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Indicators of the Metroscope: Critical Issues

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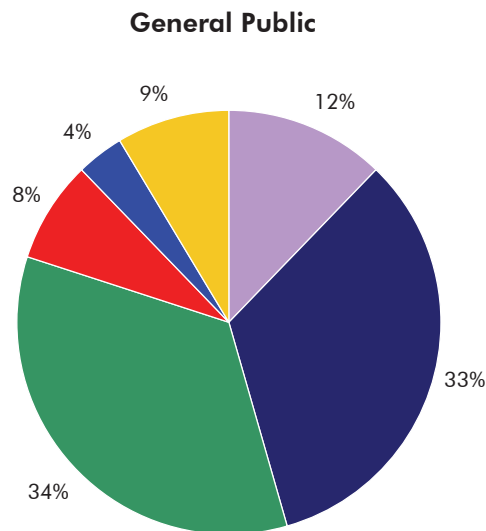
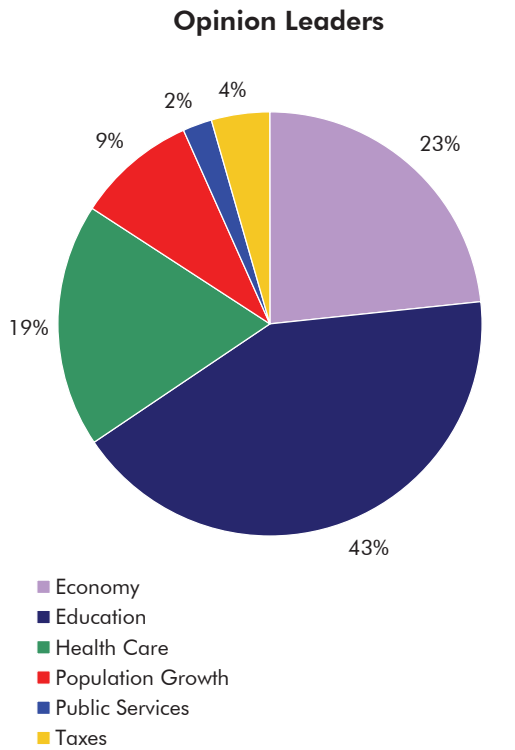
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CRITICAL ISSUES

by CRAIG WOLLNER



Top ranked issues among the general public and the opinion leaders.

Every two years, the Institute of Portland Metropolitan Studies (IMS) conducts two surveys to identify the critical issues in the six-county region that is its service area. A scientific telephone survey of the general public is conducted by the Portland State University Survey Research Laboratory. A second mail survey of opinion leaders is done by the Institute staff asking the same questions as in the phone poll. The comparative results are published in the IMS Briefing Book. The findings of the surveys, which were taken in the fall of 2006, are significant in that this year the public and the region's opinion leaders are in agreement about the most pressing concerns facing the metroscope. Both groups rate health care and education as the most pressing matters facing the region. A striking contrast to the outlook of respondents in each group from previous versions of these surveys is the easing of disquiet about taxes. In the past, tax fairness was a major focus among both the general public and opinion leaders. Overall, the results of the polling suggest a clear agenda for citizens and their leaders over the next biennium.

A complete report and analysis of results of these surveys will be available online in the Briefing Book in mid-January 2007 at the IMS website, www.pdx.edu/ims.

Top Ranked Issues Among the General Public by County

Clackamas	Education (32.6%)
Clark	Health Care (40.5%)
Columbia	Health Care (38.2%)
Multnomah	Education (38.3%)
Washington	Education (38.7%)
Yamhill	Health Care (32.5%)
Overall sample	Health Care (33.9%)

Source: Metropolitan Briefing Book Critical Issues 2007 survey.