY V9 HOW OF

		V9							
		COUNT	I					ROW	
ROW	PCT	INONRIDER	LIGHT	RI	OCCASION	FREQUENT	REGULAR	TOTAL	
COL	PCT	DER	DER	AL RIDER	RIDER	RIDER			
TOT	PCT	1.I	2.I	3.I	4.I	5.I			
V3		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----		
	1.	I 92	I 6	I 7	I 2	I 10	I	117	
YES		I 78.6	I 5.1	I 6.0	I 1.7	I 8.5	I	29.3	
		I 29.1	I 22.2	I 53.8	I 11.8	I 38.5	I		
		I 23.1	I 1.5	I 1.8	I .5	I 2.5	I		
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----		
	2.	I 22	I 4	I 0	I 1	I 3	I	30	
NO		I 73.3	I 13.3	I .0	I 3.3	I 10.0	I	7.5	
		I 7.0	I 14.8	I .0	I 5.9	I 11.5	I		
		I 5.5	I 1.0	I .0	I .3	I .8	I		
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----		
	3.	I 14	I 0	I 0	I 0	I 0	I	14	
NOT SURE		I 100.0	I .0	I .0	I .0	I .0	I	3.5	
		I 4.4	I .0	I .0	I .0	I .0	I		
		I 3.5	I .0	I .0	I .0	I .0	I		
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----		
	6.	I 188	I 17	I 6	I 14	I 13	I	238	
NOT APPLICABLE		I 79.0	I 7.1	I 2.5	I 5.9	I 5.5	I	59.6	
		I 59.5	I 63.0	I 46.2	I 82.4	I 50.0	I		
		I 47.1	I 4.3	I 1.5	I 3.5	I 3.3	I		
		-----I-----	-----I-----	-----I-----	-----I-----	-----I-----	-----I-----		
	COLUMN	316	27	13	17	26		399	
	TOTAL	79.2	6.8	3.3	4.3	6.5		100.0	

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F * *
 V4 HOW DO YOU FEEL ABOUT THE LIGHT RAIL PRO BY V9 HOW OFT

		V9					
		COUNT	I				
ROW	PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR	ROW
COL	PCT	DER	AL RIDER	RIDER	RIDER		TOTAL
TOT	PC1	1.I	2.I	3.I	4.I	5.I	
V4							
	1.	I 30	I 3	I 4	I 1	I 4	42
STRONGLY APPROVE		I 71.4	I 7.1	I 9.5	I 2.4	I 9.5	10.5
		I 9.5	I 11.1	I 30.8	I 5.9	I 15.4	
		I 7.5	I .8	I 1.0	I .3	I 1.0	
	2.	I 105	I 11	I 4	I 8	I 6	134
APPROVE		I 78.4	I 8.2	I 3.0	I 6.0	I 4.5	33.6
		I 33.2	I 40.7	I 30.8	I 47.1	I 23.1	
		I 26.3	I 2.8	I 1.0	I 2.0	I 1.5	
	3.	I 92	I 4	I 4	I 5	I 10	115
NEUTRAL		I 80.0	I 3.5	I 3.5	I 4.3	I 8.7	28.8
		I 29.1	I 14.8	I 30.8	I 29.4	I 38.5	
		I 23.1	I 1.0	I 1.0	I 1.3	I 2.5	
	4.	I 30	I 3	I 0	I 2	I 2	37
DISAPPROVE		I 81.1	I 8.1	I .0	I 5.4	I 5.4	9.3
		I 9.5	I 11.1	I .0	I 11.8	I 7.7	
		I 7.5	I .8	I .0	I .5	I .5	
	5.	I 22	I 2	I 1	I 0	I 1	26
STRONGLY DISAPPR		I 84.6	I 7.7	I 3.8	I .0	I 3.8	6.5
		I 7.0	I 7.4	I 7.7	I .0	I 3.8	
		I 5.5	I .5	I .3	I .0	I .3	
	7.	I 1	I 0	I 0	I 0	I 0	1
DON'T KNOW		I 100.0	I .0	I .0	I .0	I .0	.3
		I .3	I .0	I .0	I .0	I .0	
		I .3	I .0	I .0	I .0	I .0	
	8.	I 36	I 4	I 0	I 1	I 3	44
NOT APPLICABLE		I 81.8	I 9.1	I .0	I 2.3	I 6.8	11.0
		I 11.4	I 14.8	I .0	I 5.9	I 11.5	
		I 9.0	I 1.0	I .0	I .3	I .8	
	COLUMN	316	27	13	17	26	399
	TOTAL	79.2	6.8	3.3	4.3	6.5	100.0

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F * *
 V5 WHO IS RESPONSIBLE FOR THE LIGHT RAIL BY V9 HOW OF 1

		V9							
		COUNT	I					ROW	
ROW	PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR	TOTAL	ROW	
COL	PCT	DER	AL RIDER	RIDER	RIDER	RIDER	TOTAL	TOTAL	
TOT	PCT	1.I	2.I	3.I	4.I	5.I			
V5									
1.	I	101	10	7	7	9	134		
	I	75.4	7.5	5.2	5.2	6.7	33.6		
	I	32.0	37.0	53.8	41.2	34.6			
	I	25.3	2.5	1.8	1.8	2.3			
	I								
2.	I	9	1	0	1	0	11		
	I	81.8	9.1	.0	9.1	.0	2.8		
	I	2.8	3.7	.0	5.9	.0			
	I	2.3	.3	.0	.3	.0			
	I								
3.	I	37	1	3	4	1	46		
	I	80.4	2.2	6.5	8.7	2.2	11.5		
	I	11.7	3.7	23.1	23.5	3.8			
	I	9.3	.3	.8	1.0	.3			
	I								
4.	I	16	3	0	1	2	22		
	I	72.7	13.6	.0	4.5	9.1	5.5		
	I	5.1	11.1	.0	5.9	7.7			
	I	4.0	.8	.0	.3	.5			
	I								
5.	I	12	0	0	0	0	12		
	I	100.0	.0	.0	.0	.0	3.0		
	I	3.8	.0	.0	.0	.0			
	I	3.0	.0	.0	.0	.0			
	I								
6.	I	28	3	2	1	3	37		
	I	75.7	8.1	5.4	2.7	8.1	9.3		
	I	8.9	11.1	15.4	5.9	11.5			
	I	7.0	.8	.5	.3	.8			
	I								
7.	I	78	5	1	2	8	94		
	I	83.0	5.3	1.1	2.1	8.5	23.6		
	I	24.7	18.5	7.7	11.8	30.8			
	I	19.5	1.3	.3	.5	2.0			
	I								
	COLUMN	316	27	13	17	26	399		
	TOTAL	79.2	6.8	3.3	4.3	6.5	100.0		

(CONTINUED)

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F *
 V5 WHO IS RESPONSIBLE FOR THE LIGHT RAIL BY V9 HOW OFT

		V9					
	COUNT	INONRIDER	LIGHT RIDER	OCCASIONAL RIDER	FREQUENT RIDER	REGULAR RIDER	ROW TOTAL
ROW PCT	I	1.I	2.I	3.I	4.I	5.I	
COL PCT	I						
TOT PCT	I						
V5	8.	35	4	0	1	3	43
NOT APPLICABLE	81.4	9.3	.0	2.3	7.0	10.8	
	11.1	14.8	.0	5.9	11.5		
	8.8	1.0	.0	.3	.8		
COLUMN TOTAL	316	27	13	17	26	399	
	79.2	6.8	3.3	4.3	6.5	100.0	

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F * *
 V6 HOW WELL IS THE CNOSTRUCTION PROCEEDING BY V9 HOW OFT

		V9							
		COUNT	I	NONRIDER	LIGHT R1	OCCASION	FREQUENT	REGULAR	ROW
ROW	PCT	I	1.I	2.I	3.I	4.I	5.I	TOTAL	
COL	PCT	I	1.I	2.I	3.I	4.I	5.I		
TOT	PCT	I	1.I	2.I	3.I	4.I	5.I		
V6									
1.	I	30	1	1	2	1	2	36	
VERY WELL	I	83.3	1	2.8	5.6	1	2.8	9.0	
	I	9.5	1	3.7	15.4	1	5.9		
	I	7.5	1	.3	.5	1	.3		
2.	I	68	1	8	4	3	7	90	
WELL	I	75.6	1	8.9	4.4	3.3	7.8	22.6	
	I	21.5	1	29.6	30.8	17.6	26.9		
	I	17.0	1	2.0	1.0	.8	1.8		
3.	I	83	1	8	3	7	6	107	
SO-SO	I	77.6	1	7.5	2.8	6.5	5.6	26.8	
	I	26.3	1	29.6	23.1	41.2	23.1		
	I	20.8	1	2.0	.8	1.8	1.5		
4.	I	29	1	0	1	3	4	37	
POORLY	I	78.4	1	.0	2.7	8.1	10.8	9.3	
	I	9.2	1	.0	7.7	17.6	15.4		
	I	7.3	1	.0	.3	.8	1.0		
5.	I	15	1	2	1	0	2	20	
VERY POORLY	I	75.0	1	10.0	5.0	.0	10.0	5.0	
	I	4.7	1	7.4	7.7	.0	7.7		
	I	3.8	1	.5	.3	.0	.5		
7.	I	56	1	4	2	2	2	66	
NOT SURE	I	84.8	1	6.1	3.0	3.0	3.0	16.5	
	I	17.7	1	14.8	15.4	11.8	7.7		
	I	14.0	1	1.0	.5	.5	.5		
8.	I	35	1	4	0	1	3	43	
NOT APPLICABLE	I	81.4	1	9.3	.0	2.3	7.0	10.8	
	I	11.1	1	14.8	.0	5.9	11.5		
	I	8.8	1	1.0	.0	.3	.8		
	COLUMN	316	27	13	17	26	399		
	TOTAL	79.2	6.8	3.3	4.3	6.5	100.0		

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F *
 V7 WHICH THEMES ARE BEST BY V9 HOW OF

		V9							
		COUNT						ROW	
ROW	PCT	INONRIDER	LIGHT RI	OCCASION	FREQUENT	REGULAR		TOTAL	
COL	PCT	DER	DER	AL RIDER	RIDER	RIDER			
TOT	PCY	1.I	2.I	3.I	4.I	5.I			
V7									
1.	I	106	9	5	5	11		136	
ON THE RIGHT TRA	I	77.9	6.6	3.7	3.7	8.1		34.1	
	I	33.5	33.3	38.5	29.4	42.3			
	I	26.6	2.3	1.3	1.3	2.8			
2.	I	45	3	2	3	4		57	
PARTNER IN PORTL	I	78.9	5.3	3.5	5.3	7.0		14.3	
	I	14.2	11.1	15.4	17.6	15.4			
	I	11.3	.8	.5	.8	1.0			
3.	I	84	6	3	7	7		107	
TRI-RAIL	I	78.5	5.6	2.8	6.5	6.5		26.8	
	I	26.6	22.2	23.1	41.2	26.9			
	I	21.1	1.5	.8	1.8	1.8			
4.	I	41	5	3	1	1		51	
NONE ARE APPEALI	I	80.4	9.8	5.9	2.0	2.0		12.8	
	I	13.0	18.5	23.1	5.9	3.8			
	I	10.3	1.3	.8	.3	.3			
7.	I	5	0	0	0	0		5	
NOT SURE	I	100.0	.0	.0	.0	.0		1.3	
	I	1.6	.0	.0	.0	.0			
	I	1.3	.0	.0	.0	.0			
8.	I	35	4	0	1	3		43	
NOT APPLICABLE	I	81.4	9.3	.0	2.3	7.0		10.8	
	I	11.1	14.8	.0	5.9	11.5			
	I	8.8	1.0	.0	.3	.8			
COLUMN		316	27	13	17	26		399	
TOTAL		79.2	6.8	3.3	4.3	6.5		100.0	

FILE SPC135K (CREATION DATE = 3/ 6/84) BANFIELD CONTROL FILE

***** C R O S S T A B U L A T I O N O F *
 V8 WHICH THEMES LEAST BY V9 HOW OFI

V9

V8	COUNT ROW PCT COL PCT TOT PCT	V9					ROW TOTAL
		1. I NONRIDER	2. I LIGHT DER	3. I RI OCCASION AL RIDER	4. I FREQUENT RIDER	5. I REGULAR RIDER	
ON THE RIGHT TRA	43 75.4 13.6 10.8	4 7.0 14.8 1.0	1 1.5	2 3.5 15.4 .5	4 7.0 23.5 1.0	4 7.0 15.4 1.0	57 14.3
PARTNER IN PORTL	138 80.2 43.7 34.6	11 6.4 40.7 2.8	5 2.9 38.5 1.3	6 3.5 35.3 1.5	12 7.0 46.2 3.0	172 43.1	
TRI-RAIL	73 79.3 23.1 18.3	5 5.4 18.5 1.3	4 4.3 30.8 1.0	4 4.3 23.5 1.0	6 6.5 23.1 1.5	92 23.1	
NONE ARE APPEALI	16 76.2 5.1 4.0	2 9.5 7.4 .5	2 9.5 15.4 .5	1 4.8 5.9 .3	0 .0 .0 .0	21 5.3	
NOT SURE	9 75.0 2.8 2.3	1 8.3 3.7 .3	0 .0 .0 .0	1 8.3 5.9 .3	1 8.3 3.8 .3	12 3.0	
NOT APPLICABLE	37 82.2 11.7 9.3	4 8.9 14.8 1.0	0 .0 .0 .0	1 2.2 5.9 .3	3 6.7 11.5 .8	45 11.3	
COLUMN TOTAL	316 79.2	27 6.8	13 3.3	17 4.3	26 6.5	399 100.0	