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Highlights from the Treasure Valley Policy Survey

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Boise Regional Realtors
Mid-Year Housing Summit
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About the Survey

- Conducted September 11-15, 2016
- Sample: 1070 Adult Residents of Ada (736), Canyon (241), and Owyhee (93)* Counties
- 60/40 Landline/Cell split
- Margin of Error: +/- 3.1%
- Key topics: living & working in Treasure Valley, economic development, government services, education, transportation, agriculture, and housing & homelessness



Key Findings

- Residents view life in the Treasure Valley very positively, especially regarding:
 - Quality of life
 - Place to raise a family
 - Place to build a career
- Top reasons for living here: low crime, low cost of living, and strong economy
- Concern about pace of growth
- Divided attitudes concerning affordable housing

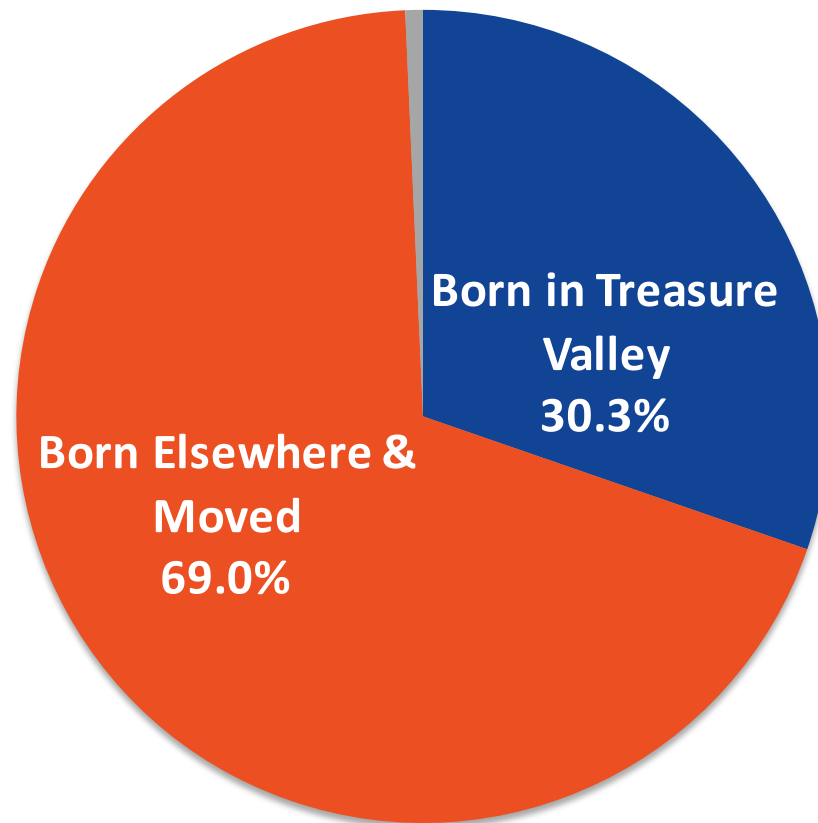


Today's Focus

- Why people stay/move here & what they think about living here
- Attitudes on housing costs and affordability
- Attitudes on key housing policy initiatives
- Attitudes on growth and the economic future

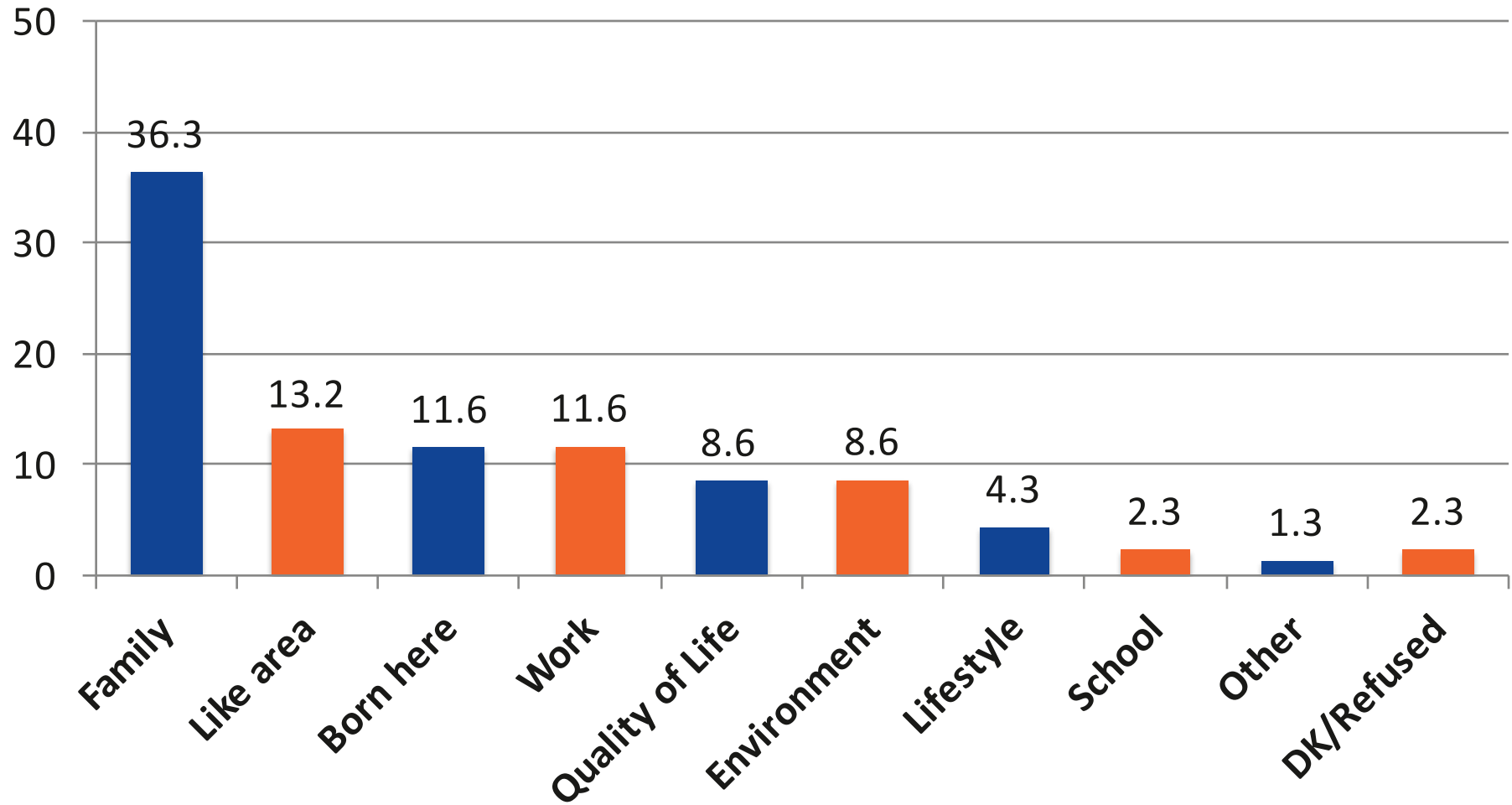


Native Residents vs. Newcomers



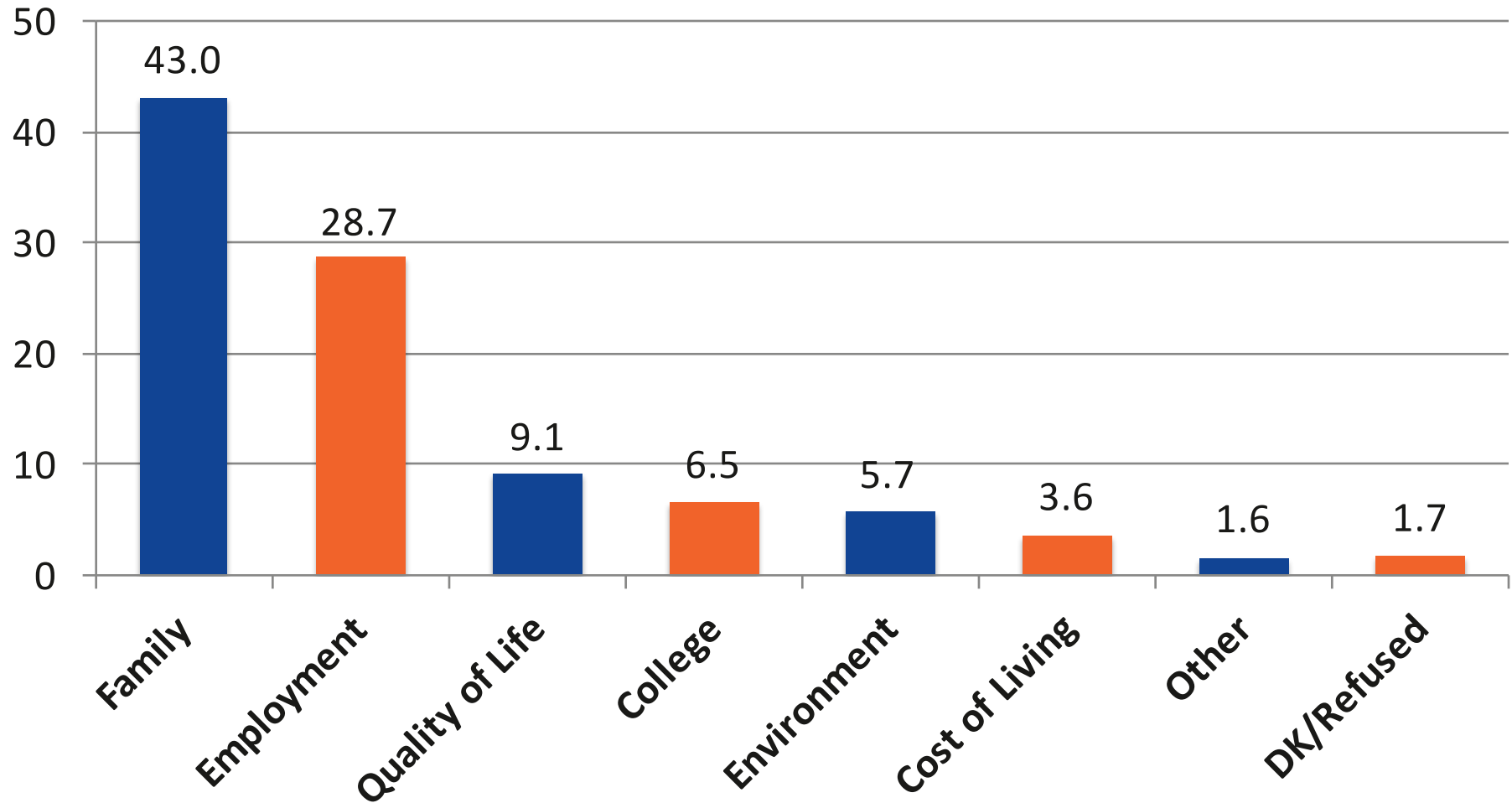


Why did you stay in the Treasure Valley?





Why did you move to the Treasure Valley?

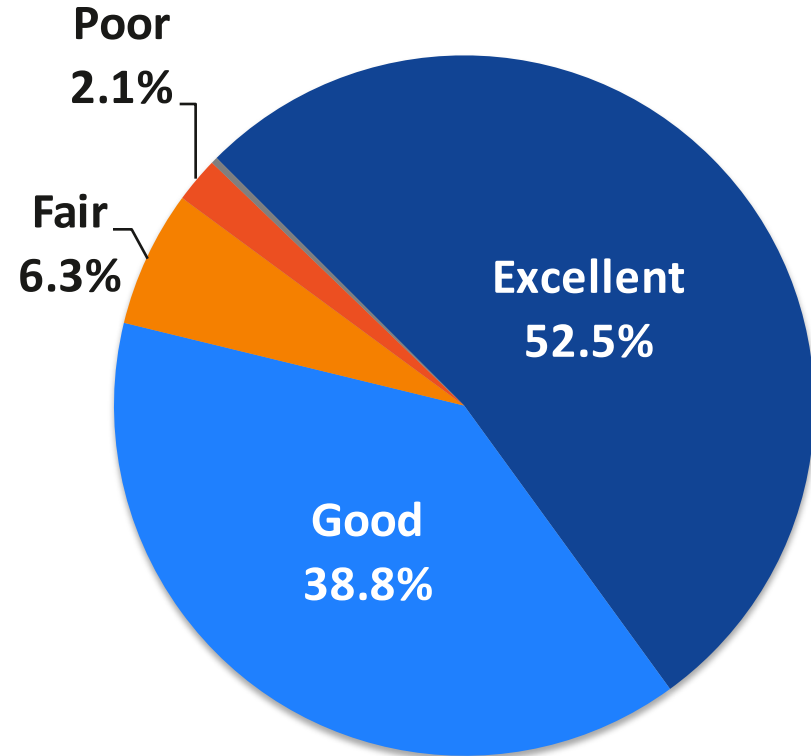
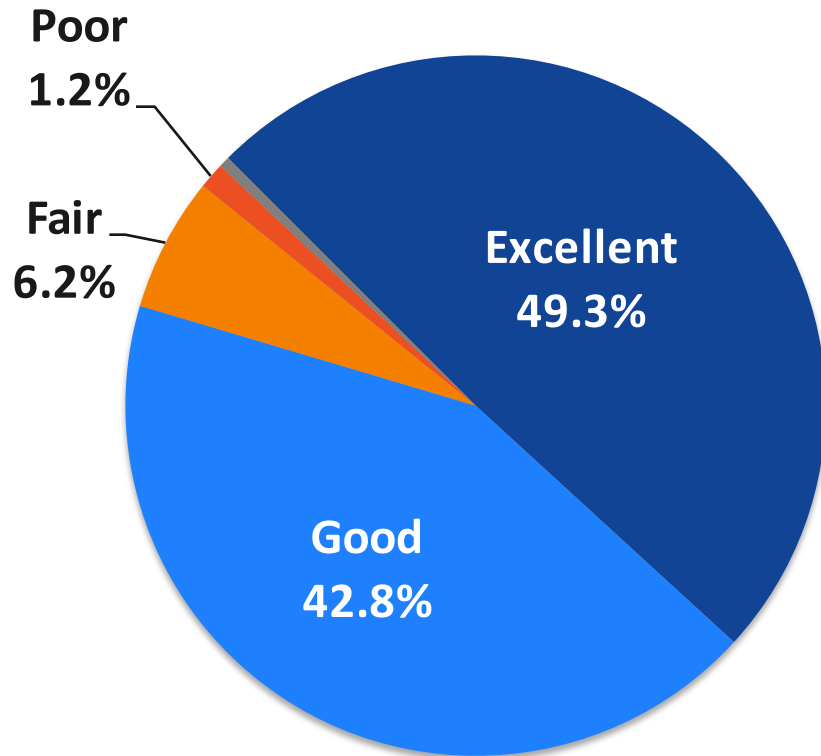




Quality of Life

In the Treasure Valley

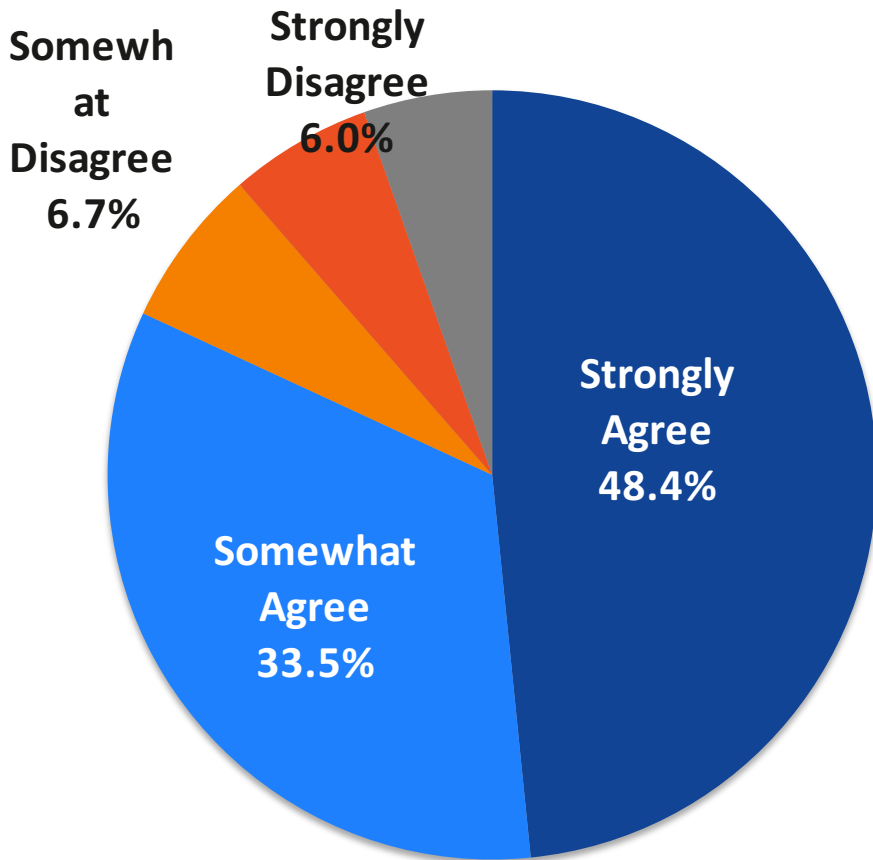
In Your Neighborhood



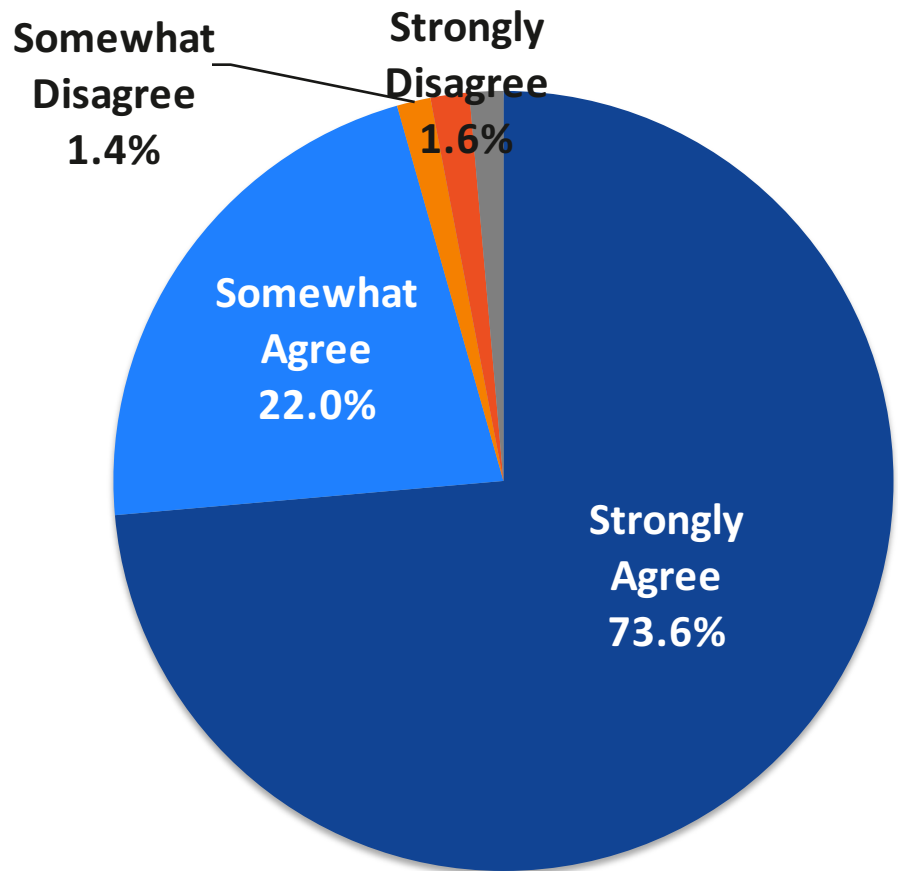


The Treasure Valley is a good place to...

Work and build a career

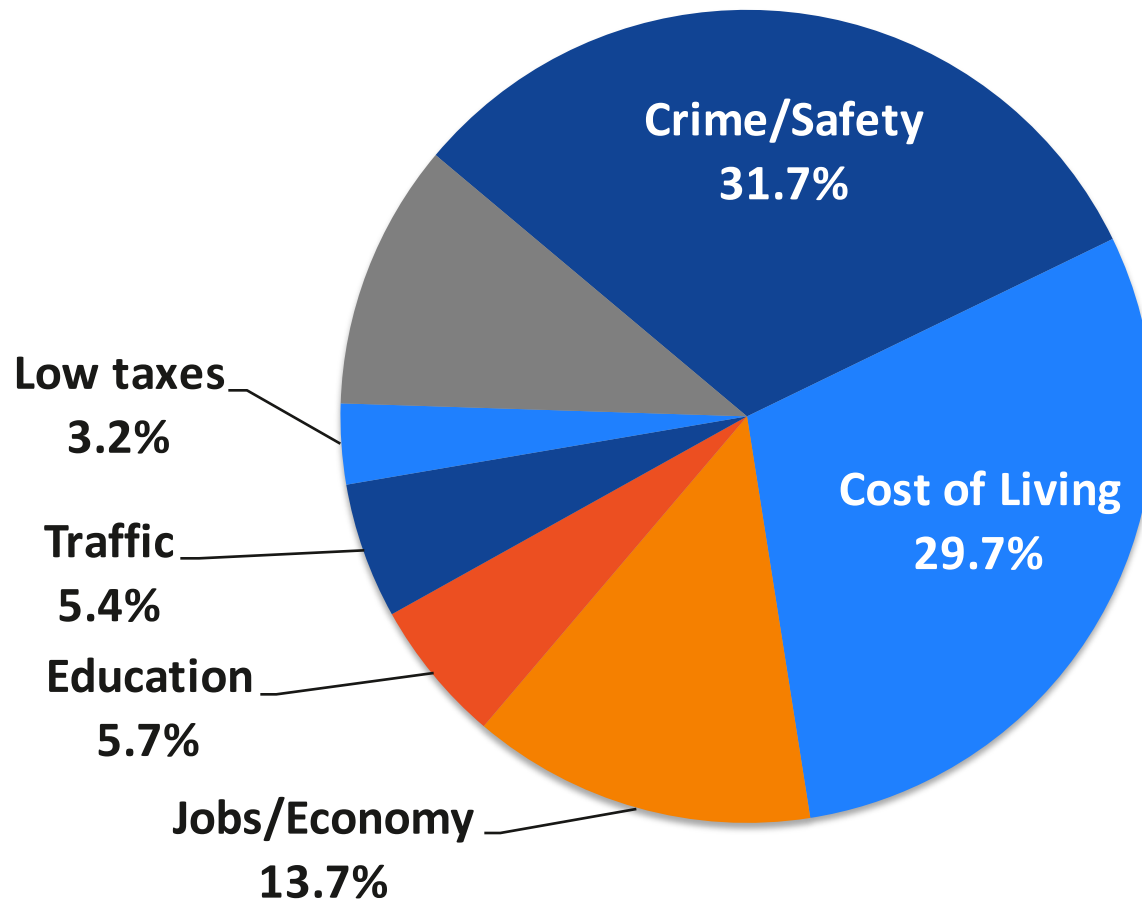


Raise a family





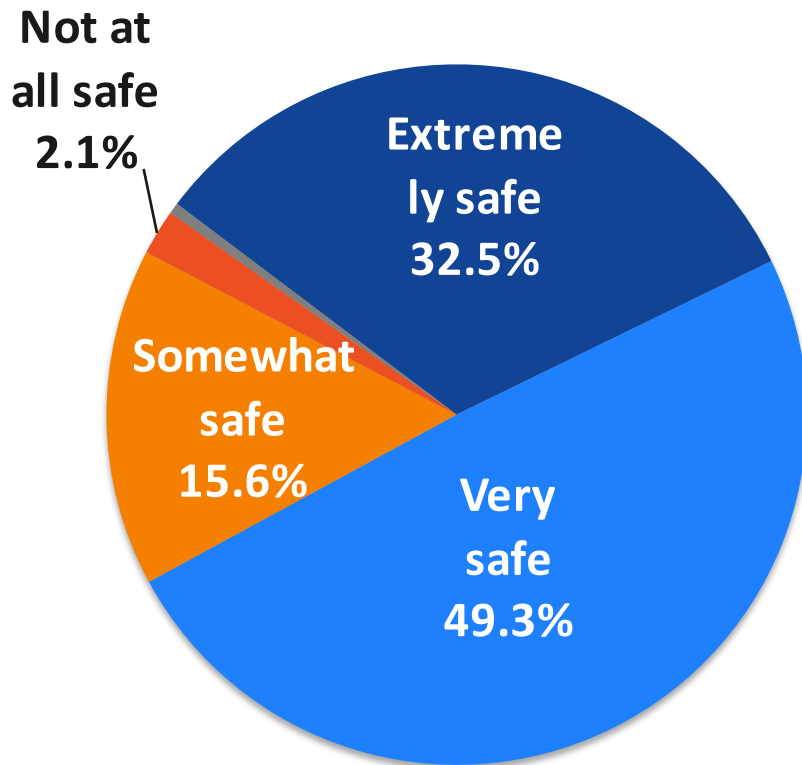
Best Reason to Live in Treasure Valley



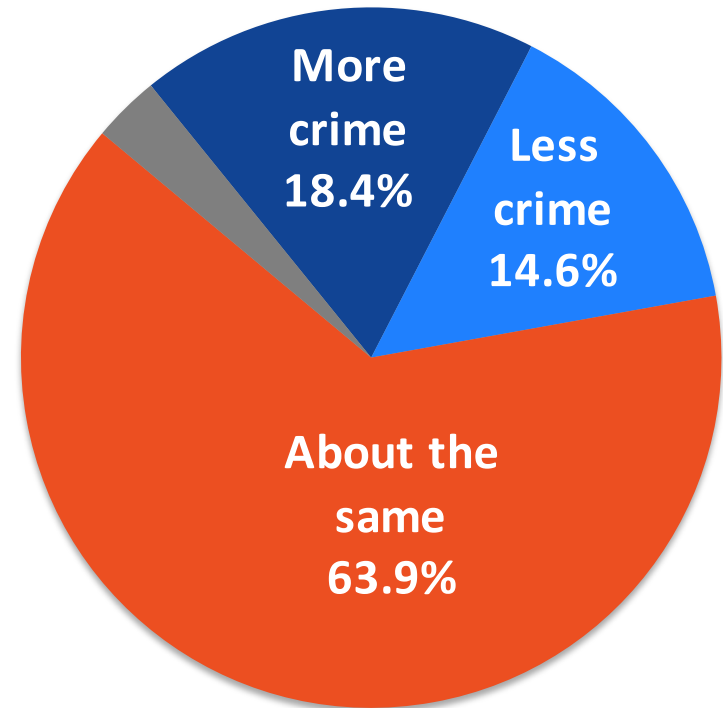


Crime in the Treasure Valley

Neighborhood Safety



Change in Crime



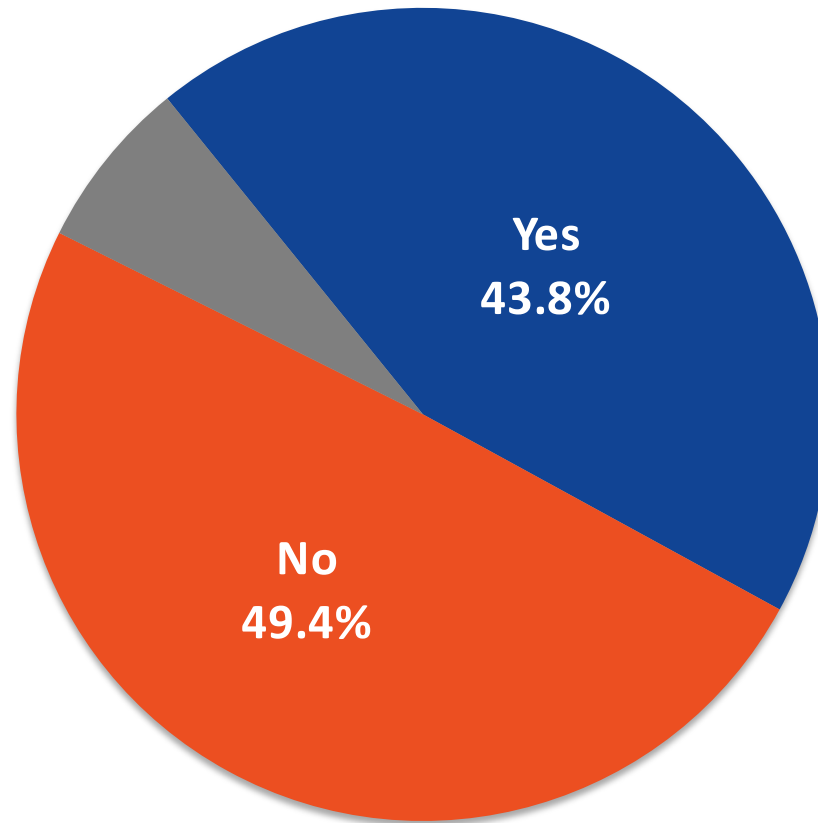


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HOUSING

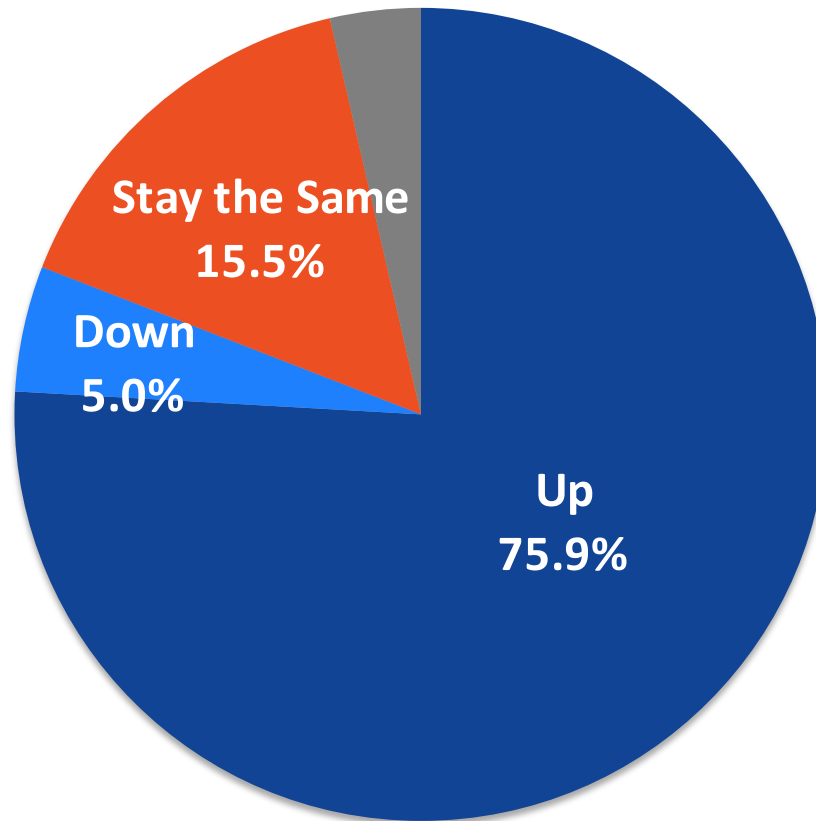


Do you think majority of residents in your city can afford to buy a home?





Next year, Treasure Valley housing costs will be...

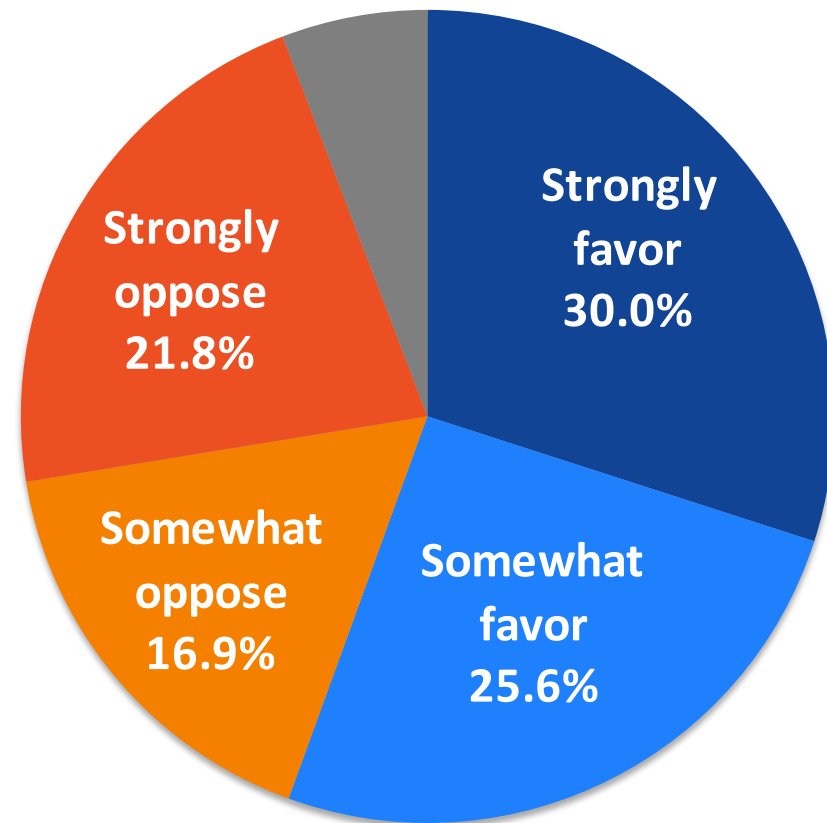




Low-Income Housing

Phrasing #1:

Some local governments have recently allocated increased funding to address the lack of affordable housing in the Treasure Valley. Would you say you favor or oppose spending government money to build low-income housing facilities?

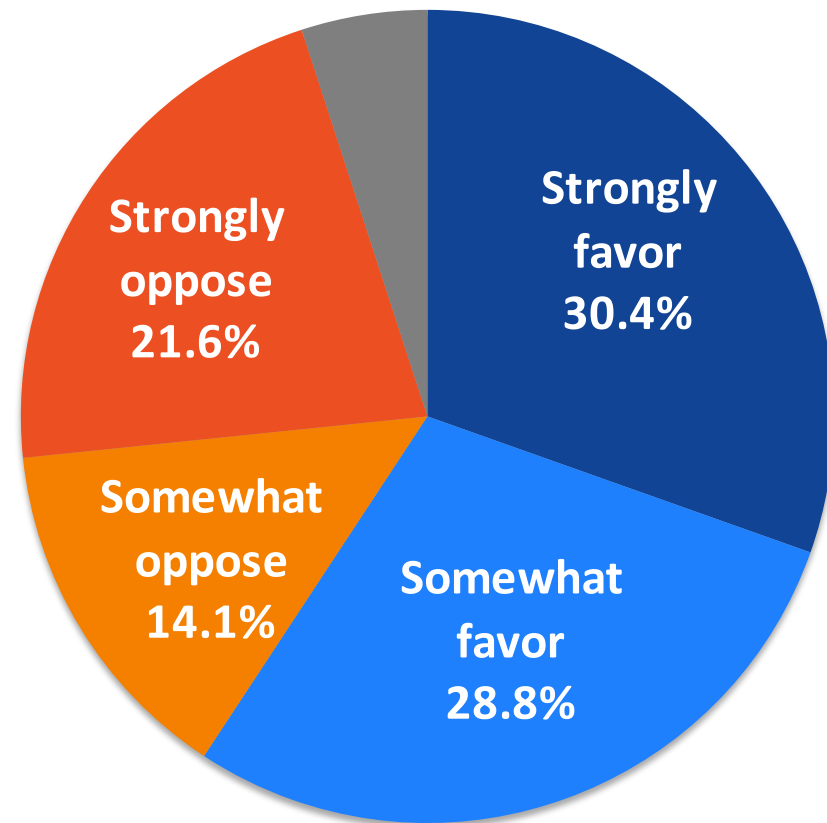




Low-Income Housing

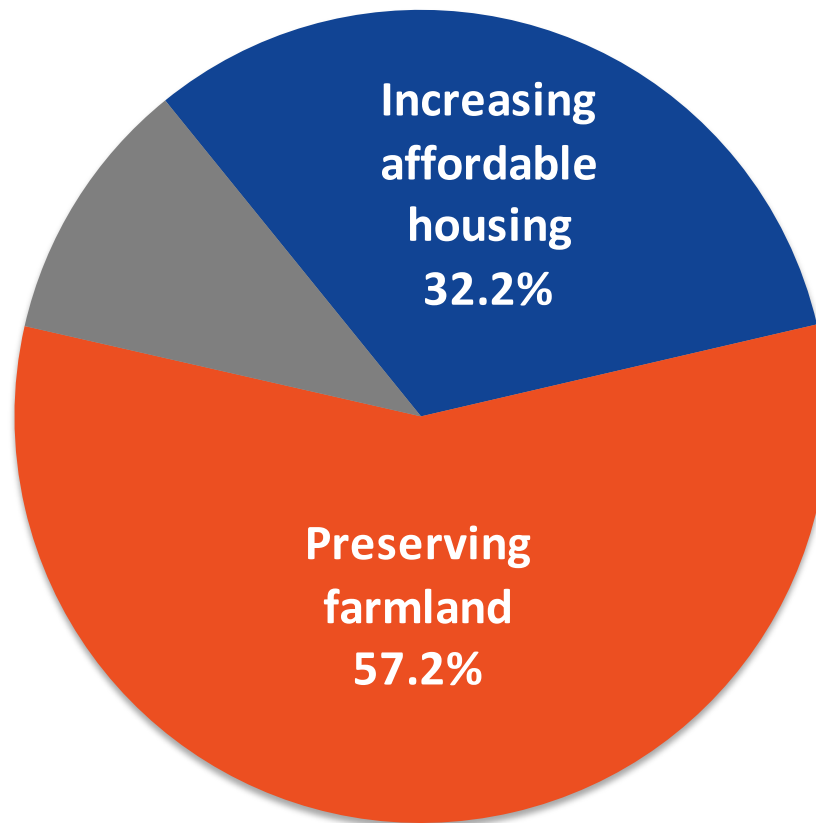
Phrasing #2:

It is estimated that over 30% of Boise residents qualify for affordable housing, yet over 10,000 additional affordable housing units throughout the Treasure Valley are needed to house them. Some local governments have recently allocated increased funding to address the lack of affordable housing in the Treasure Valley. Would you say you favor or oppose spending government money to build low-income housing facilities?





What should be the priority?





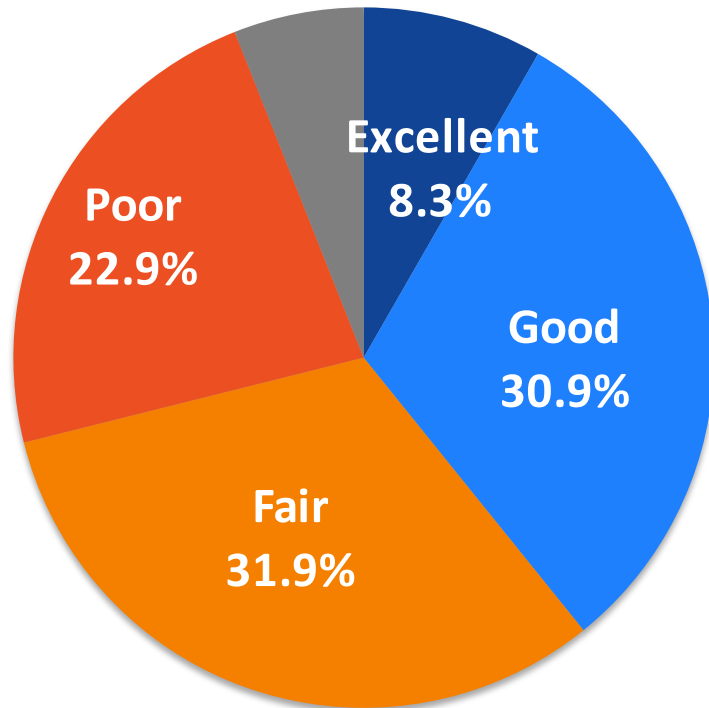
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EDUCATION

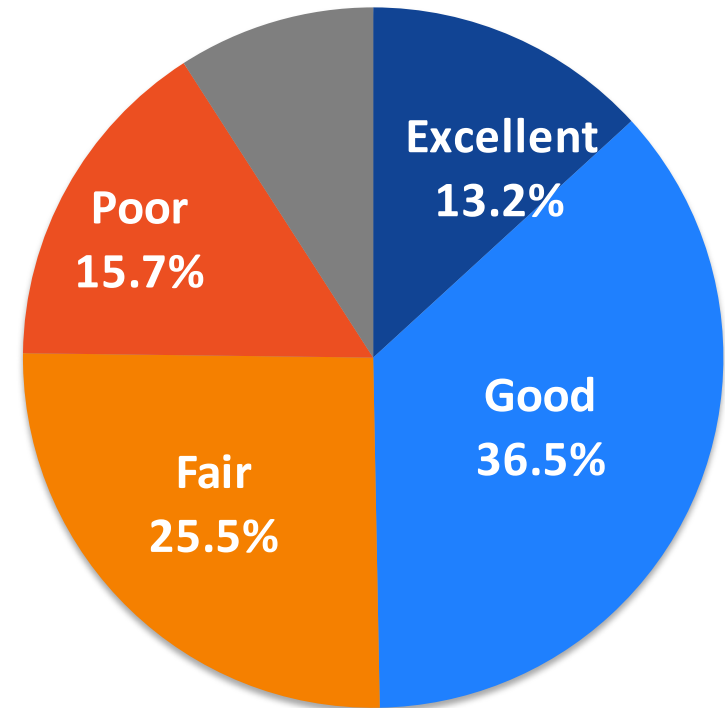


Quality of Education

Idaho



Own School District

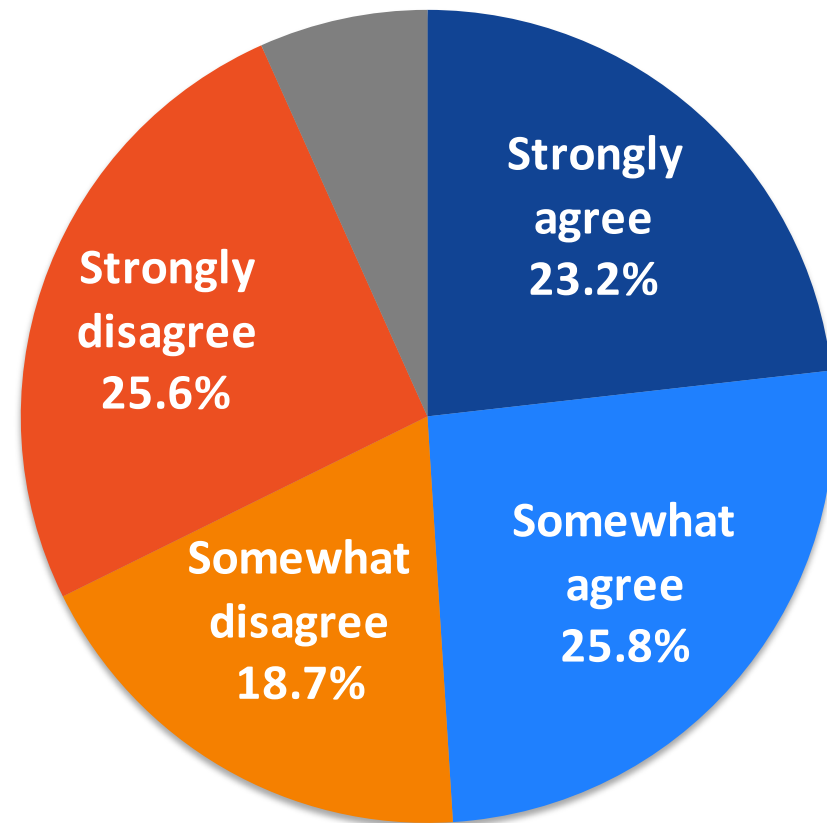




School District Funding

Phrasing #1:

Please tell me whether you agree or disagree with the following statement: *My school district should raise additional tax revenue to increase education funding.*



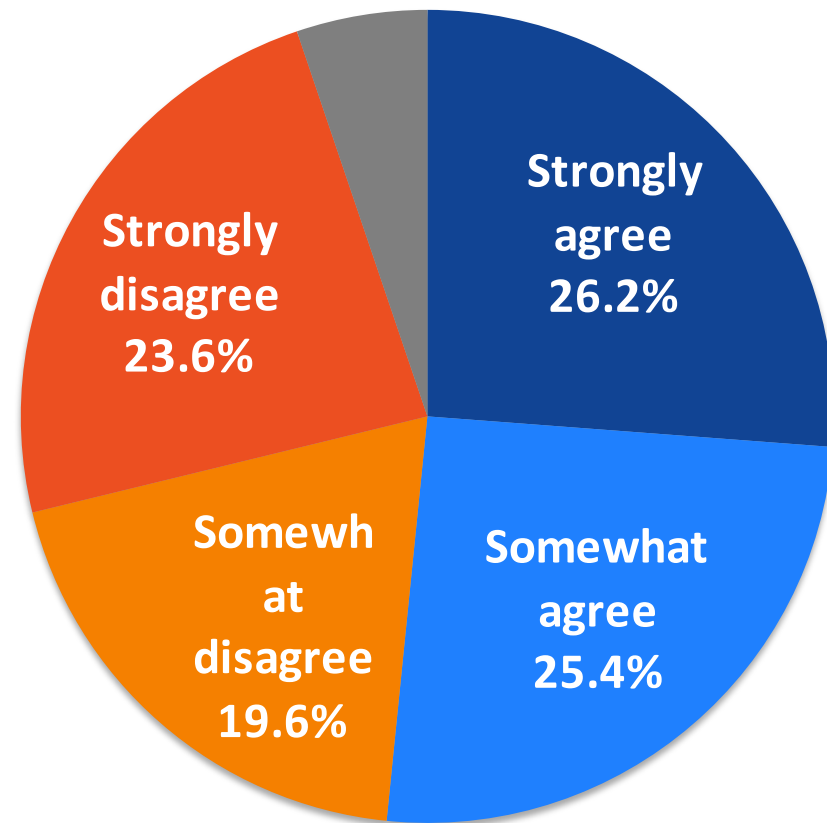


School District Funding

Phrasing #2:

A recent study shows the state of Idaho ranks 49th out of the 50 states in per-pupil funding.

Please tell me whether you agree or disagree with the following statement: *My school district should raise additional tax revenue to increase education funding.*



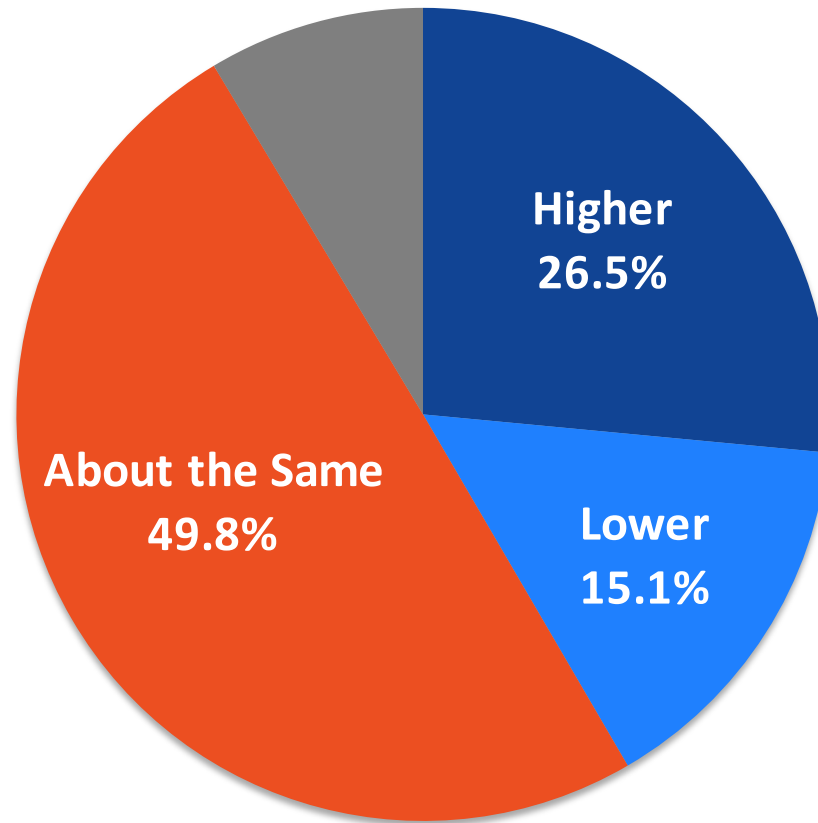


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TAXES



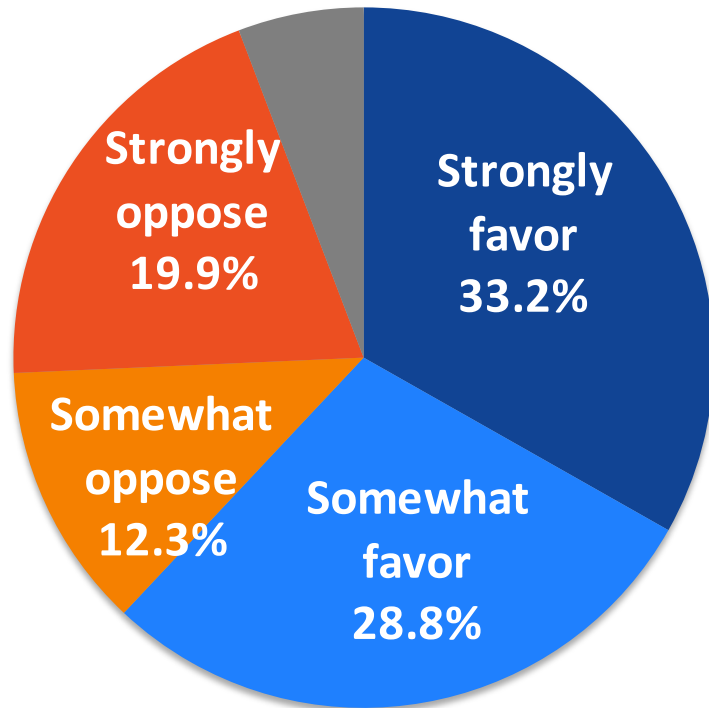
Your taxes compared to other communities



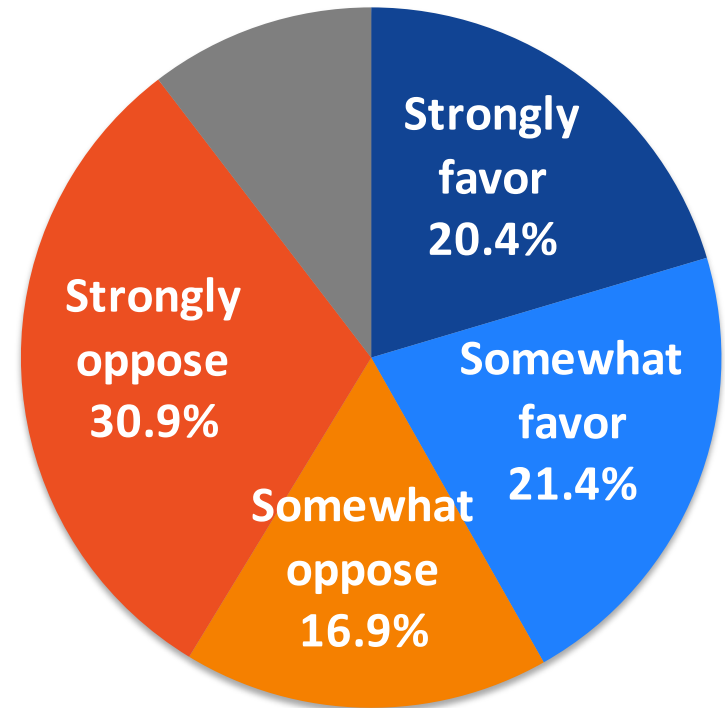


Support for Local Option

Granting Authority



Likelihood of Support



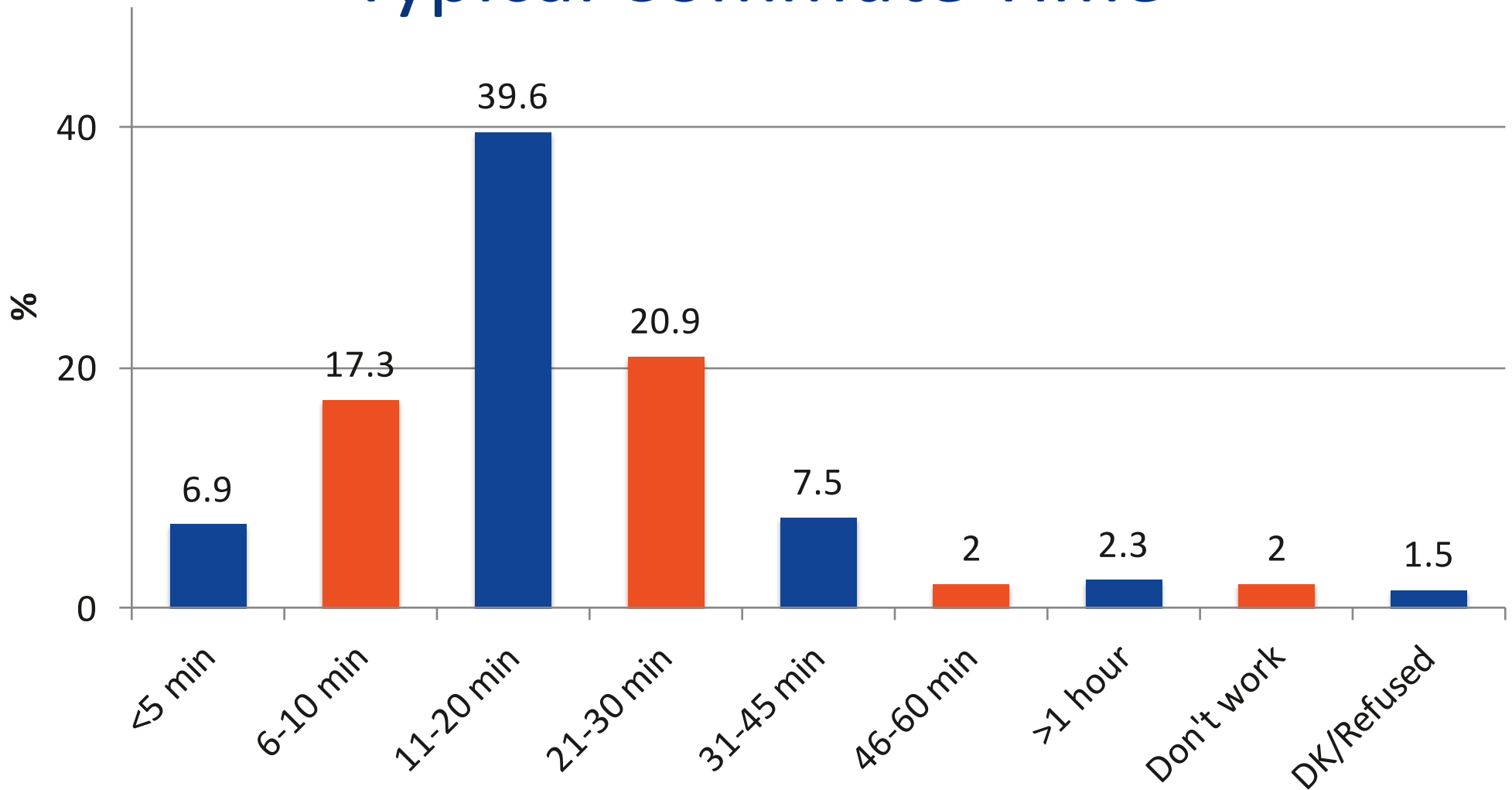


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TRANSPORTATION

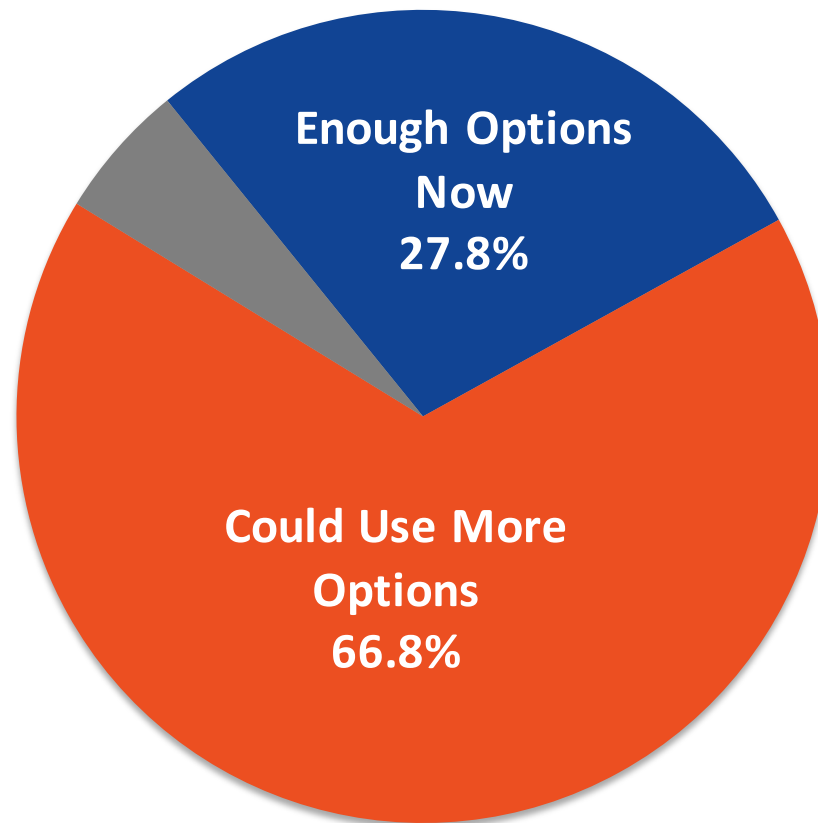


Typical Commute Time



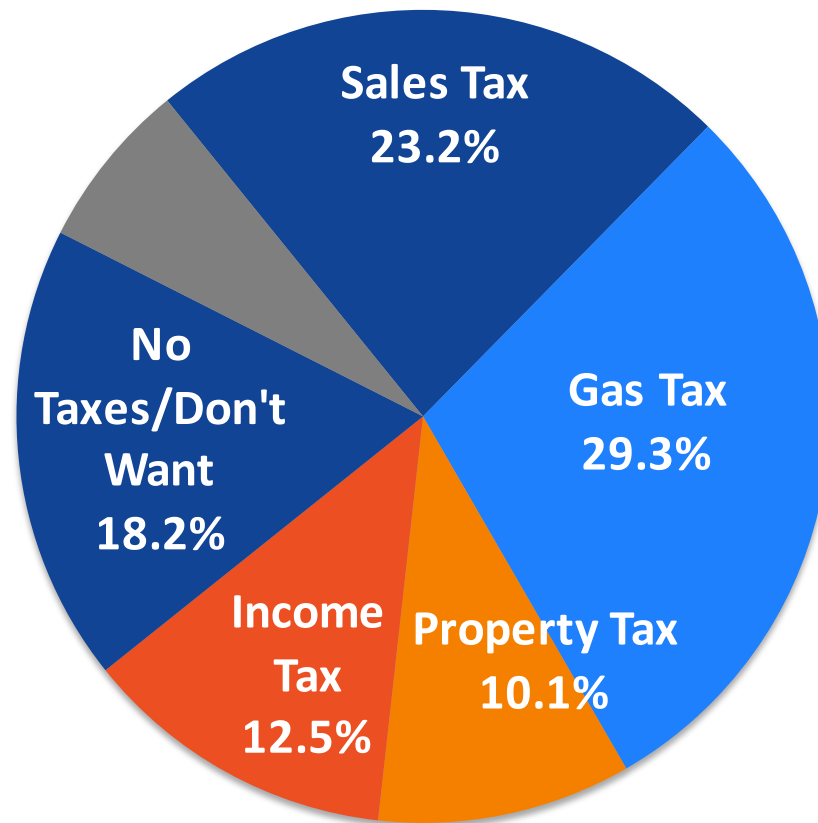


Mass Transit in Treasure Valley





Preferred Mass Transit Funding Source

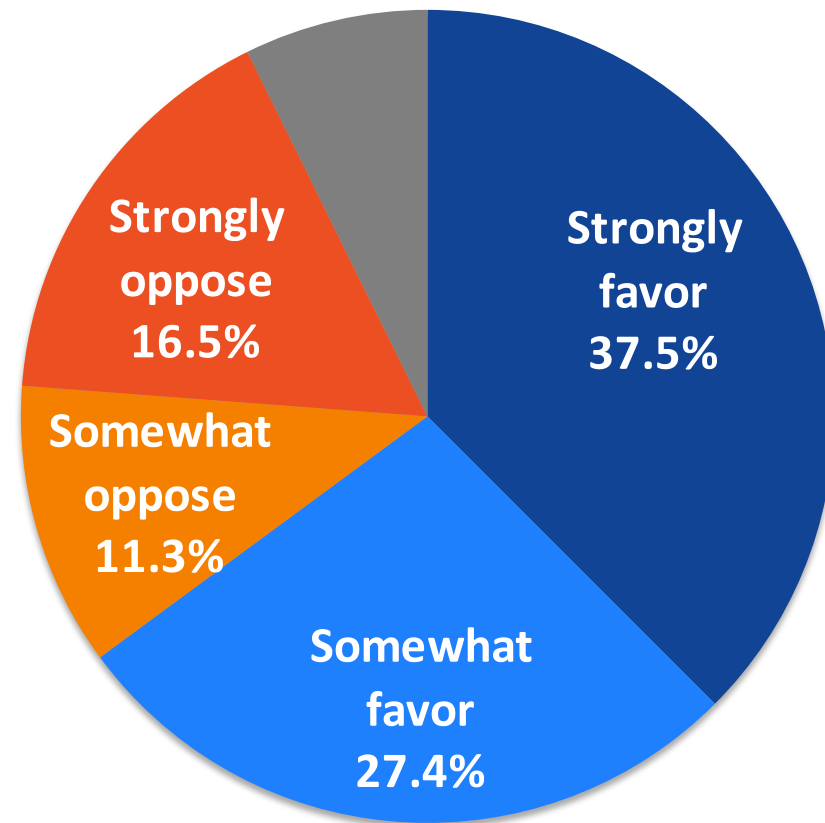




Light Rail

Phrasing #1:

Would you say that you favor or oppose building a new commuter rail service on existing rail line to link major residential, entertainment and employment centers throughout the Treasure Valley?

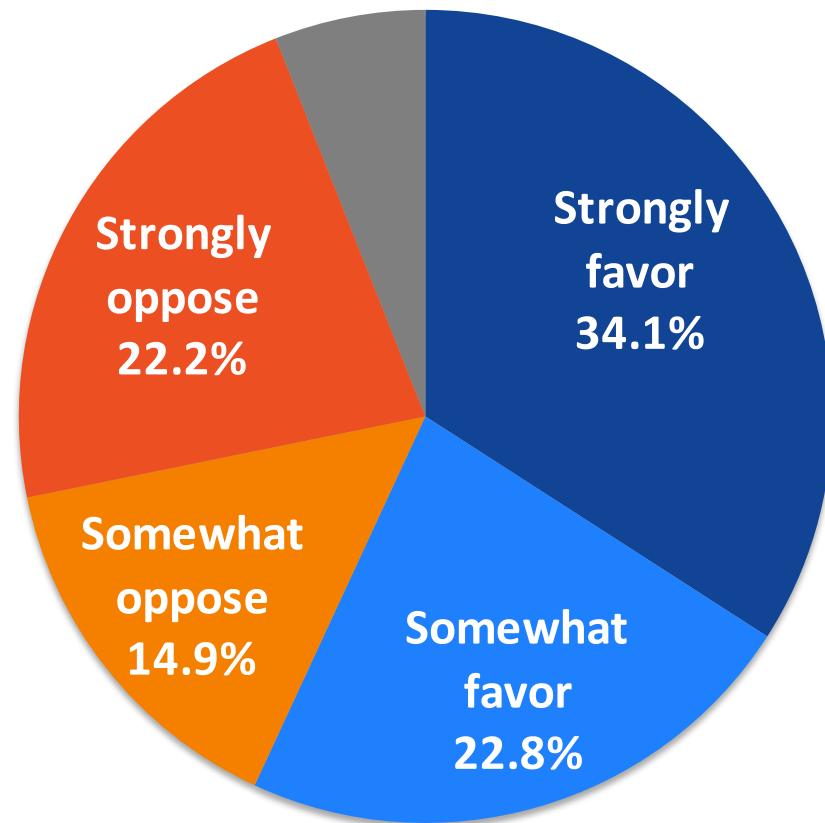




Light Rail

Phrasing #2:

If there were a funding mechanism such as a local option sales tax that could pay for some of the associated costs with building a new commuter rail service on existing rail line to link major residential, entertainment and employment centers throughout the Treasure Valley, would you favor or oppose that plan?





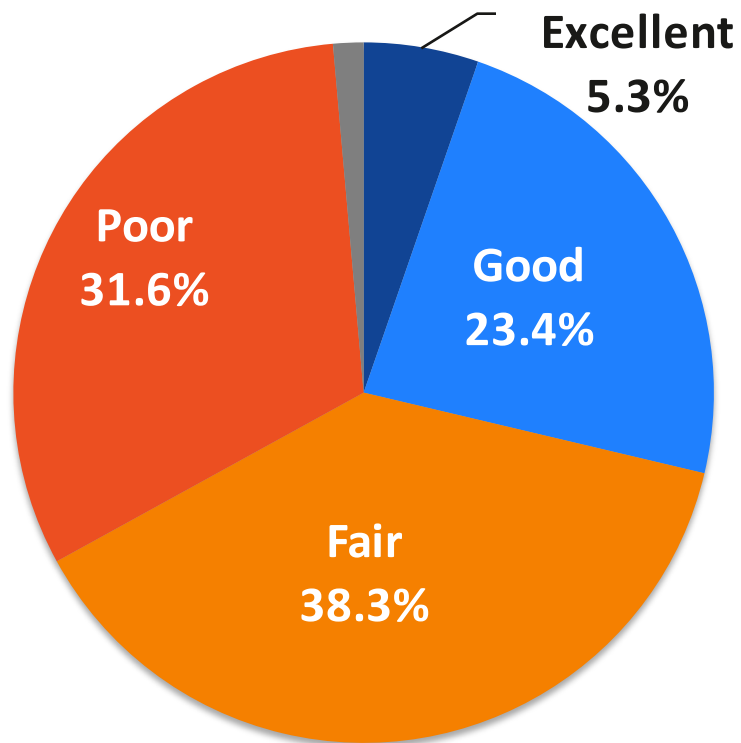
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ECONOMIC GROWTH



Rating the Economy

National Economy



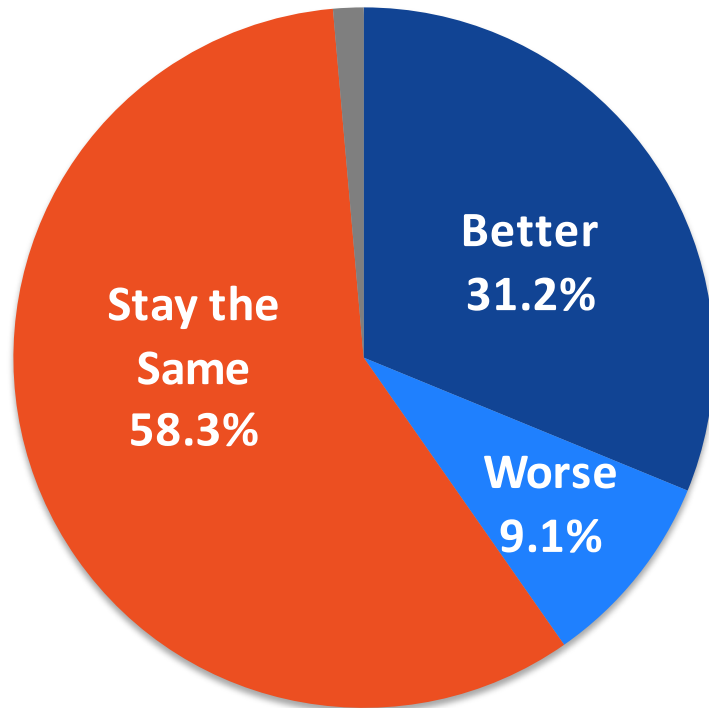
Treasure Valley Economy



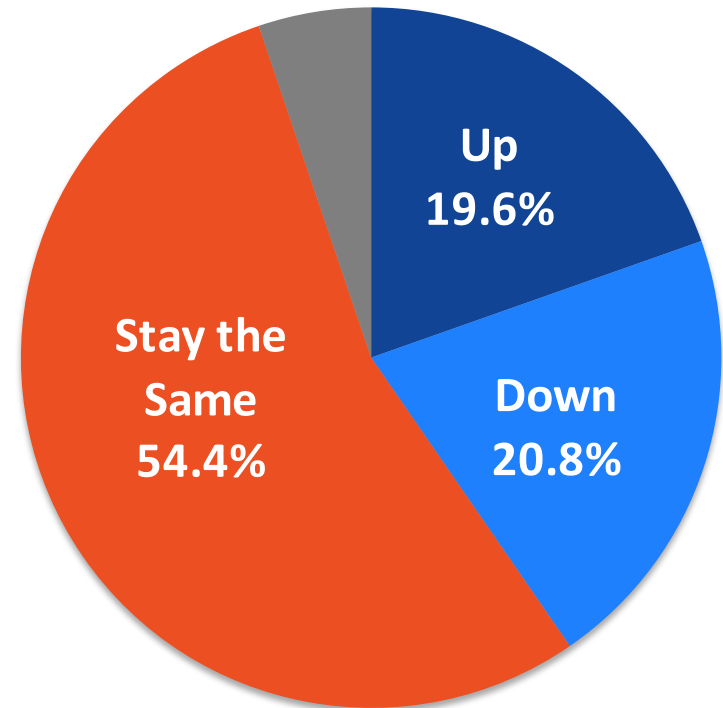


Looking Forward in the Treasure Valley

Family Situation Next Year

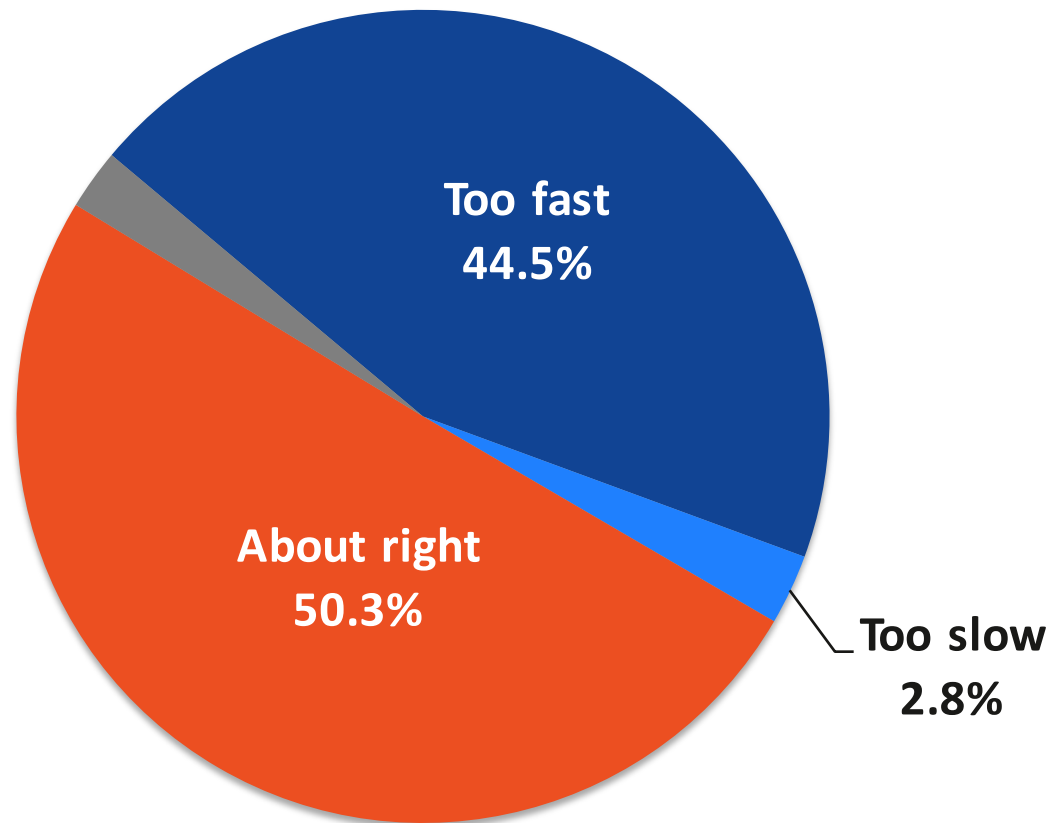


Unemployment





Speed of Growth in Treasure Valley





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THANK YOU!



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SCHOOL OF PUBLIC SERVICE