

Have Oregonian's Changed Priorities Since the Great Recession?

presented by Su Midghall



What you should walk away with today

How to connect with the public (your customers)

Better understanding of how the public views businesses in Portland

Why workforce development should be part of any jobs message

Survey methodology

- Telephone survey (cell and land lines)
- 600 residents across Multnomah, Clackamas, Washington, Marion counties
- Conducted September 4-7, 2014
- 15 minutes (45 questions)
- Margin of error +/- 2.6% to 4.4%

Survey sponsored by PGE + PBA

Biggest issue facing the area (open end)

38%
in 2011

19% Jobs

5% Education funding

5% Economy

5% Improving roads, bridges, etc.

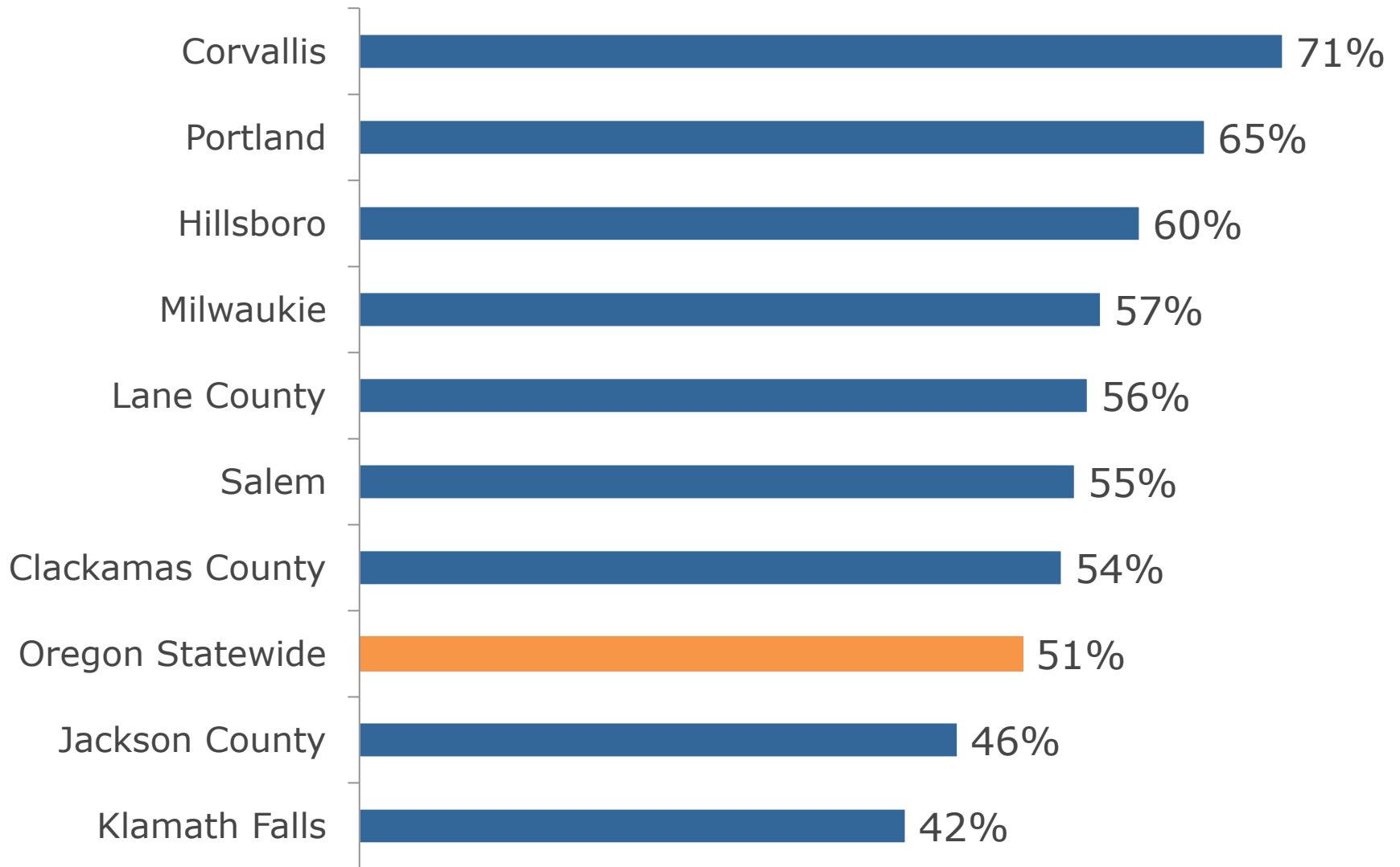
4% Taxes

4% Crime

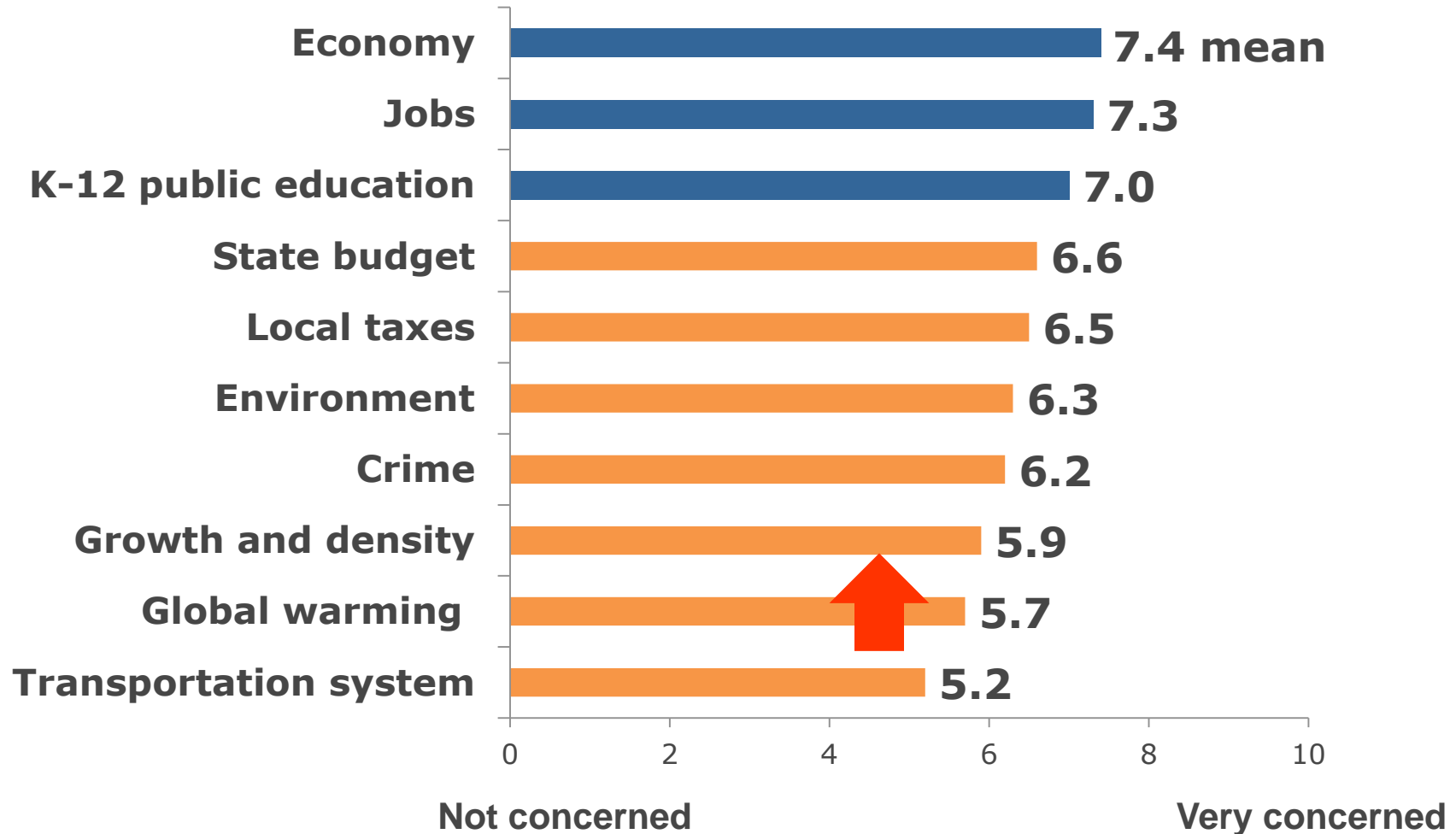
Right direction or wrong track?



Right Direction by Community 2013/2014



Concern about issues: 0 to 10 scale



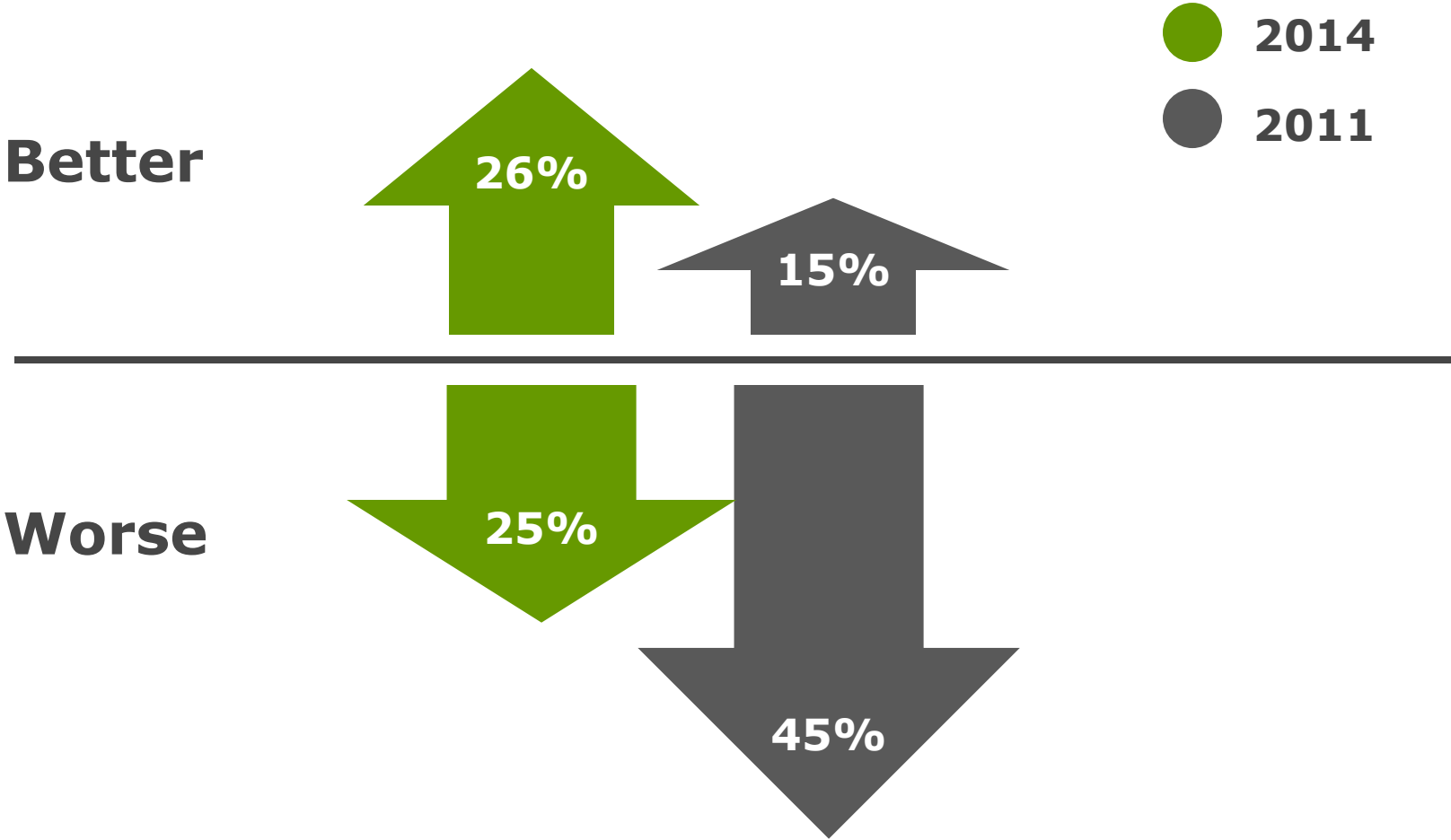
What's most important to good quality of life

1: Quality K-12 schools

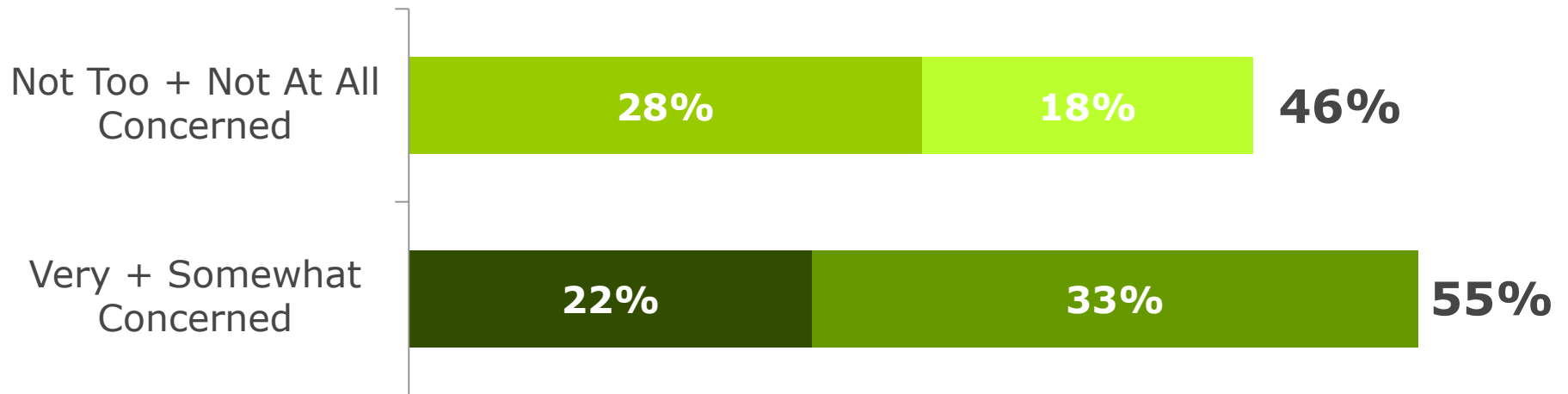
2: Good wage jobs

3: Well maintained transportation system

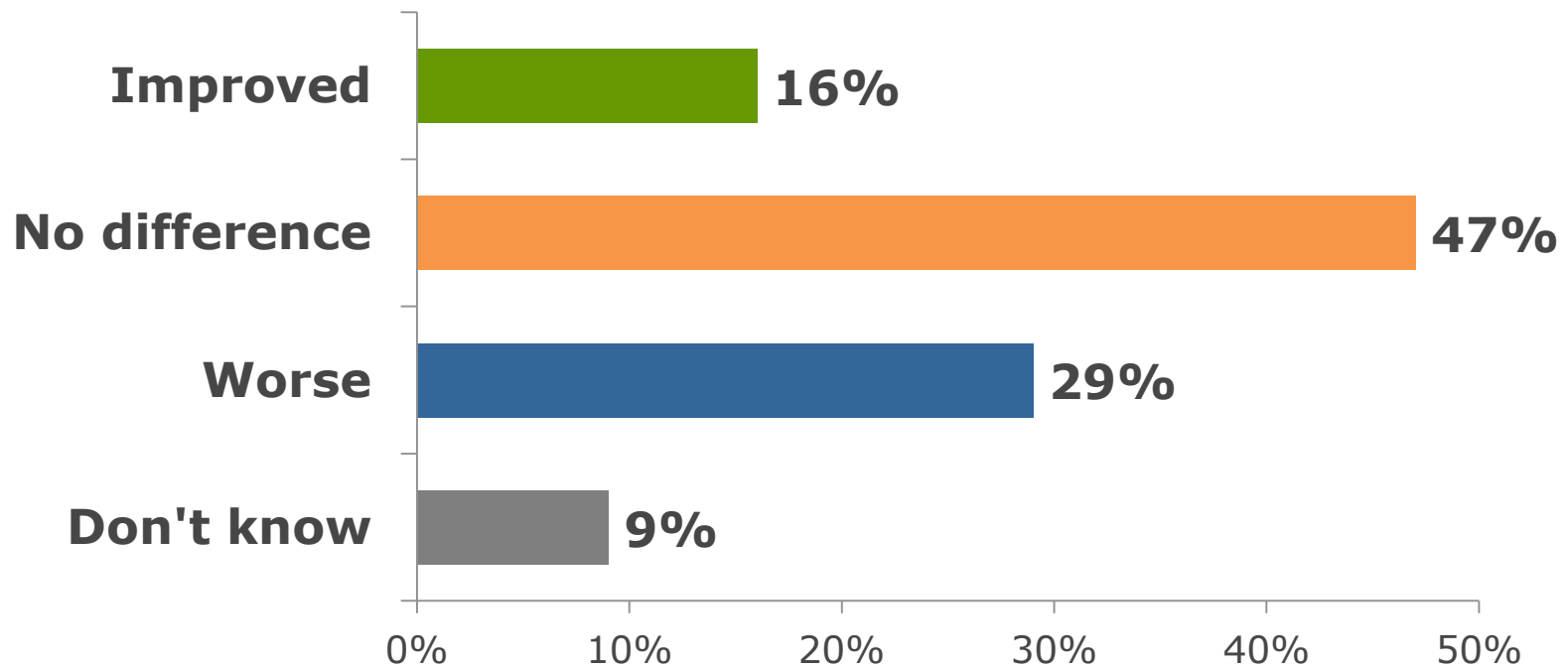
Perception of economic well-being



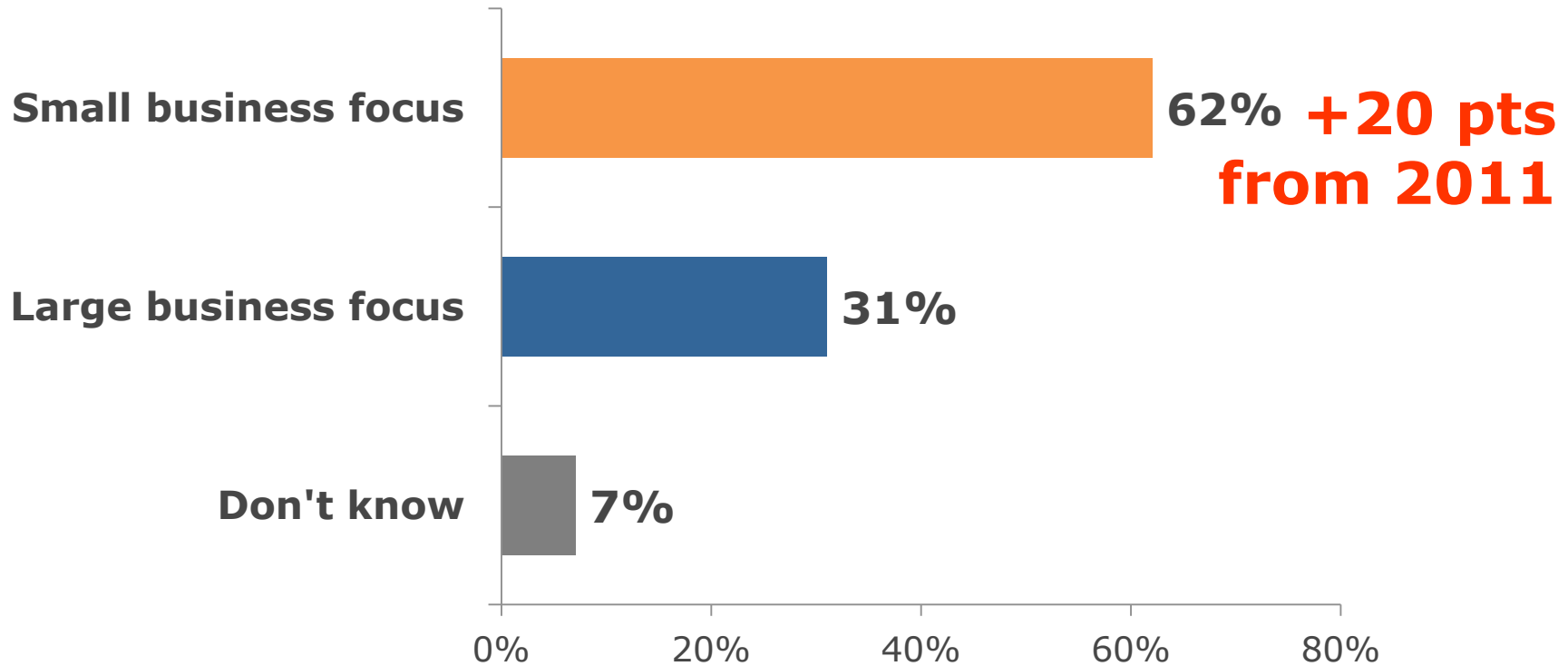
Worry about paying basic household bills



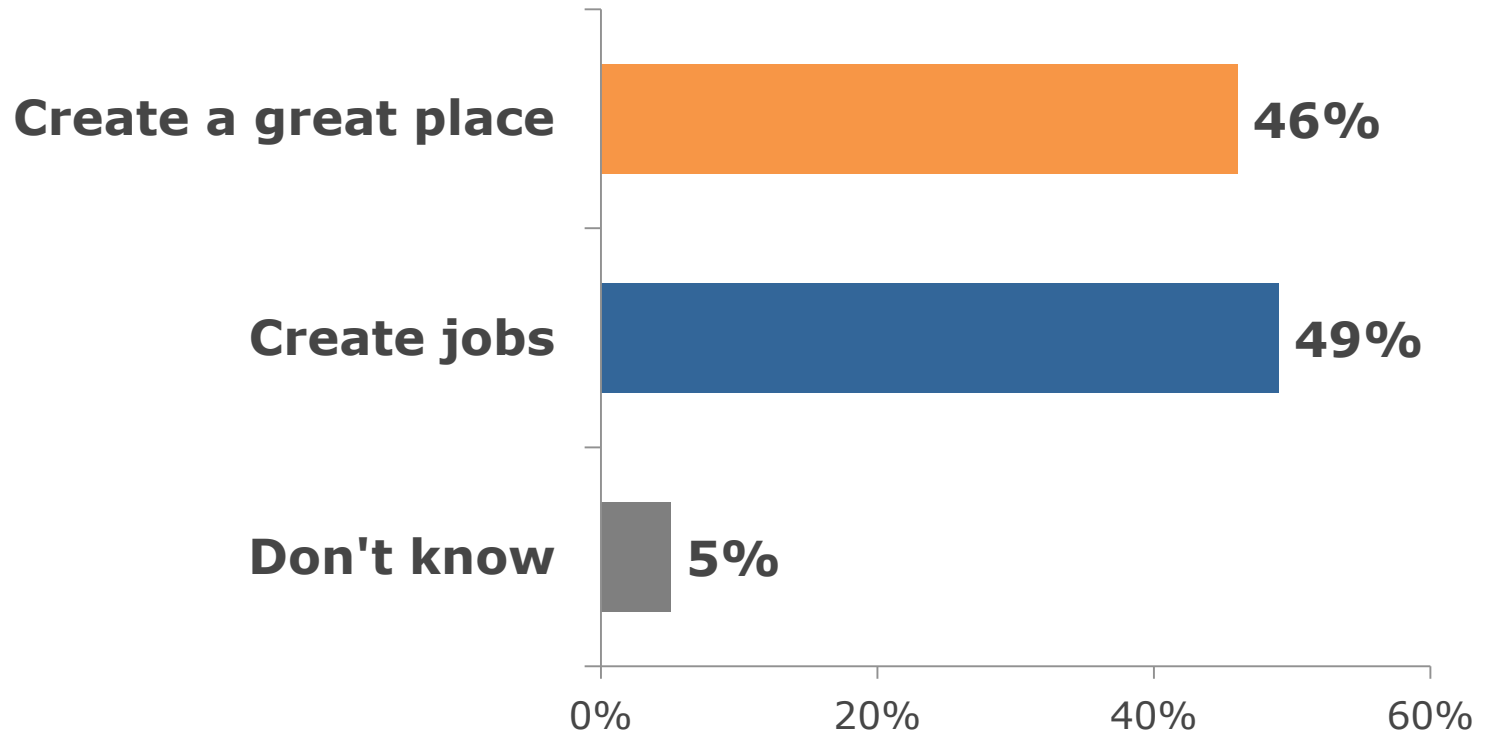
Actions and policies of local government on the business climate



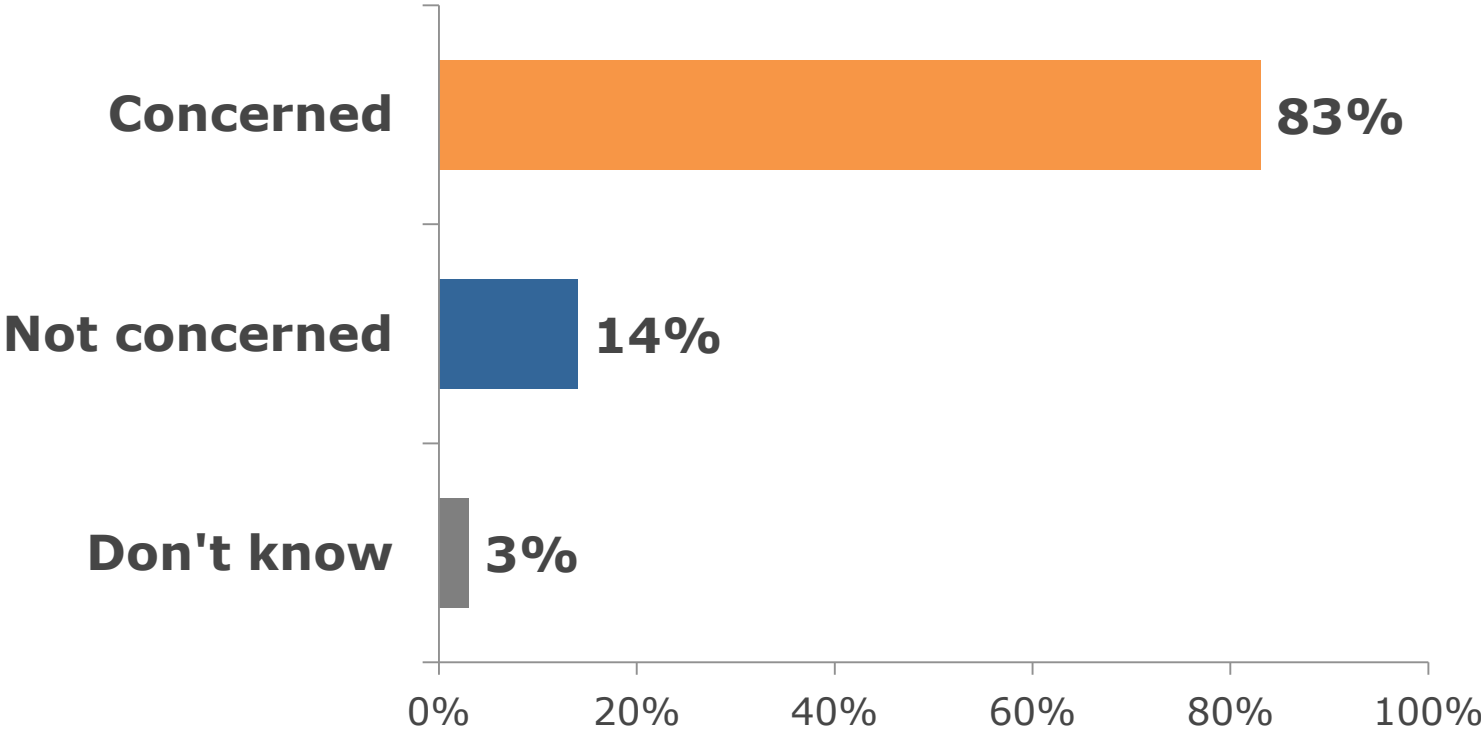
Economic development strategy: small business or large business?



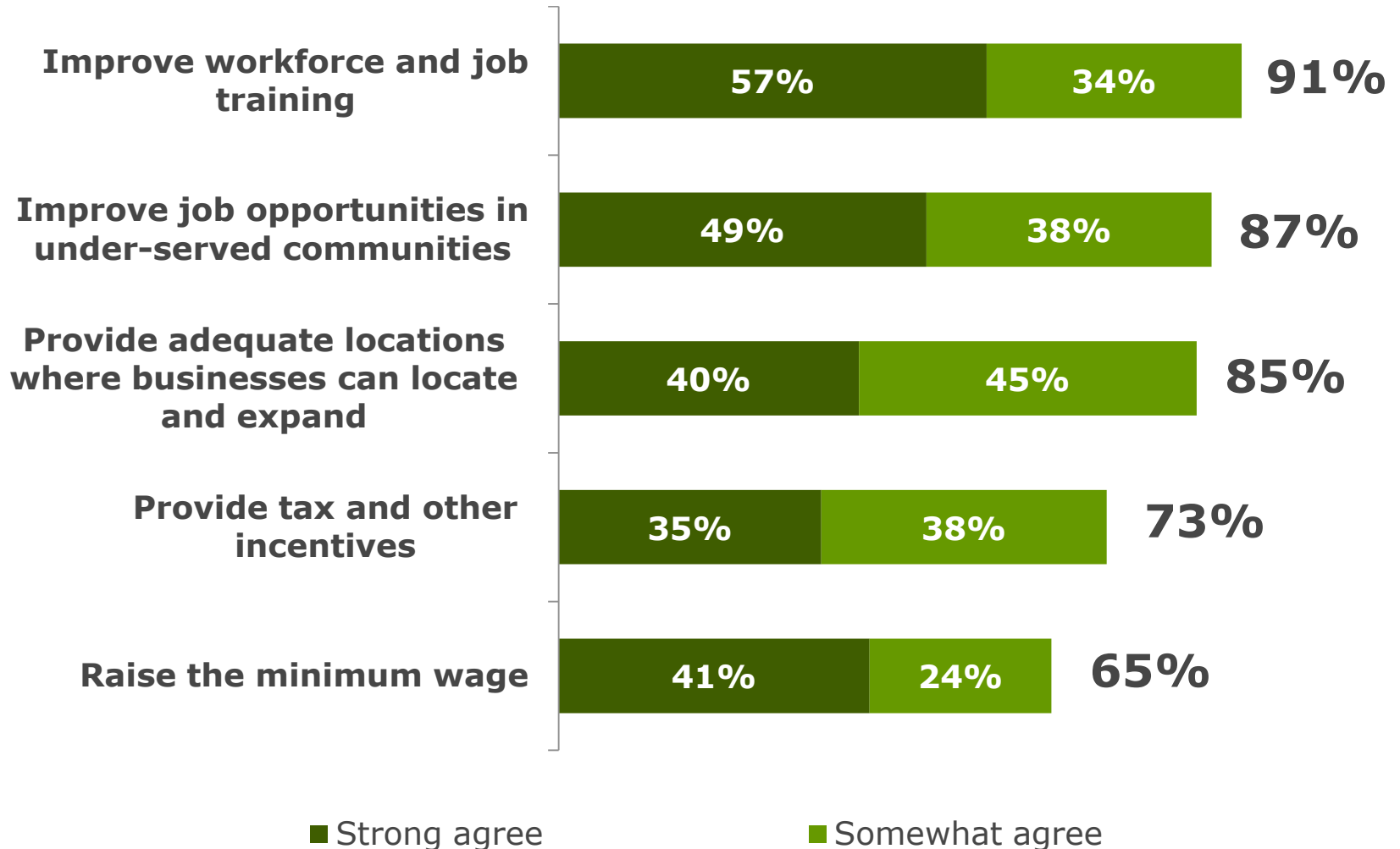
Create a great place or create jobs?



Concern about middle income jobs



Agreement on ways to increase wages



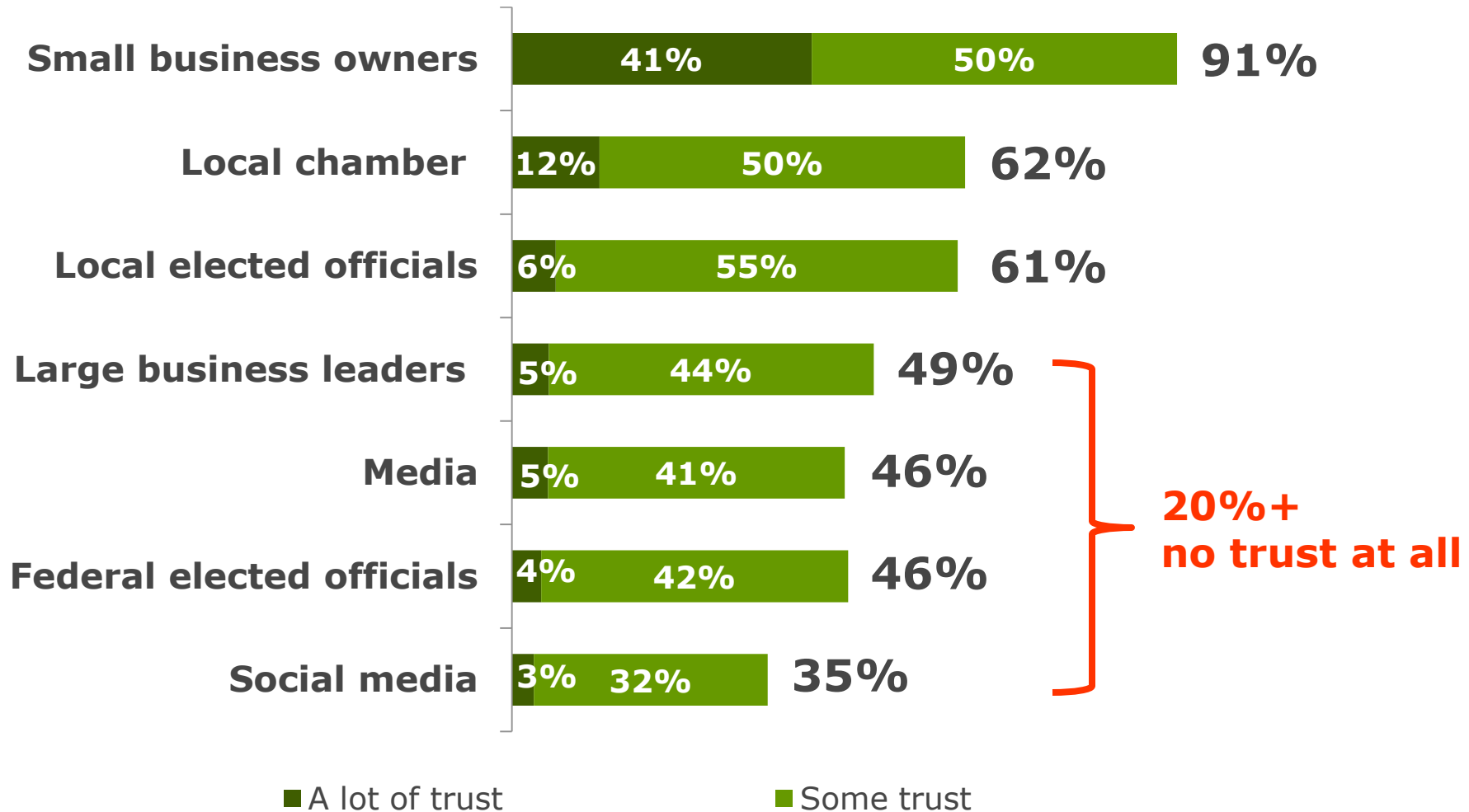
Top priorities for residents

- 1: Attract and retain trade professions**
- 2: Invest in public infrastructure like roads & bridges, public transit, water sources, energy production, waste management**
- 3: Attract emerging technology business**

BOTTOM PRIORITIES

Create a welcoming place for large business

Trusted messenger on jobs and economy



Don't just talk about jobs; connect to:

Family wage or middle income jobs

Skilled or trade professions

Workforce development and job training

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