

# MT. HOOD & THE COLUMBIA RIVER GORGE

*2023 RESIDENT COMMUNITY SURVEY FINAL REPORT*







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A misty forest scene with a waterfall and tall evergreen trees. The waterfall is a thin, white stream of water falling from a rocky ledge into a pool of water at the bottom. The surrounding forest is dense with tall, dark evergreen trees. The air is thick with mist, creating a soft, ethereal atmosphere. The lighting is diffused, with no direct sunlight visible.

# INTRODUCTION |





# INTRODUCTION

This research effort and subsequent analysis on behalf of the Mt. Hood and Columbia River Gorge Tourism Alliance consists of a resident survey with statistically significant results that addresses resident sentiment towards tourism in relation to key issues the communities within the region are currently facing. Throughout the report, the Mt. Hood and Columbia River Gorge area is referred to as the “Region”. This data is meant to inform decision makers and leaders in the Region.

Topics were wide-ranging and diverse. Including:

- Road congestion/transit options
- Workforce housing
- Diversity, Equity, and Inclusion
- Impacts from climate change
- Cost of living/Living wage
- Local houselessness
- Vibrant main streets
- Recreation use
- Quality of Life as a resident
- Experience economy
- Sentiment about lodging & short-term rentals





# RESEARCH METHODS

## OVERVIEW

- RRC worked alongside Mt. Hood and Columbia River Gorge Tourism Alliance to develop a survey instrument that would resonate with respondents and be tailored to the needs of answering questions regarding tourism sentiment in the region.
- Upon development of the survey instrument, the survey research was conducted using one primary method:
  - A *statistically valid* survey with invites sent via mail (also referred to as Invite sample).
- Data was collected and analyzed using a variety of RRC's software, tabulated, and then formatted to display throughout this.
- Given the very successful response rate for this survey project, the data is considered representative at the regional level for the study.



# RESEARCH METHODS

## THE STATISTICALLY VALID SURVEY

- The statistically valid paper surveys were mailed to a stratified random sample of residential addresses in the Mt. Hood & Columbia River Gorge Region.
  - Stratified random sampling divides a population into distinct subgroups or “strata” which are then sampled independently.
  - This ensures each subgroup is adequately represented in the overall sample, allowing for more accurate and reliable estimates of the population's characteristics or opinions.
- For this project, this was done by relative size of each community’s population to that of the overall region and mailing a similar share of surveys to randomly selected households within each of the selected communities.

CITY	PERCENT OF TOTAL POPULATION	SURVEYS DISTRIBUTED
Boring	5.8%	585
Brightwood	0.5%	51
Cascade Locks	1.2%	113
Corbett	2.4%	245
Dufur	0.9%	91
Eagle Creek	2.8%	291
Estacada	8.8%	884
Fairview	9.0%	930
Government Camp	0.2%	15
Hood River	14.7%	1465
Mosier	1.0%	105
Odell/Parkdale	2.2%	208
Rhododendron	1.4%	138
Sandy	15.5%	1547
The Dalles	15.8%	1580
Troutdale	16.3%	1611
Welches	1.6%	156





# RESEARCH METHODS

## THE STATISTICALLY VALID SURVEY

- Options to respond to the statistically valid survey were:
  - Via mail-back paper surveys included with the original mailing to each household.
  - Links to an online survey from included QR codes in the cover letter which used individual passwords to limit responses to 1 per household.
- Survey response was very strong, with 1,435 completed surveys for the Invite sample.
  - The margin of error in results in +/- 2.6%, indicating a small margin of potential error in either direction.

**1,435**

Total Invite  
Surveys  
Completed

10,000 Survey Mailed  
+/- 2.6% Margin of Error





# KEY FINDINGS



The sample collected provides a great sample size for regional representation as well as community crosstabulations. The overall size and strength indicates there was strong support from communities across the region in communicating regional tourism and quality of life perspectives.



**Safety and security is the most important factor to quality of life** for respondents but was rated slightly lower in terms of overall satisfaction, indicating this could be an area of improvement for the region.



**Outdoor recreation is highly important to respondent quality of life**; however, the increase of tourism in the Region leads respondents to alter their visitation patterns to certain locations. This is commonly seen in popular locations.







# KEY FINDINGS



Respondents understand the economic value that tourism brings to the Region; nonetheless, they still feel **crowding and visitor behaviors can be concerning**. This has resulted in changes in recreation patterns, visiting some sites less frequently due to the high levels of visitation, specifically places like Multnomah Falls.



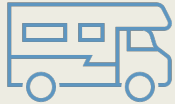
**Affordable housing is a very important issue** in the Region with one third of the Invite sample rating their level of concern a 5 out of 5 or “extremely concerned” with the cost of housing in the Region.



**Crowding/congestion and homelessness issues are the top two challenges** most important to be addressed by local officials or decision makers.



# KEY FINDINGS



**Respondents are more in favor of promoting the Region to attract visitors than opposed.** The Dallas and Cascade Locks are more in favor of promoting tourism compared to Hood River Valley and Lower/Upper Mt. Hood which are more opposed. That said, there is a preference to take steps to help mitigate any negative impacts from visitors to the Region. Respondents mentioned specific issues such as crowding and congestion on the smaller roadways.



**Respondents tend to experience more frequent challenges with transportation around the community,** with 39% of respondents experiencing always or frequent challenges with transportation or traffic. Traffic challenges vary with the seasons. Summer and winter tend to cause greater frustrations with traffic for respondents. However, respondents are unlikely to utilize public transportation to help with traffic concerns, a challenging conundrum.



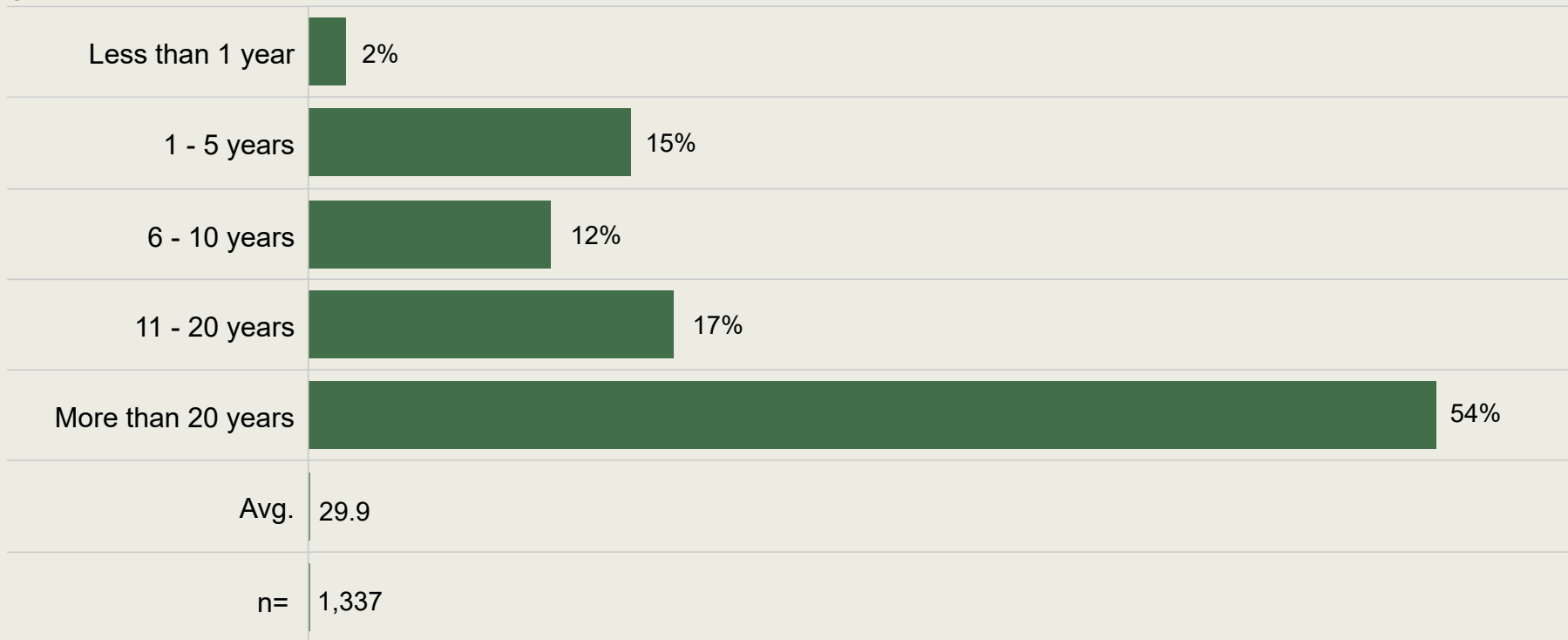


# **LIVING IN THE MT. HOOD/COLUMBIA RIVER GORGE REGION**



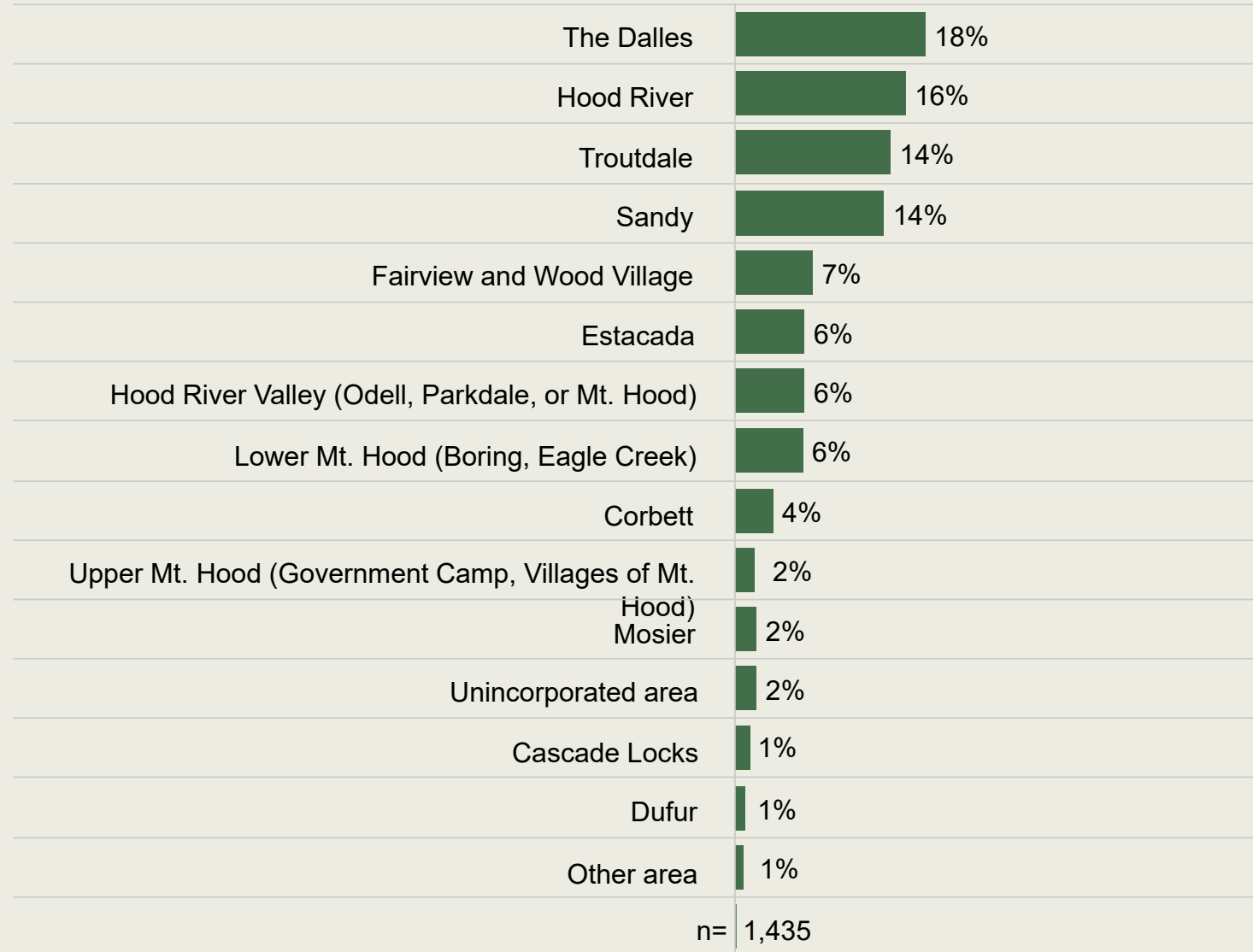
- Most survey respondents are long-term residents of the region with over half (54%) of the sample having lived in the area for more than 20 years.
  - This result indicates a likely high level of familiarity with the Region and understanding of trends over time. Also, longer-term residents may indicate a potentially higher sensitivity to change.

How long have you lived in the Mt. Hood/Columbia River Gorge Region? Enter 0 if less than a year.



Source: RRC

## In which part of the Mt. Hood/Columbia River Gorge Region do you live?



Source: RRC



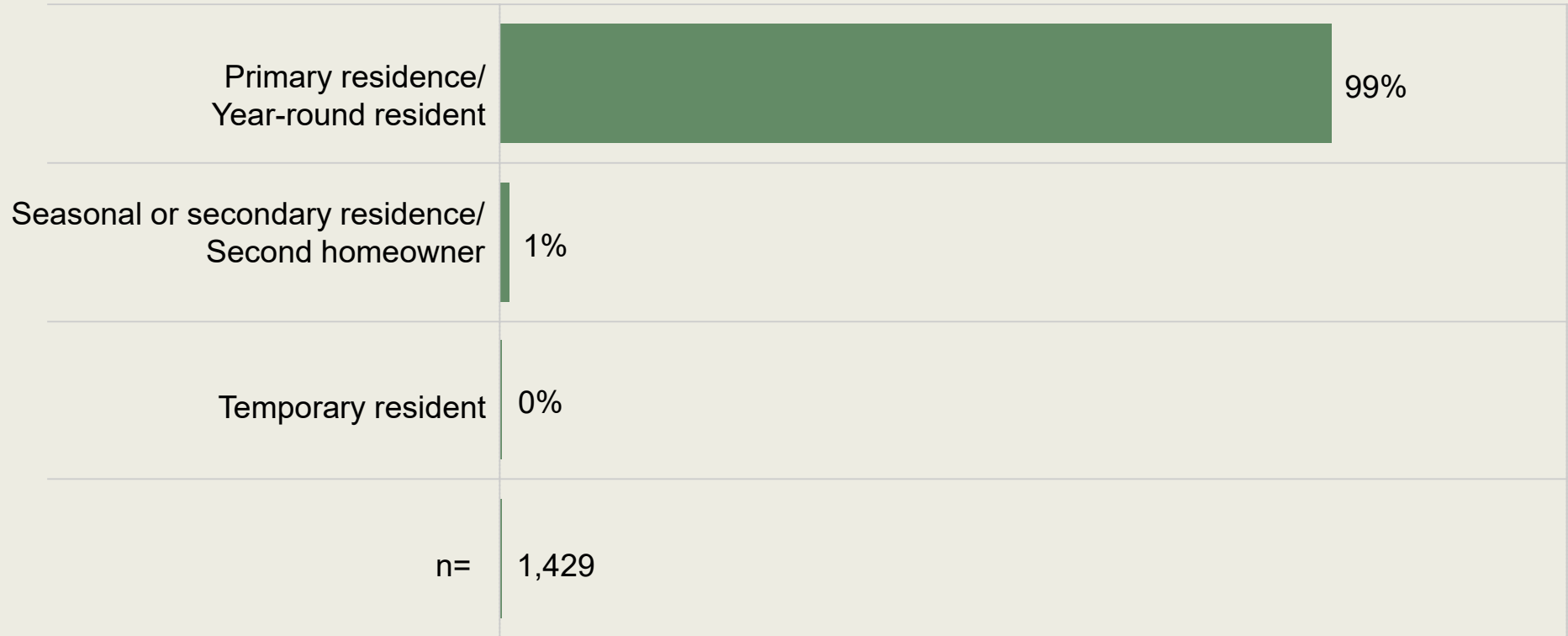
# RESIDENCY IN THE REGION

- The results from the statistically valid sample closely match their respective shares of the overall population, a positive result for the purposes of this study and displaying strong representation.
- This accurate representation across the region provides a strong level of reliability of the Mt. Hood & Columbia River Gorge Region.



- Nearly all respondents are primary/year-round residents in the region (99%). Very few have other living situations in the region.

### What describes your residence in the Mt. Hood/Columbia River Gorge Region?



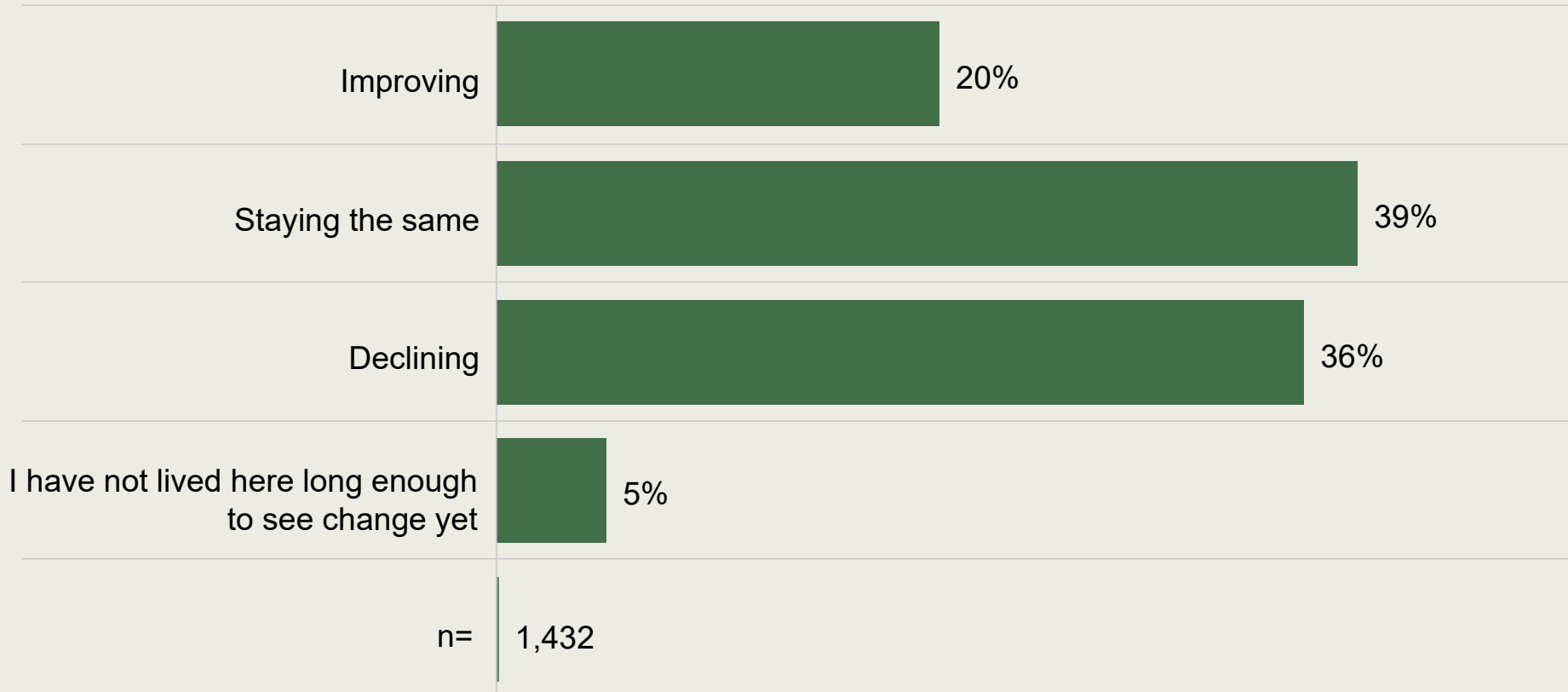
Source: RRC

# QUALITY OF LIFE |



- A higher proportion of respondents feel that the Region is declining rather than improving, while the plurality of respondents indicate it has stayed the same (39%).

**Would you say your overall quality of life in the Mt. Hood/Columbia River Gorge Region has been:**



Source: RRC



- When viewed by community, Cascade Locks tends to feel the most positive towards quality of life while Mosier respondents were the least optimistic.

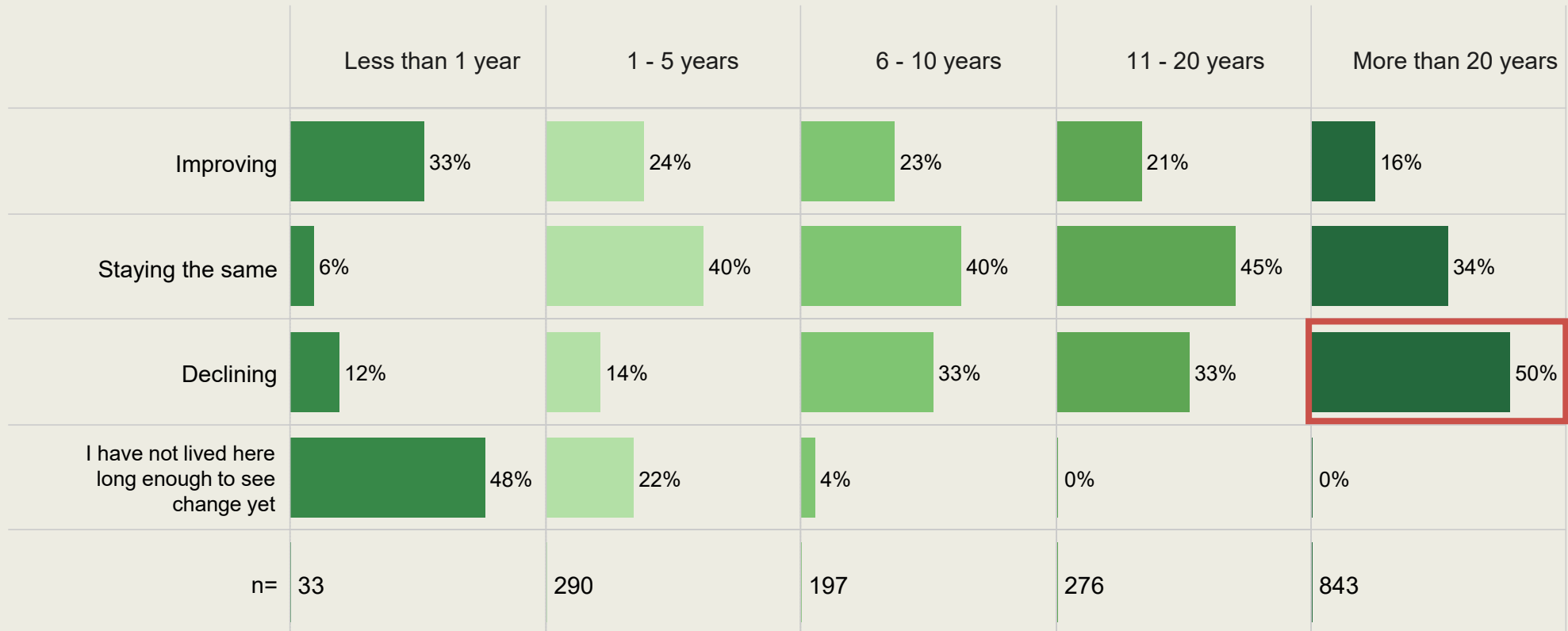
Would you say your overall quality of life in the Mt. Hood/Columbia River Gorge Region has been:

	Cascade Locks	Corbett	Dufur	Estacada	Fairview & Wood Village	Hood River	Hood River Valley	Lower Mt. Hood	Mosier	Other area	Sandy	The Dalles	Troutdale	Unincorporated Area	Upper Mt. Hood
Improving	33%	12%	29%	22%	21%	29%	15%	9%	15%	15%	21%	21%	17%	19%	7%
Staying the same	56%	41%	29%	35%	34%	34%	41%	46%	35%	46%	37%	37%	45%	33%	61%
Declining	6%	43%	43%	37%	39%	33%	41%	41%	50%	31%	34%	39%	32%	44%	29%
I have not lived here long enough to see change yet	6%	4%		5%	6%	5%	3%	3%		8%	8%	3%	7%	4%	4%
n=	18	51	14	91	103	224	91	87	26	13	196	250	200	27	28

Source: RRC

- Those that have lived in the Region the longest, tend to have a more negative outlook on quality of life, with 50% indicating their overall quality of life has been declining.
  - The plurality of those living in the region 1 to 20 years indicated conditions for them have remained the same.

Would you say your overall quality of life in the Mt. Hood/Columbia River Gorge Region has been:

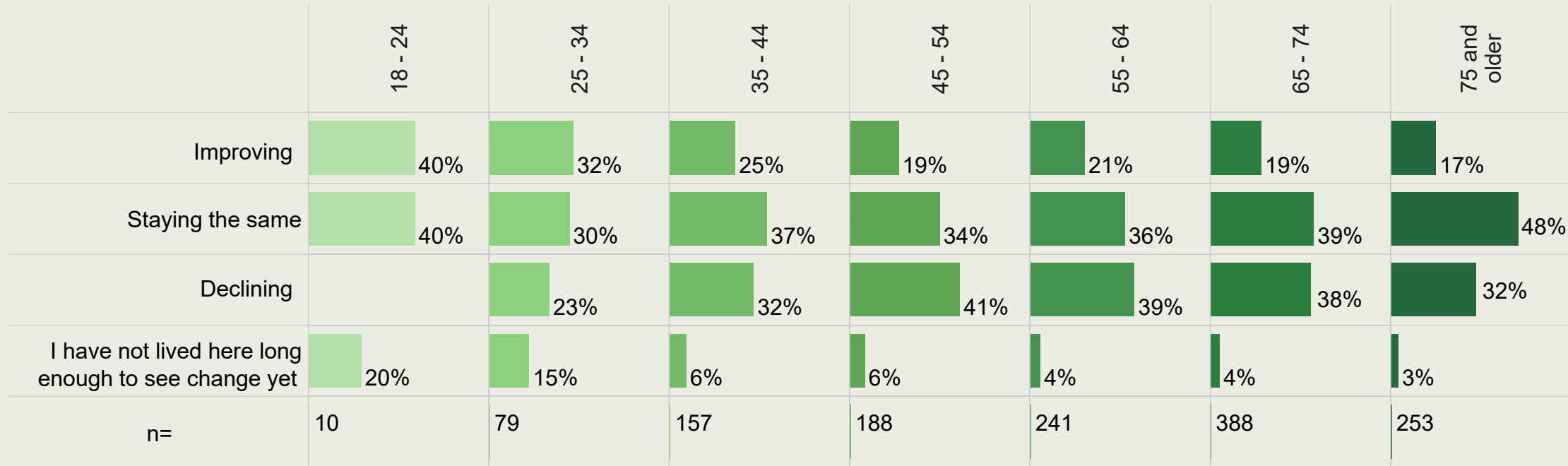


Source: RRC

# QUALITY OF LIFE BY AGE

- Overall, younger residents tend to be more optimistic regarding the quality of life in the Region.

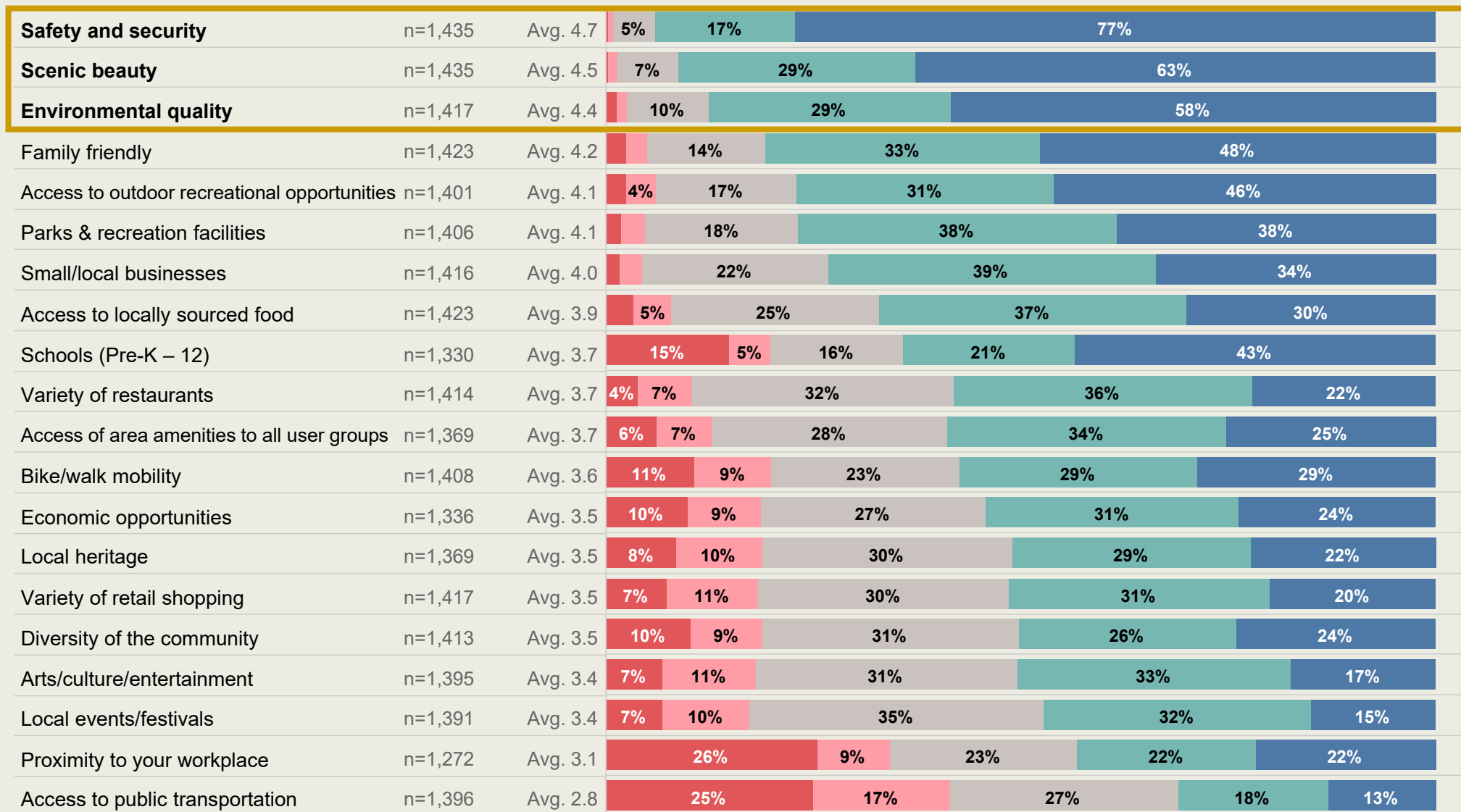
Would you say your overall quality of life in the Mt. Hood/Columbia River Gorge Region has been:



Source: RRC



Please rate how important are the following factors to your and your community's quality of life in the Mt. Hood/Columbia River Gorge Region?



LEGEND:

Not at All Important

1

2

3

4

5

Very Important

Source: RRC



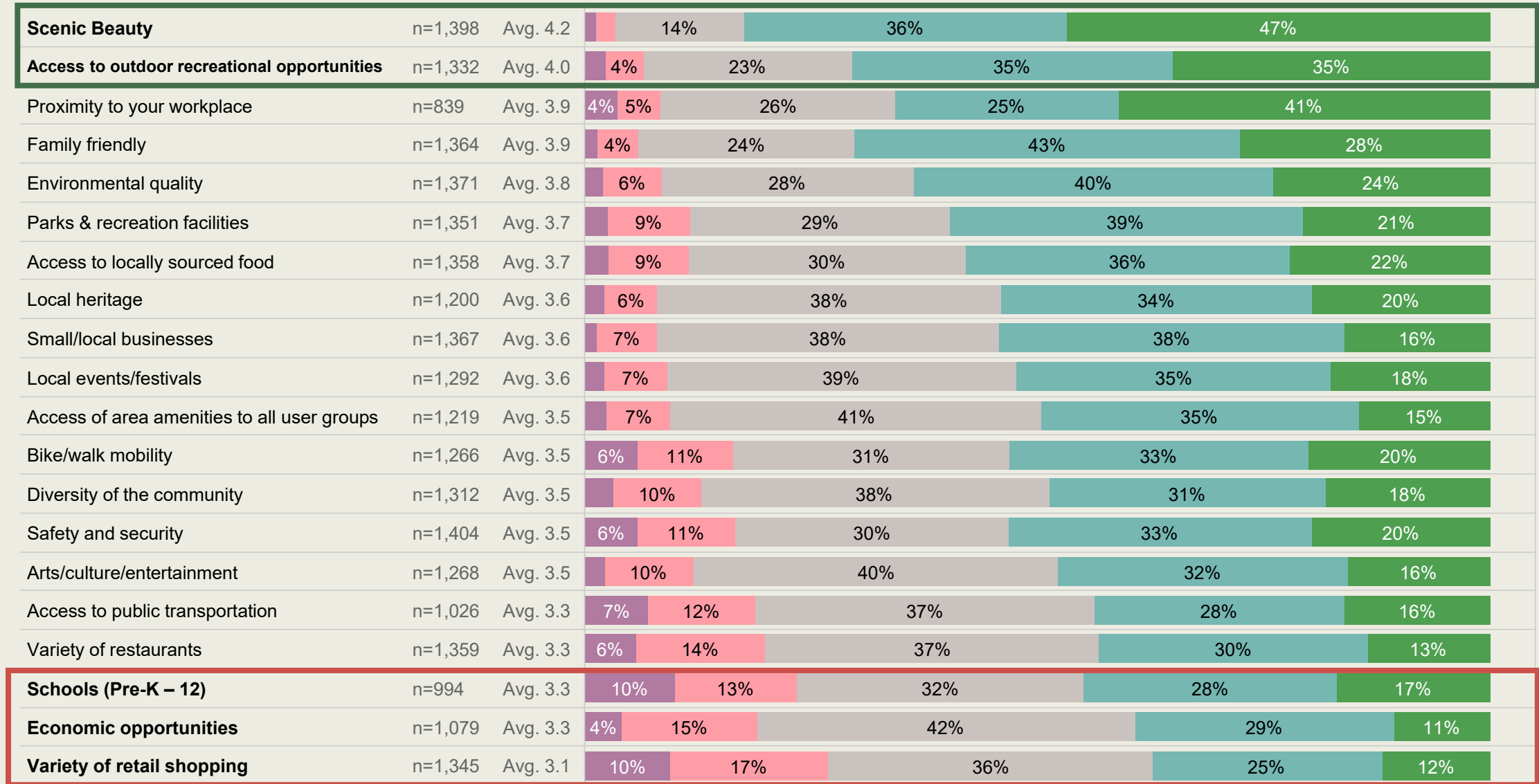
# QUALITY OF LIFE

## IMPORTANCE RATINGS

- **Safety and security** was the most important factor for quality of life for respondents.
  - This was followed by scenic beauty and environmental quality in second and third respectively. Family friendliness and access to outdoor recreation were of subsidiary importance with the Invite sample slightly favoring family friendliness.
- Access to public transportation and proximity to workspace is of lesser importance. With the majority of respondents' places of work being outside of the Region, there may be an acceptance of commuting within the region as to enjoy the benefits of living outside the city.



### Please rate how satisfied you are with the region's performance on these factors?



LEGEND: Very Dissatisfied 1 2 3 4 5 Very Satisfied

Source: RRC



# QUALITY OF LIFE

## SATISFACTION RATINGS

- Respondents are highly satisfied with the scenic beauty and access to outdoor recreational opportunities in the Region.
- There is less satisfaction with the economic opportunities and variety of restaurants and retail options in the area.
  - This may be an area that can be improved through further attraction of new businesses in the area, possibly through additional communication of tourism's benefits to the Region.
- Although rated highest in terms of importance, safety and security rated lower overall in satisfaction .
  - The average rating of respondents was 3.6 and 8<sup>th</sup> (out of 20) ranking.
  - This is an area of concern since safety/security tends to be an essential need in many communities.





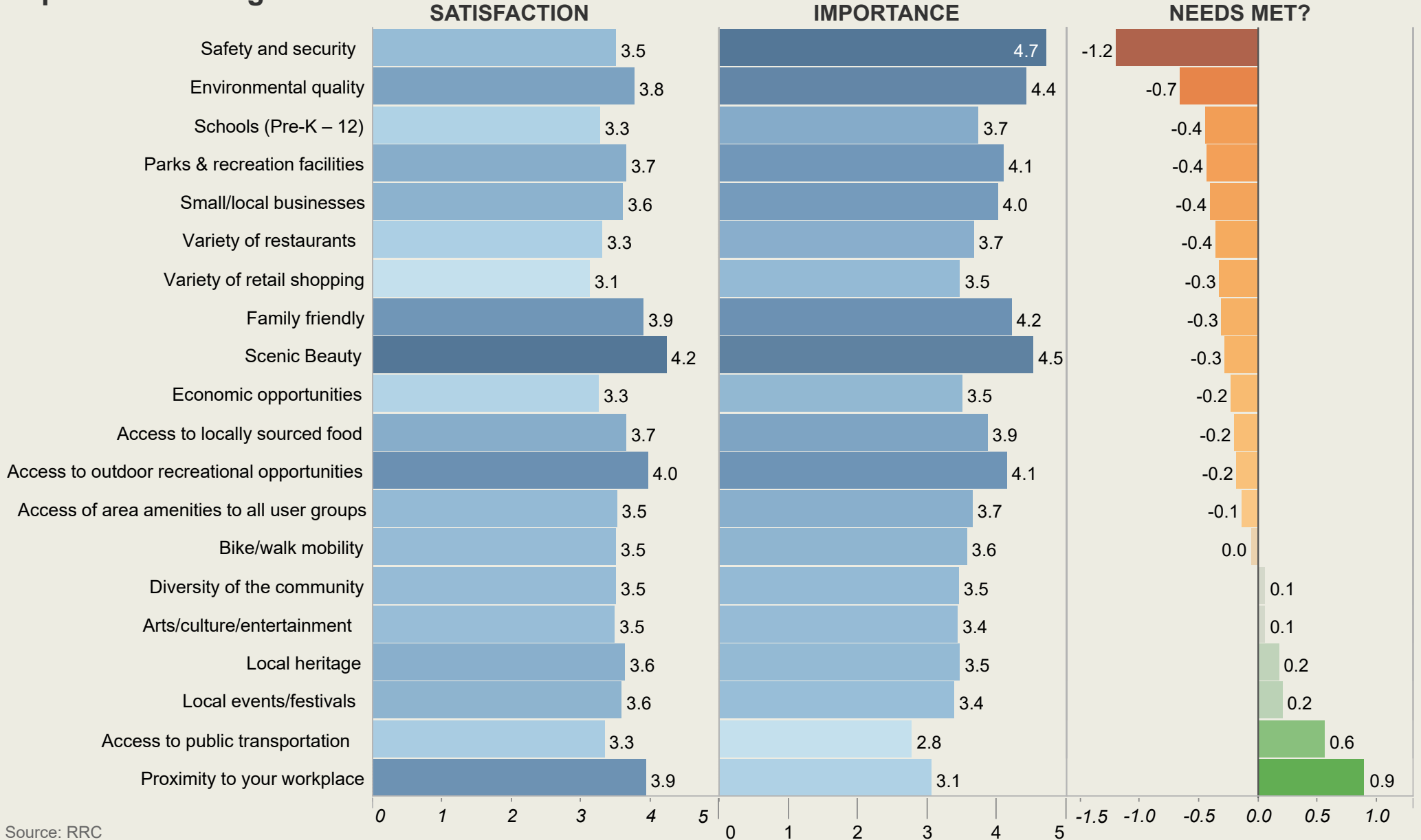


# QUALITY OF LIFE

## IMPORTANCE/SATISFACTION

- In the following slides, average importance and satisfactions ratings are compared to demonstrate areas that may need more attention.
  - This is determined by those categories which have a higher importance rating than satisfaction.
  - The “Needs Met” column details the importance/satisfaction discrepancy and may serve as an avenue to judge the priority of addressing the public’s concern regarding the various survey topics.
- The factor with the biggest gap between importance and satisfaction is safety and security followed by environmental quality.
  - This further reiterates the previous conclusion about importance/satisfaction being a key element of focus, as it’s an essential need that respondents see as important. Additionally, environmental quality can be viewed as an essential need.

### Regional Performance of Quality-of-Life Categories, through a Comparison of Satisfaction and Importance Ratings





- **Traffic and Overcrowding:**
  - Many residents expressed concerns about the increasing traffic and overcrowding in the area. This includes complaints about high-speed driving, hazardous roads, and the impact of new warehouses, housing developments, and population growth on traffic congestion.
- **Environmental and Infrastructure Issues:**
  - Concerns about environmental issues, such as herbicide spraying, water quality, and the impact of road noise and deforestation on the quality of life. Residents also voiced their dissatisfaction with the cleanliness and maintenance of public spaces.
- **Short-Term Rentals and Housing Costs:**
  - Many residents are unhappy with the proliferation of short-term rentals (STRs) and the associated problems, such as noise, trash, and disruptions. The high cost of housing and its impact on affordability for local residents is also a significant concern.
- **Quality of Life and Community Character:**
  - Residents have expressed concerns that the area is losing its small-town charm due to overpopulation, increased urbanization, and a loss of the close-knit community feel. Some believe that the character of the community is changing, with urban influences and lack of diversity.
- **Safety and Security:**
  - Concerns related to safety and security, particularly related to issues like homelessness, crime, theft, speeding, and the lack of law enforcement or police presence in the area.



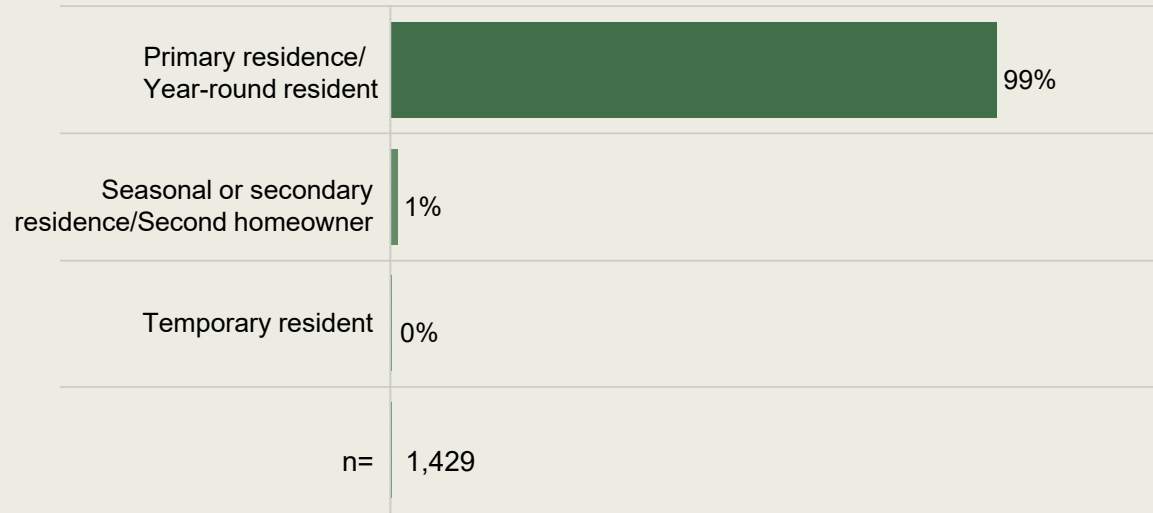


A scenic view of a waterfall cascading down a moss-covered rock face in a lush forest. The waterfall is the central focus, with water falling into a pool at the bottom. The surrounding area is covered in dense green moss and vegetation, with a large tree trunk visible on the right side. The overall atmosphere is serene and natural.

# **CURRENT TOPICS IN THE REGION**

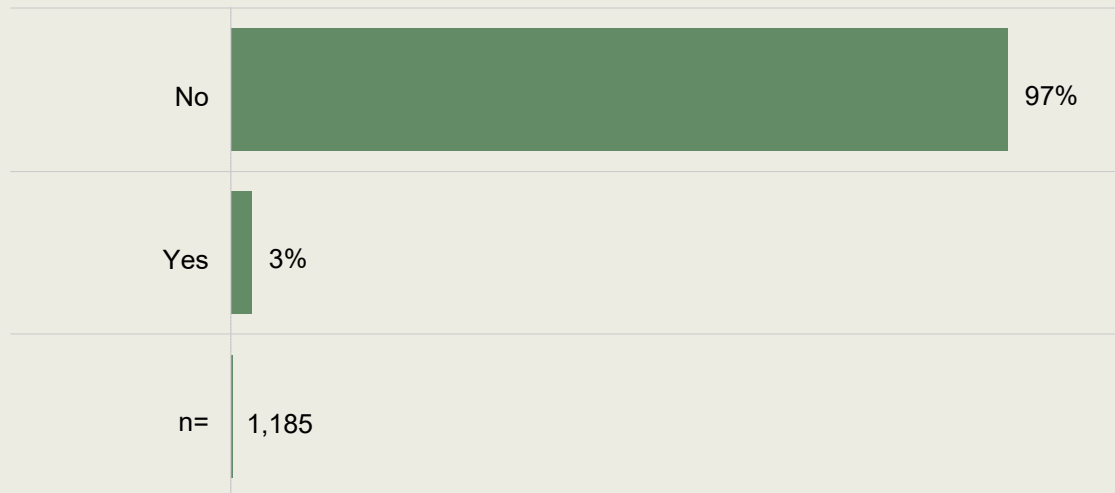


## What describes your residence in the Mt. Hood/Columbia River Gorge Region?



Source: RRC

## Have you ever used this home as a short-term rental/VRBO/Airbnb?



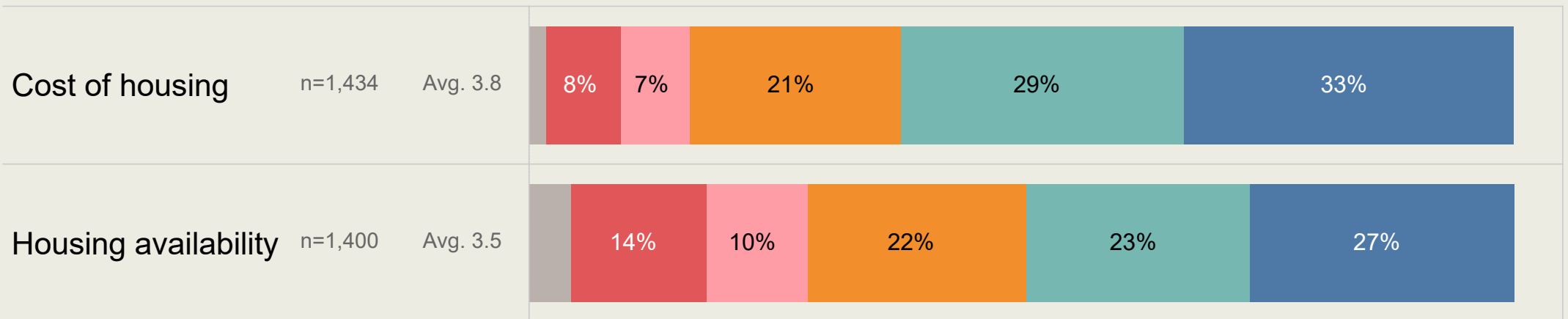
Source: RRC

- Almost all respondents are primary residents to the region and only 3% of the Invite sample have used their home as a short-term rental.

# COST & AVAILABILITY OF HOUSING

- One third of the Invite sample feels extremely concerned with the cost of housing in the Region. Housing availability is slightly less of a concern.

How concerned are you about the following aspects of housing in your community within the Mt. Hood/Columbia River Gorge Region?



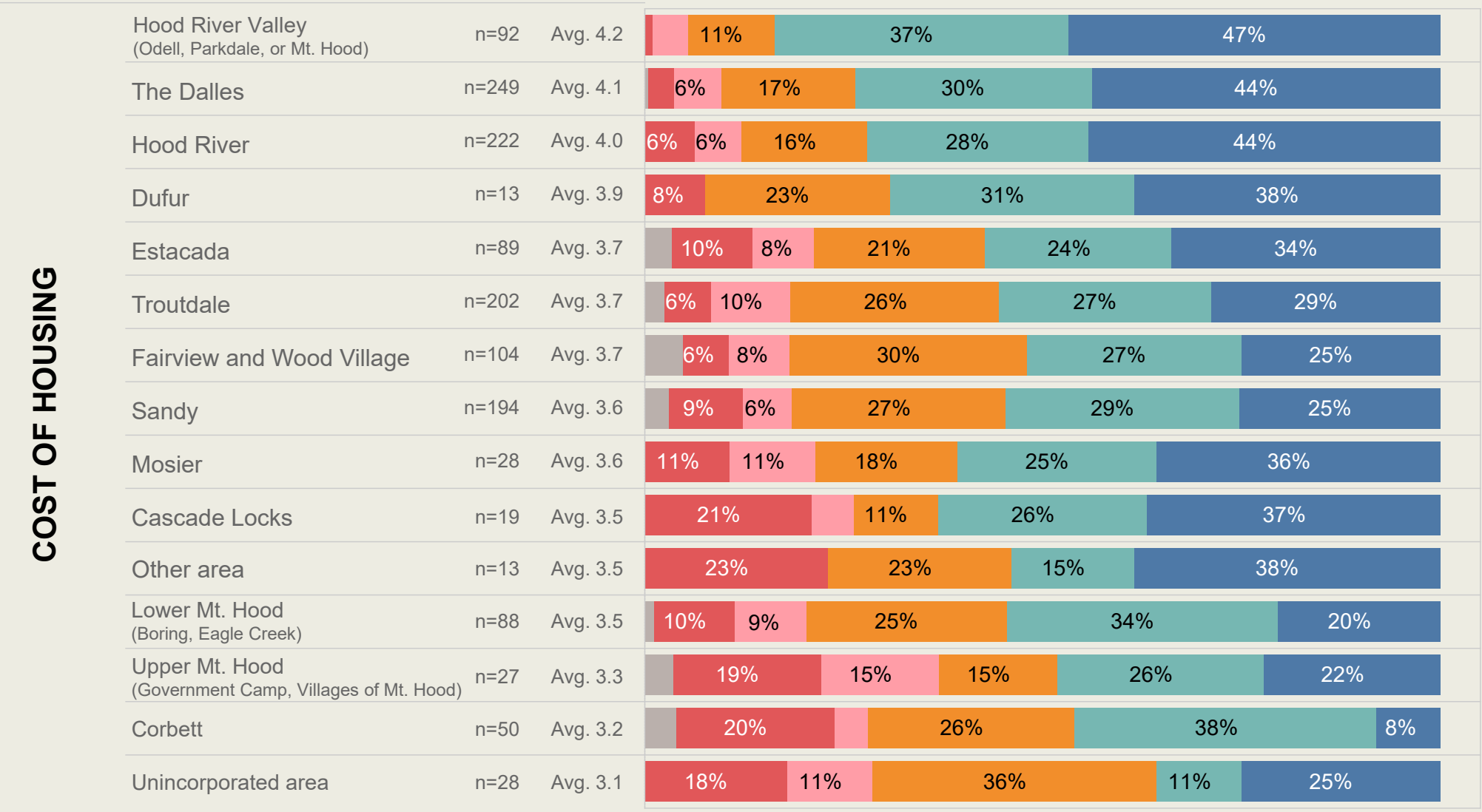
Source: RRC

LEGEND: 1 Not at All Concerned 2 Somewhat Concerned 3 Moderately Concerned 4 Very Concerned 5 Extremely Concerned Unsure

Source: RRC

# COST & AVAILABILITY OF HOUSING

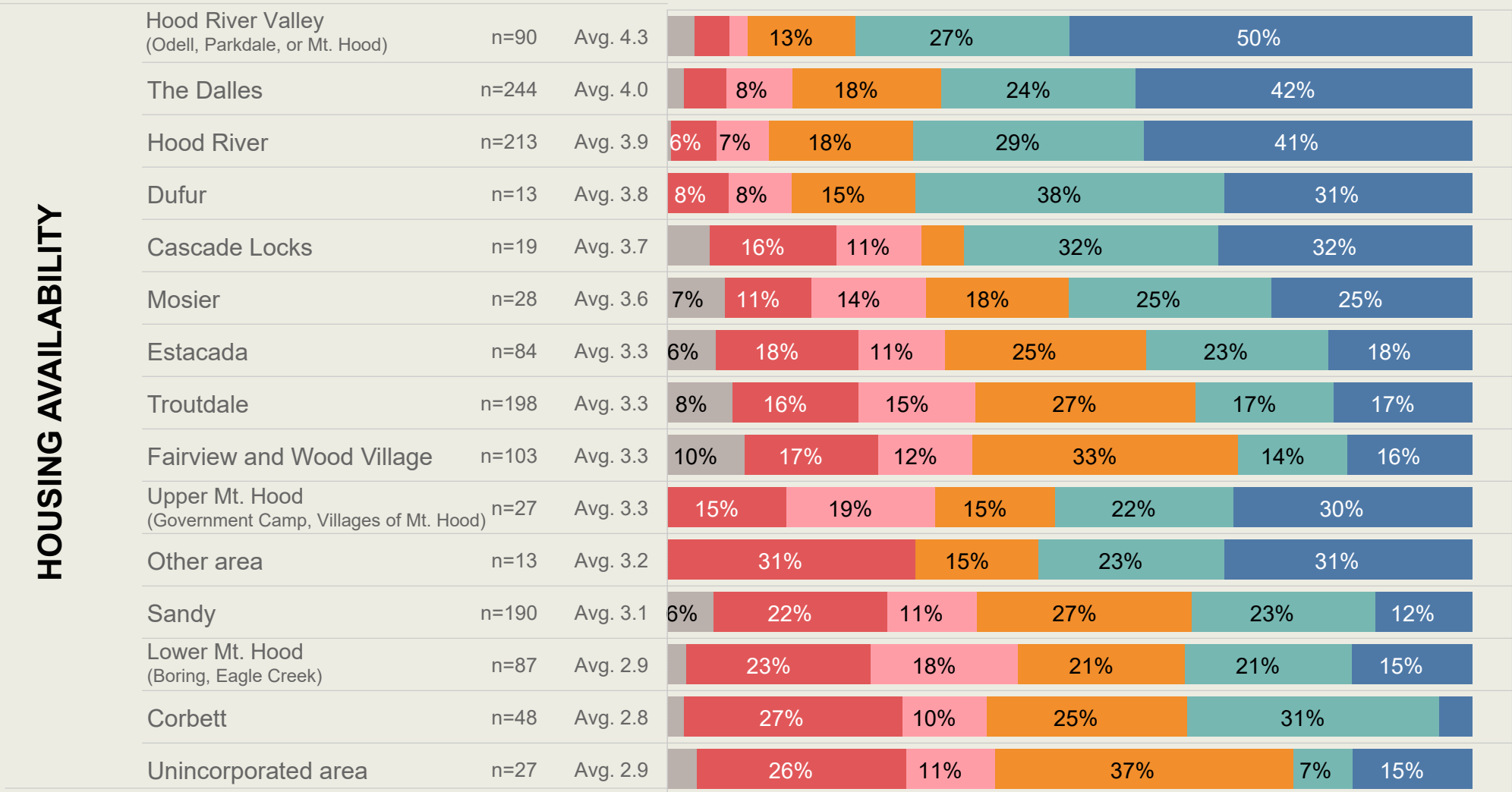
## How concerned are you about the following aspects of housing in your community within the Mt. Hood/Columbia River Gorge Region?



Source: RRC

**LEGEND:** 1 Not at All Concerned 2 Somewhat Concerned 3 Moderately Concerned 4 Very Concerned 5 Extremely Concerned Unsure

## How concerned are you about the following aspects of housing in your community within the Mt. Hood/Columbia River Gorge Region?



Source: RRC

LEGEND:

1

Not at All Concerned

2

Somewhat Concerned

3

Moderately Concerned

4

Very Concerned

5

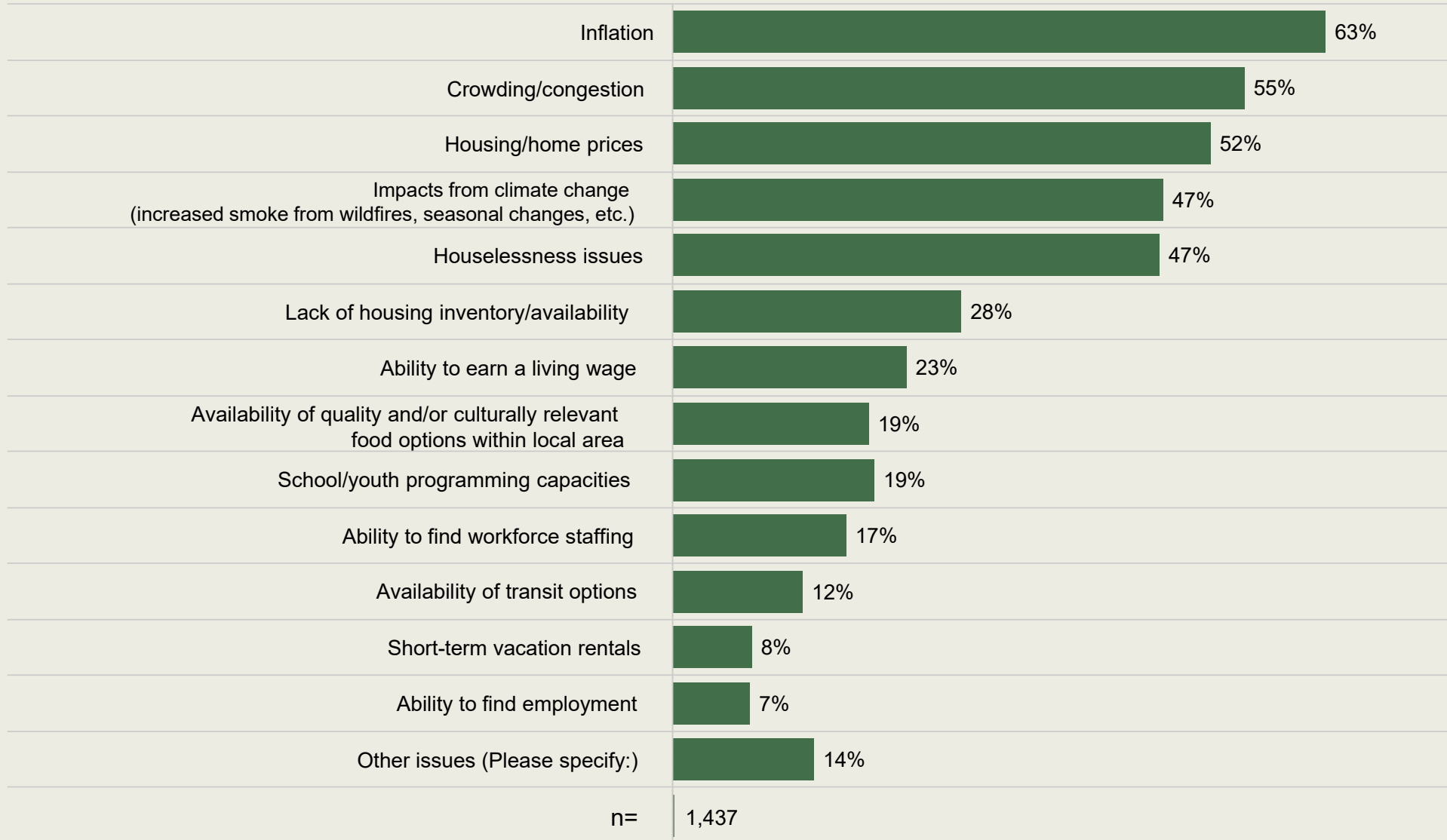
Extremely Concerned

Unsure

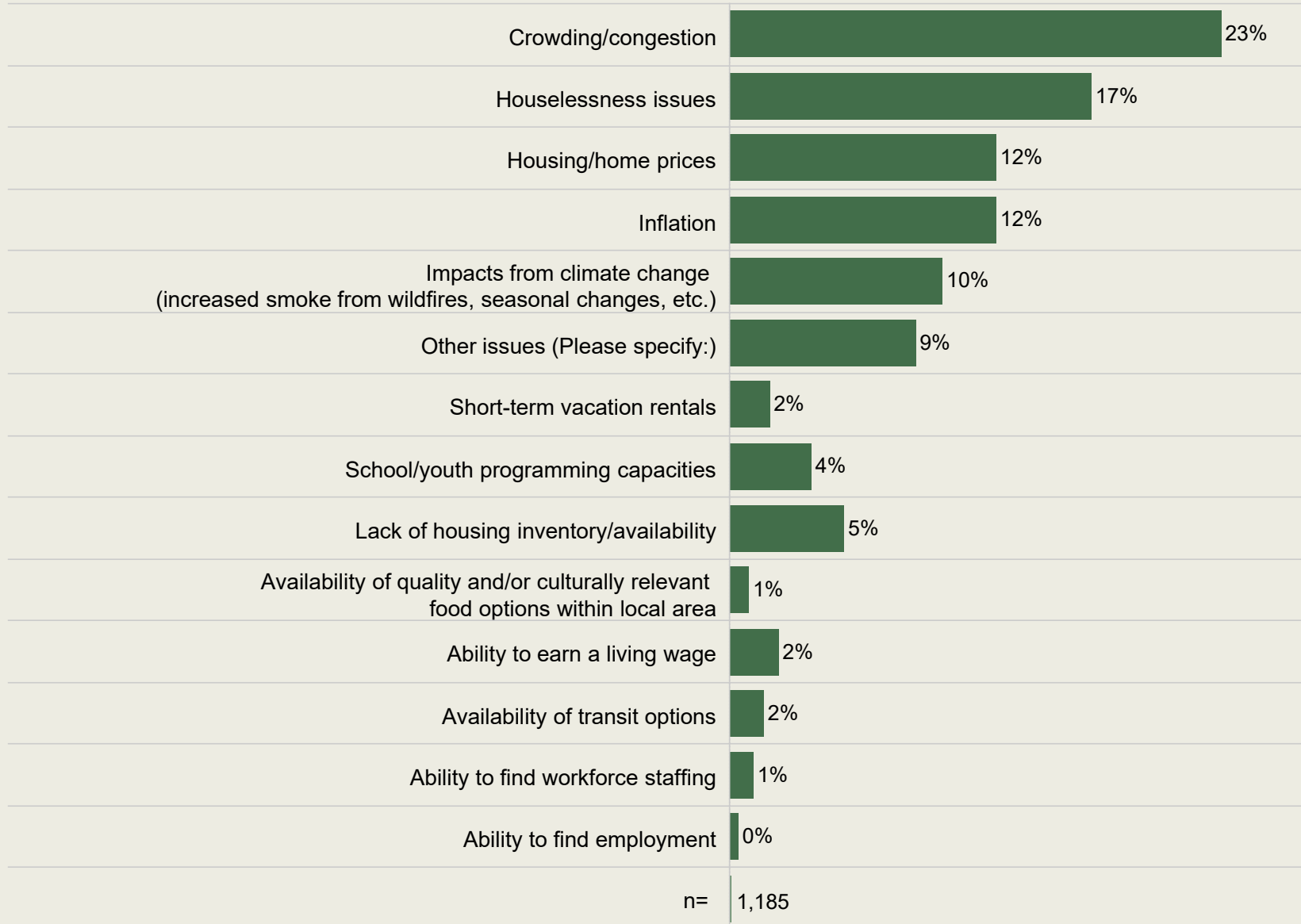


# CURRENT CHALLENGES

What are the biggest impacts or challenges affecting you personally or professionally in the Mt. Hood/Columbia River Gorge Region? (Check all that apply)



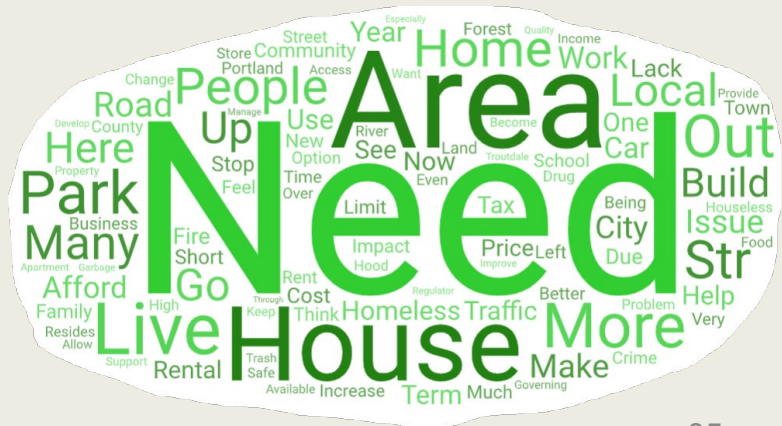
## Which issue or challenge from Question 12 is the most important to address by local officials or decision-makers?





Respondents were given an opportunity to provide additional insight into challenges in the region. From the 295 comments that were received, the following themes emerged:

- Housing Affordability and Availability:
    - Many residents expressed concerns about the rising cost of housing, the limited availability of affordable homes, and the impact of short-term rentals (STRs) on the housing market. The struggle to buy or rent homes in the area was a recurring theme.
  - Traffic Congestion and Infrastructure:
    - The growing problem of traffic congestion, particularly on major highways like Highway 26 and Highway 212, and the need for improved infrastructure were frequently mentioned. Residents felt that the traffic situation had worsened over time.
  - Impact of Tourism and Visitors:
    - The influx of tourists and outside visitors, leading to noise, overcrowding, and a reduction in the quality of life, was a recurring concern. Many residents called for measures to examine ways to manage the influx of outside visitors.
  - Homelessness and Housing Services:
    - The increase in homelessness and the need for local services to support the homeless population were mentioned multiple times. Some residents expressed the desire for volunteer opportunities to address this issue.
  - Climate Change and Wildfire Risks:
    - Concerns about the impact of climate change, particularly the risk of wildfires, were frequently cited. Residents emphasized the need for effective forest management and mitigation measures.
- 





# RESIDENT CHALLENGES

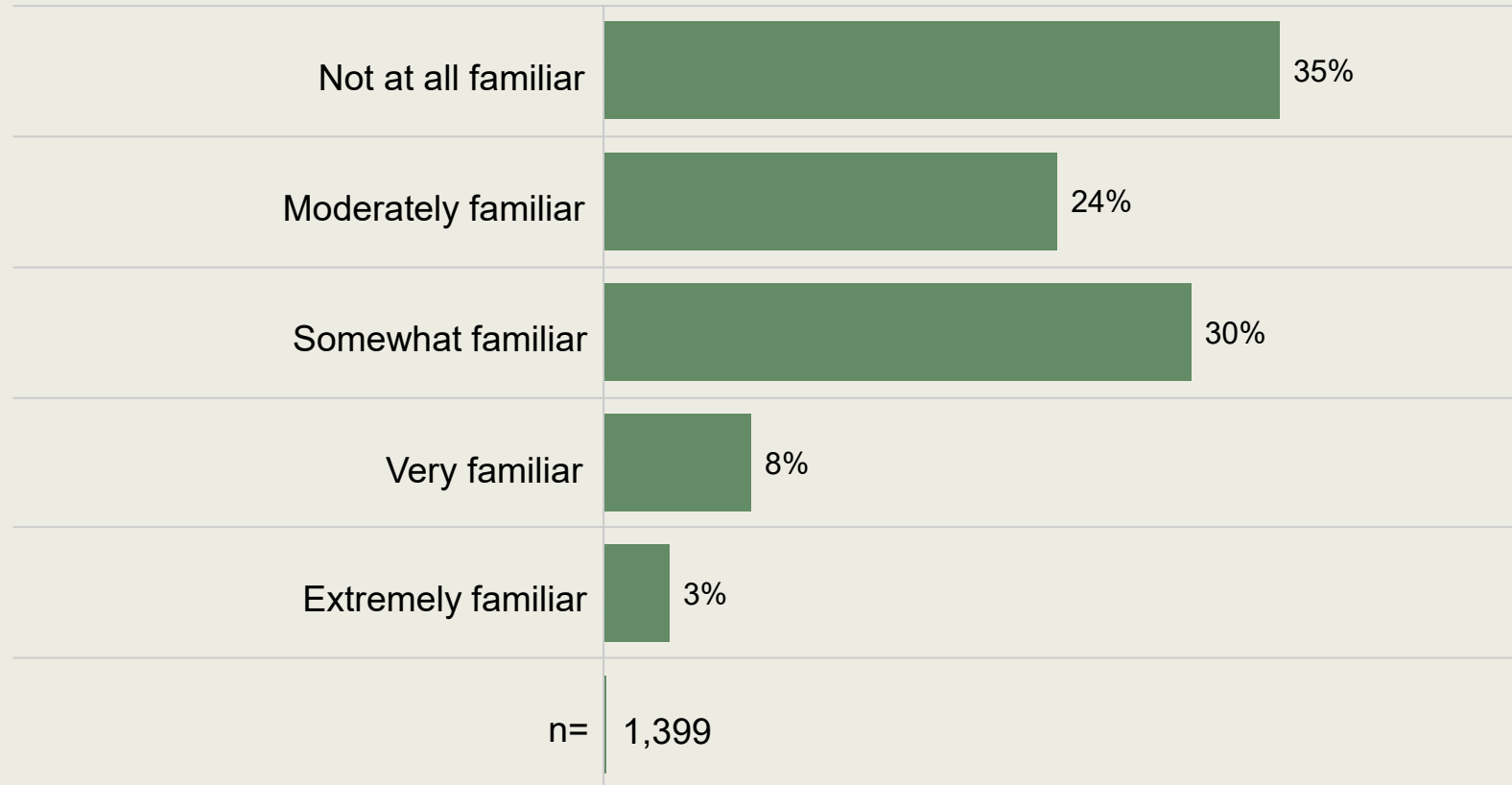
- Respondents identified crowding/congestion and homelessness issues as the top two most important challenges for local officials or decision makers to address.
- Respondents feel that housing/home prices and inflation are of high importance too.
  - Housing/home prices were identified to be the third most frequent challenge for respondents as well as being the third ranked top challenge to address.
- “Other” challenges mentioned include safety and security concerns such as the unhoused, theft and crime; infrastructure maintenance; and transportation concerns.



# | TOURISM IN THE REGION



How familiar are you with the tourism industry operators, managers, or marketers in the Mt. Hood/Columbia River Gorge Region?



Source: RRC

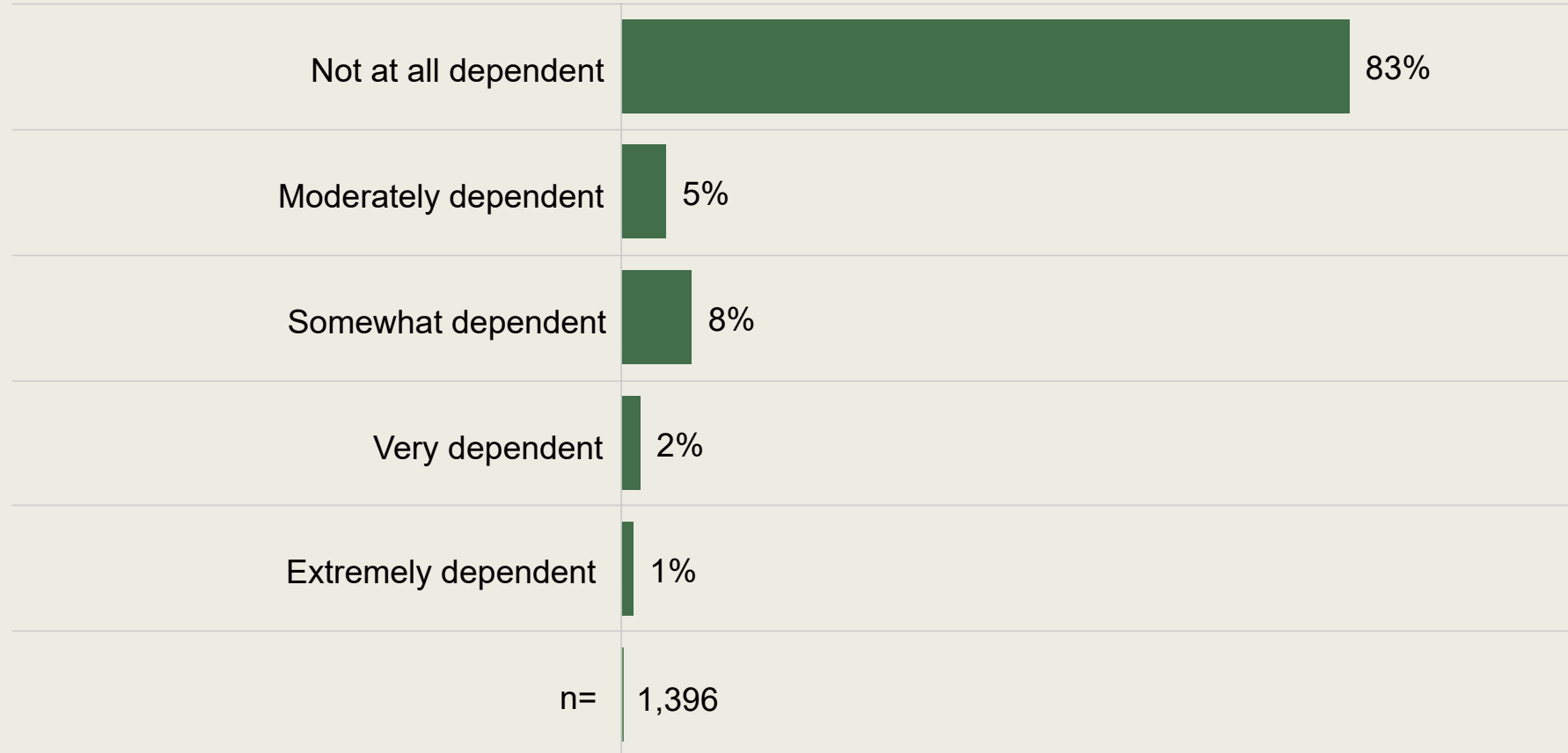
# FAMILIARITY WITH TOURISM INDUSTRY

How familiar are you with the tourism industry operators, managers, or marketers in the Mt. Hood/Columbia River Gorge Region?

	Cascade Locks	Corbett	Dufur	Estacada	Fairview and Wood Village	Hood River	Hood River Valley (Odell, Parkdale, or Mt. Hood)	Lower Mt. Hood (Boring, Eagle Creek)	Mosier	Other area	Sandy	The Dalles	Troutdale	Unincorporated area	Upper Mt. Hood (Government Camp, Villages of Mt. Hood)
Extremely familiar		4%		2%	1%	9%	4%	2%	4%		3%	2%	2%	4%	7%
Very familiar	12%	4%	14%	7%	2%	12%	10%	4%	18%		7%	6%	7%	11%	7%
Moderately familiar	12%	37%	29%	24%	23%	28%	40%	16%	25%	31%	12%	26%	18%	22%	19%
Somewhat familiar	29%	27%	43%	33%	30%	24%	24%	30%	25%	23%	37%	33%	32%	33%	37%
Not at all familiar	47%	29%	14%	35%	44%	27%	22%	47%	29%	46%	42%	33%	41%	30%	30%
n=	17	49	14	89	103	218	92	89	28	13	191	239	196	27	27

# RELIANCE ON TOURISM

To what extent do you rely on tourism in the region to support your livelihood?



Source: RRC



# RELIANCE ON TOURISM

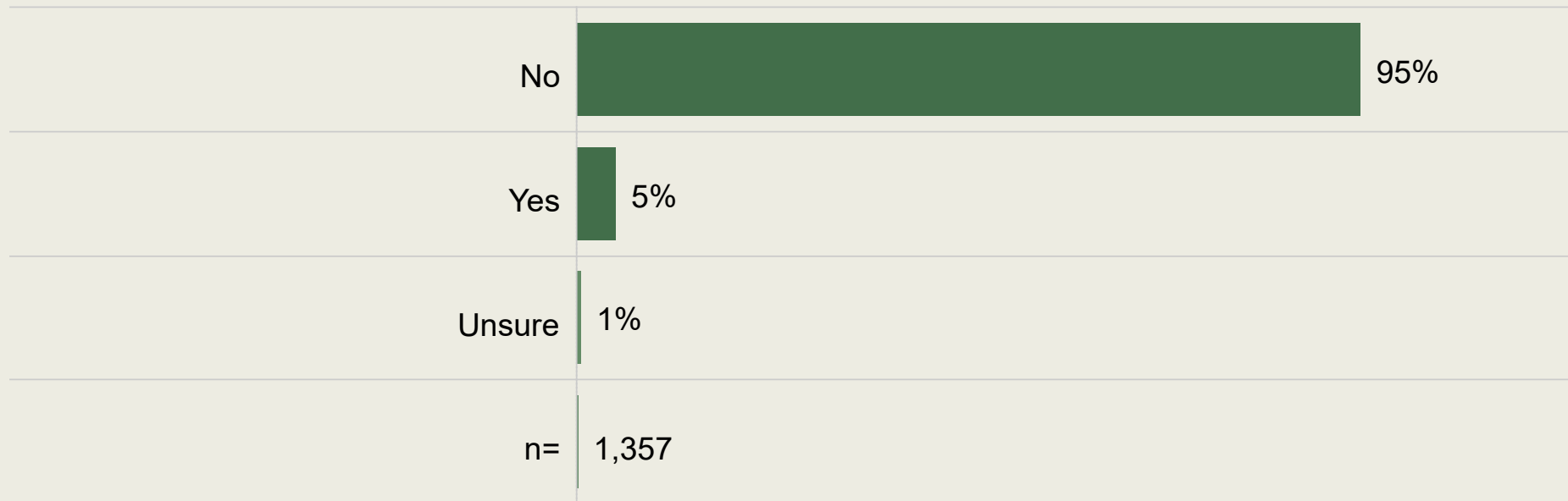
To what extent do you rely on tourism in the region to support your livelihood?

	Cascade Locks	Corbett	Dufur	Estacada	Fairview and Wood Village	Hood River	Hood River Valley (Odell, Parkdale, or Mt. Hood)	Lower Mt. Hood (Boring, Eagle Creek)	Mosier	Other area	Sandy	The Dalles	Troutdale	Unincorporated area	Upper Mt. Hood (Government Camp Villages of Mt. Hood)
Not at all dependent	71%	90%	86%	83%	85%	73%	76%	89%	82%	92%	86%	85%	90%	89%	85%
Moderately dependent		4%		3%	6%	10%	7%	3%	4%	8%	4%	3%	3%	7%	7%
Somewhat dependent	18%	6%	7%	10%	8%	11%	12%	6%	11%		8%	7%	5%	4%	7%
Very dependent			7%	2%	1%	5%	5%	1%			2%	1%	1%		
Extremely dependent	12%			1%		1%		1%	4%			3%	1%		
n=	17	49	14	88	103	218	92	89	28	13	190	238	196	27	27

Source: RRC

- Only 5% of respondents currently work in the tourism industry in the region.

Do you work in the tourism industry in Mt. Hood and Columbia River Gorge region?



Source: RRC

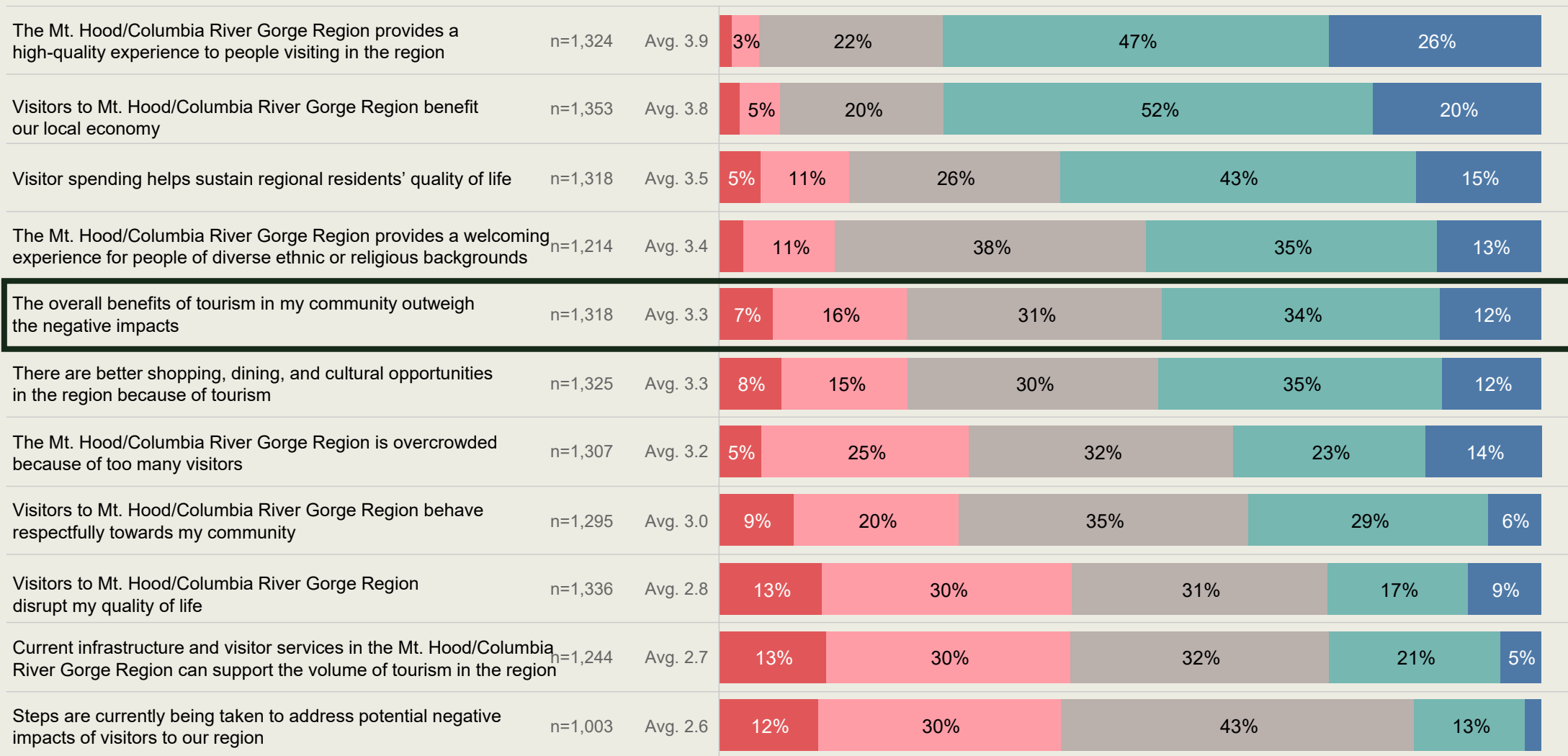


# FAMILIARITY & RELIANCE ON TOURISM

- There is little familiarity/awareness of the tourism industry operators, managers, or marketers in the Mt. Hood/Columbia River Gorge Region.
  - Additional community outreach may inform residents of this over time. However, many residents in communities are not familiar with their local DMO.
- The lack of familiarity with the tourism industry in the Region may also influence the understanding of reliance on tourism in respect to respondents' livelihood.
  - The majority of respondents report being not at all dependent on tourism to support their livelihood.
- Only 5% of respondents currently work in the tourism industry in the region.



## How much do you agree or disagree that...?



**LEGEND:** 1 Strongly Disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly Agree

Source: RRC



# TOURISM IMPACTS

- Overall, respondents feel that the economic contributions of tourism in the region is important. That said, there is concern about overcrowding, behavior of visitors and visitors impact on infrastructure and resources.
  - It's a positive that tourism is seen as beneficial to the community, but the extraneous impacts of visitation may need to be more managed.
- Respondents are split between whether the overall benefits of tourism outweigh the negative impacts.
  - In areas with a lot of long-term residents, this can be common.
- Currently, respondents don't feel that steps are being taken to address the potential negative impacts of visitors to the Region.
  - There is an opportunity to better educate residents on the work tourism entities do to address negative impacts.

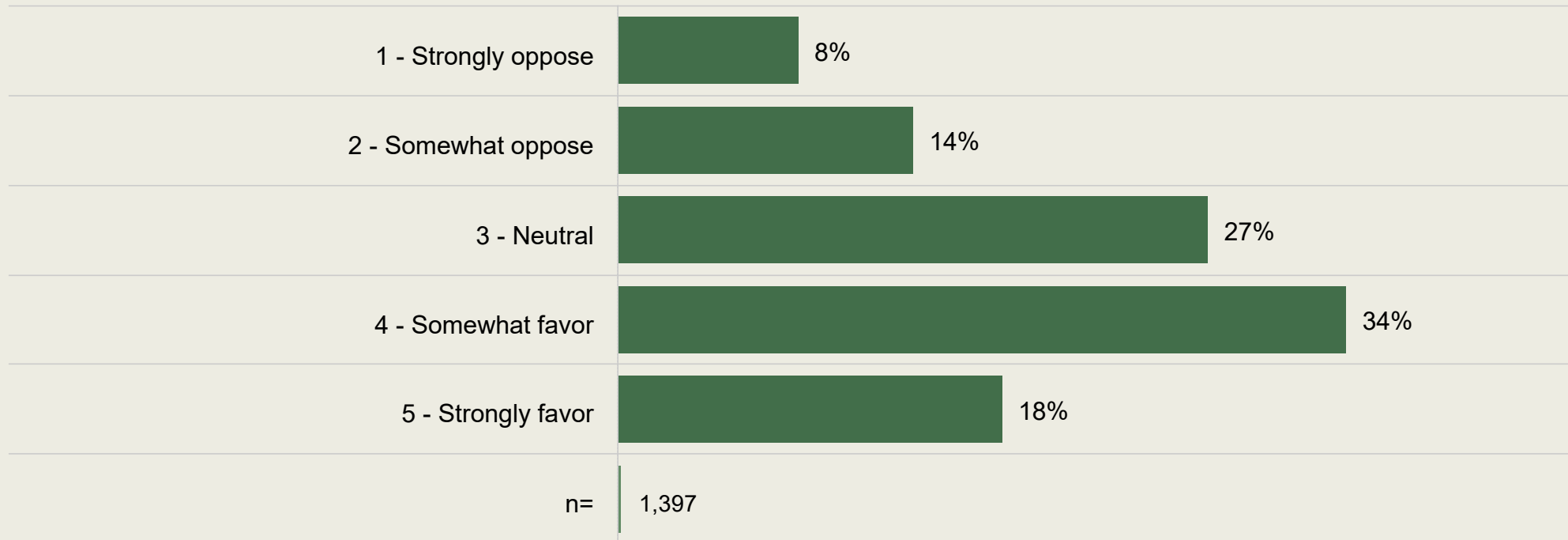




# SUPPORT OF TOURISM

- Respondents are more in favor of promoting the Region to attract visitors than opposed.
- With respondents mostly in favor, tourism has support in the region but additional management in times of peak season and in specific areas will likely be needed to align with the overcrowding/traffic issues detailed earlier in the report.

**How supportive are you about promoting Mt. Hood and the Columbia River Gorge to attract visitors from out of the region to visit?**



Source: RRC

# SUPPORT OF TOURISM

How supportive are you about promoting Mt. Hood and the Columbia River Gorge to attract visitors from out of the region to visit?

	Cascade Locks	Corbett	Dufur	Estacada	Fairview and Wood Village	Hood River	Hood River Valley (Odell, Parkdale, or Mt. Hood)	Lower Mt. Hood (Boring, Eagle Creek)	Mosier	Other area	Sandy	The Dalles	Troutdale	Unincorporated area	Upper Mt. Hood (Government Camp Villages of Mt. Hood)
1 - Strongly oppose	6%	10%	8%	6%	3%	11%	21%	13%		8%	5%	5%	7%	8%	19%
2 - Somewhat oppose	11%	16%	15%	7%	6%	19%	22%	13%	14%	23%	16%	8%	11%	38%	11%
3 - Neutral	28%	39%	23%	35%	33%	22%	24%	31%	21%	23%	31%	22%	26%	27%	30%
4 - Somewhat favor	28%	31%	31%	35%	35%	30%	25%	33%	43%	15%	33%	39%	37%	23%	33%
5 – Strongly favor	28%	4%	23%	17%	24%	18%	8%	9%	21%	31%	14%	26%	19%	4%	7%
n=	18	49	13	88	101	216	91	89	28	13	191	241	199	26	27

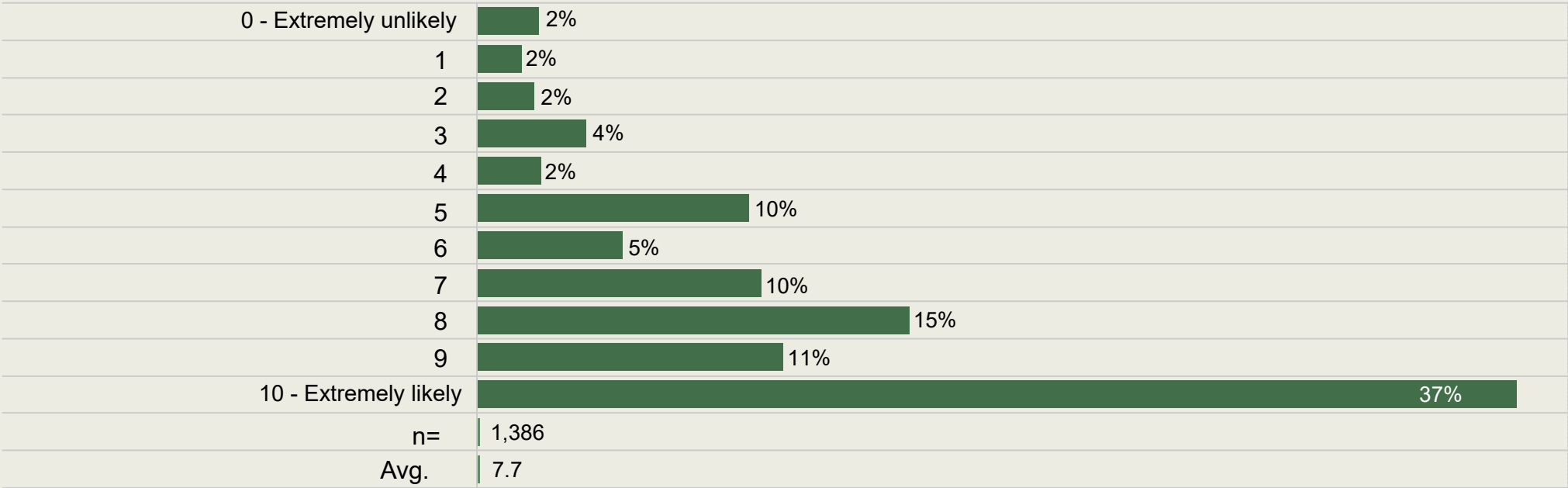
Source: RRC

Respondents were given an opportunity to expand upon their opinions on tourism in the region. From the 317 comments that were received, the following themes emerged:

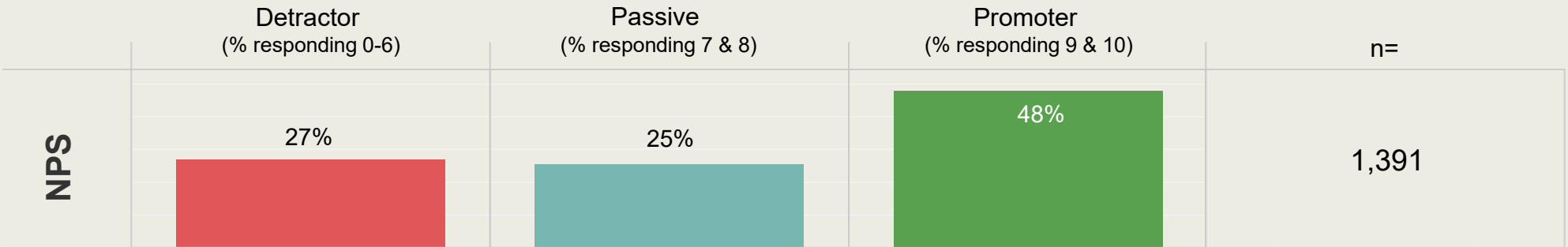
- Overcrowding and Infrastructure:
  - Many respondents expressed concerns about overcrowding in their communities, especially in popular tourist destinations like the Columbia River Gorge and Mount Hood. They mentioned that existing infrastructure, including roads, parking, and public facilities, is often insufficient to handle the high volume of tourists.
- Housing and Short-Term Rentals:
  - Several comments highlighted issues related to housing affordability and availability. Some locals felt that tourism, especially through platforms like Airbnb, had driven up housing prices and limited options for residents. They also expressed concerns about the impact of second homes and investment properties on the local housing market.
- Traffic and Safety:
  - Traffic congestion, speeding, and safety on local roads were commonly mentioned concerns. Respondents felt that tourist traffic could lead to dangerous conditions, making it challenging for residents to navigate their communities safely, especially during peak tourist seasons.
- Respect and Litter:
  - Many respondents called for tourists to show more respect for the natural environment and communities they visit. Concerns included littering, graffiti, and a lack of awareness about Leave No Trace principles. Locals expressed a desire for more educational initiatives to promote responsible tourism.
- Economic Benefits vs. Quality of Life:
  - Respondents expressed a delicate balance between the economic benefits of tourism and the quality of life for residents. While some recognized the importance of tourism for the local economy, others felt that it negatively impacted their daily lives, making it difficult to access their favorite places and enjoy the tranquility of their communities.

# LIKELIHOOD TO RECOMMEND

How likely are you to recommend the Mt. Hood/Columbia River Gorge Region to your family and friends as a place to visit?



Source: RRC



Source: RRC





# REGIONAL NPS

- Overall, the Mt. Hood and the Columbia River Gorge's Net Promoter score favors promoters with a plurality (48%) of respondents likely to recommend the region to family and friends as a place to visit.
  - Combined with 34% who somewhat favor 18% who strongly favor promoting the region as a place to visit, this give grounding to efforts to promote tourism in the area.
- Detractors, or those unlikely to recommend the region as a place to visit, account for 27% of respondents.
  - This is consistent with the respondents who show more concern for tourism's more undesirable effects of crowding, overuse, and quality of life impacts.
- Tourism efforts will need to be thoughtfully done going forward. While NPS and promotion is positive, awareness of tourism entities is low as with the knowledge of how it may support local's lifestyles.
  - Tourism efforts will likely also want to maintain or increase the shares of locals who feel overall benefits of tourism in my community outweigh the negative impacts. This currently is estimated to be about 34% (agree) of the population via the Invite survey while about 31% feel neutral.



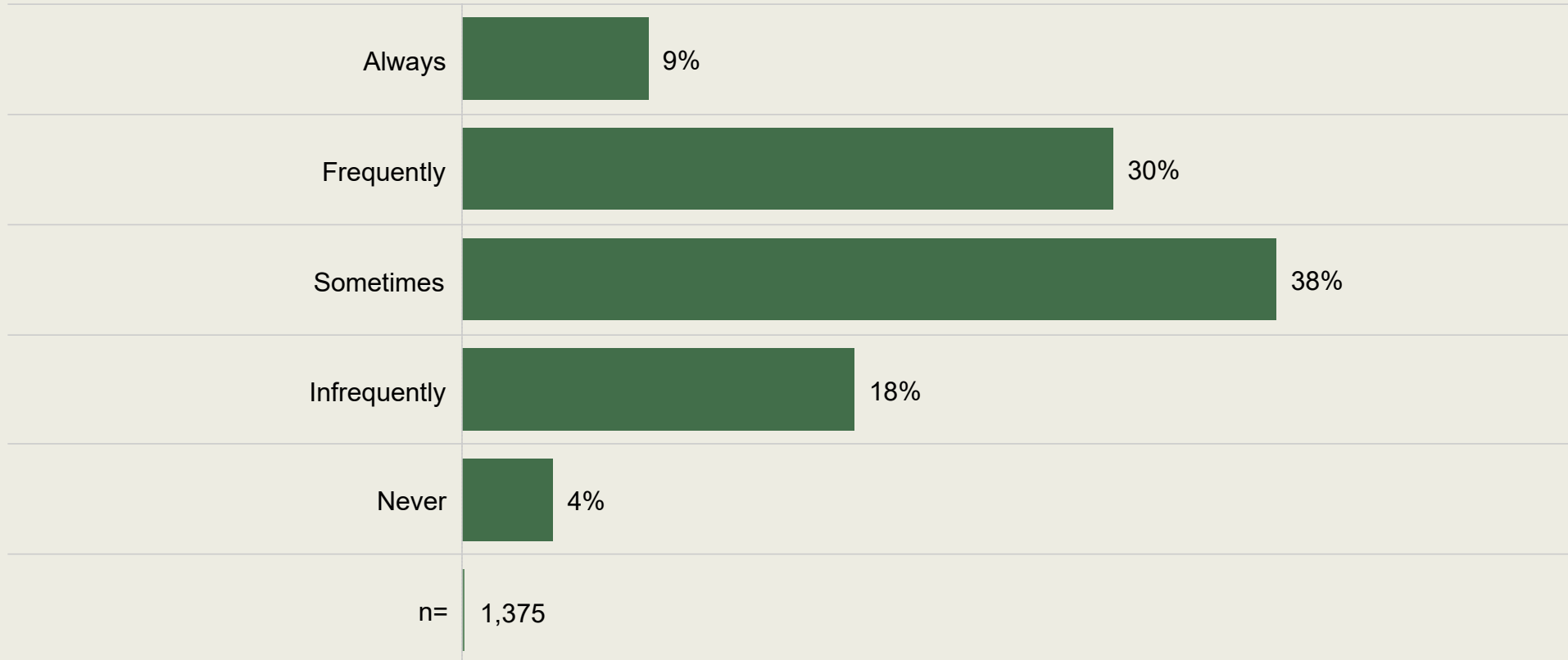


**TRAFFIC IN THE REGION |**



# TRAFFIC CHALLENGES

Thinking about your overall experience with vehicles and traffic in the Mt. Hood/Columbia River Gorge Region, how frequently do you experience challenges getting around your community?



Source: RRC

# TRAFFIC CHALLENGES

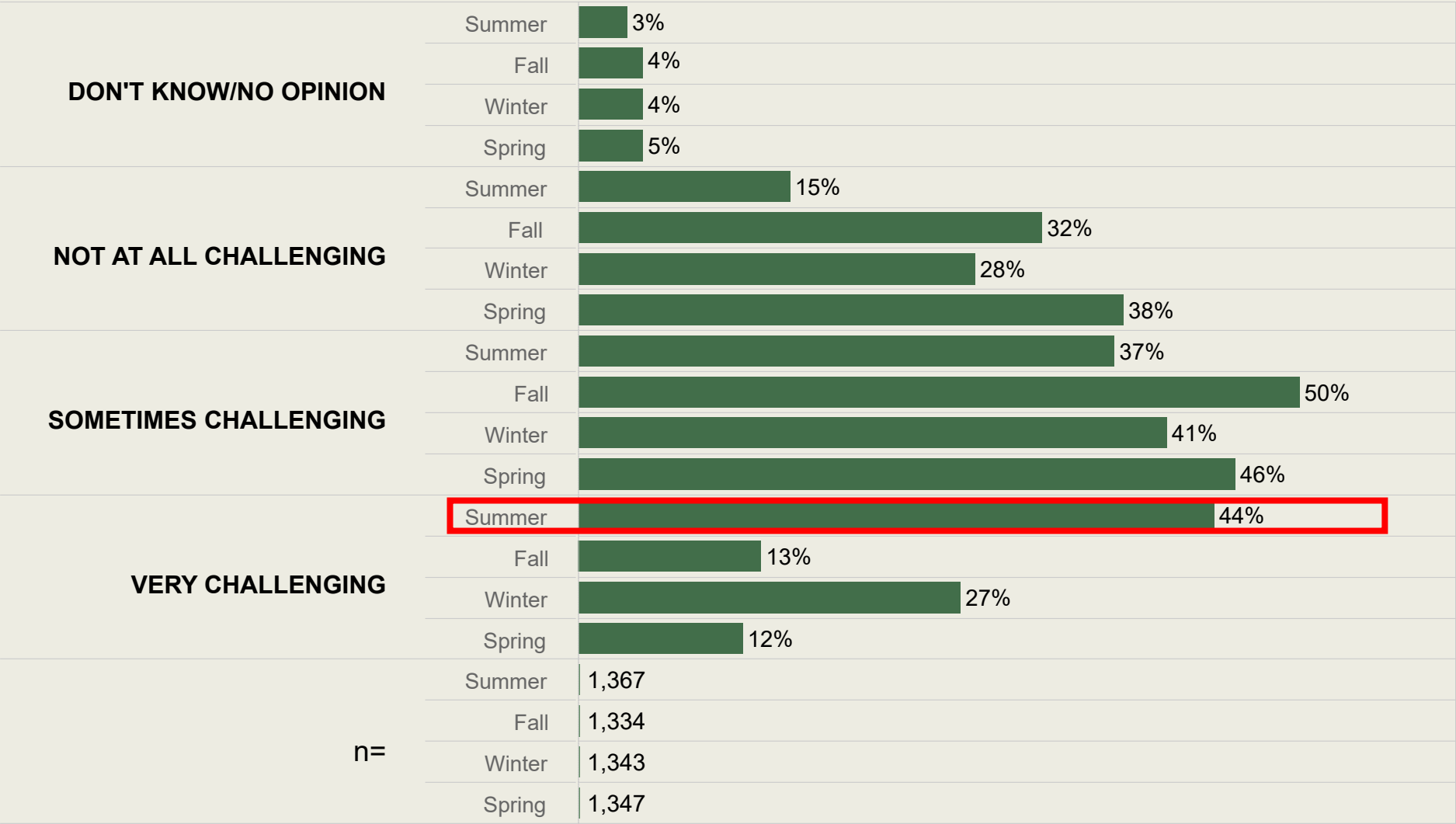
Thinking about your overall experience with vehicles and traffic in the Mt. Hood/Columbia River Gorge Region, how frequently do you experience challenges getting around your community?

	Cascade Locks	Corbett	Dufur	Estacada	Fairview and Wood Village	Hood River	Hood River Valley (Odell, Parkdale, or Mt. Hood)	Lower Mt. Hood (Boring, Eagle Creek)	Mosier	Other area	Sandy	The Dalles	Troutdale	Unincorporated area	Upper Mt. Hood (Government Camp Villages of Mt. Hood)
Always	6%		8%	14%	8%	10%	8%	10%	7%	9%	16%	4%	4%	11%	19%
Frequently	39%	31%	23%	29%	30%	31%	27%	41%	33%	27%	48%	14%	31%	37%	26%
Sometime	33%	45%	23%	40%	40%	40%	46%	39%	37%	45%	29%	35%	44%	33%	33%
Infrequent	22%	20%	46%	12%	20%	15%	18%	9%	15%	18%	6%	37%	16%	15%	15%
Never		4%		6%	2%	4%	1%		7%		1%	11%	4%	4%	7%
n=	18	49	13	86	100	213	91	87	27	11	188	238	188	27	27



# SEASONAL TRAFFIC CHALLENGES

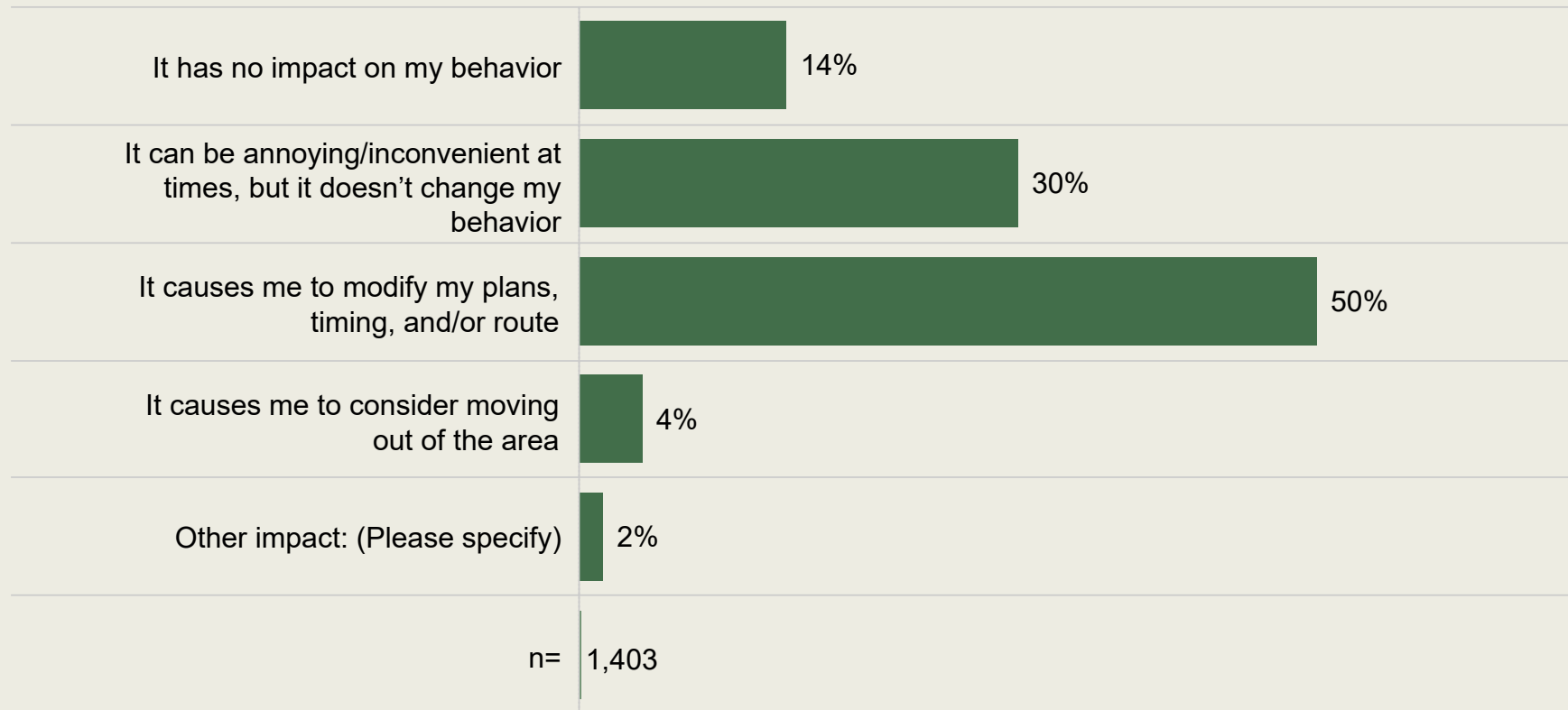
To what extent do you experience any challenges, if at all, driving in Mt. Hood/Columbia River Gorge Region during the following time periods?



SEASONAL MONTHS: **Summer:** June to August **Fall:** September to November  
**Winter:** December to March **Spring:** April to May

Source: RRC

## Do traffic conditions on the roads in the Mt. Hood/Columbia River Gorge Region at busy times cause you to modify your behavior?



Source: RRC

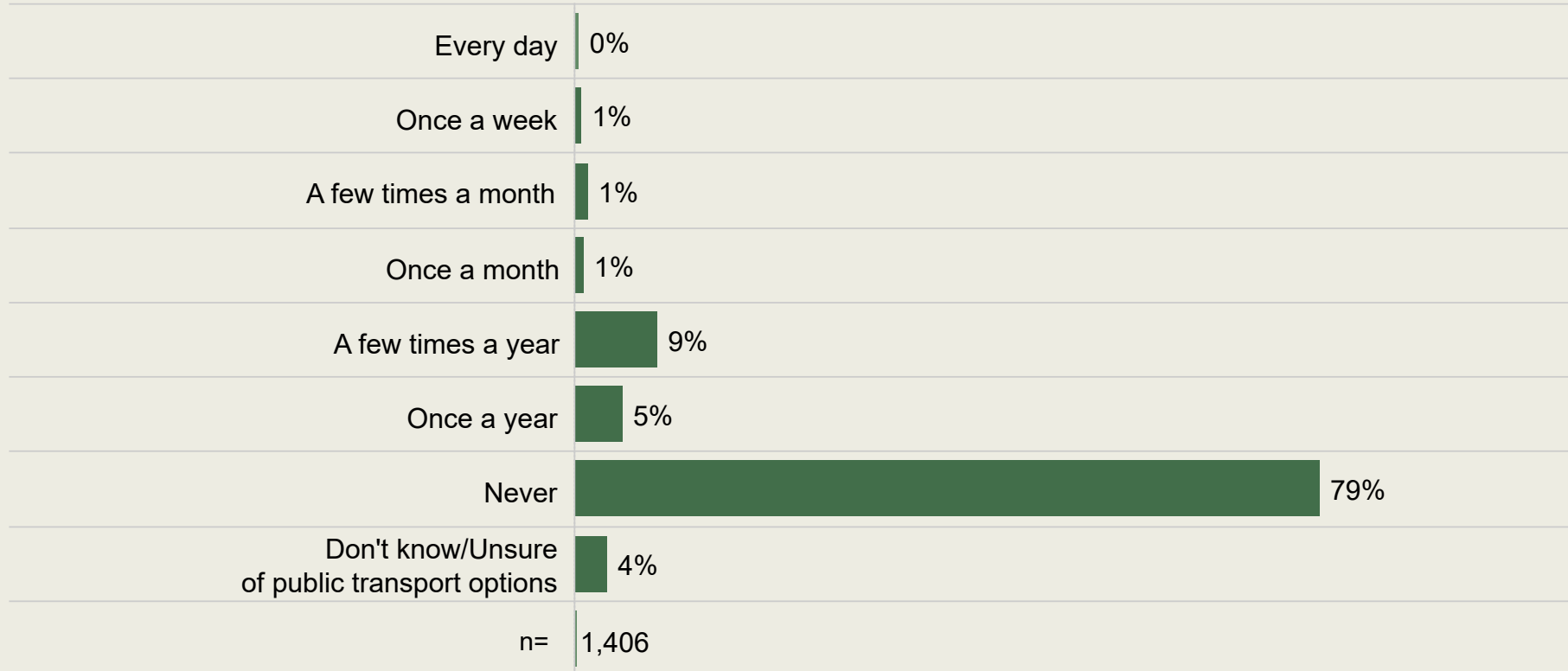


# TRAFFIC CHALLENGES

- Respondents tend to experience more frequent challenges with transportation around the community, with 39% of the Invite sample report always or frequent challenges with transportation or traffic.
- Traffic challenges vary with the seasons. Summer and winter tend to cause greater frustrations with traffic for respondents.
- Half of the Invite respondents say that the increased traffic has caused them to modify their behavior.

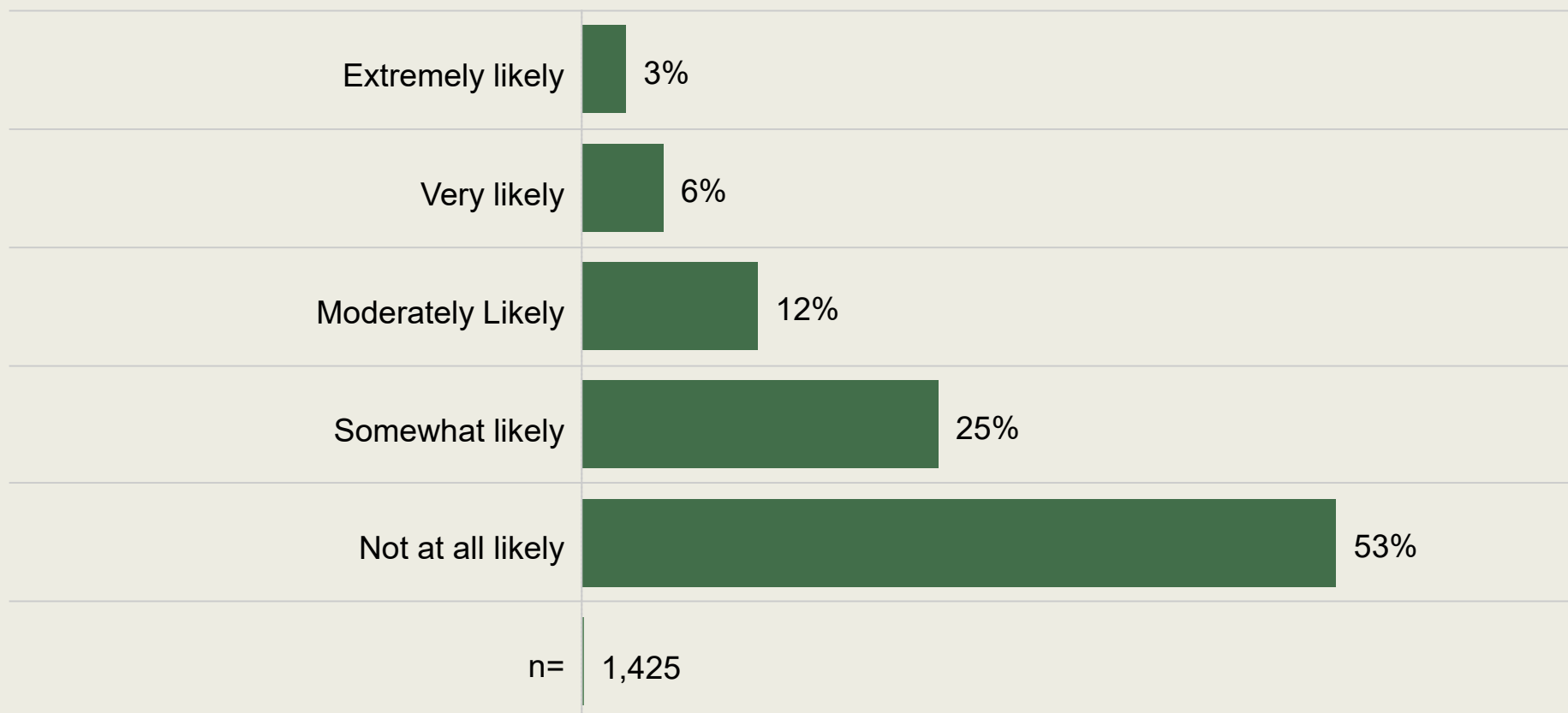
# PUBLIC TRANSIT USE

To what extent do you use public transit in the Mt. Hood/Columbia River Gorge Region (e.g., Columbia Area Transit, Mt. Hood Express)?



Source: RRC

How likely would you and your household be to use public transit in the Mt. Hood/Columbia River Gorge Region if there were more options (e.g., more frequent service or additional routes)?

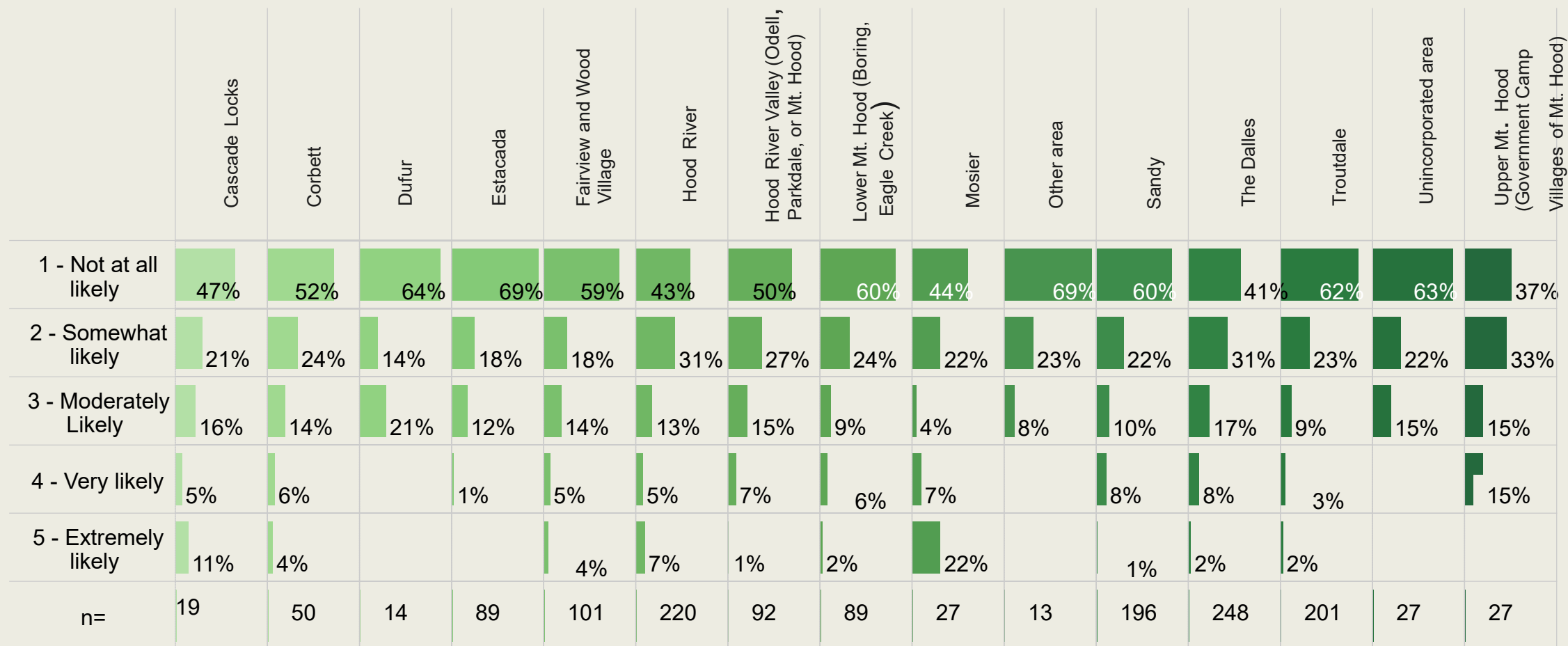


Source: RRC



# INCREASING PUBLIC TRANSIT USE

How likely would you and your household be to use public transit in the Mt. Hood/Columbia River Gorge Region if there were more options (e.g., more frequent service or additional routes)?



Source: RRC



# PUBLIC TRANSIT TOPICS

- There is currently little use of public transportation as well as little support to increase transit use despite reports of challenges with traffic/congestion in the Region.
- Public transit usage is a double-edged sword for many communities: residents want others to use it to reduce crowding and congestion but are unable/unwilling to utilize it themselves on a day-to-day basis.
- Incentivizing public transit becomes important as it must become a conscious choice for residents and visitors to not think of using their own vehicle.

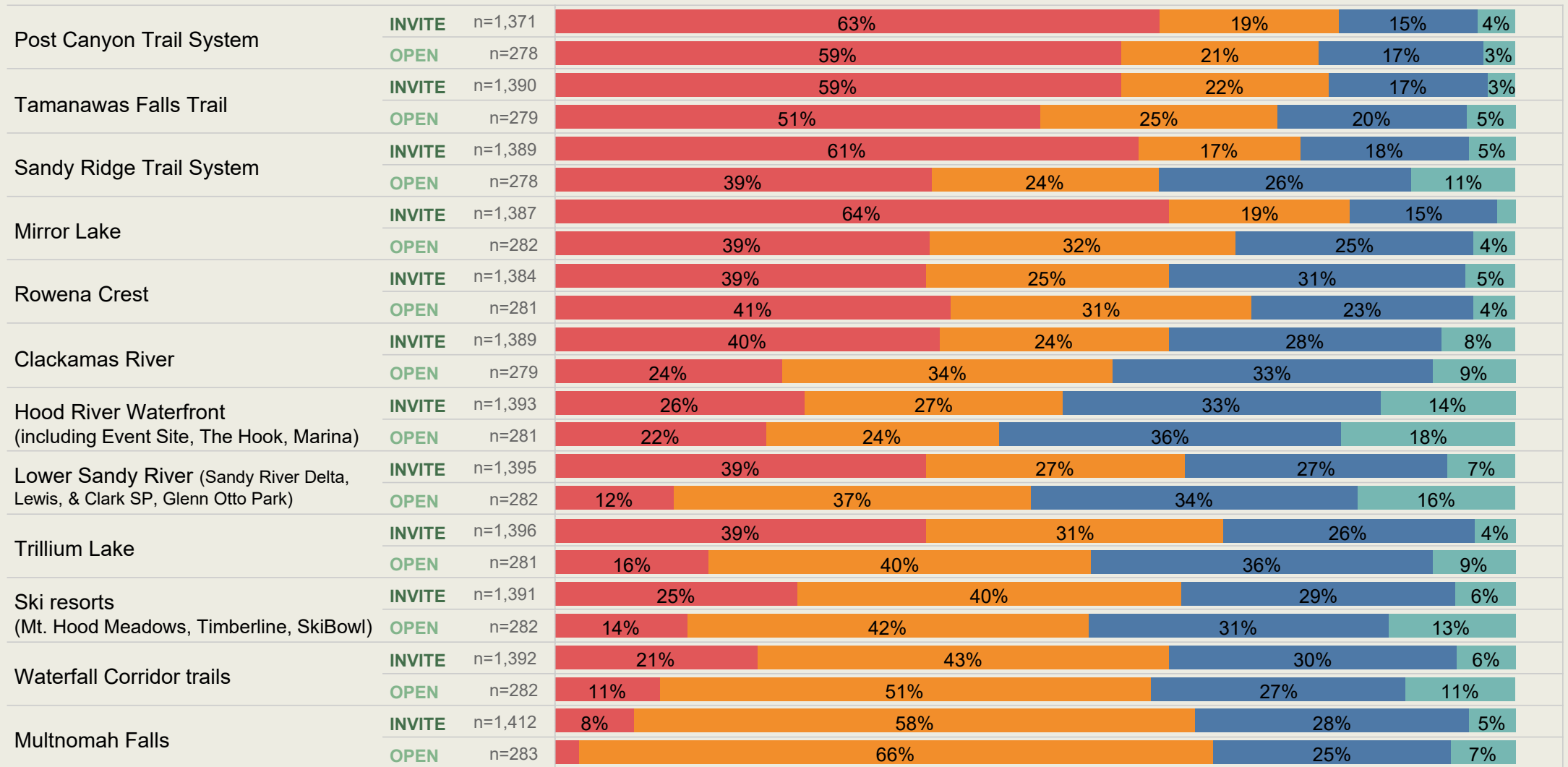


An aerial photograph of a dense evergreen forest, likely spruce or fir, with a central vertical line running through the middle. The trees are lush green, and the canopy is thick. A semi-transparent dark banner is positioned at the bottom, containing the title text.

# **RECREATION IN THE REGION**



## To what extent has your visitation/use of various locations in the Mt. Hood/Columbia River Gorge Region changed over time?



LEGEND: ■ Have Not Visited ■ Fewer Visits ■ About the Same ■ More Visits

Source: RRC

Respondents were given an opportunity to expand upon their opinions on tourism in the region. From the 589 comments that were received, the following themes emerged:

- **Overcrowding and Safety Concerns:**
  - Overcrowding during the summer months, safety concerns, and issues like trash along trails, disrespectful behavior, and the presence of homeless populations have deterred people from visiting these areas.
- **Fees and Restrictions:**
  - The introduction of fees or permits, such as for parking at Multnomah Falls or the need for a pass to access certain hiking trails, has discouraged people from visiting these sites due to additional costs and restrictions.
- **Impact of Visitors and Changes:**
  - Many respondents expressed frustration with the impact of out-of-town visitors on the local area, including increased traffic, changes in community dynamics, and the influence of tourism on housing costs and local affordability.
- **Traffic and Transportation Issues:**
  - Traffic congestion, road conditions, difficulties in finding parking, and a lack of traffic enforcement have made it challenging for people to access these areas, especially during peak times.
- **Preference for Off-Peak Times:**
  - Some respondents prefer to visit these areas during weekdays or non-peak times to avoid crowds and enjoy a more peaceful experience.



Some of the most commonly mentioned locations where respondents experience challenges include:

- **Multnomah Falls:**
  - Many comments mentioned frustrations related to Multnomah Falls, particularly due to the introduction of permits, overcrowding, difficulties in parking, and the impact of visitors.
- **Sandy River Delta:**
  - The Sandy River Delta area was cited in several comments, with concerns about homeless populations, trash, vandalism, and parking issues affecting the overall experience.
- **Trillium Lake:**
  - Trillium Lake was mentioned in relation to overcrowding during peak times and difficulties in finding parking.
- **Tamanawas Falls:**
  - Frustrations related to overcrowding and difficulties in accessing Tamanawas Falls were mentioned in the comments.
- **Waterfront Areas:**
  - Waterfront areas in Hood River were mentioned, with comments about overcrowding during summer and high visitor traffic.



# RECREATION CHANGES OVER TIME

- Highly visited tourism destinations (such as Multnomah Falls) has caused a decrease in visits from local residents.
  - This may be caused by variety of factors including crowding/congestion.
- Few locations have seen increased visitation over time with the exception of Hood River Waterfront with 14% of the Invite use report increased visits.



At the end of the survey, respondents had the opportunity to provide any additional about the area, visitors and tourism, events, getting around town, and other aspects of community life that expand upon their responses to this survey. From the 276 comments that were received, the following themes were highlighted:

- **Traffic and Transportation Concerns:**
  - Many residents expressed concerns about traffic congestion, especially on major highways like I-84, I-405, and I-205. Issues with parking, the need for bike lanes, and proposals for expanding roads were frequently mentioned.
- **Housing Affordability and Availability:**
  - Housing affordability, including the impact of short-term rentals, was a prominent concern. Residents discussed the challenges of affordable housing for the local workforce and the potential loss of community culture.
- **Impact of Over-Tourism:**
  - Residents expressed concerns about over-tourism, overcrowding, and the impact of advertising on local attractions. Preserving the area's sustainability, character, and natural beauty were common themes.
- **Community Changes:**
  - Many residents shared their observations of how their communities have changed over time. They mentioned the loss of community services, increased homelessness, and safety concerns.
- **Infrastructure Development and Quality of Life:**
  - Infrastructure improvements and the need for balanced development were emphasized. Suggestions included adding more traffic circles, maintaining quality roads, and improving community recreation and fitness programs.



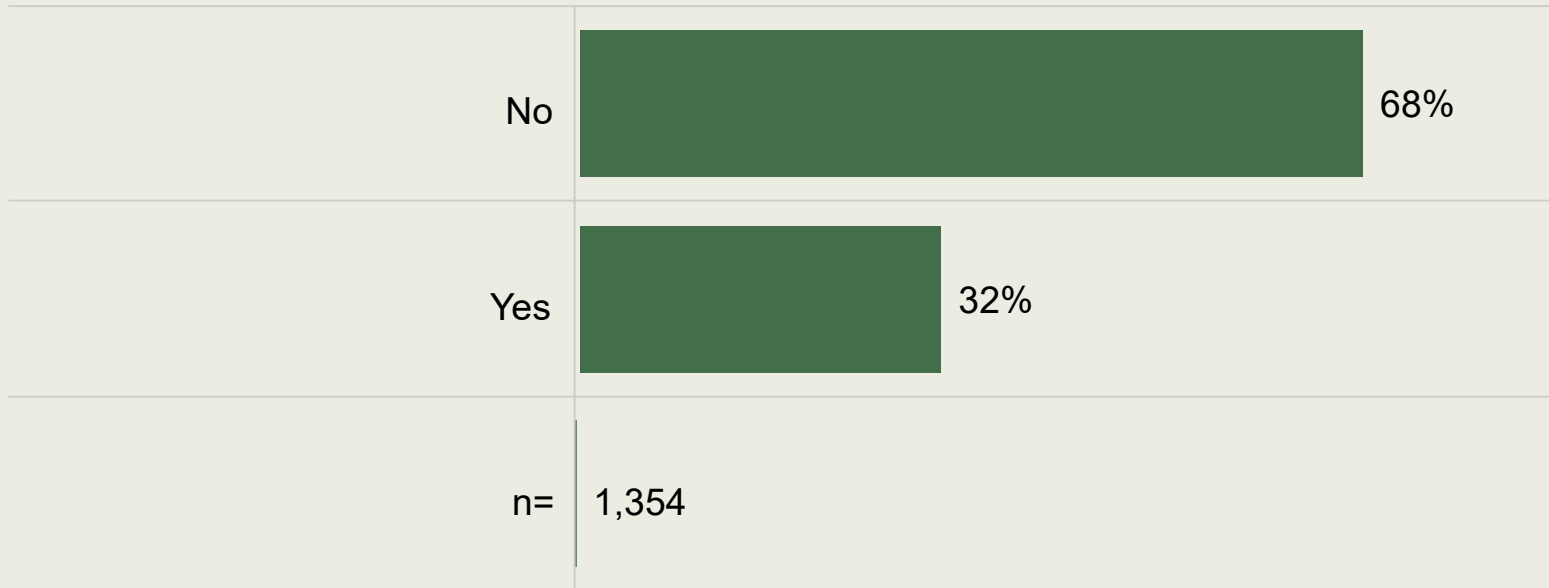


# **| DEMOGRAPHICS**



- The majority of respondents do not work in the Region.

Are you employed in the Mt. Hood/Columbia River Gorge Region?



Source: RRC



- The use of a personal vehicle is the primary mode of transportation in the area.

### How do you typically get around the area?

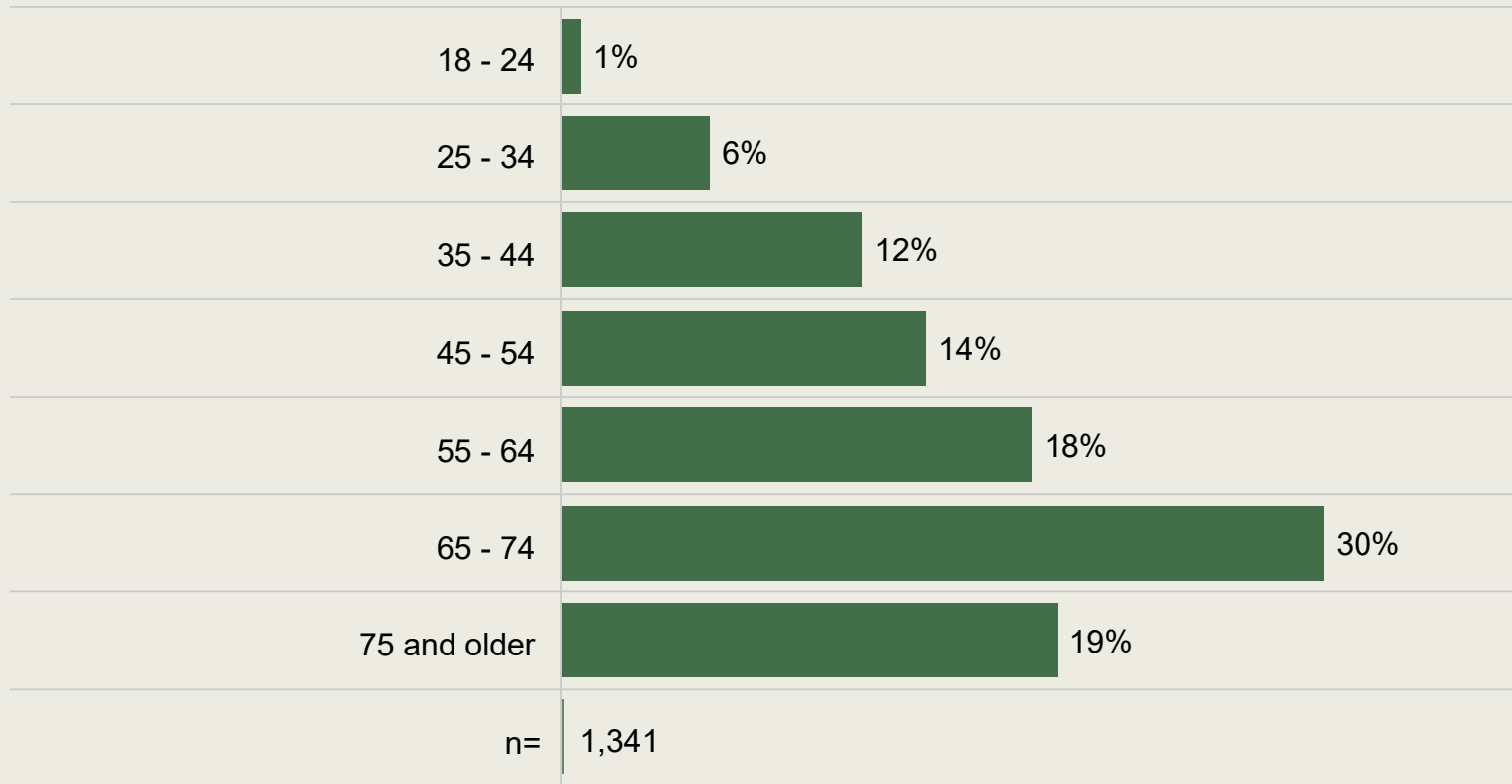
Personal vehicle (car, truck, motorcycle, etc.)	96%
Walk	1%
Bicycle	1%
Carpool/other person drives	1%
Bus	1%
Uber/Lyft/Taxi	0%
Other	1%
n=	1,362

Source: RRC

# RESPONDENT AGE

- Overall the sample is skewed slightly older with 49% of respondents over the age of 65. This is normal for mail surveys, but the area does have a higher percentage of those aged 65+ than other areas too.

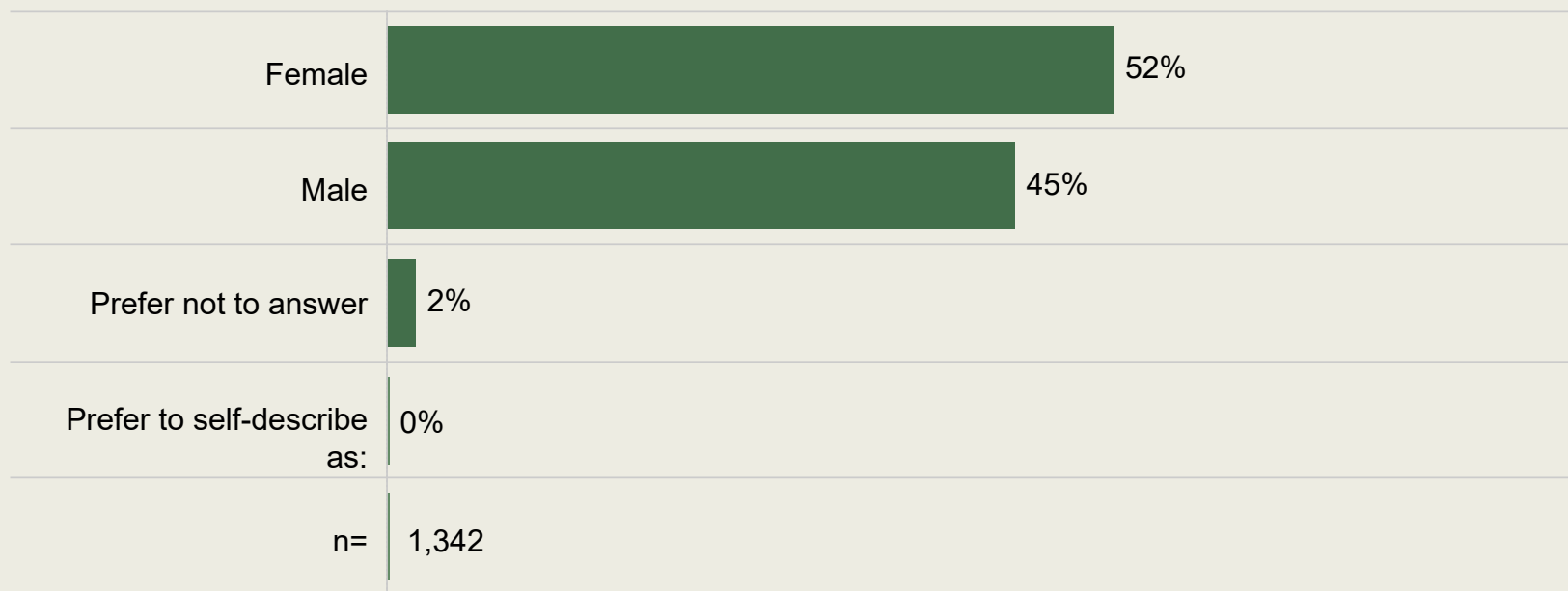
What is your age?



Source: RRC

- A slightly higher share of females responded to the survey which is typical in survey research.

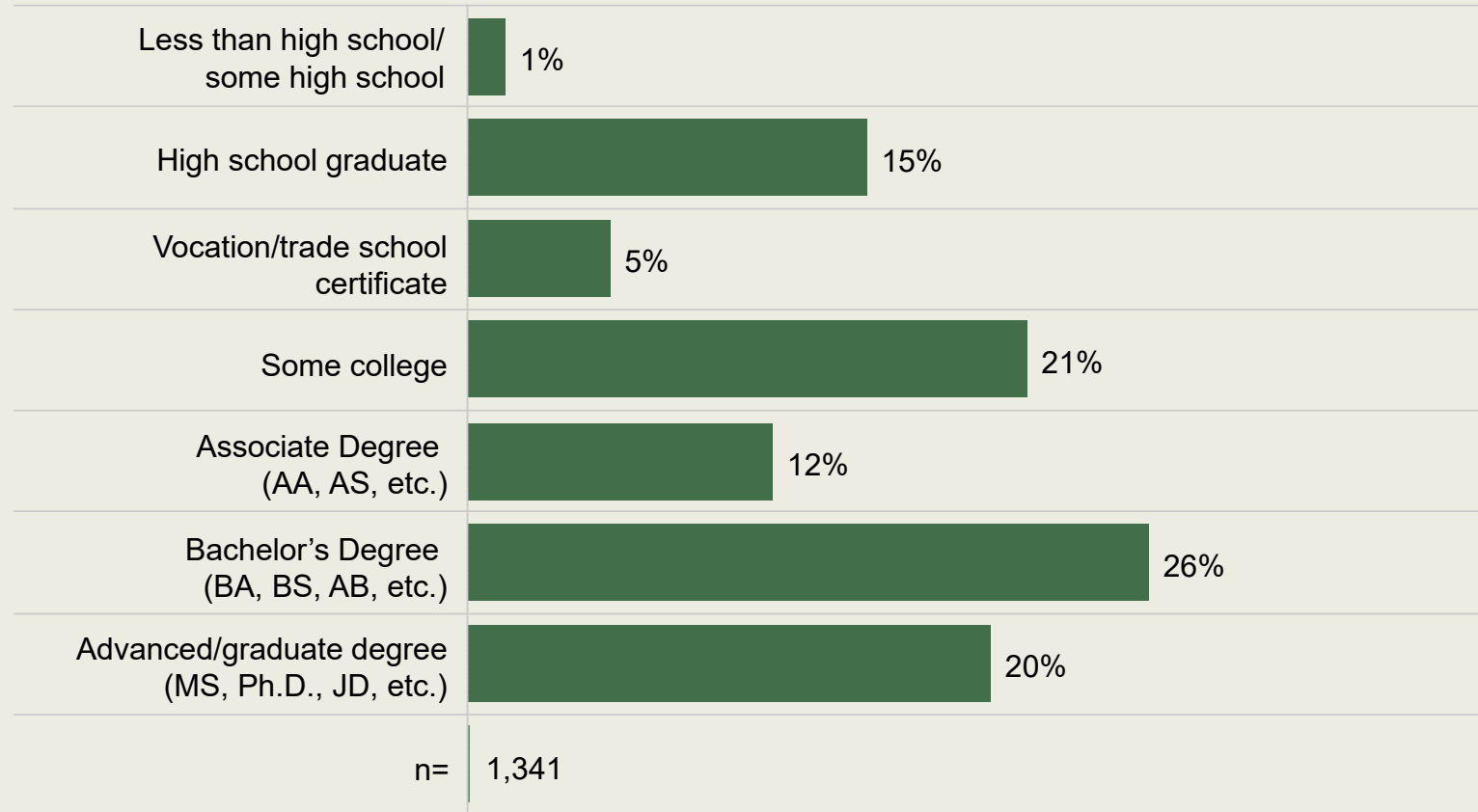
## What is your gender?



Source: RRC

- There are strong levels of educational attainment within the Region with 58% of the Invite sample having some level of educational degree.

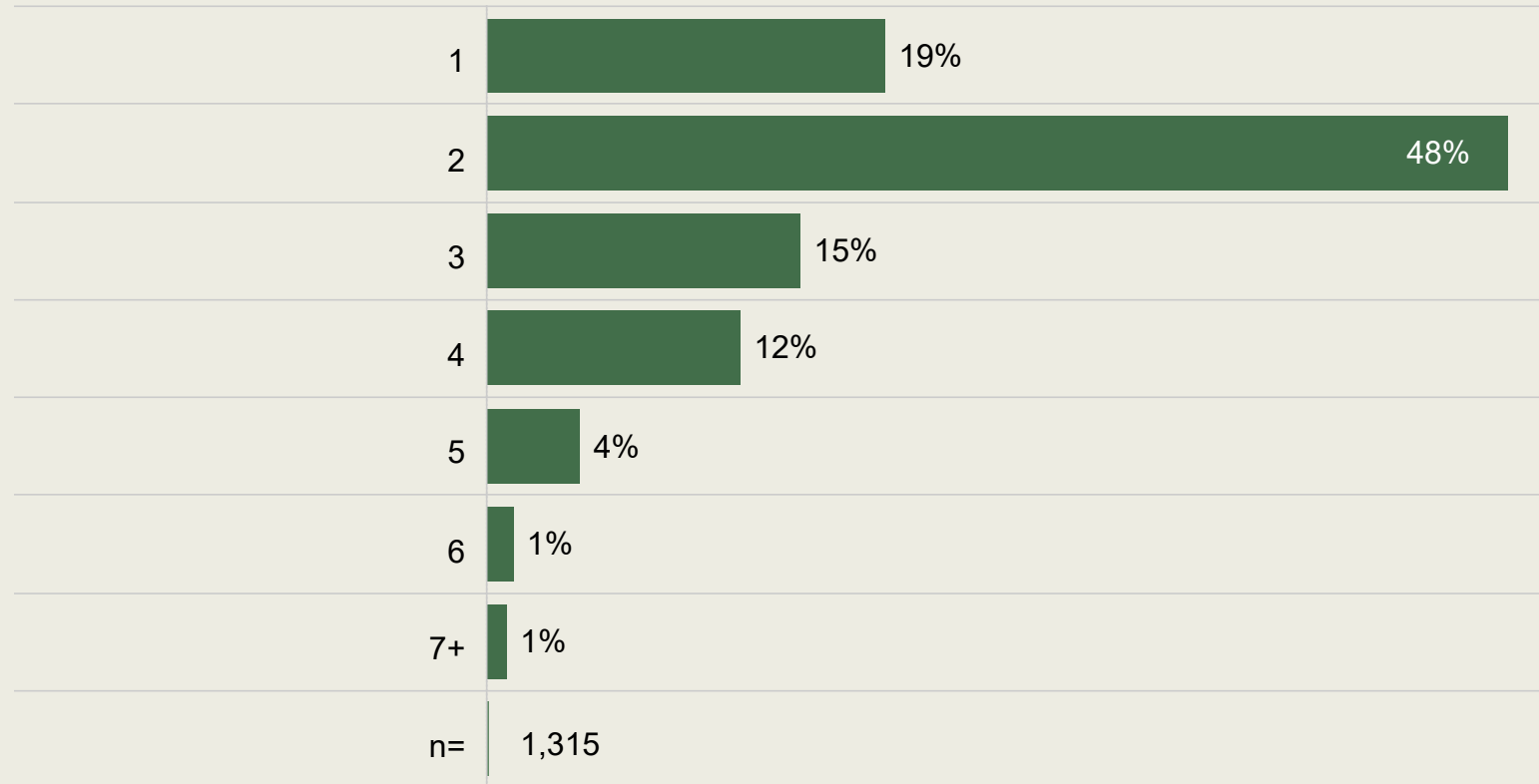
## What is your highest level of education?



Source: RRC

- Nearly half of the Invite sample are couples (48%) with about a 1/5 living alone.

Including yourself, how many people live in your household?  
(Enter 1 if you live alone)

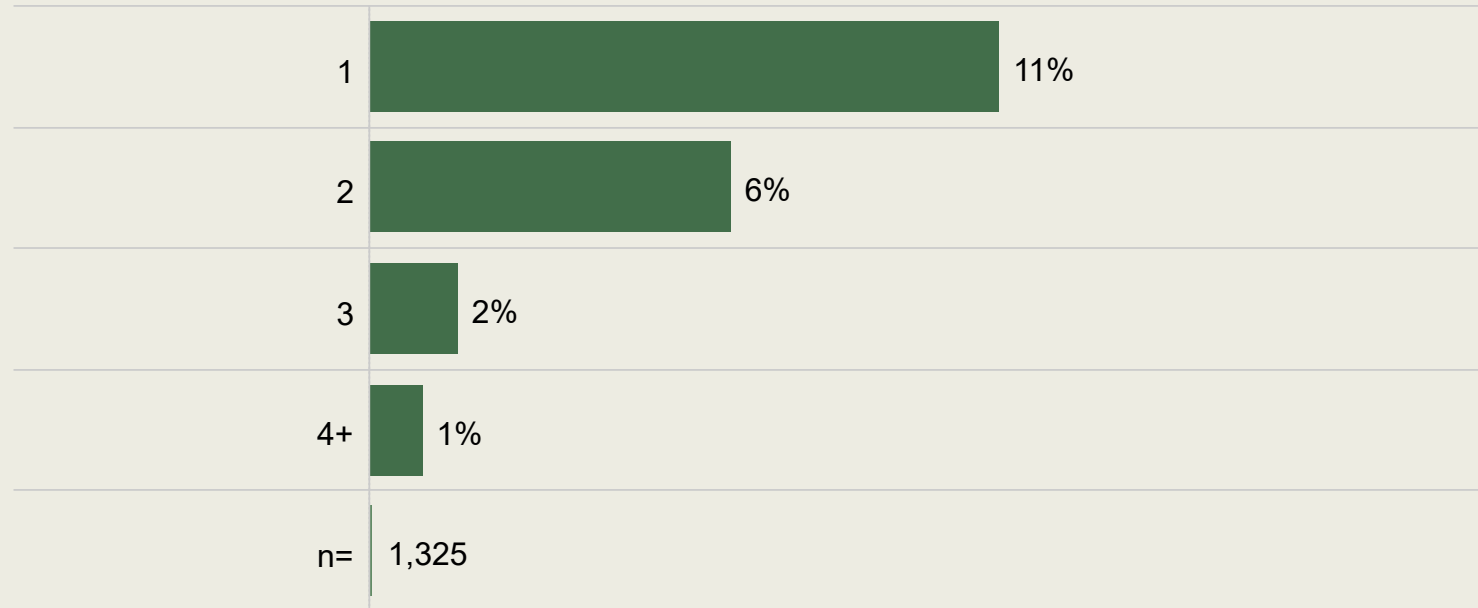


Source: RRC



- Only 20% of respondents report having children under the age of 18 at home. Overall, the region is generally an older age with residents lacking many children at home.

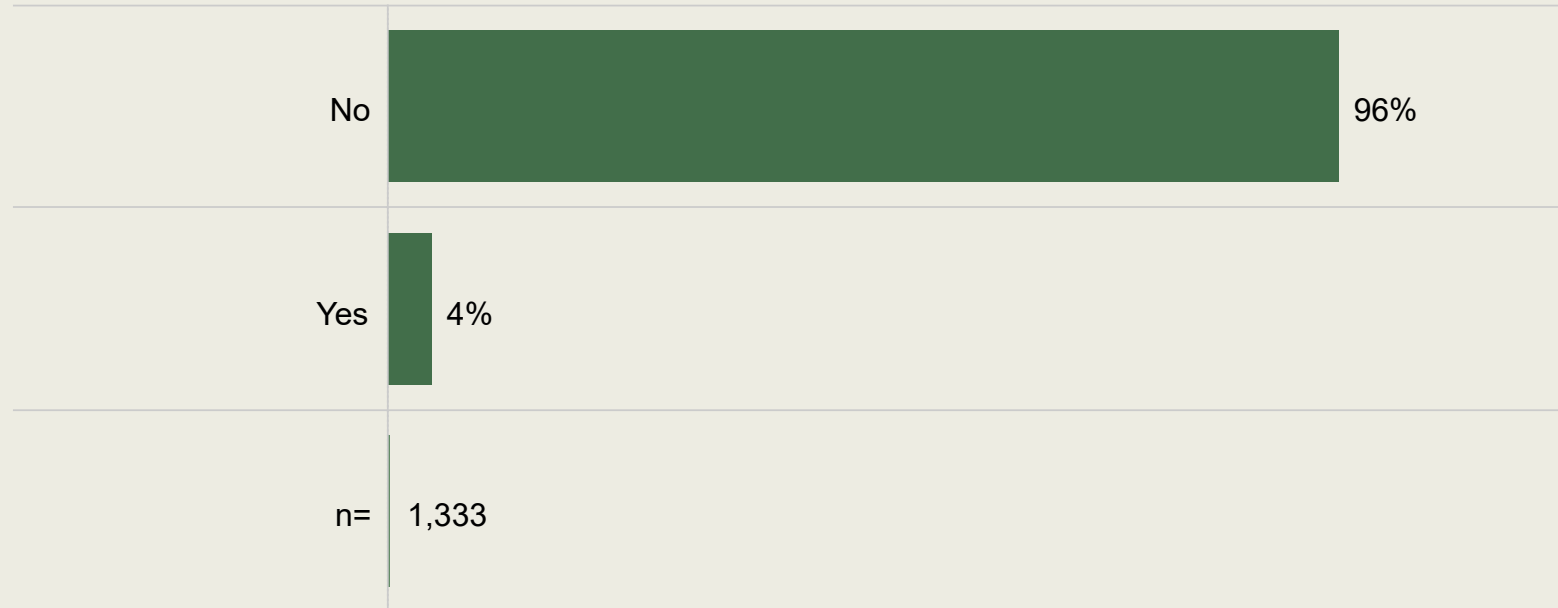
How many people in your household are under 18 years old?



Source: RRC

- A total of 4% of respondents are of Hispanic, Latino or Spanish origin. This demographic of residents is traditionally hard to capture in survey research in most communities.

Are you of Hispanic, Latino, or Spanish origin?

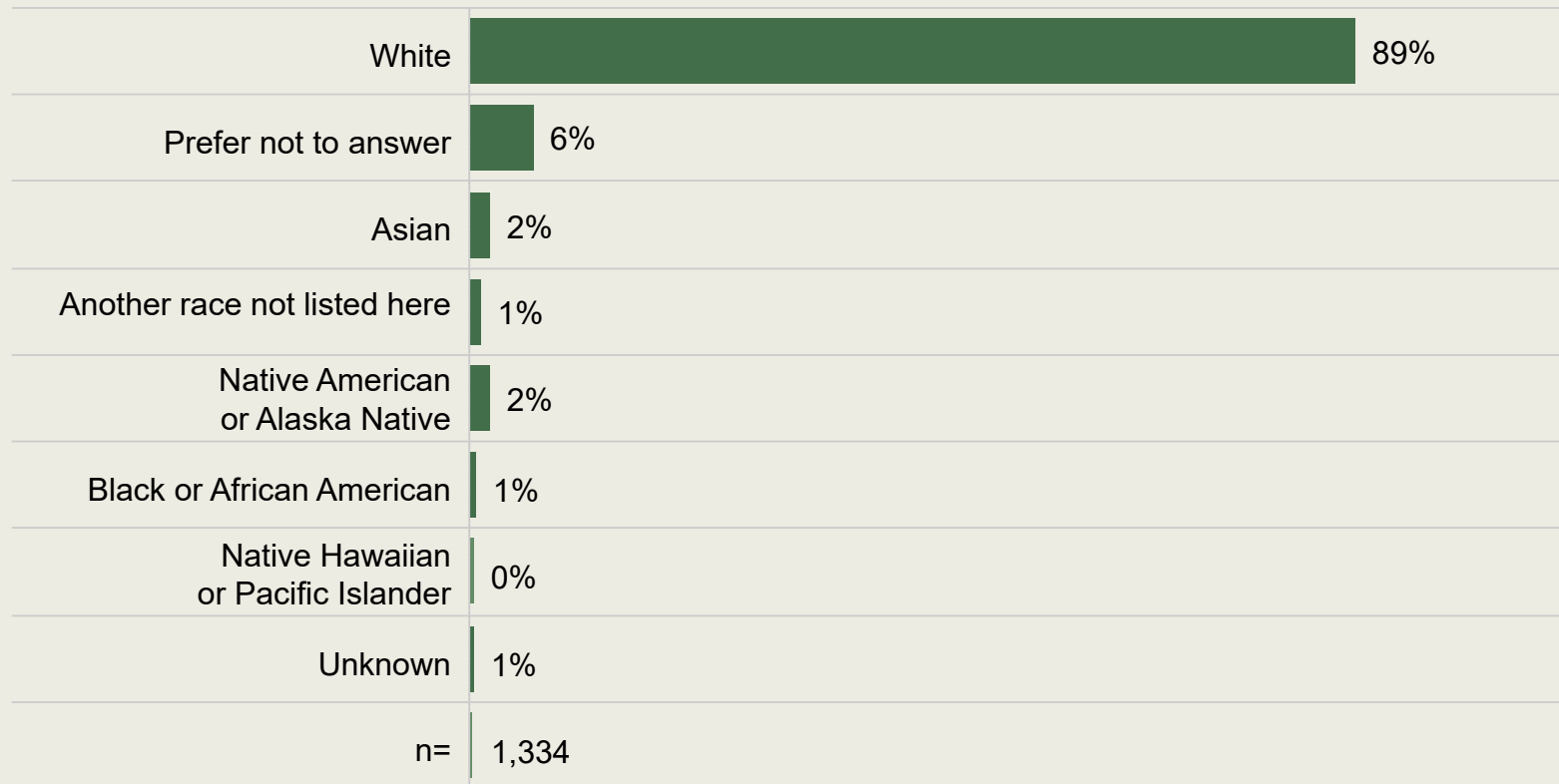


Source: RRC

# RESPONDENT RACE

- The majority of respondents consider themselves white (89%). A smaller share of respondents identify as Asian (2%), or Native American/Alaska Native (2%).

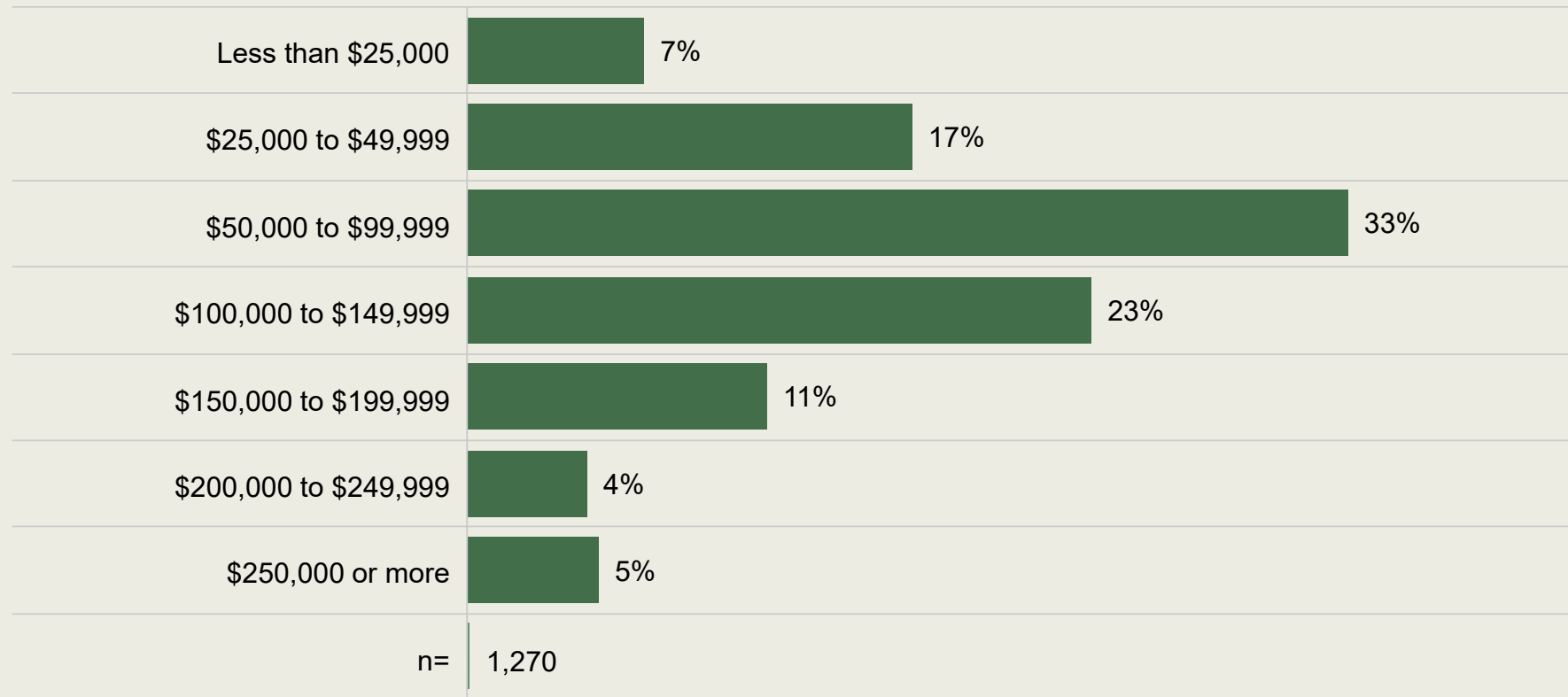
Which race or ethnicity do you most identify with?  
(Please select all that apply)



Source: RRC

- More than half (57%) of households earns less than \$100,000 annually.

Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC





# **RECOMMENDATIONS & TAKEAWAYS**





# RECOMMENDATIONS & CONCLUSIONS

The following conclusions and recommendations aim to balance the desire to make the Mt. Hood and Columbia Gorge region accessible to visitors with the need to protect its natural resources, ensure visitor safety, and maintain the overall quality of the visitor experience. A collaborative and multi-faceted approach involving local communities, government agencies, and the private sector will be essential to addressing these challenges effectively.

## Safety and Security

- This was the identified most important aspect to quality of life in the region for respondents and had the biggest discrepancy between ratings of importance and satisfaction.
- Improving satisfaction of this topic would be beneficial to residents as well as visitors, as tourism benefits from safe, secure, and accessible attractions.
- Focusing on improvements here would include:
  - Collaboration with law enforcement to address safety concerns specific to different areas.
  - Engage with community organizations that assist with maintaining safety in public spaces, either directly or indirectly.
  - Working with local advocacy groups to understand how to improve safety issues among the greater region as a whole.



# RECOMMENDATIONS & CONCLUSIONS

## Destination Stewardship

- Survey results detailed support for tourism and some acknowledgement of the benefits it can provide one's community. But these came with sentiments of concern from overcrowding, impacts on traffic, and the visitation patterns of local residents to regional attractions. Promoting destination stewardship for visitors may assist in ensuring both locals and visitors successfully coexist in the region.
- This would include:
  - Visitor educational resources emphasizing responsible outdoor and visiting behavior.
  - Promoting off-peak visitation times and alternate attractions to diversify the impacts of tourism.



## Affordable Housing and Availability

- Housing prices, affordability, and availability were frequently voiced in the survey. Given the multifaceted nature of housing issues, a housing analysis for the region would likely be beneficial to address key areas of improvement.
- Other means of action could be ensuring locals know of housing assistance programs and organizations, as well as promoting means to support these.



## Improved Parking and Transportation

- Traffic congestion was shown to be of impact to local residents and would likely be of concern when looking to attract more tourism to the area.
- Tourism promotion will need to be done alongside efforts to streamline visitation through effective transportation channels and/or create new means of doing so through:
  - Increased roadway or parking capacities
  - Additional shuttle services
  - Dynamic signage

## Conservation and Sustainability

- The importance of the natural world for residents was highlighted in the reasons for living in the area, quality of life metrics, and open-ended comments. Concerns were shown of over tourism and negative impacts on the environment in the survey which should be addressed going forward to help preserve the region's unique natural characteristics.
- Work here can include:
  - Promoting destination stewardship
  - Improving resilience to climate change and/or natural disturbances
  - Collaboration with land management agencies to ensure tourism doesn't exceed the visitation capacity for a given area



# THANK YOU!

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**RRC**

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# RRC



How long have you lived in the Mt. Hood/Columbia River Gorge Region? Enter 0 if less than a year.

	Under 45	45-65	65 or Older
Less than 1 year	4%	1%	2%
1 - 5 years	35%	16%	9%
6 - 10 years	21%	12%	8%
11 - 20 years	15%	23%	15%
More than 20 years	24%	47%	67%
Avg:	13.2	22.5	36.5
n=	332	498	666

What describes your residence in the Mt. Hood/Columbia River Gorge Region?

	Under 45	45-65	65 or Older
Primary residence/Year-round resident	<div><div></div></div> 99%	<div><div></div></div> 98%	<div><div></div></div> 99%
Seasonal or secondary residence/Second homeowner	1%	2%	1%
Temporary resident			0%
n=	354	533	718



Would you say your overall quality of life in the Mt. Hood/Columbia River Gorge Region has been:

	Under 45	45-65	65 or Older
Improving	<div><div></div><div>28%</div></div>	<div><div></div><div>19%</div></div>	<div><div></div><div>17%</div></div>
Staying the same	<div><div></div><div>35%</div></div>	<div><div></div><div>34%</div></div>	<div><div></div><div>41%</div></div>
Declining	<div><div></div><div>28%</div></div>	<div><div></div><div>42%</div></div>	<div><div></div><div>39%</div></div>
I have not lived here long enough to see change yet	<div><div></div><div>9%</div></div>	<div><div></div><div>5%</div></div>	<div><div></div><div>4%</div></div>
n=	355	531	711

Please rate how important are the following factors to your and your community’s quality of life in the Mt. Hood/Columbia River Gorge Region?

Safety and security	Under 45	n=356	Avg. 4.8	<div><div></div><div>13%</div><div>83%</div></div>		
	45-65	n=533	Avg. 4.8	<div><div></div><div>14%</div><div>82%</div></div>		
	65 or Older	n=720	Avg. 4.7	<div><div>6%</div><div>19%</div><div>74%</div></div>		
Scenic beauty	Under 45	n=356	Avg. 4.5	<div><div>8%</div><div>27%</div><div>64%</div></div>		
	45-65	n=534	Avg. 4.6	<div><div>5%</div><div>23%</div><div>71%</div></div>		
	65 or Older	n=720	Avg. 4.5	<div><div>7%</div><div>29%</div><div>63%</div></div>		
Environmental quality	Under 45	n=356	Avg. 4.5	<div><div>8%</div><div>21%</div><div>68%</div></div>		
	45-65	n=532	Avg. 4.5	<div><div>9%</div><div>25%</div><div>64%</div></div>		
	65 or Older	n=708	Avg. 4.4	<div><div>10%</div><div>31%</div><div>57%</div></div>		
Family friendly	Under 45	n=356	Avg. 4.3	<div><div>13%</div><div>22%</div><div>59%</div></div>		
	45-65	n=534	Avg. 4.1	<div><div>4%</div><div>15%</div><div>33%</div><div>45%</div></div>		
	65 or Older	n=710	Avg. 4.2	<div><div>15%</div><div>35%</div><div>46%</div></div>		
Parks & recreation facilities	Under 45	n=355	Avg. 4.3	<div><div>13%</div><div>33%</div><div>50%</div></div>		
	45-65	n=530	Avg. 4.1	<div><div>15%</div><div>39%</div><div>39%</div></div>		
	65 or Older	n=704	Avg. 4.0	<div><div>22%</div><div>38%</div><div>34%</div></div>		
Access to outdoor recreational opportunities	Under 45	n=354	Avg. 4.4	<div><div>13%</div><div>25%</div><div>58%</div></div>		
	45-65	n=532	Avg. 4.4	<div><div>11%</div><div>29%</div><div>56%</div></div>		
	65 or Older	n=699	Avg. 4.0	<div><div>21%</div><div>34%</div><div>37%</div></div>		
Small/local businesses	Under 45	n=356	Avg. 4.1	<div><div>22%</div><div>34%</div><div>40%</div></div>		
	45-65	n=532	Avg. 4.1	<div><div>20%</div><div>38%</div><div>38%</div></div>		
	65 or Older	n=708	Avg. 3.9	<div><div>24%</div><div>40%</div><div>31%</div></div>		
Access to locally sourced food	Under 45	n=356	Avg. 3.8	<div><div>5%</div><div>6%</div><div>23%</div><div>30%</div><div>35%</div></div>		
	45-65	n=532	Avg. 3.9	<div><div>6%</div><div>21%</div><div>38%</div><div>31%</div></div>		
	65 or Older	n=712	Avg. 3.9	<div><div>4%</div><div>27%</div><div>37%</div><div>30%</div></div>		
Variety of restaurants	Under 45	n=356	Avg. 3.6	<div><div>4%</div><div>8%</div><div>30%</div><div>33%</div><div>24%</div></div>		
	45-65	n=532	Avg. 3.6	<div><div>5%</div><div>8%</div><div>30%</div><div>33%</div><div>24%</div></div>		
	65 or Older	n=705	Avg. 3.7	<div><div>4%</div><div>5%</div><div>32%</div><div>38%</div><div>20%</div></div>		
Access of area amenities to all user groups	Under 45	n=349	Avg. 3.6	<div><div>5%</div><div>11%</div><div>25%</div><div>32%</div><div>27%</div></div>		
	45-65	n=525	Avg. 3.7	<div><div>6%</div><div>5%</div><div>30%</div><div>32%</div><div>27%</div></div>		
	65 or Older	n=679	Avg. 3.7	<div><div>6%</div><div>5%</div><div>28%</div><div>34%</div><div>27%</div></div>		
Schools (Pre-K – 12)	Under 45	n=356	Avg. 4.0	<div><div>12%</div><div>4%</div><div>12%</div><div>15%</div><div>58%</div></div>		
	45-65	n=521	Avg. 3.6	<div><div>17%</div><div>6%</div><div>16%</div><div>20%</div><div>40%</div></div>		
	65 or Older	n=641	Avg. 3.7	<div><div>14%</div><div>5%</div><div>18%</div><div>23%</div><div>39%</div></div>		
Bike/walk mobility	Under 45	n=357	Avg. 3.4	<div><div>13%</div><div>11%</div><div>24%</div><div>23%</div><div>29%</div></div>		
	45-65	n=533	Avg. 3.6	<div><div>12%</div><div>8%</div><div>19%</div><div>30%</div><div>31%</div></div>		
	65 or Older	n=697	Avg. 3.5	<div><div>10%</div><div>9%</div><div>23%</div><div>30%</div><div>27%</div></div>		
Arts/culture/entertainment	Under 45	n=355	Avg. 3.4	<div><div>7%</div><div>14%</div><div>29%</div><div>32%</div><div>18%</div></div>		
	45-65	n=529	Avg. 3.4	<div><div>7%</div><div>9%</div><div>33%</div><div>33%</div><div>17%</div></div>		
	65 or Older	n=694	Avg. 3.5	<div><div>6%</div><div>12%</div><div>30%</div><div>32%</div><div>20%</div></div>		
Variety of retail shopping	Under 45	n=356	Avg. 3.0	<div><div>14%</div><div>18%</div><div>31%</div><div>23%</div><div>13%</div></div>		
	45-65	n=529	Avg. 3.3	<div><div>10%</div><div>12%</div><div>32%</div><div>28%</div><div>18%</div></div>		
	65 or Older	n=710	Avg. 3.6	<div><div>5%</div><div>8%</div><div>28%</div><div>34%</div><div>24%</div></div>		
Local events/festivals	Under 45	n=354	Avg. 3.5	<div><div>6%</div><div>10%</div><div>31%</div><div>30%</div><div>23%</div></div>		
	45-65	n=532	Avg. 3.4	<div><div>6%</div><div>10%</div><div>35%</div><div>34%</div><div>15%</div></div>		
	65 or Older	n=689	Avg. 3.3	<div><div>8%</div><div>10%</div><div>37%</div><div>31%</div><div>14%</div></div>		
Economic opportunities	Under 45	n=354	Avg. 3.6	<div><div>5%</div><div>10%</div><div>31%</div><div>31%</div><div>23%</div></div>		
	45-65	n=529	Avg. 3.6	<div><div>7%</div><div>10%</div><div>26%</div><div>32%</div><div>24%</div></div>		
	65 or Older	n=637	Avg. 3.3	<div><div>16%</div><div>9%</div><div>27%</div><div>27%</div><div>21%</div></div>		
Local heritage	Under 45	n=351	Avg. 3.3	<div><div>10%</div><div>15%</div><div>29%</div><div>25%</div><div>21%</div></div>		
	45-65	n=527	Avg. 3.5	<div><div>9%</div><div>10%</div><div>30%</div><div>27%</div><div>24%</div></div>		
	65 or Older	n=677	Avg. 3.6	<div><div>7%</div><div>8%</div><div>29%</div><div>32%</div><div>25%</div></div>		
Diversity of the community	Under 45	n=356	Avg. 3.5	<div><div>13%</div><div>8%</div><div>25%</div><div>24%</div><div>30%</div></div>		
	45-65	n=530	Avg. 3.4	<div><div>13%</div><div>8%</div><div>30%</div><div>24%</div><div>26%</div></div>		
	65 or Older	n=707	Avg. 3.5	<div><div>8%</div><div>8%</div><div>31%</div><div>29%</div><div>24%</div></div>		
Proximity to your workplace	Under 45	n=356	Avg. 3.3	<div><div>15%</div><div>11%</div><div>31%</div><div>18%</div><div>26%</div></div>		
	45-65	n=523	Avg. 3.1	<div><div>18%</div><div>13%</div><div>27%</div><div>21%</div><div>21%</div></div>		
	65 or Older	n=581	Avg. 2.6	<div><div>43%</div><div>6%</div><div>17%</div><div>19%</div><div>16%</div></div>		
Access to public transportation	Under 45	n=355	Avg. 2.6	<div><div>29%</div><div>18%</div><div>26%</div><div>14%</div><div>12%</div></div>		
	45-65	n=530	Avg. 2.6	<div><div>29%</div><div>19%</div><div>25%</div><div>17%</div><div>11%</div></div>		
	65 or Older	n=691	Avg. 2.9	<div><div>20%</div><div>16%</div><div>28%</div><div>21%</div><div>14%</div></div>		
Other: (Please specify:)	Under 45	n=63	Avg. 4.0	<div><div>21%</div><div>5%</div><div>70%</div></div>		
	45-65	n=91	Avg. 4.0	<div><div>20%</div><div>4%</div><div>9%</div><div>66%</div></div>		
	65 or Older	n=81	Avg. 4.3	<div><div>12%</div><div>12%</div><div>73%</div></div>		

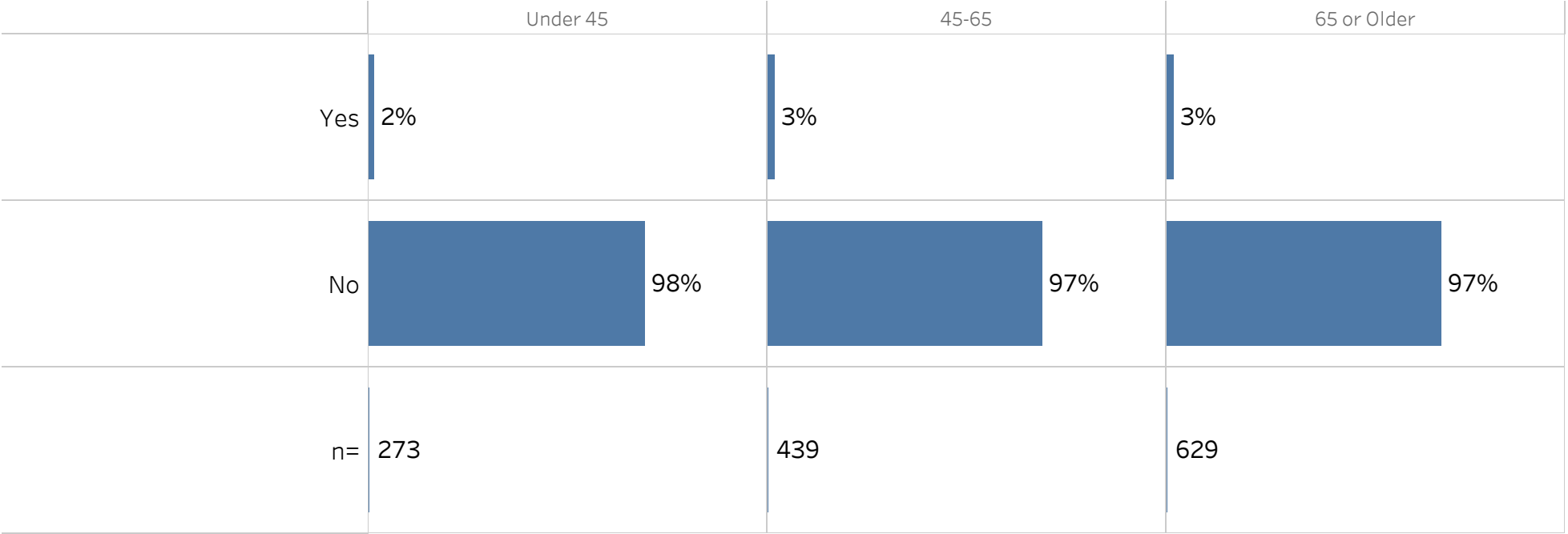
Please rate how satisfied you are with the region’s performance on these factors?

Scenic Beauty	Under 45	n=351	Avg. 4.3	<div><div></div><div></div><div></div><div></div></div> <div>13%36%49%</div>			
	45-65	n=529	Avg. 4.3	<div><div></div><div></div><div></div><div></div></div> <div>12%32%52%</div>			
	65 or Older	n=700	Avg. 4.2	<div><div></div><div></div><div></div><div></div></div> <div>14%35%46%</div>			
Family friendly	Under 45	n=335	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%26%42%24%</div>			
	45-65	n=507	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%28%38%27%</div>			
	65 or Older	n=676	Avg. 3.9	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%23%43%28%</div>			
Proximity to your workplace	Under 45	n=295	Avg. 3.9	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>4%8%27%20%41%</div>			
	45-65	n=404	Avg. 4.0	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%23%24%44%</div>			
	65 or Older	n=267	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%32%25%34%</div>			
Access to outdoor recreational opportunities	Under 45	n=348	Avg. 4.0	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%20%35%36%</div>			
	45-65	n=509	Avg. 4.0	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>4%22%30%41%</div>			
	65 or Older	n=654	Avg. 4.0	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>21%39%34%</div>			
Parks & recreation facilities	Under 45	n=344	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%13%32%35%16%</div>			
	45-65	n=511	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%32%37%19%</div>			
	65 or Older	n=667	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%26%41%23%</div>			
Environmental quality	Under 45	n=347	Avg. 3.7	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%30%38%22%</div>			
	45-65	n=519	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%28%39%24%</div>			
	65 or Older	n=685	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%26%41%26%</div>			
Small/local businesses	Under 45	n=345	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%40%36%15%</div>			
	45-65	n=513	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%40%36%14%</div>			
	65 or Older	n=683	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%36%38%18%</div>			
Local heritage	Under 45	n=307	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%41%31%16%</div>			
	45-65	n=470	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%39%33%18%</div>			
	65 or Older	n=596	Avg. 3.7	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%38%34%20%</div>			
Access of area amenities to all user groups	Under 45	n=291	Avg. 3.4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%46%29%13%</div>			
	45-65	n=466	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%44%31%15%</div>			
	65 or Older	n=618	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%39%38%14%</div>			
Local events/festivals	Under 45	n=335	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>12%38%33%15%</div>			
	45-65	n=496	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%41%34%16%</div>			
	65 or Older	n=638	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%37%35%19%</div>			
Bike/walk mobility	Under 45	n=315	Avg. 3.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>10%18%35%26%11%</div>			
	45-65	n=498	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%12%27%33%22%</div>			
	65 or Older	n=615	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%10%31%33%21%</div>			
Access to locally sourced food	Under 45	n=338	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%18%31%32%15%</div>			
	45-65	n=508	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>10%33%34%19%</div>			
	65 or Older	n=682	Avg. 3.7	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%30%36%23%</div>			
Arts/culture/entertainment	Under 45	n=321	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>14%45%27%12%</div>			
	45-65	n=486	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>10%42%30%16%</div>			
	65 or Older	n=632	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%38%33%17%</div>			
Diversity of the community	Under 45	n=321	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%18%39%23%16%</div>			
	45-65	n=500	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>12%37%28%19%</div>			
	65 or Older	n=659	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%40%33%17%</div>			
Variety of restaurants	Under 45	n=345	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%19%34%28%12%</div>			
	45-65	n=511	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%16%40%27%11%</div>			
	65 or Older	n=673	Avg. 3.4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%14%36%29%17%</div>			
Economic opportunities	Under 45	n=314	Avg. 3.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>5%19%47%20%9%</div>			
	45-65	n=459	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>4%15%43%29%9%</div>			
	65 or Older	n=458	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>13%41%32%10%</div>			
Variety of retail shopping	Under 45	n=338	Avg. 3.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%18%41%24%10%</div>			
	45-65	n=497	Avg. 3.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%20%38%22%13%</div>			
	65 or Older	n=677	Avg. 3.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>10%17%34%26%12%</div>			
Safety and security	Under 45	n=351	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%14%27%33%20%</div>			
	45-65	n=528	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%12%32%34%13%</div>			
	65 or Older	n=702	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%11%30%32%21%</div>			
Access to public transportation	Under 45	n=261	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%18%36%21%17%</div>			
	45-65	n=399	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%12%36%27%18%</div>			
	65 or Older	n=506	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%13%36%27%17%</div>			
Schools (Pre-K – 12)	Under 45	n=287	Avg. 3.0	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>14%19%30%22%15%</div>			
	45-65	n=387	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>12%14%33%26%15%</div>			
	65 or Older	n=462	Avg. 3.4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%12%34%31%17%</div>			
Other: (Please specify:)	Under 45	n=46	Avg. 1.9	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>48%26%15%7%4%</div>			
	45-65	n=66	Avg. 1.9	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>53%18%20%7%6%</div>			
	65 or Older	n=65	Avg. 2.4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>38%22%15%15%9%</div>			

Do you own or rent your residence in the Mt. Hood/Columbia River Gorge Region?

	Under 45	45-65	65 or Older
I own my home	<div><div></div></div> 82%	<div><div></div></div> 90%	<div><div></div></div> 91%
I rent my home	<div><div></div></div> 16%	<div><div></div></div> 10%	<div><div></div></div> 8%
Other: (Please specify)	<div><div></div></div> 2%	<div><div></div></div> 1%	<div><div></div></div> 1%
n=	344	535	699

Have you ever used this home as a short-term rental/VRBO/Airbnb?





How concerned are you about the following aspects of housing in your community within the Mt. Hood/Columbia River Gorge Region

Cost of housing	Under 45	n=357	Avg. 3.7	<div><div>9%</div><div>9%</div><div>21%</div><div>26%</div><div>34%</div></div>				
	45-65	n=535	Avg. 3.8	<div><div>8%</div><div>7%</div><div>21%</div><div>29%</div><div>34%</div></div>				
	65 or Older	n=716	Avg. 3.8	<div><div>7%</div><div>7%</div><div>22%</div><div>30%</div><div>32%</div></div>				
Housing availability	Under 45	n=354	Avg. 3.3	<div><div>16%</div><div>13%</div><div>24%</div><div>18%</div><div>26%</div></div>				
	45-65	n=525	Avg. 3.4	<div><div>16%</div><div>11%</div><div>24%</div><div>20%</div><div>26%</div></div>				
	65 or Older	n=696	Avg. 3.6	<div><div>13%</div><div>9%</div><div>21%</div><div>25%</div><div>28%</div></div>				

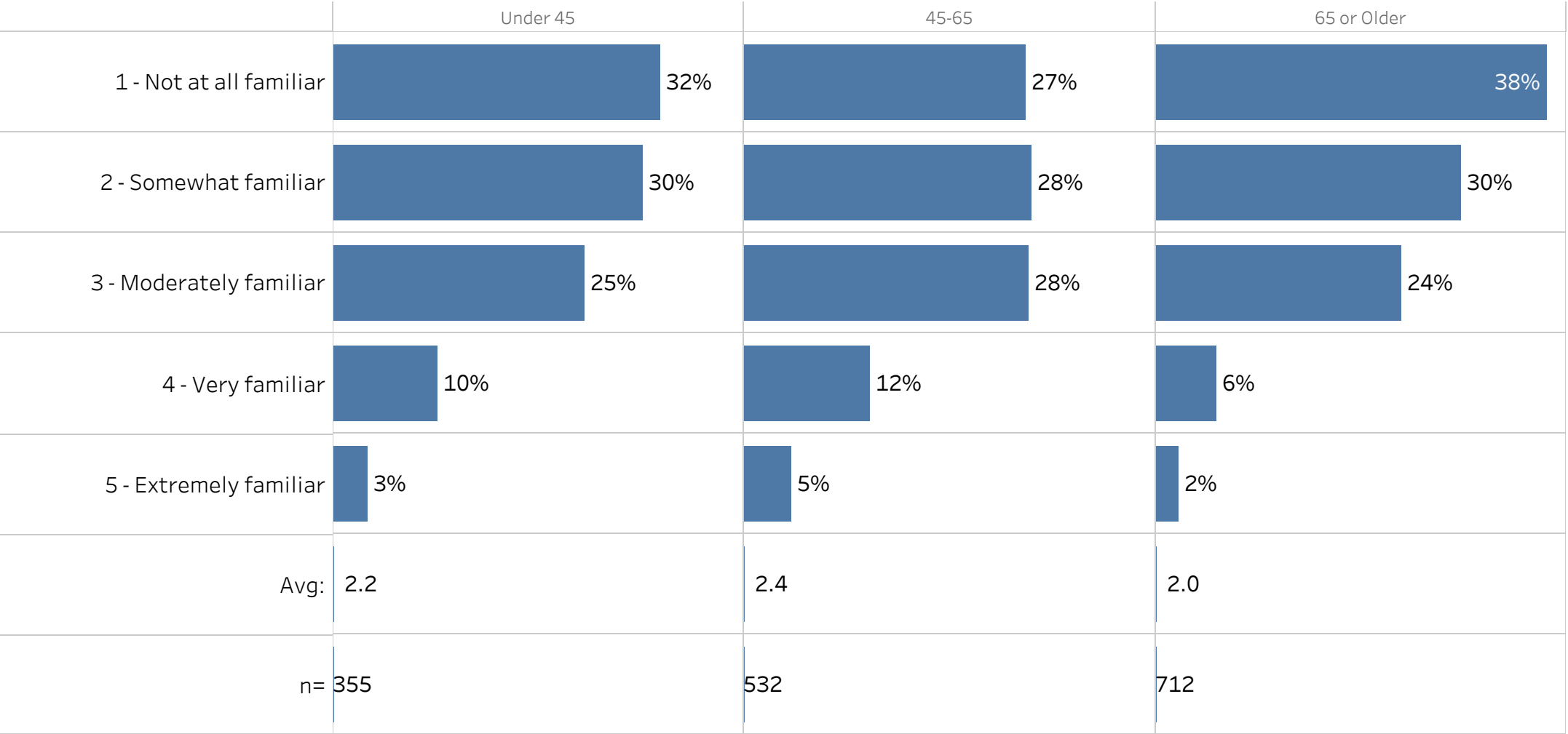
## What are the biggest impacts or challenges affecting you personally or professionally in the Mt. Hood/Columbia River Gorge Region? (Check all that apply)

	Under 45	45-65	65 or Older
Short-term vacation rentals	6%	11%	10%
Impacts from climate change (increased smoke from wildfires, sea level rise, etc.)	44%	45%	53%
Crowding/congestion	47%	55%	57%
Inflation	64%	60%	60%
Houselessness issues	44%	50%	47%
Lack of housing inventory/availability	29%	26%	27%
Housing/home prices	53%	48%	48%
Availability of quality and/or culturally relevant food options within the region	22%	19%	18%
Ability to find workforce staffing	13%	18%	15%
School/youth programming capacities	32%	18%	15%
Ability to earn a living wage	33%	25%	14%
Availability of transit options	12%	11%	14%
Ability to find employment	10%	8%	5%
Other issues (Please specify:)	14%	15%	13%
n=	356	536	719

## Which issue or challenge from Question 12 is the most important to address by local officials or decision-makers?

	Under 45	45-65	65 or Older
Short-term vacation rentals	2%	4%	4%
Crowding/congestion	17%	23%	23%
Impacts from climate change (increased smoke from wildfires, seasonal changes, etc.)	11%	8%	12%
Lack of housing inventory/availability	5%	4%	5%
Availability of quality and/or culturally relevant food options within local area	2%	2%	1%
Inflation	14%	10%	12%
Houselessness issues	15%	19%	16%
School/youth programming capacities	7%	3%	4%
Availability of transit options	2%	1%	2%
Ability to find employment	1%	0%	0%
Ability to find workforce staffing	0%	2%	1%
Ability to earn a living wage	3%	2%	2%
Housing/home prices	15%	12%	11%
Other issues (Please specify:)	5%	11%	8%
n=	309	450	583

How familiar are you with the tourism industry operators, managers, or marketers in the Mt. Hood/Columbia River Gorge Region?



To what extent do you rely on tourism in the region to support your livelihood?

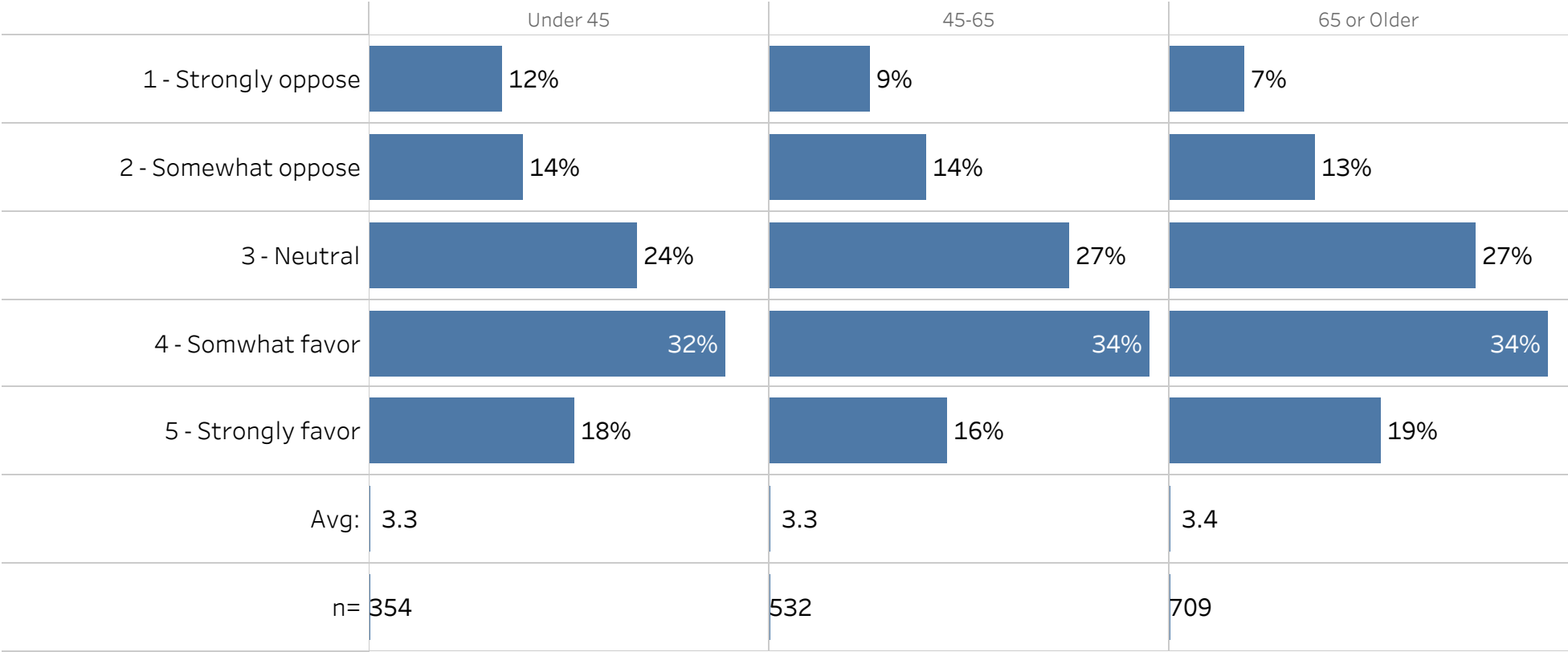
	Under 45	45-65	65 or Older
1 - Not at all dependent	<div><div></div></div> 76%	<div><div></div></div> 81%	<div><div></div></div> 89%
2 - Somewhat dependent	<div><div></div></div> 10%	<div><div></div></div> 8%	<div><div></div></div> 7%
3 - Moderately dependent	<div><div></div></div> 8%	<div><div></div></div> 6%	<div><div></div></div> 4%
4 - Very dependent	<div><div></div></div> 4%	<div><div></div></div> 3%	<div><div></div></div> 1%
5 - Extremely dependent	<div><div></div></div> 2%	<div><div></div></div> 2%	<div><div></div></div> 0%
Avg:	1.5	1.4	1.2
n=	355	531	709



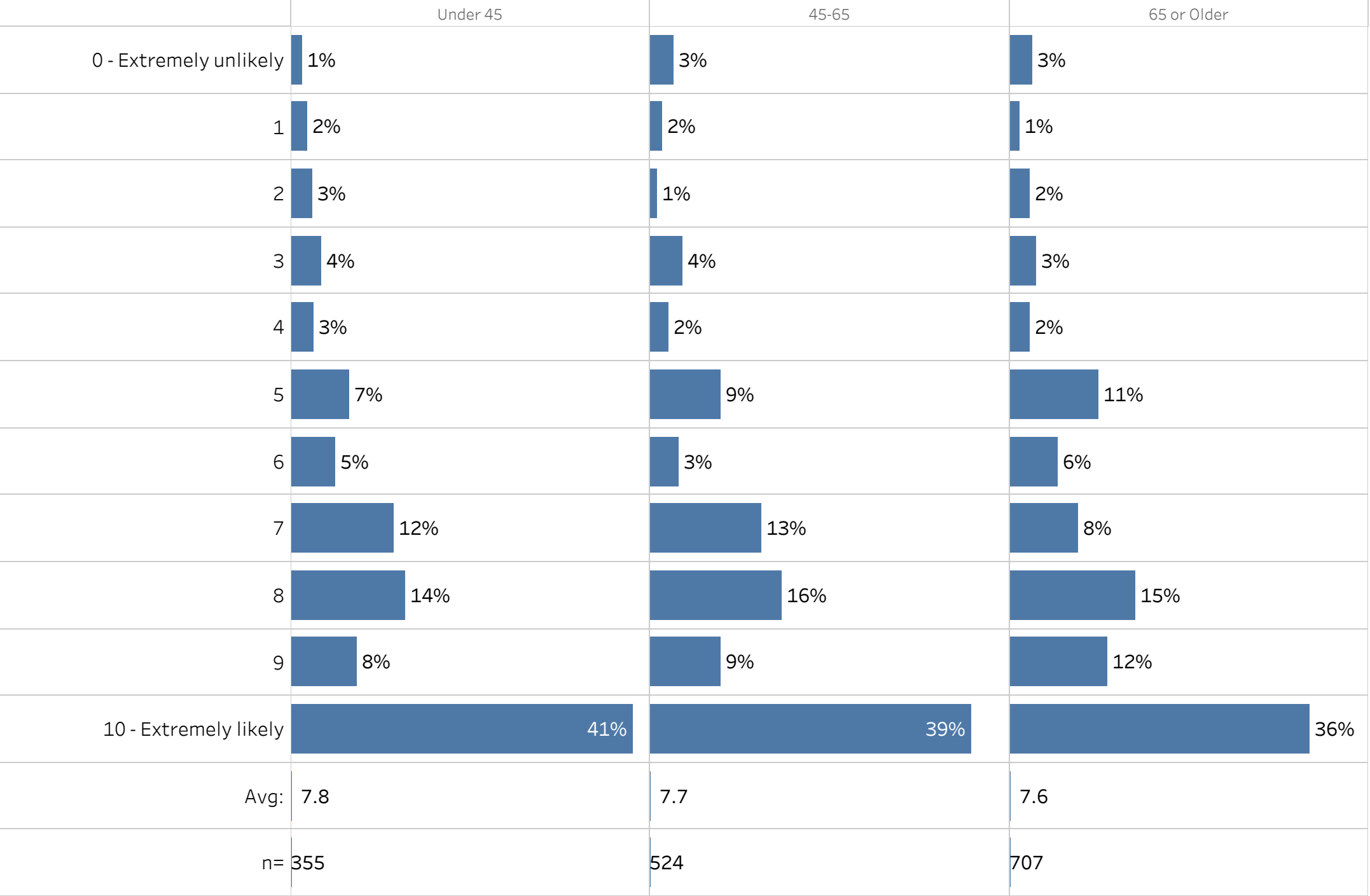
How much do you agree or disagree that...?

Visitors to Mt. Hood/Columbia River Gorge Region benefit our local economy.	Under 45	n=345	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div></div> <div>6%22%46%23%</div>				
	45-65	n=519	Avg. 3.9	<div><div></div><div></div><div></div><div></div><div></div></div> <div>17%51%24%</div>				
	65 or Older	n=688	Avg. 3.8	<div><div></div><div></div><div></div><div></div><div></div></div> <div>21%56%17%</div>				
The Mt. Hood/Columbia River Gorge Region provides a high-quality experience to people visiting in the region.	Under 45	n=341	Avg. 3.9	<div><div></div><div></div><div></div><div></div><div></div></div> <div>25%48%23%</div>				
	45-65	n=513	Avg. 3.9	<div><div></div><div></div><div></div><div></div><div></div></div> <div>22%50%23%</div>				
	65 or Older	n=662	Avg. 3.9	<div><div></div><div></div><div></div><div></div><div></div></div> <div>21%48%26%</div>				
The Mt. Hood/Columbia River Gorge Region provides a welcoming experience for people of diverse ethnic or religious backgrounds.	Under 45	n=318	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>19%30%36%11%</div>				
	45-65	n=477	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>11%36%37%14%</div>				
	65 or Older	n=604	Avg. 3.4	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%42%37%10%</div>				
Visitor spending helps sustain regional residents' quality of life.	Under 45	n=338	Avg. 3.6	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>12%30%38%17%</div>				
	45-65	n=509	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%10%25%39%19%</div>				
	65 or Older	n=665	Avg. 3.5	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>11%25%46%11%</div>				
There are better shopping, dining, and cultural opportunities in the region because of tourism.	Under 45	n=338	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>7%14%36%27%16%</div>				
	45-65	n=511	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%14%31%35%13%</div>				
	65 or Older	n=669	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%19%29%35%9%</div>				
The overall benefits of tourism in my community outweigh the negative impacts	Under 45	n=331	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%15%32%34%10%</div>				
	45-65	n=506	Avg. 3.2	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%15%32%33%10%</div>				
	65 or Older	n=665	Avg. 3.3	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%17%31%34%13%</div>				
Visitors to Mt. Hood/Columbia River Gorge Region behave respectfully towards my community.	Under 45	n=330	Avg. 2.9	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>11%26%32%25%6%</div>				
	45-65	n=511	Avg. 2.9	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>13%20%38%23%6%</div>				
	65 or Older	n=650	Avg. 3.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>9%19%35%31%6%</div>				
The Mt. Hood/Columbia River Gorge Region is overcrowded because of too many visitors.	Under 45	n=336	Avg. 3.4	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>18%27%32%18%</div>				
	45-65	n=505	Avg. 3.4	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>21%32%26%18%</div>				
	65 or Older	n=654	Avg. 3.0	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>6%31%31%20%11%</div>				
Current infrastructure and visitor services in the Mt. Hood/Columbia River Gorge Region can support the volume of tourism in the reg..	Under 45	n=328	Avg. 2.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>18%33%33%14%</div>				
	45-65	n=491	Avg. 2.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>18%32%26%20%</div>				
	65 or Older	n=620	Avg. 2.9	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>10%29%33%24%5%</div>				
Steps are currently being taken to address potential negative impacts of visitors to our region.	Under 45	n=265	Avg. 2.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>17%31%38%13%</div>				
	45-65	n=410	Avg. 2.5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>16%30%40%12%</div>				
	65 or Older	n=494	Avg. 2.7	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>10%29%45%15%</div>				
Visitors to Mt. Hood/Columbia River Gorge Region disrupt my quality of life.	Under 45	n=343	Avg. 2.9	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>11%25%33%19%12%</div>				
	45-65	n=517	Avg. 3.0	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>8%30%32%20%11%</div>				
	65 or Older	n=669	Avg. 2.6	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>15%35%29%15%7%</div>				

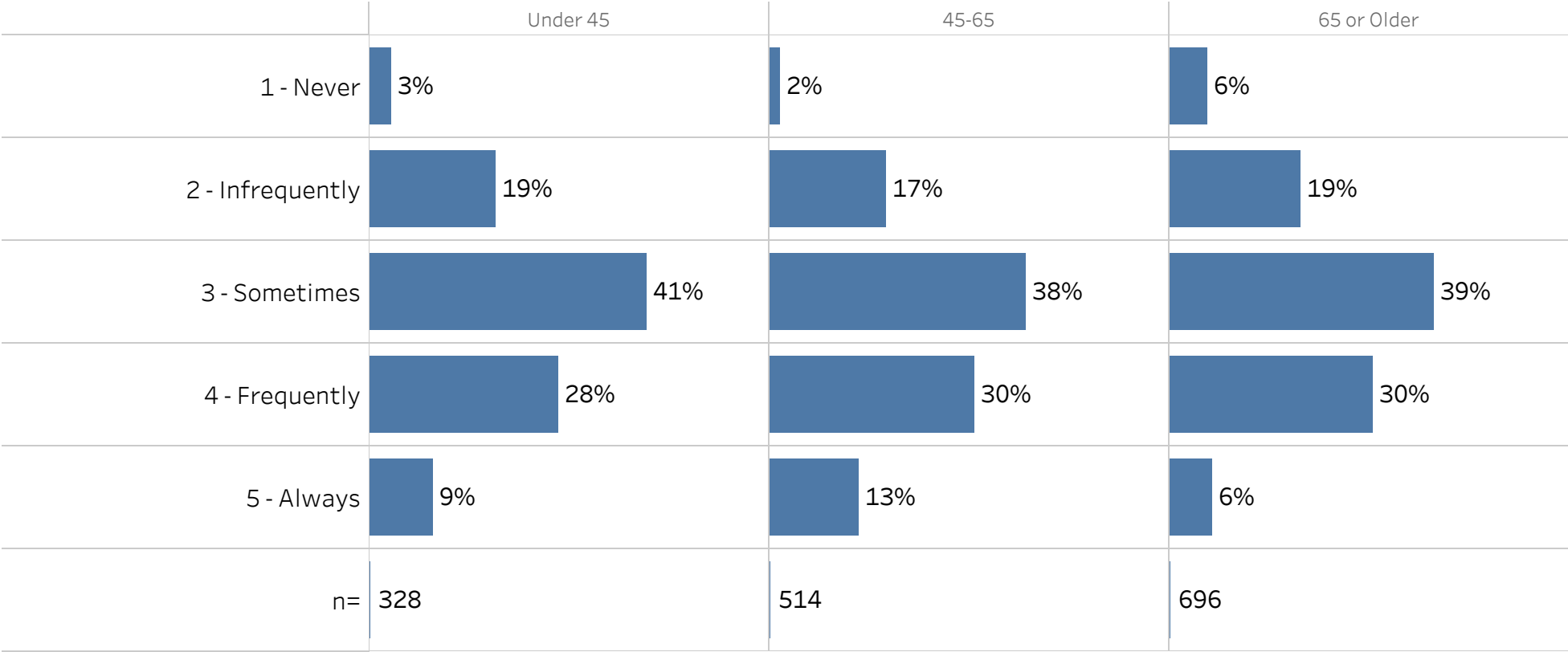
How supportive are you about promoting Mt. Hood and the Columbia River Gorge to attract visitors from out of the region to visit?



How likely are you to recommend the Mt. Hood/Columbia River Gorge Region to your family and friends as a place to visit? (Scale: 0 = Extremely unlikely to 10 = Extremely likely)



Thinking about your overall experience with vehicles and traffic in the Mt. Hood/Columbia River Gorge Region, how frequently do you experience challenges getting around your community?


















# To what extent do you experience any challenges, if at all, driving in Mt. Hood/Columbia River Gorge Region during the following time periods?

		Under 45	45-65	65 or Older
Not at all challenging	Summer (June to August)	<div><div></div></div> 12%	<div><div></div></div> 11%	<div><div></div></div> 18%
	Fall (September to November)	<div><div></div></div> 33%	<div><div></div></div> 31%	<div><div></div></div> 32%
	Winter (December to March)	<div><div></div></div> 31%	<div><div></div></div> 30%	<div><div></div></div> 24%
	Spring (April to May)	<div><div></div></div> 37%	<div><div></div></div> 36%	<div><div></div></div> 38%
Sometimes challenging	Summer (June to August)	<div><div></div></div> 38%	<div><div></div></div> 36%	<div><div></div></div> 37%
	Fall (September to November)	<div><div></div></div> 51%	<div><div></div></div> 53%	<div><div></div></div> 50%
	Winter (December to March)	<div><div></div></div> 39%	<div><div></div></div> 41%	<div><div></div></div> 43%
	Spring (April to May)	<div><div></div></div> 49%	<div><div></div></div> 48%	<div><div></div></div> 45%
Very challenging	Summer (June to August)	<div><div></div></div> 48%	<div><div></div></div> 52%	<div><div></div></div> 41%
	Fall (September to November)	<div><div></div></div> 12%	<div><div></div></div> 13%	<div><div></div></div> 13%
	Winter (December to March)	<div><div></div></div> 25%	<div><div></div></div> 28%	<div><div></div></div> 27%
	Spring (April to May)	<div><div></div></div> 10%	<div><div></div></div> 14%	<div><div></div></div> 11%
Don't know/No opinion	Summer (June to August)	<div><div></div></div> 3%	<div><div></div></div> 1%	<div><div></div></div> 4%
	Fall (September to November)	<div><div></div></div> 4%	<div><div></div></div> 3%	<div><div></div></div> 6%
	Winter (December to March)	<div><div></div></div> 4%	<div><div></div></div> 2%	<div><div></div></div> 6%
	Spring (April to May)	<div><div></div></div> 4%	<div><div></div></div> 2%	<div><div></div></div> 6%
n=	Summer (June to August)	320	513	691
	Fall (September to November)	318	502	669
	Winter (December to March)	319	497	683
	Spring (April to May)	325	508	675



## Do traffic conditions on the roads in the Mt. Hood/Columbia River Gorge Region at busy times cause you to modify your behavior?

	Under 45	45-65	65 or Older
It causes me to modify my plans, timing, and/or route.	 49%	 54%	 50%
It can be annoying/inconvenient at times, but it doesn't change my behavior.	 31%	 24%	 31%
It has no impact on my behavior.	 13%	 13%	 14%
It causes me to consider moving out of the area.	 6%	 6%	 3%
Other impact: (Please specify)	 1%	 3%	 2%
n=	327	520	712

## To what extent do you use public transit in the Mt. Hood/Columbia River Gorge Region (e.g., Columbia Area Transit, Mt. Hood Express)

	Under 45	45-65	65 or Older
Never	78%	77%	81%
Once a year	5%	6%	5%
A few times a year	8%	10%	8%
Once a month	2%	1%	1%
A few times a month	2%	2%	1%
Once a week	2%	1%	1%
Every day	1%	0%	0%
Don't know/Unsure of public transport options	3%	4%	3%
n=	328	522	716

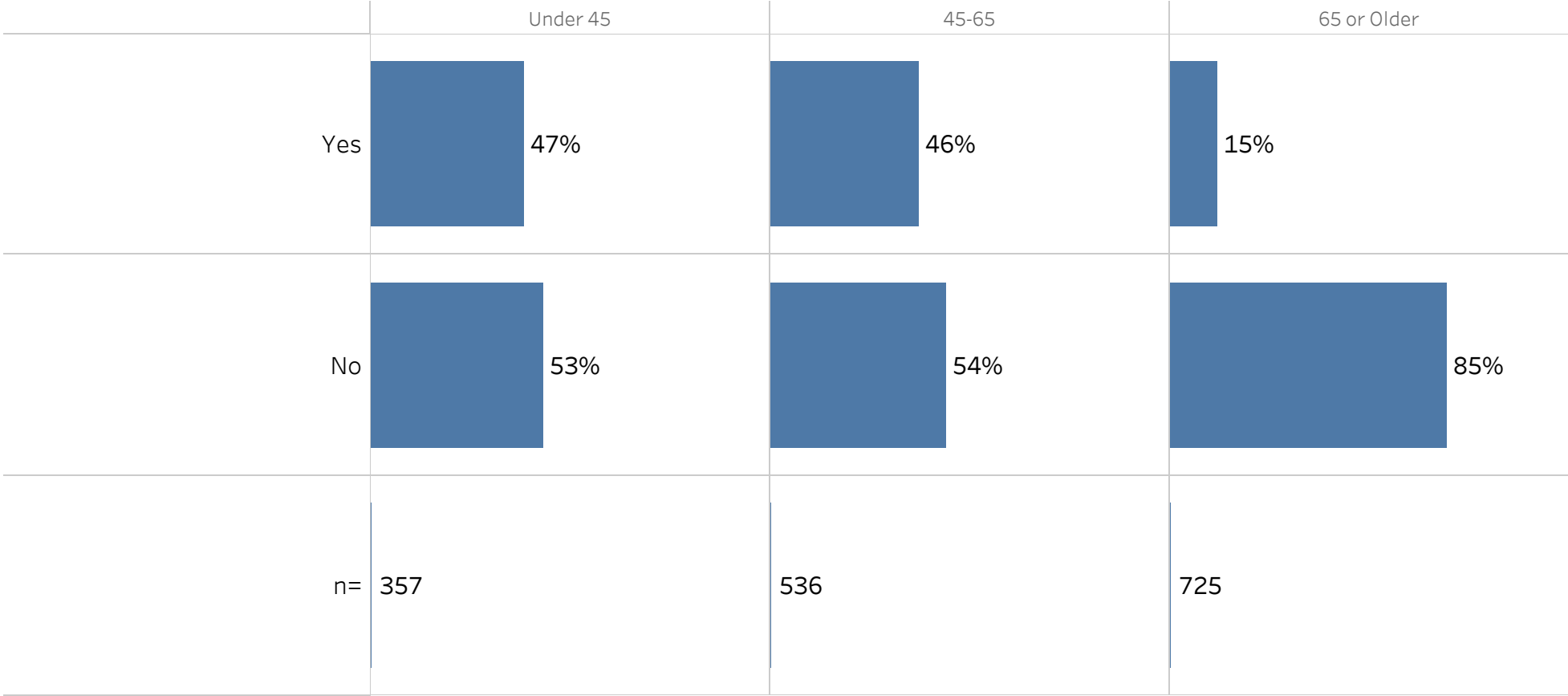
How likely would you and your household be to use public transit in the Mt. Hood/Columbia River Gorge Region if there were more options (e.g., more frequent service or additional routes)?

	Under 45	45-65	65 or Older
1 - Not at all likely	<div><div></div></div> 54%	<div><div></div></div> 54%	<div><div></div></div> 52%
2 - Somewhat likely	<div><div></div></div> 19%	<div><div></div></div> 26%	<div><div></div></div> 26%
3 - Moderately Likely	<div><div></div></div> 13%	<div><div></div></div> 10%	<div><div></div></div> 16%
4 - Very likely	<div><div></div></div> 7%	<div><div></div></div> 7%	<div><div></div></div> 5%
5 - Extremely likely	<div><div></div></div> 6%	<div><div></div></div> 3%	<div><div></div></div> 2%
Avg:	1.9	1.8	1.8
n=	356	537	720

To what extent has your visitation/use of various locations in the Mt. Hood/Columbia River Gorge Region changed over time?

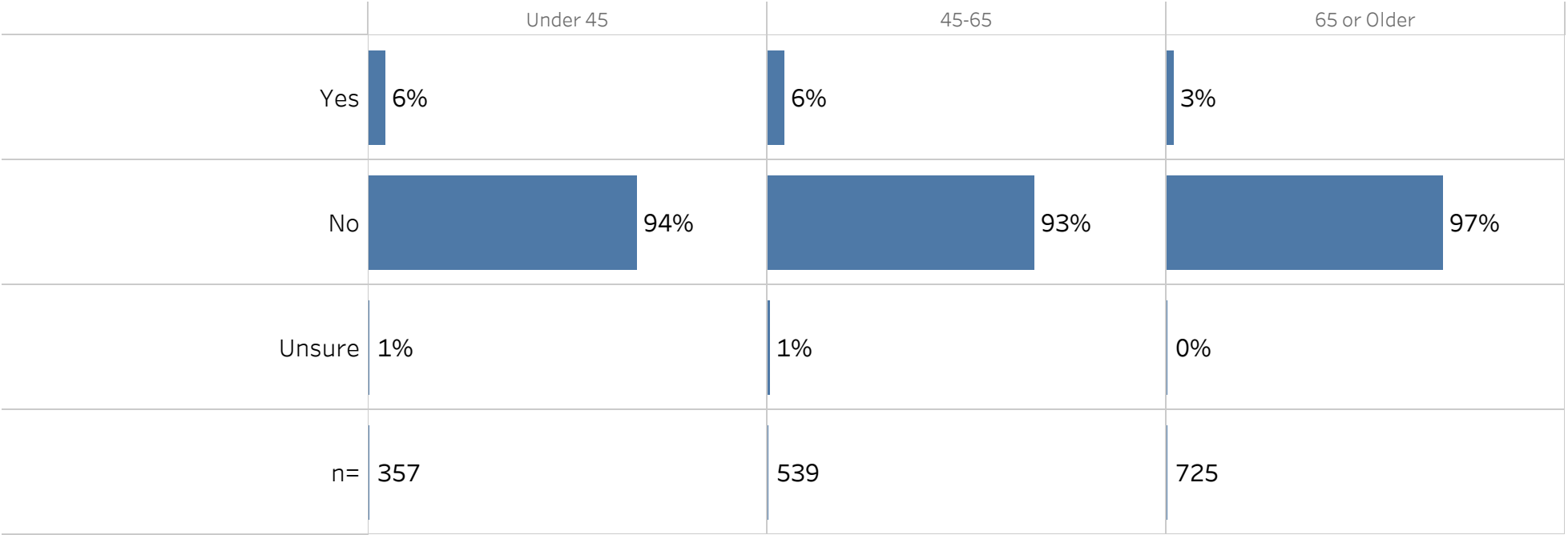
Sandy Ridge Trail System	Under 45	n=352	43%20%26%11%			
	45-65	n=532	53%18%23%7%			
	65 or Older	n=700	68%17%13%			
Post Canyon Trail System	Under 45	n=351	51%20%23%6%			
	45-65	n=527	57%20%17%6%			
	65 or Older	n=688	72%16%11%			
Tamanawas Falls Trail	Under 45	n=353	46%25%24%5%			
	45-65	n=536	52%24%20%4%			
	65 or Older	n=697	68%19%12%			
Mirror Lake	Under 45	n=353	51%23%24%			
	45-65	n=534	57%21%19%			
	65 or Older	n=698	67%20%12%			
Trillium Lake	Under 45	n=355	26%33%34%7%			
	45-65	n=537	30%34%30%6%			
	65 or Older	n=701	42%31%24%			
Rowena Crest	Under 45	n=355	37%27%32%4%			
	45-65	n=531	36%27%31%6%			
	65 or Older	n=694	42%26%28%4%			
Lower Sandy River (Sandy River Delta, Lewis & Clark SP, Glenn Otto Park)	Under 45	n=354	25%28%31%17%			
	45-65	n=537	30%32%30%9%			
	65 or Older	n=703	42%27%26%5%			
Clackamas River	Under 45	n=352	32%26%32%11%			
	45-65	n=532	33%28%30%10%			
	65 or Older	n=701	45%23%27%5%			
Ski resorts (Mt. Hood Meadows, Timberline, SkiBowl)	Under 45	n=354	16%38%36%10%			
	45-65	n=533	17%44%29%10%			
	65 or Older	n=696	30%39%27%4%			
Hood River Waterfront (including Event Site, The Hook, Marina)	Under 45	n=354	23%24%32%21%			
	45-65	n=533	21%28%34%17%			
	65 or Older	n=703	28%25%36%11%			
Waterfall Corridor trails	Under 45	n=354	16%45%29%10%			
	45-65	n=533	12%49%31%8%			
	65 or Older	n=701	26%41%28%5%			
Multnomah Falls	Under 45	n=356	4%62%28%6%			
	45-65	n=539	4%64%27%5%			
	65 or Older	n=712	10%56%29%5%			

# Are you employed in the Mt. Hood/Columbia River Gorge Region?





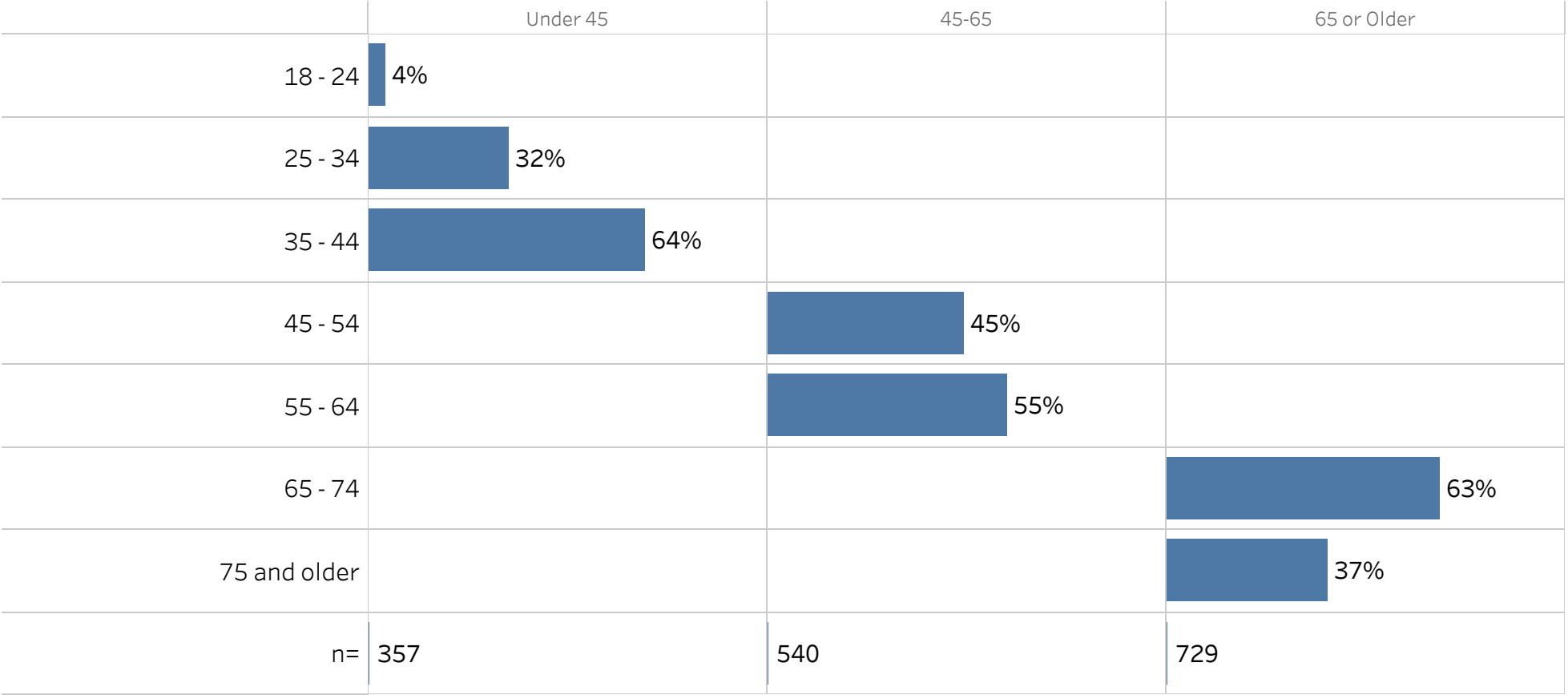
Do you work in the tourism industry in Mt. Hood and Columbia River Gorge region?



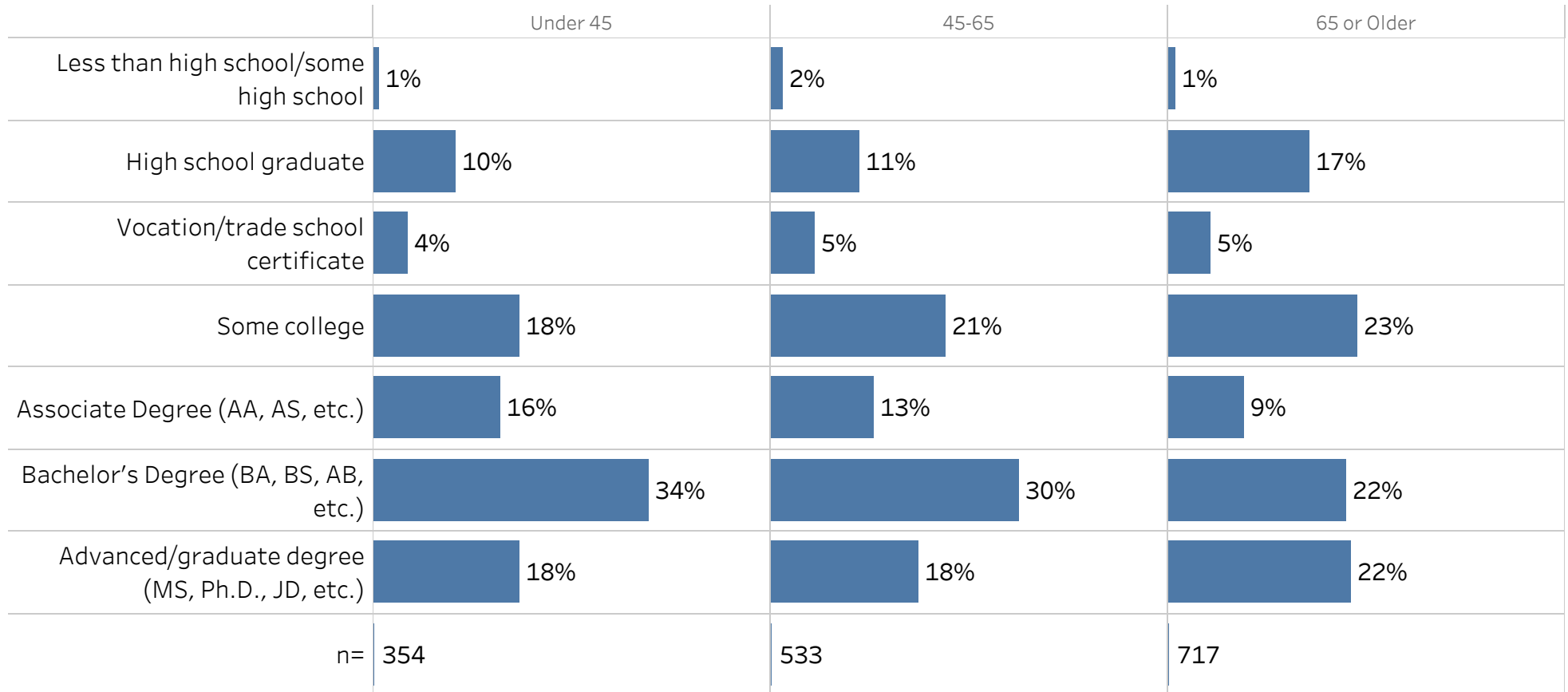
# How do you typically get around the area?

	Under 45	45-65	65 or Older
Personal vehicle (car, truck, motorcycle, etc.)	<div><div></div></div> 97%	<div><div></div></div> 95%	<div><div></div></div> 96%
Walk	1%	2%	1%
Bicycle	0%	1%	0%
Other	1%	1%	1%
Bus	0%	0%	1%
Carpool/other person drives	1%	1%	1%
Uber/Lyft/Taxi		0%	
n=	357	540	725

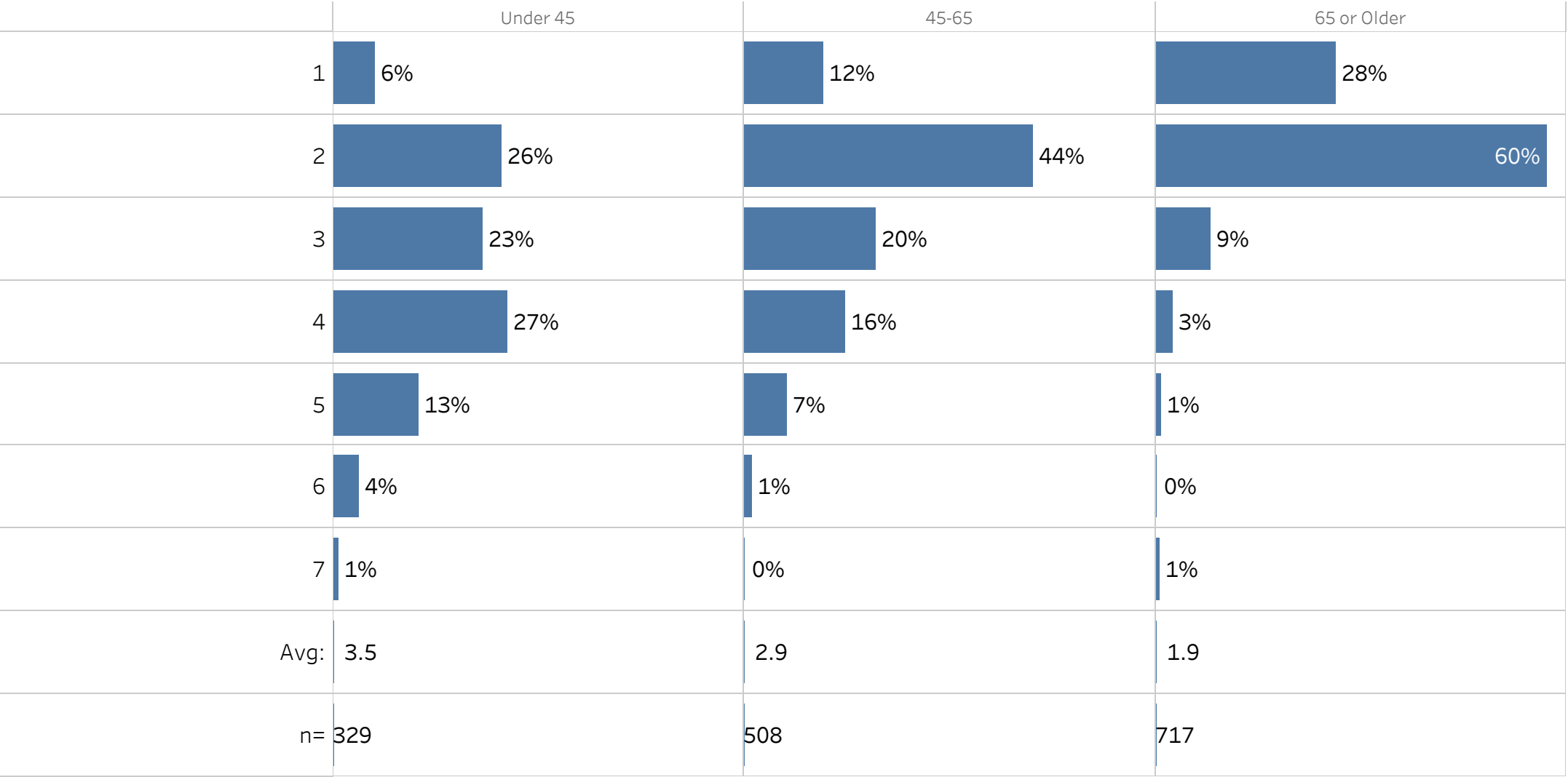
What is your age?



## What is your highest level of education?

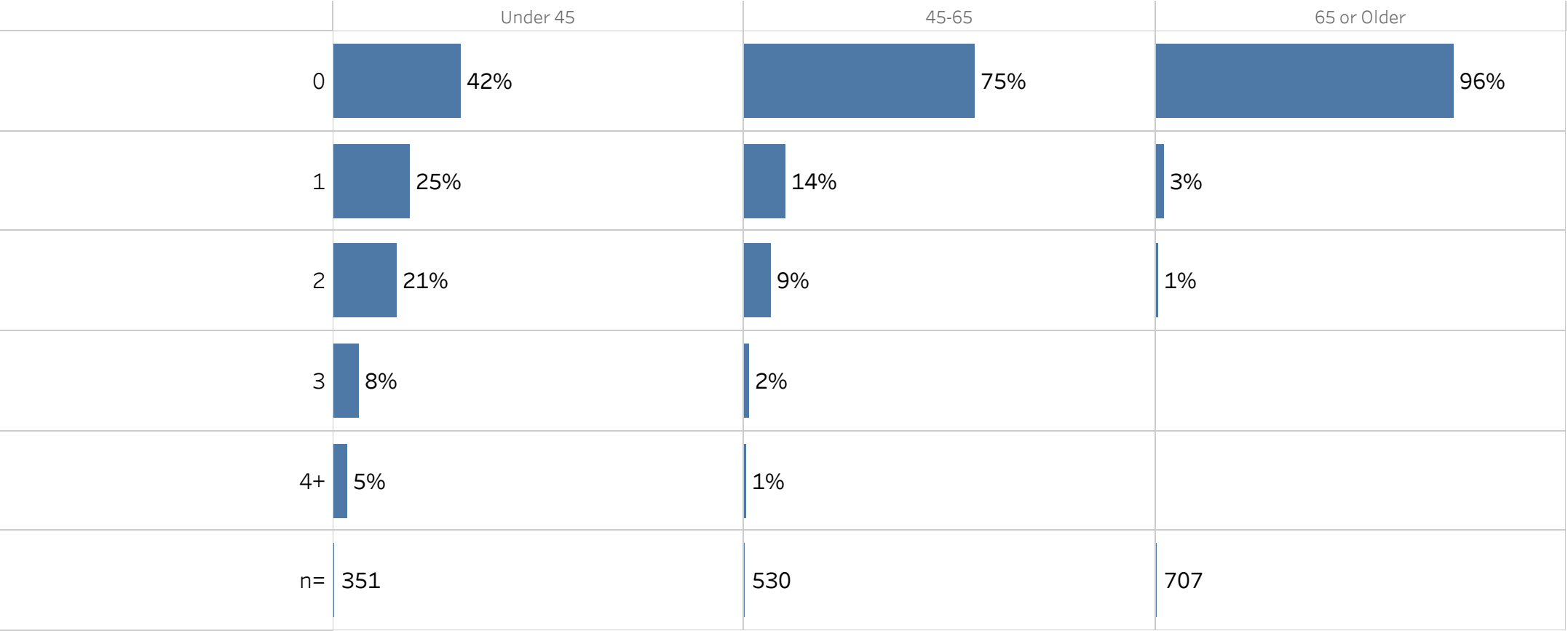


Including yourself, how many people live in your household? (Enter 1 if you live alone)





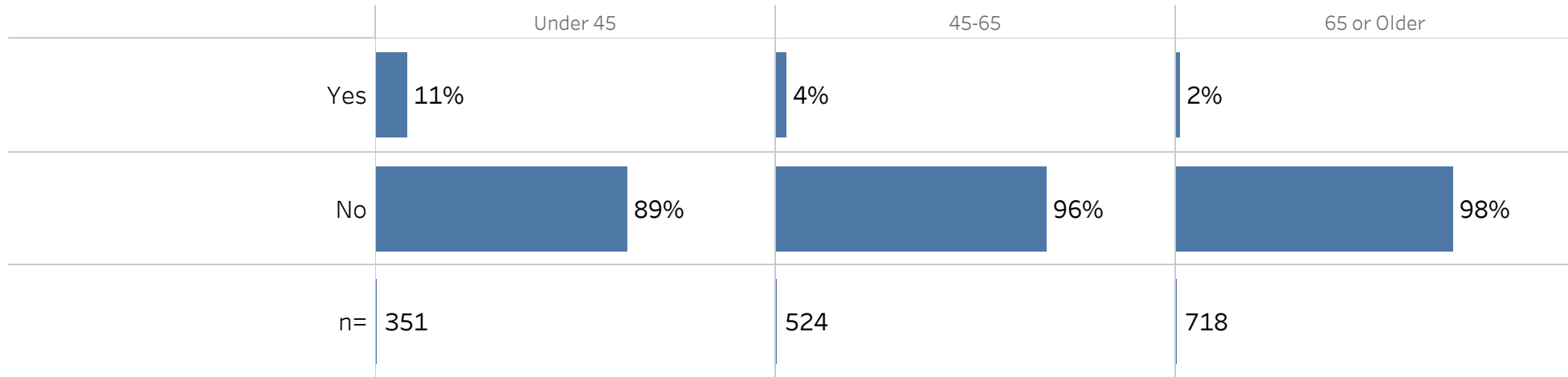
How many people in your household are under 18 years old?



What is your gender?

	Under 45	45-65	65 or Older
Female	<div><div></div></div> 61%	<div><div></div></div> 53%	<div><div></div></div> 55%
Male	<div><div></div></div> 36%	<div><div></div></div> 43%	<div><div></div></div> 44%
Prefer not to answer	<div><div></div></div> 3%	<div><div></div></div> 3%	<div><div></div></div> 1%
Prefer to self-describe as:	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 0%
n=	354	535	719

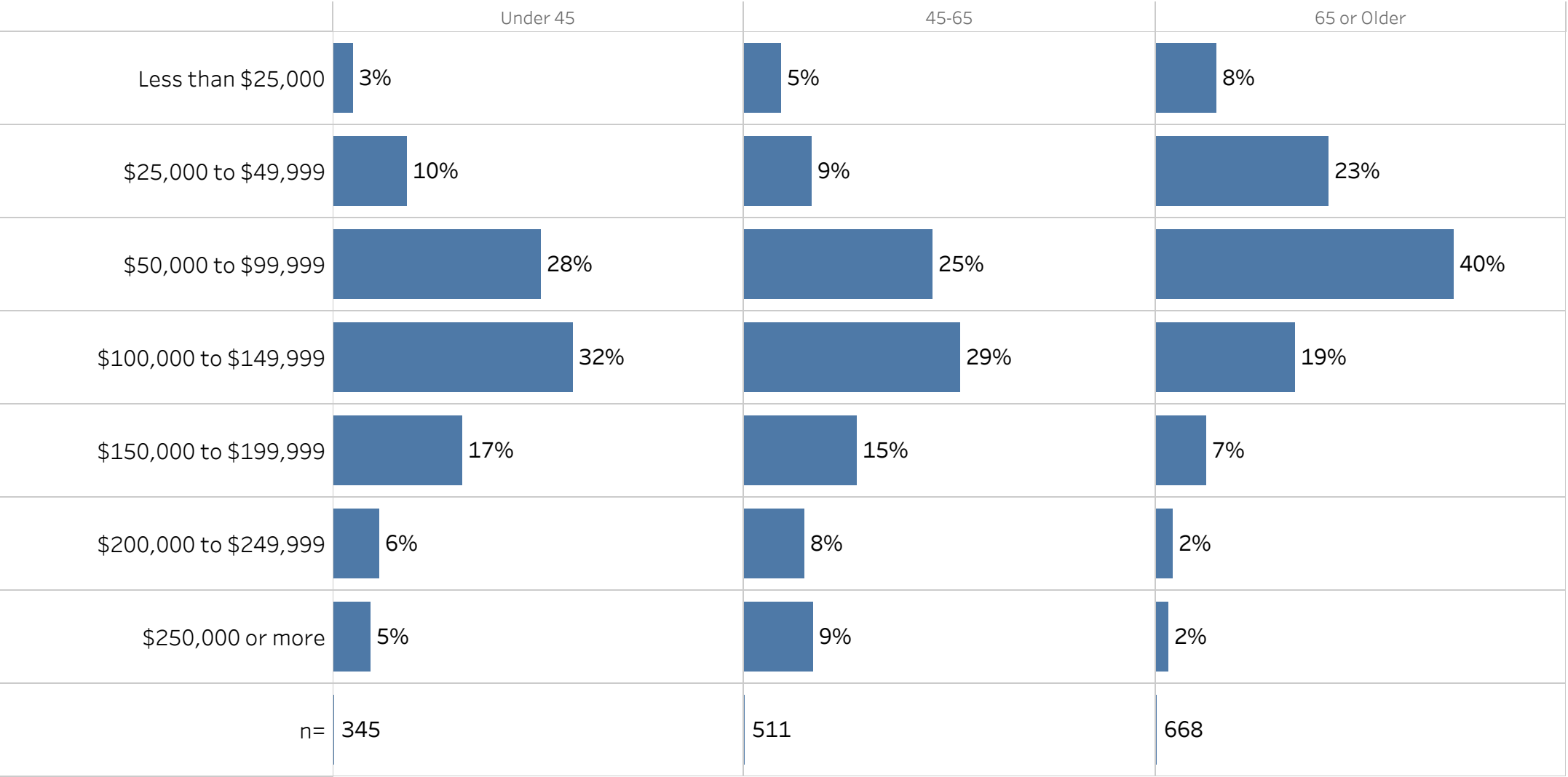
## Are you of Hispanic, Latino, or Spanish origin?



Which race or ethnicity do you most identify with? (Please select all that apply)

	Under 45	45-65	65 or Older
White	<div><div></div></div> 80%	<div><div></div></div> 87%	<div><div></div></div> 94%
Asian	<div><div></div></div> 5%	<div><div></div></div> 1%	<div><div></div></div> 1%
Native American or Alaska Native	<div><div></div></div> 1%	<div><div></div></div> 3%	<div><div></div></div> 2%
Native Hawaiian or Pacific Islander	<div><div></div></div> 1%	<div><div></div></div> 0%	<div><div></div></div> 0%
Black or African American	<div><div></div></div> 1%	<div><div></div></div> 1%	<div><div></div></div> 1%
Unknown	<div><div></div></div> 1%	<div><div></div></div> 1%	<div><div></div></div> 0%
Prefer not to answer	<div><div></div></div> 11%	<div><div></div></div> 8%	<div><div></div></div> 3%
Another race not listed here, please specify	<div><div></div></div> 3%	<div><div></div></div> 2%	<div><div></div></div> 1%
n=	352	530	718

Which of these categories best describes the total gross annual income of your household (before taxes)?

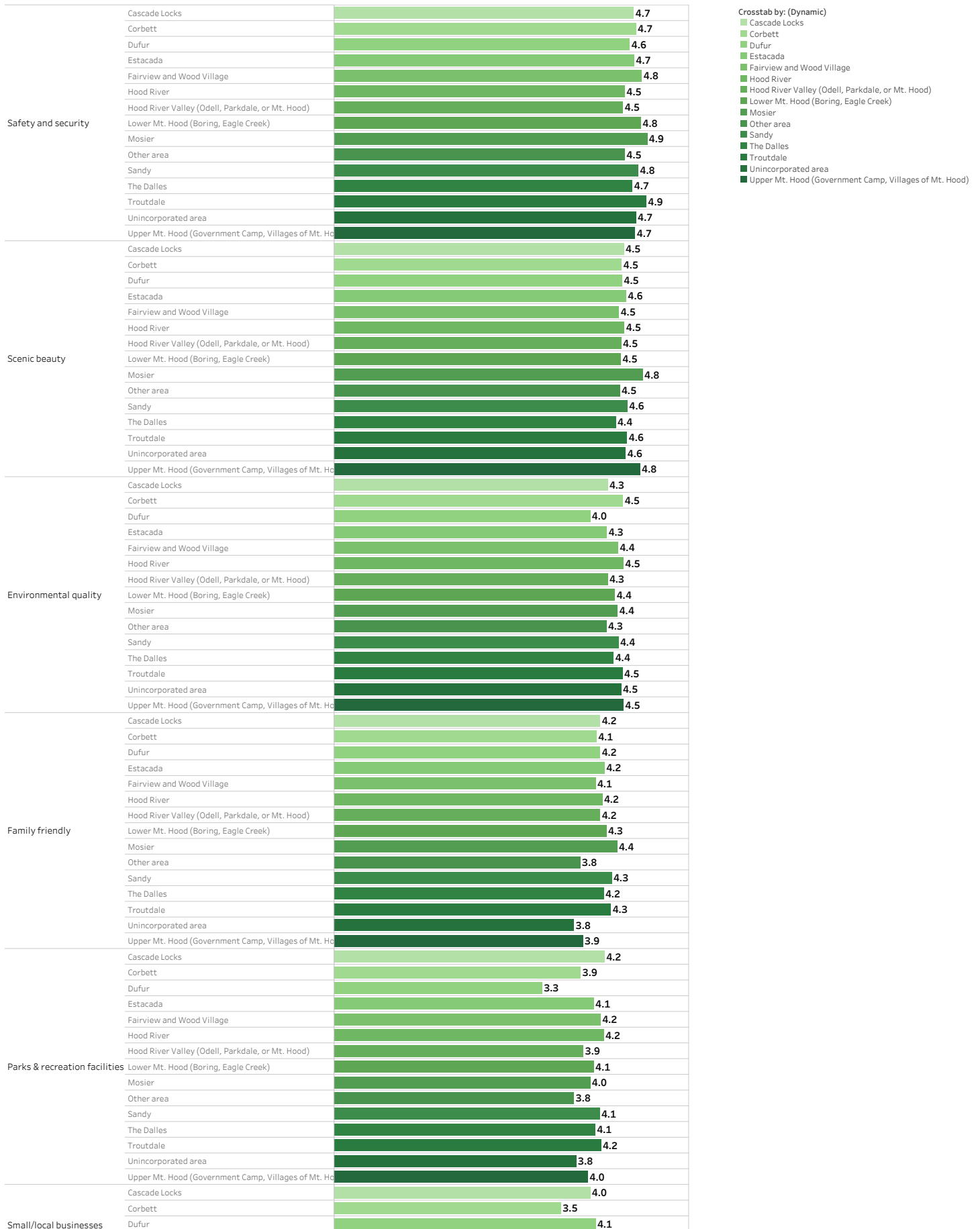




nps

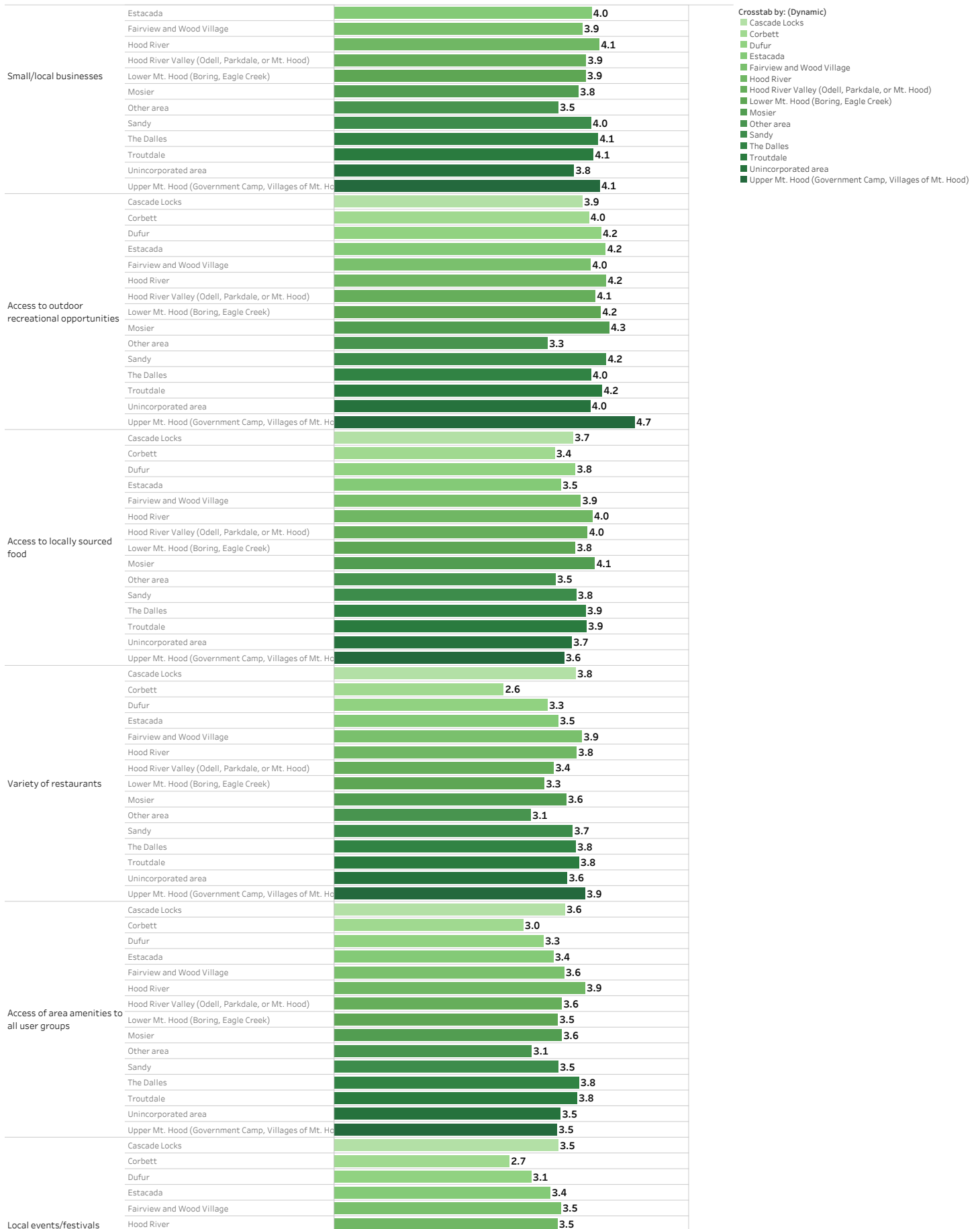
	Under 45	45-65	65 or Older
Avg:	24.2	23.5	19.1
Detractor (% responding 0-6)	<div><div></div></div> 25%	<div><div></div></div> 24%	<div><div></div></div> 29%
Passive (% responding 7 & 8)	<div><div></div></div> 26%	<div><div></div></div> 29%	<div><div></div></div> 23%
Promoter (% responding 9 & 10)	<div><div></div></div> 49%	<div><div></div></div> 47%	<div><div></div></div> 48%
n=	355	524	707

Please rate how important are the following factors to your and your community's quality of life in the Mt. Hood/Columbia River Gorge Region?



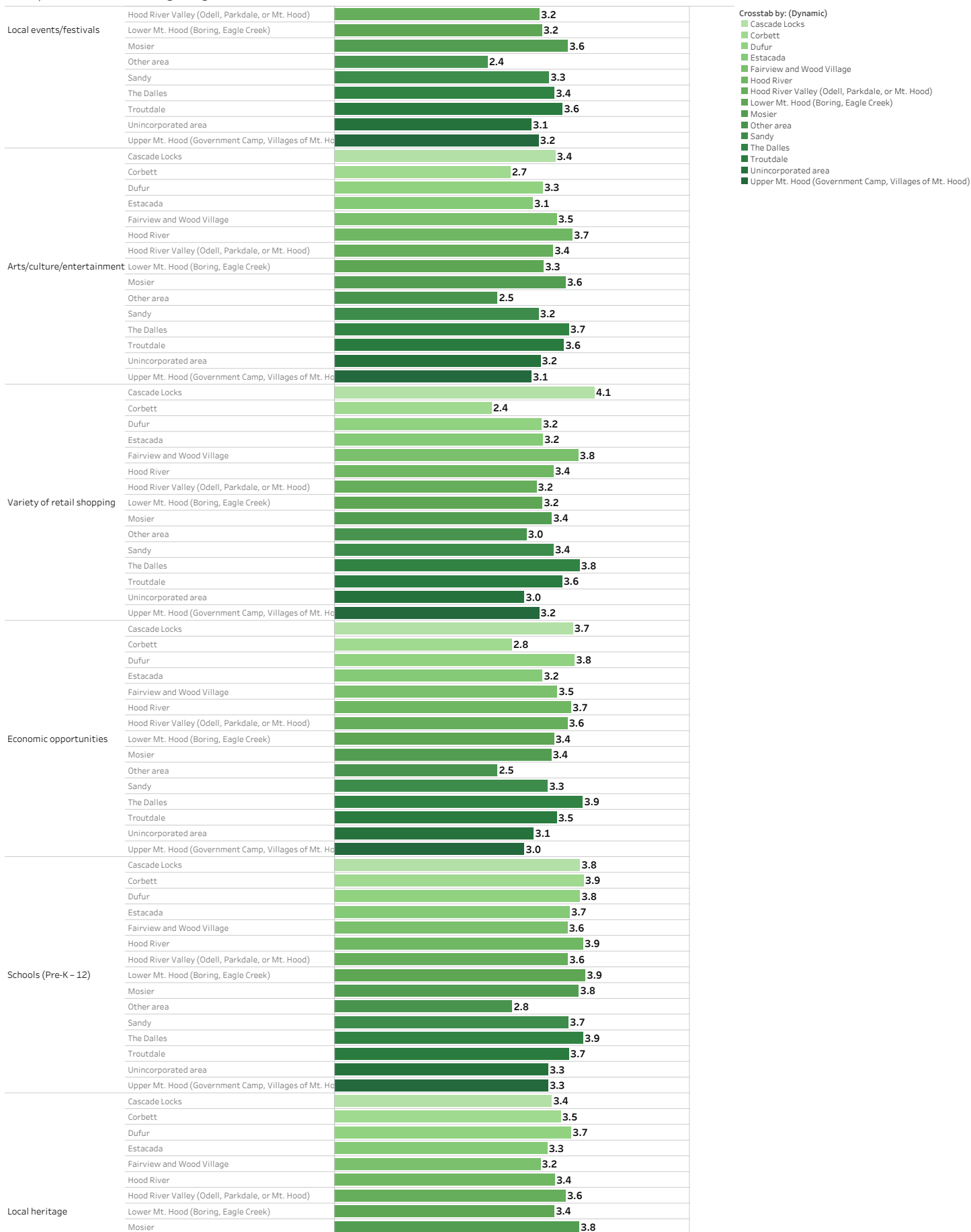
Source: RRC

Please rate how important are the following factors to your and your community's quality of life in the Mt. Hood/Columbia River Gorge Region?

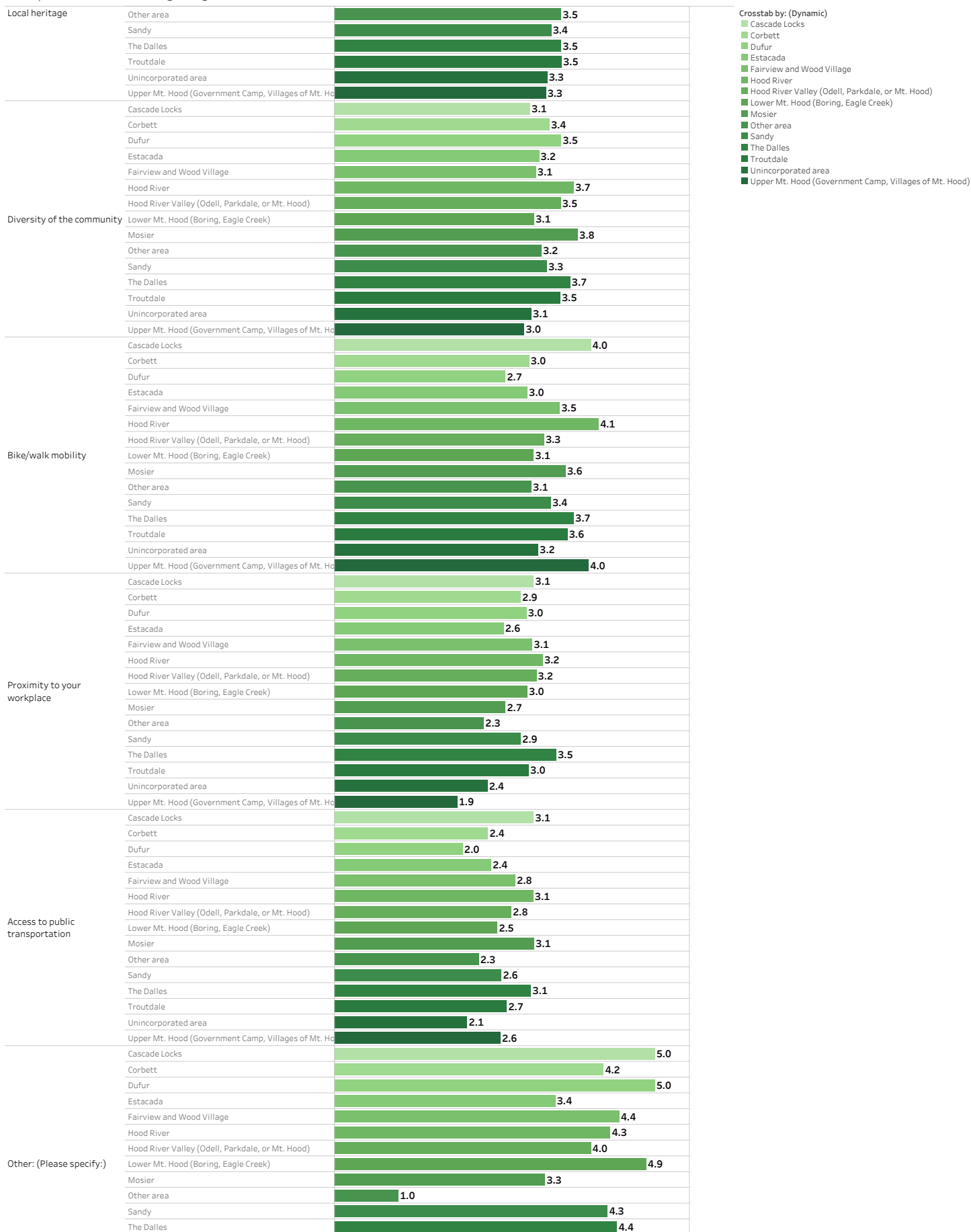


Source: RRC

Please rate how important are the following factors to your and your community's quality of life in the Mt. Hood/Columbia River Gorge Region?



Please rate how important are the following factors to your and your community's quality of life in the Mt. Hood/Columbia River Gorge Region?



Please rate how important are the following factors to your and your community’s quality of life in the Mt. Hood/Columbia River Gorge Region?

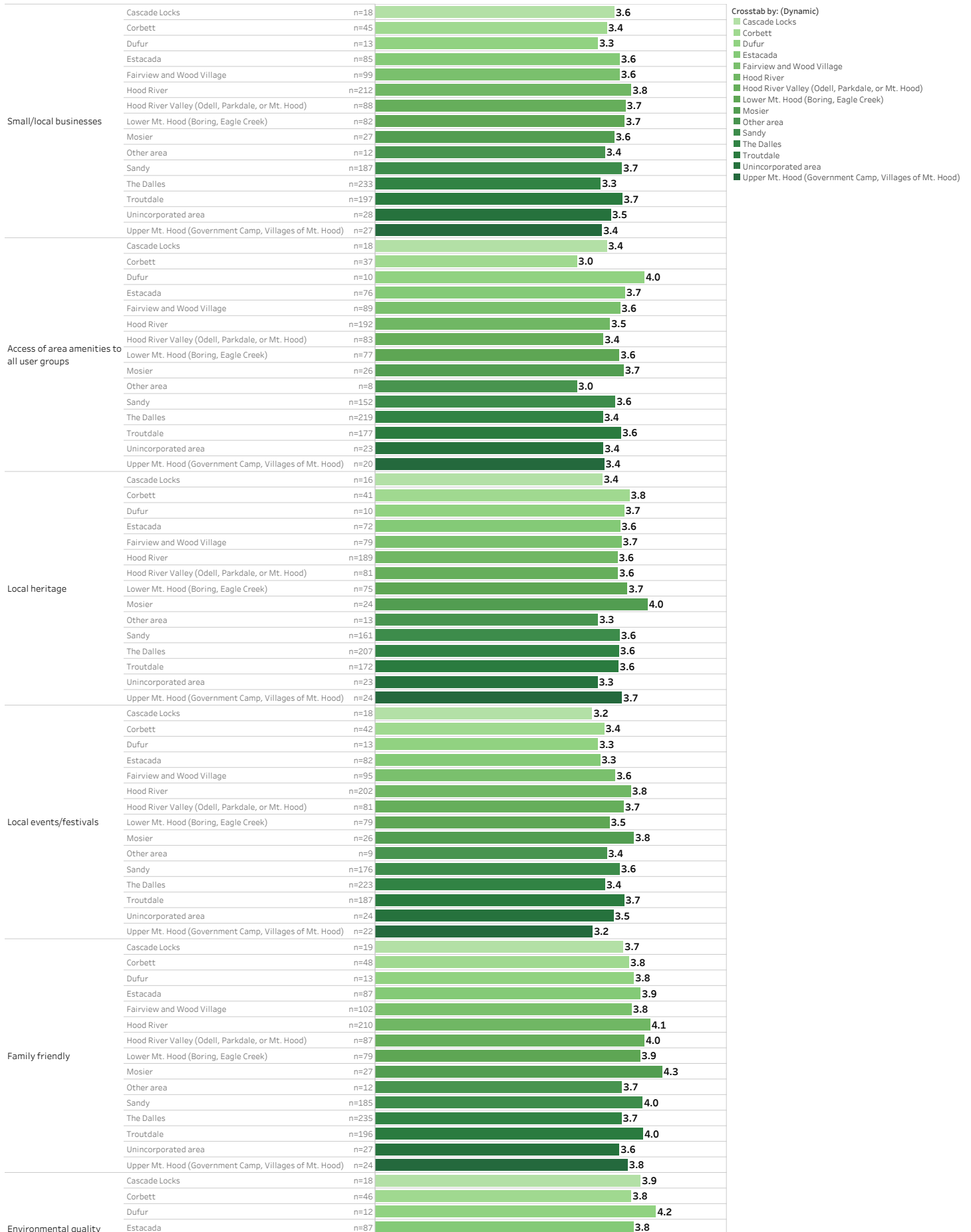
Other: (Please specify:)	Troutdale	<div></div> 3.6
	Unincorporated area	<div></div> 3.7
	Upper Mt. Hood (Government Camp, Villages of Mt. Hood)	<div></div> 5.0

Source: RRC

- Crosstab by: (Dynamic)
- Cascade Locks
  - Corbett
  - Dufur
  - Estacada
  - Fairview and Wood Village
  - Hood River
  - Hood River Valley (Odell, Parkdale, or Mt. Hood)
  - Lower Mt. Hood (Boring, Eagle Creek)
  - Mosier
  - Other area
  - Sandy
  - The Dalles
  - Troutdale
  - Unincorporated area
  - Upper Mt. Hood (Government Camp, Villages of Mt. Hood)

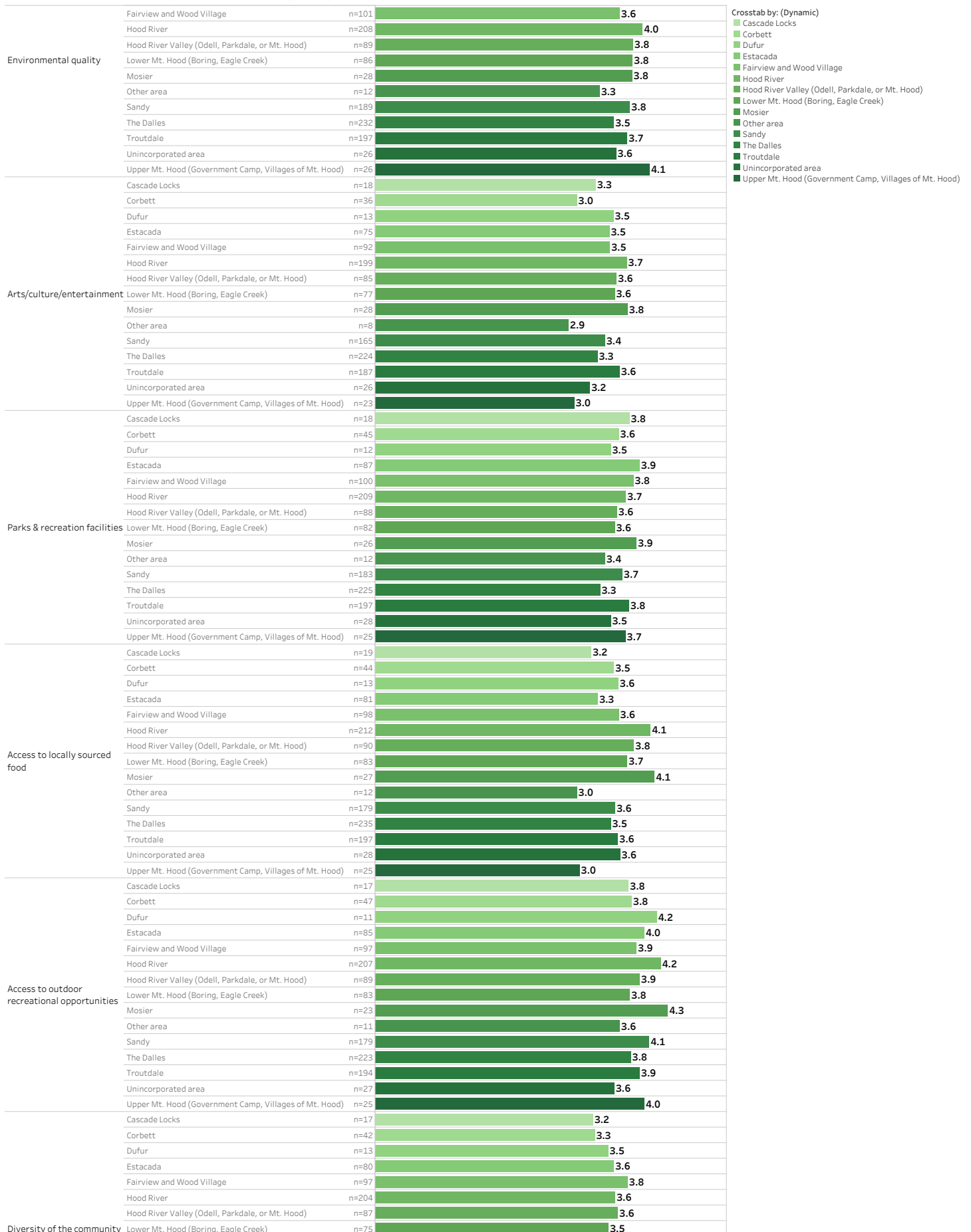


Please rate how satisfied you are with the region's performance on these factors?



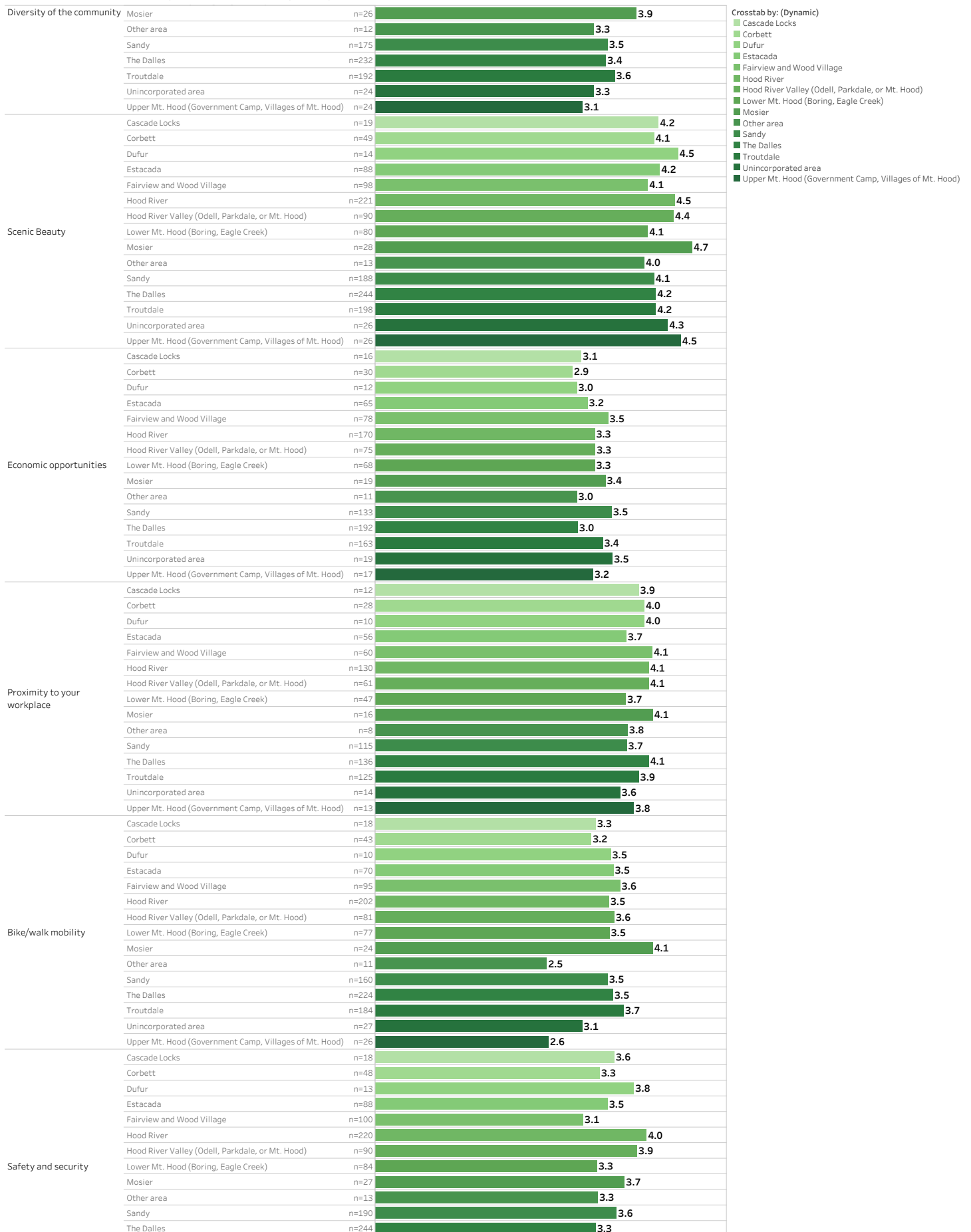
Source: RRC

Please rate how satisfied you are with the region's performance on these factors?



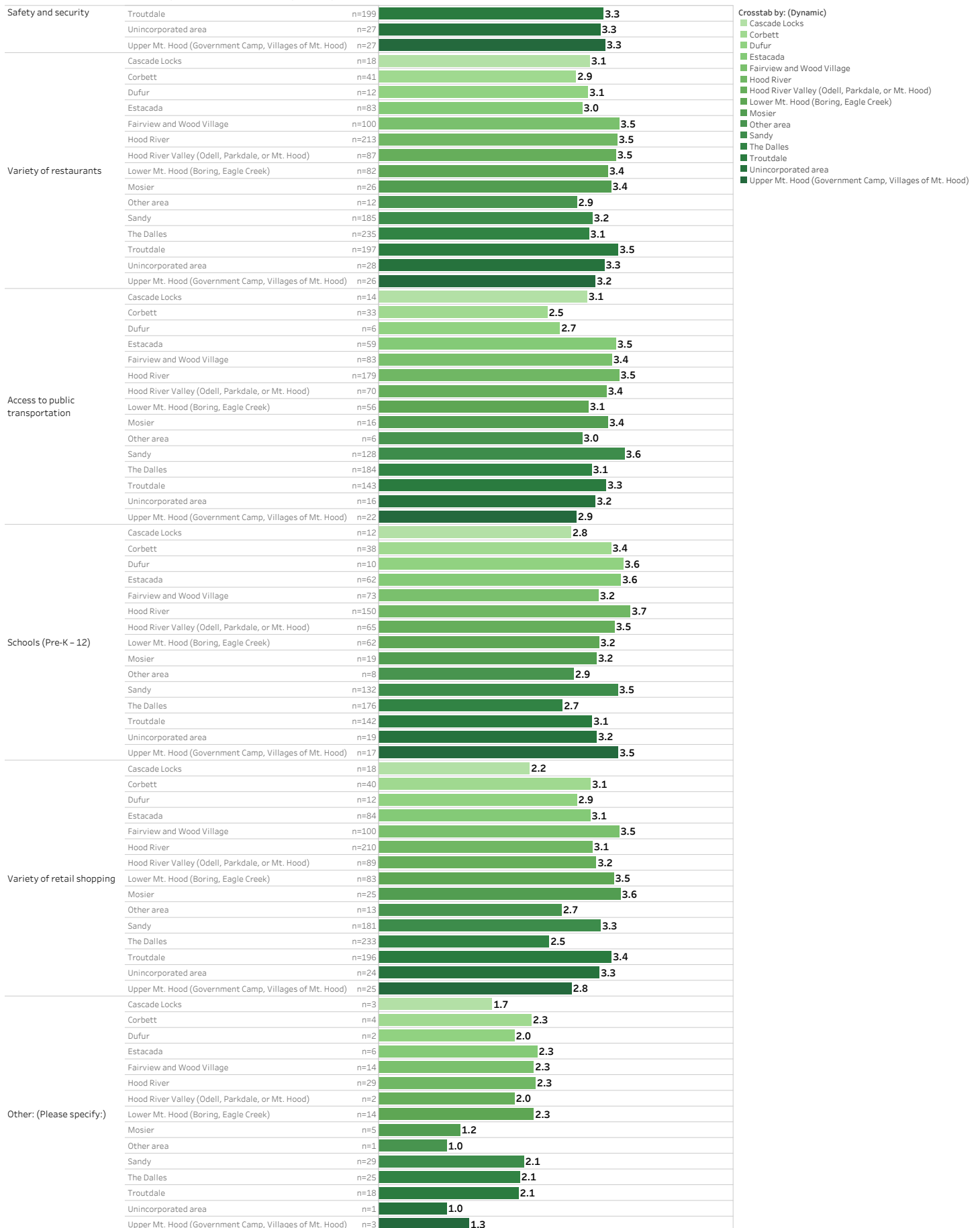
Source: RRC

Please rate how satisfied you are with the region's performance on these factors?



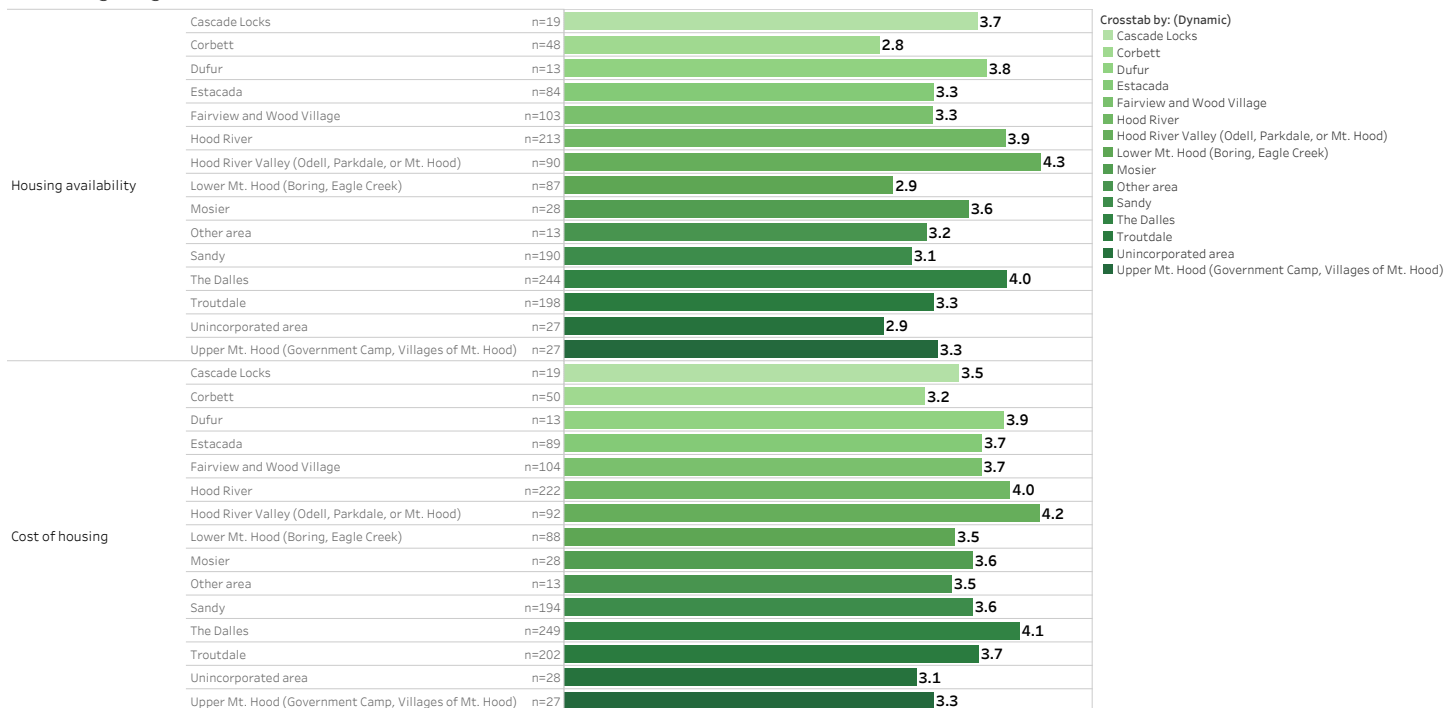
Source: RRC

Please rate how satisfied you are with the region's performance on these factors?



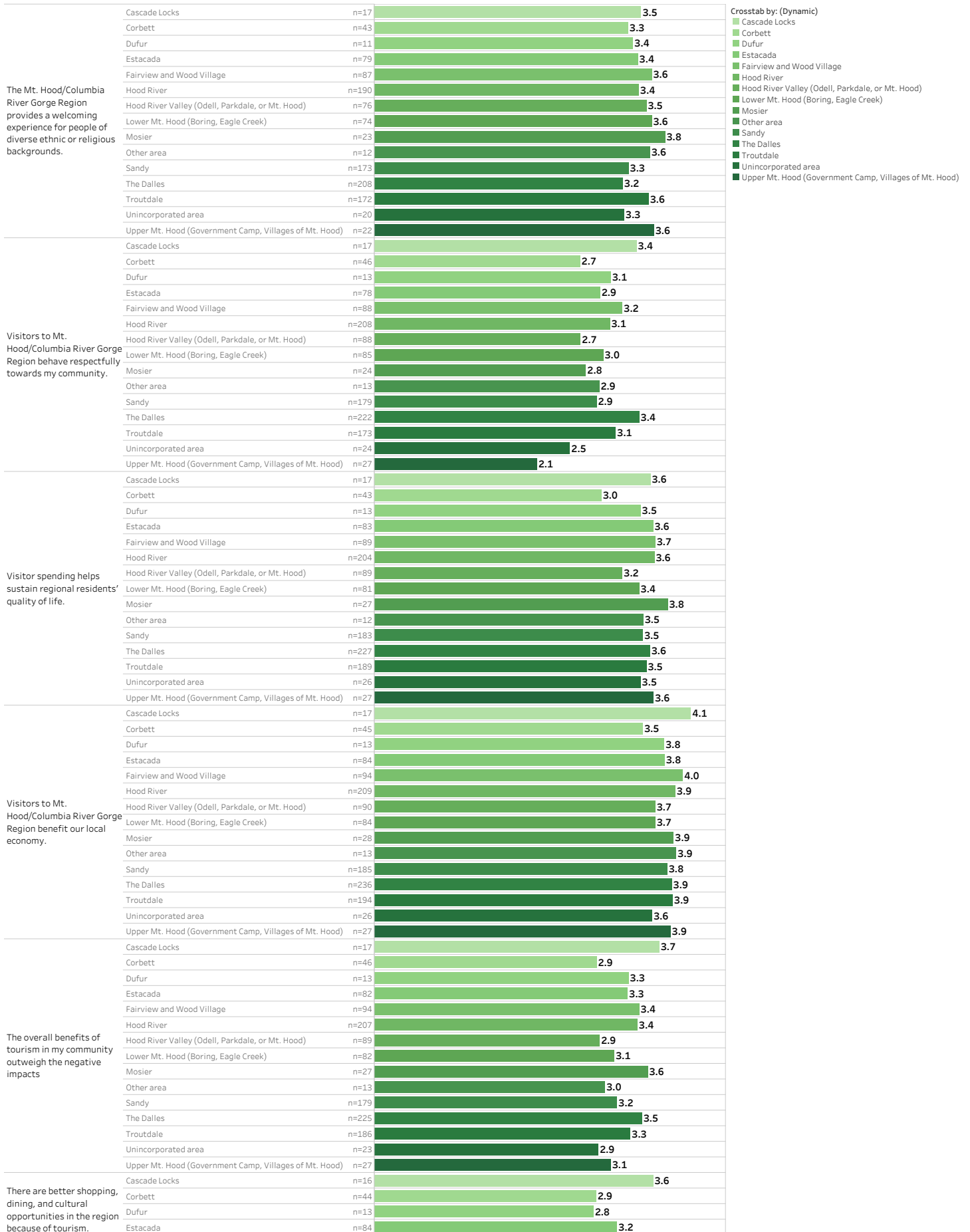
Source: RRC

How concerned are you about the following aspects of housing in your community within the Mt. Hood/Columbia River Gorge Region



Source: RRC

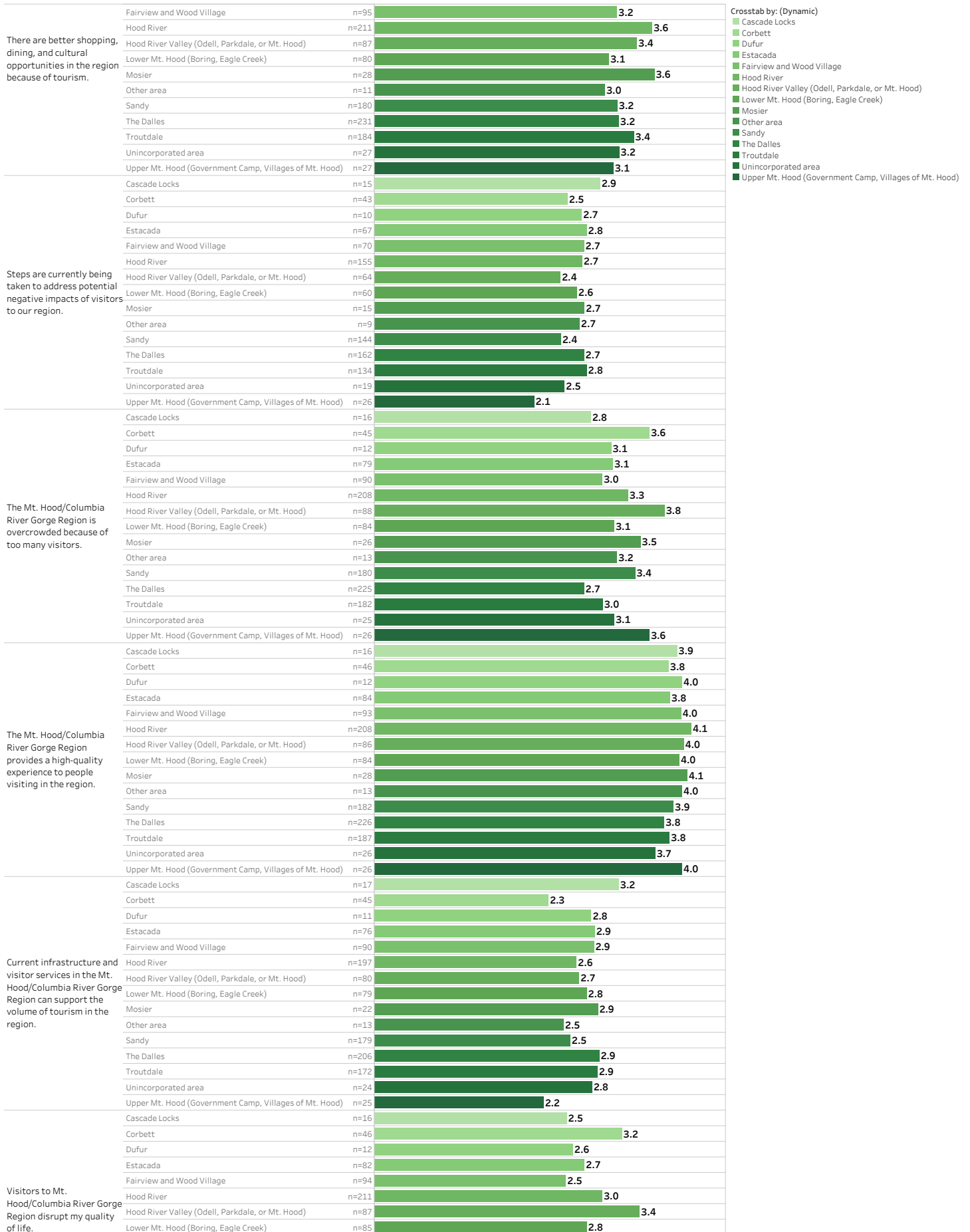
## How much do you agree or disagree that...?



Source: RRC



## How much do you agree or disagree that...?



Source: RRC

How much do you agree or disagree that...?

Visitors to Mt. Hood/Columbia River Gorge Region disrupt my quality of life.	Mosier	n=24	3.3
	Other area	n=12	3.0
	Sandy	n=183	3.1
	The Dalles	n=234	2.4
	Troutdale	n=190	2.5
	Unincorporated area	n=26	3.0
	Upper Mt. Hood (Government Camp, Villages of Mt. Hood)	n=27	3.6

Crosstab by: (Dynamic)

Cascade Locks

Corbett

Dufur

Estacada

Fairview and Wood Village

Hood River

Hood River Valley (Odell, Parkdale, or Mt. Hood)

Lower Mt. Hood (Boring, Eagle Creek)

Mosier

Other area

Sandy

The Dalles

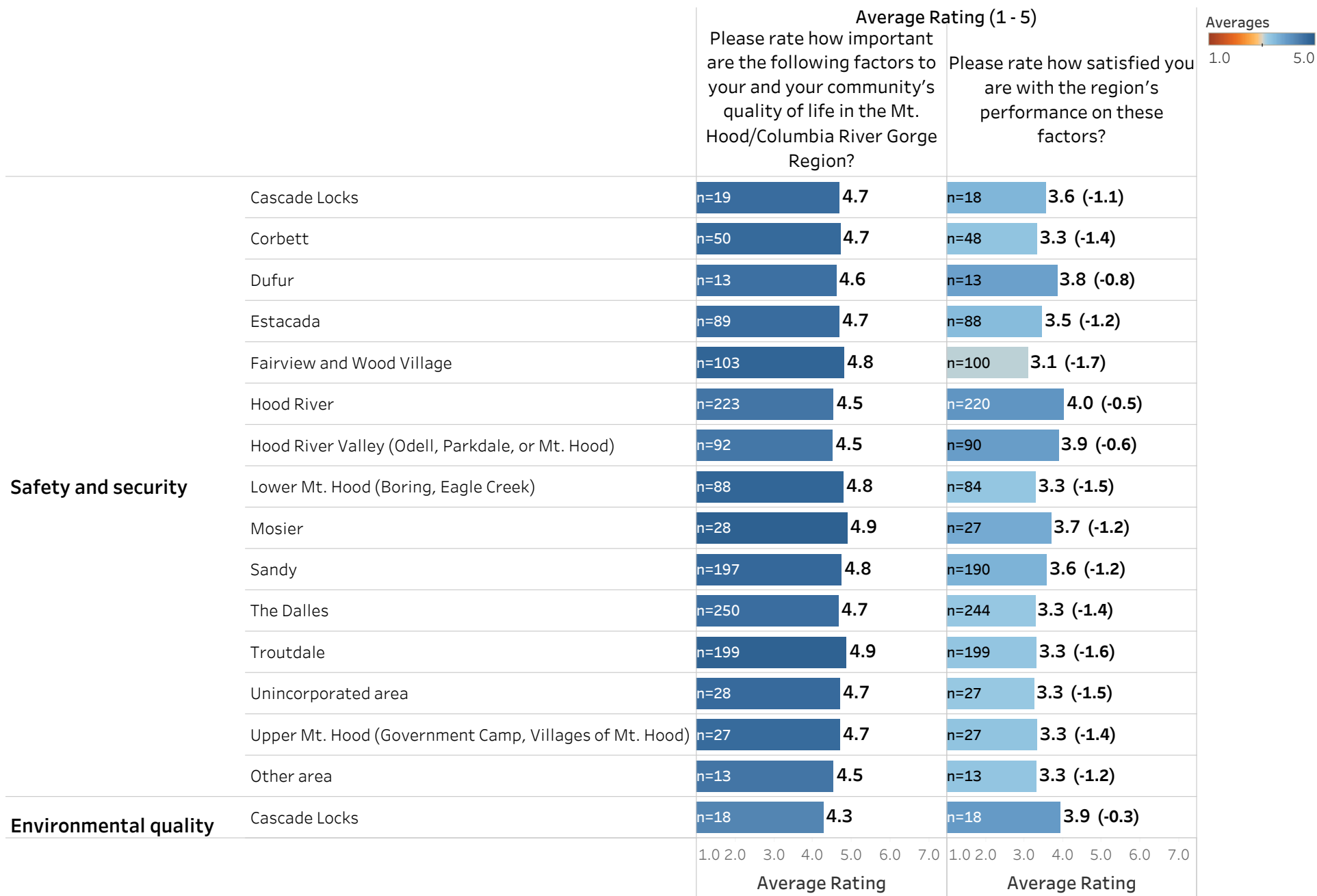
Troutdale

Unincorporated area

Upper Mt. Hood (Government Camp, Villages of Mt. Hood)

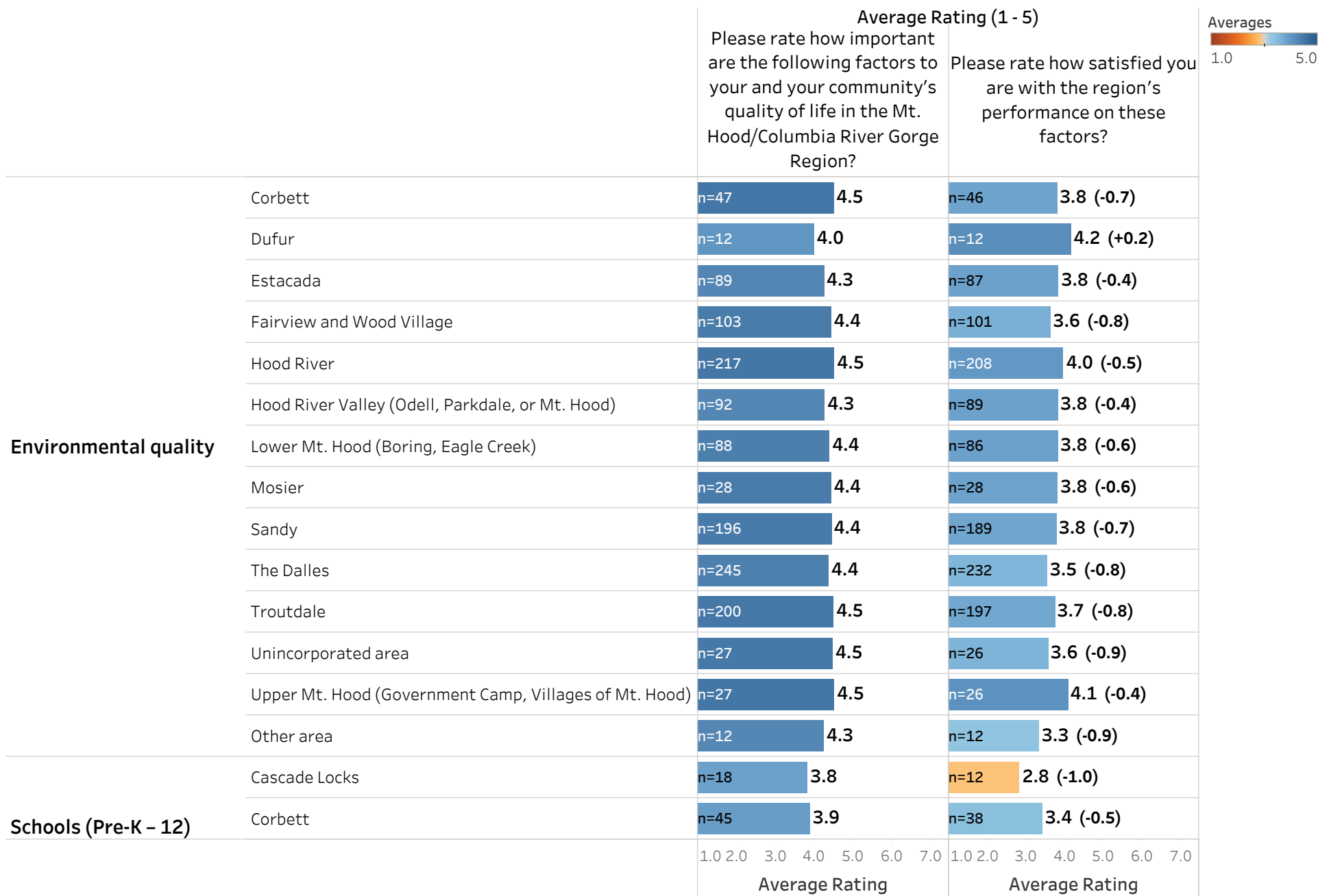
Source: RRC

## Importance vs. Satisfaction By Community



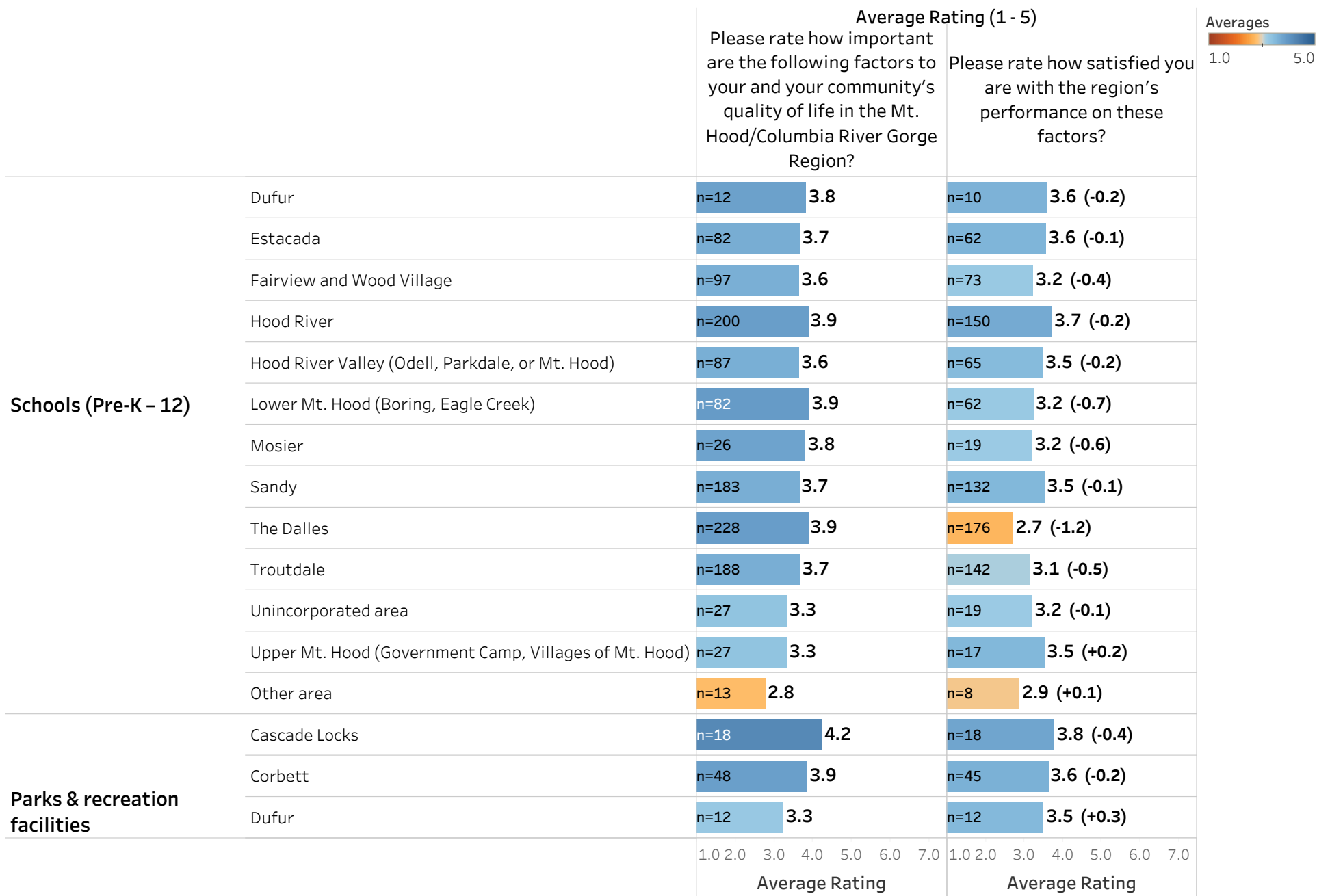
Source: RRC

## Importance vs. Satisfaction By Community



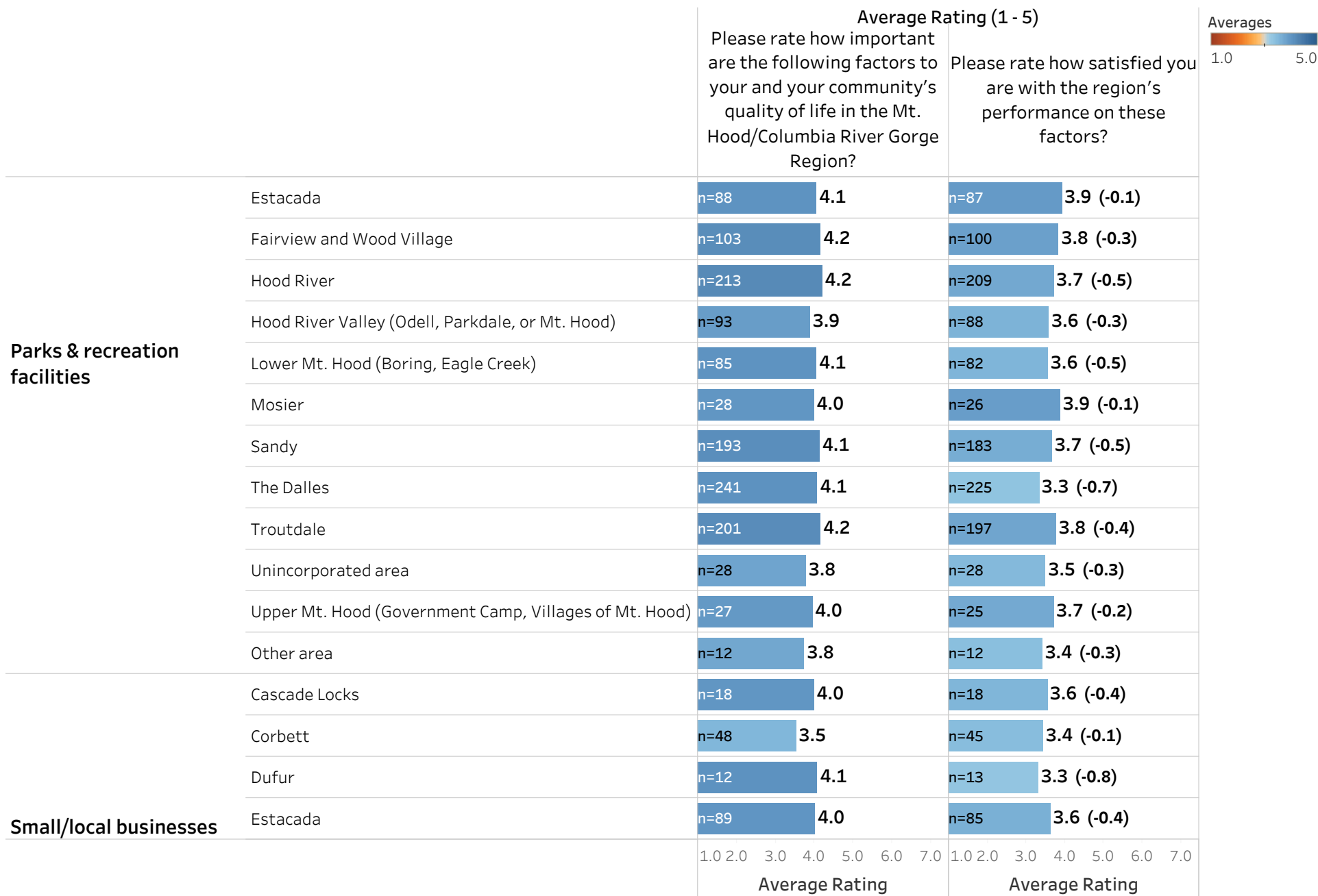
Source: RRC

## Importance vs. Satisfaction By Community



Source: RRC

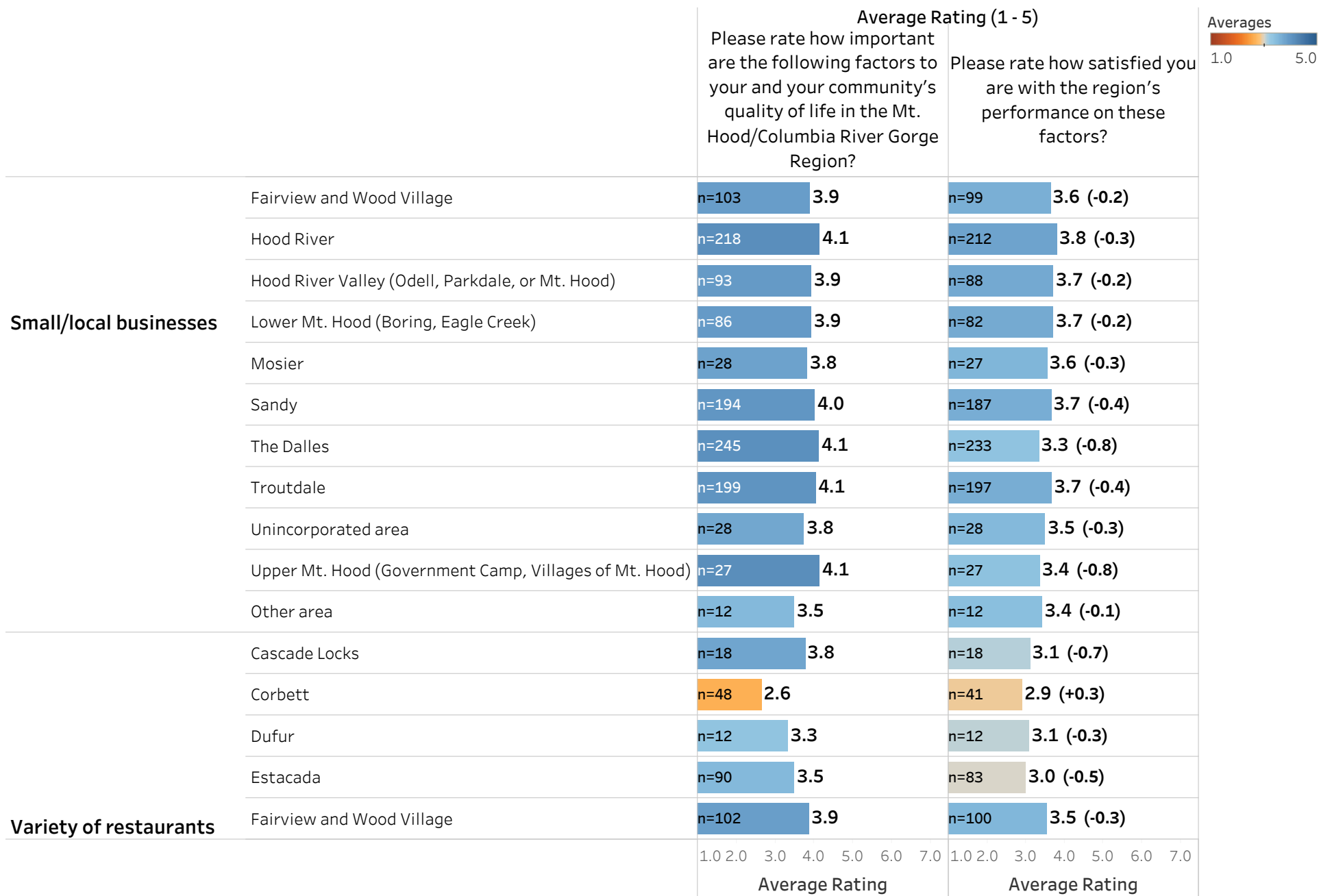
## Importance vs. Satisfaction By Community



Source: RRC

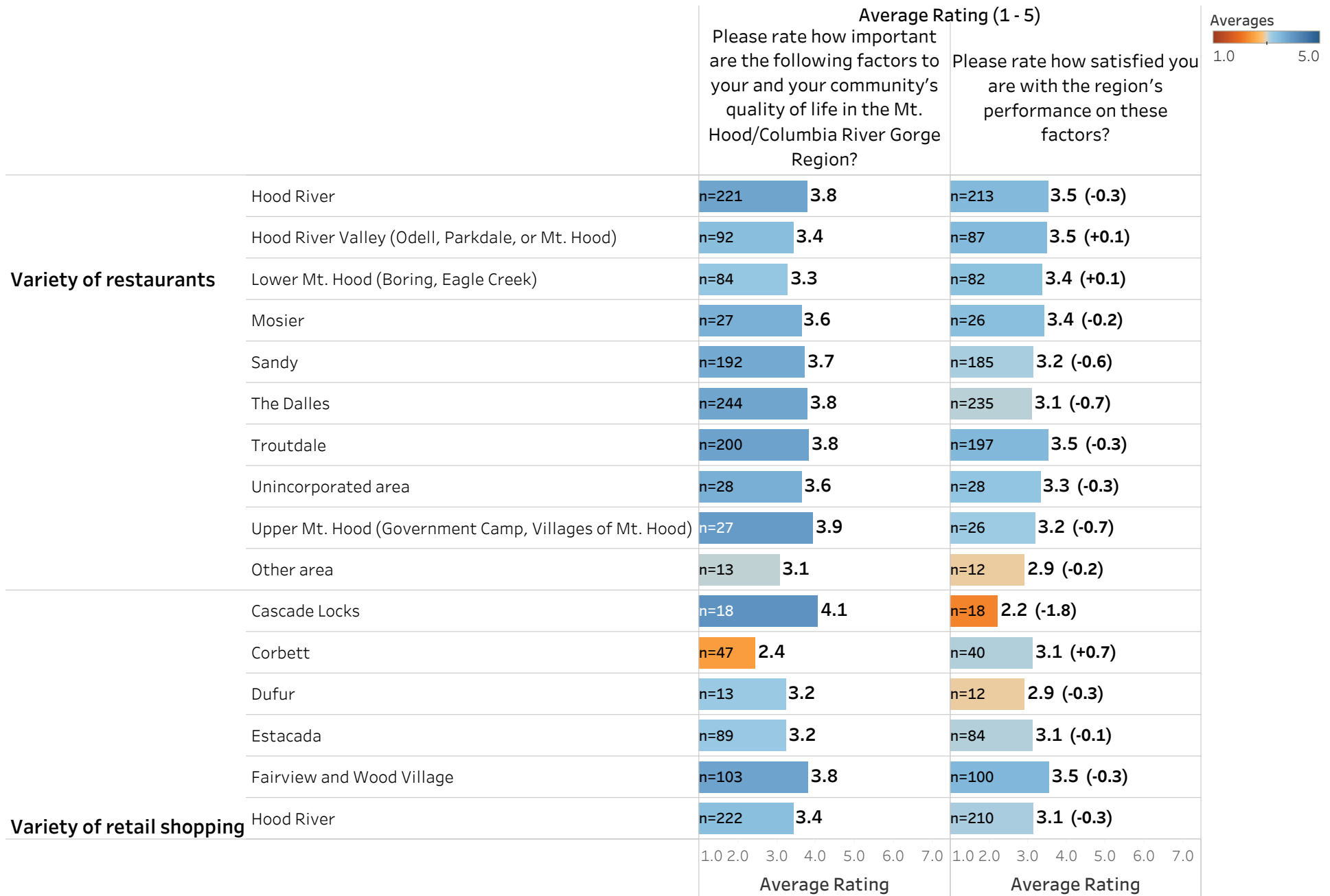


## Importance vs. Satisfaction By Community



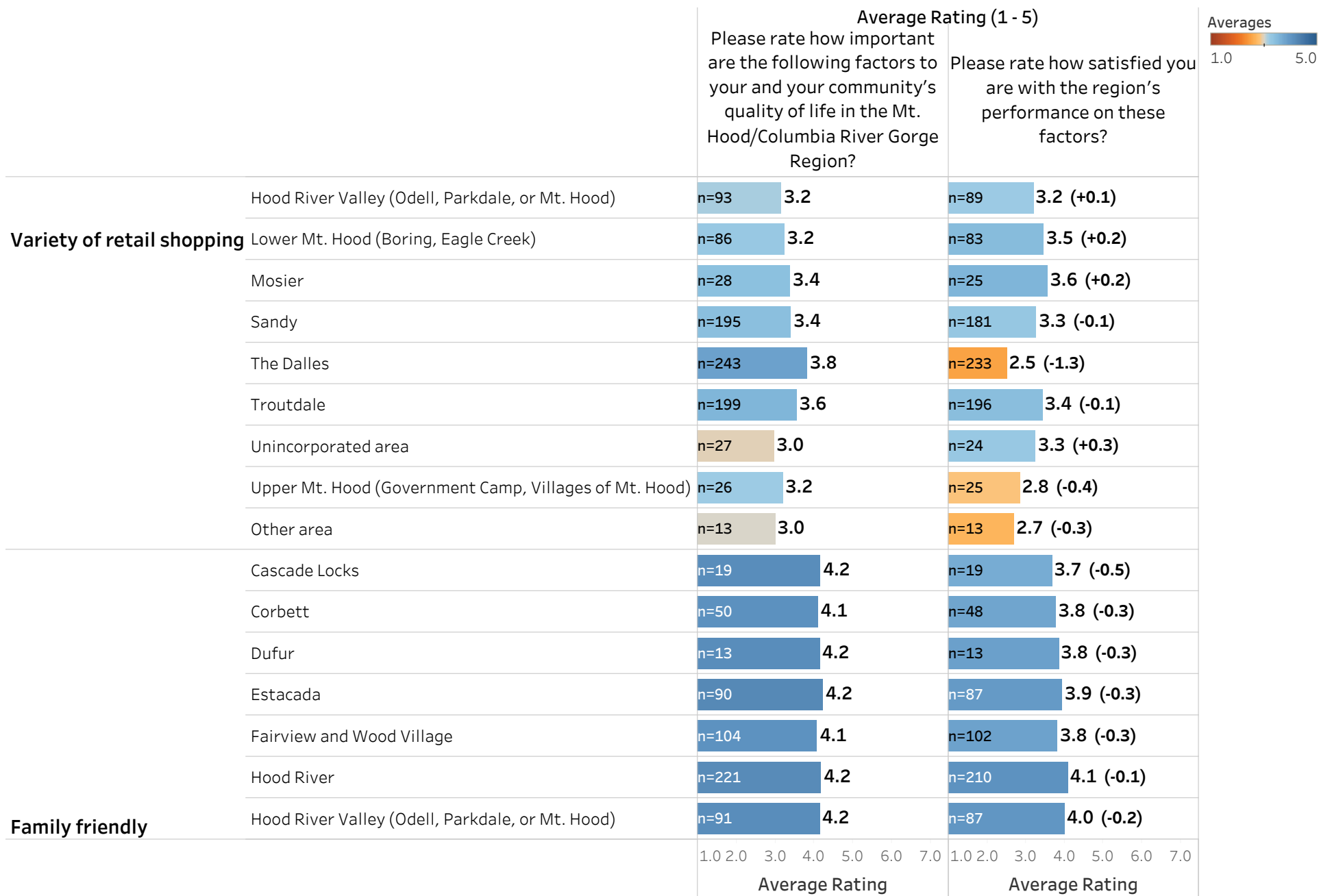
Source: RRC

## Importance vs. Satisfaction By Community



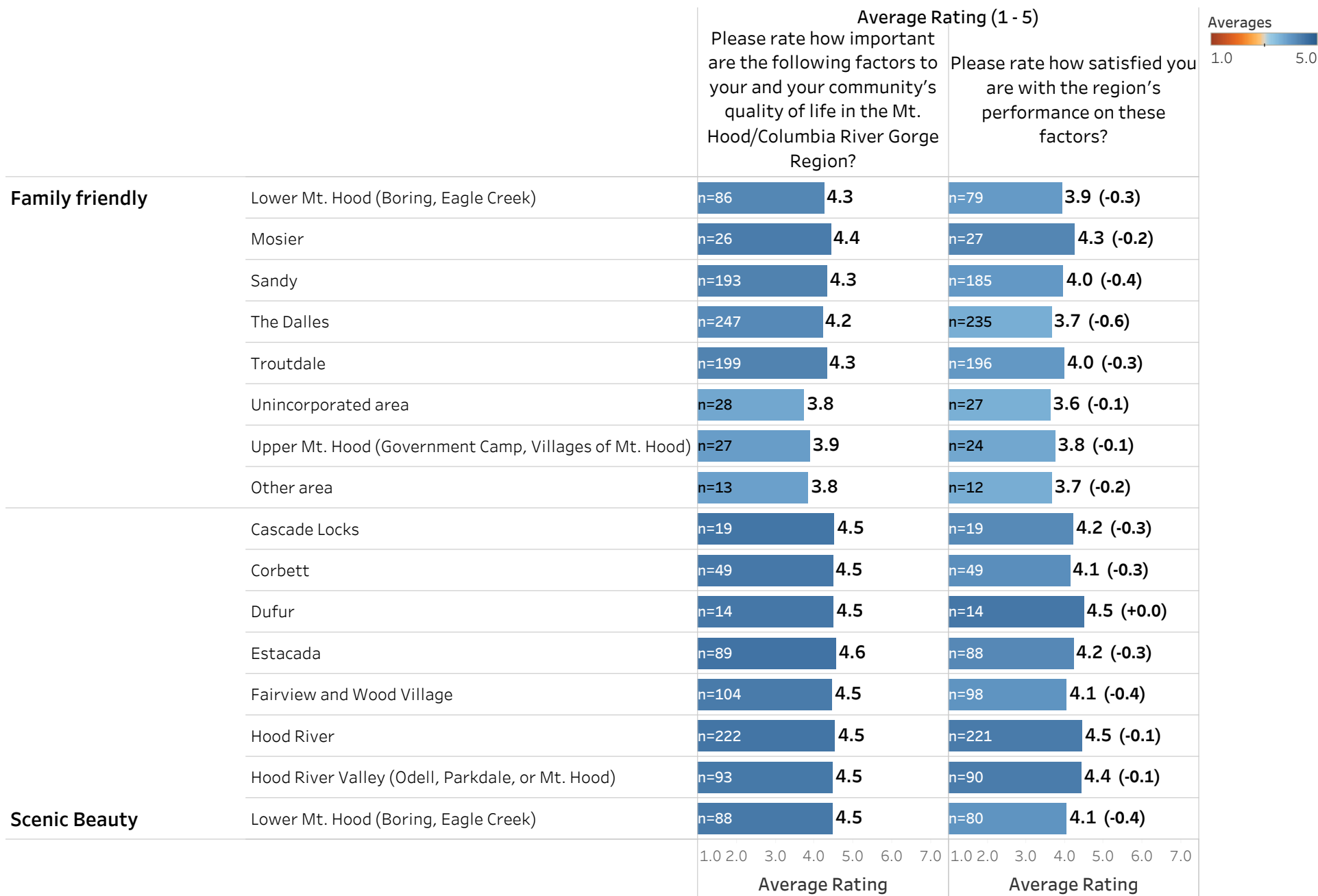
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## Importance vs. Satisfaction By Community



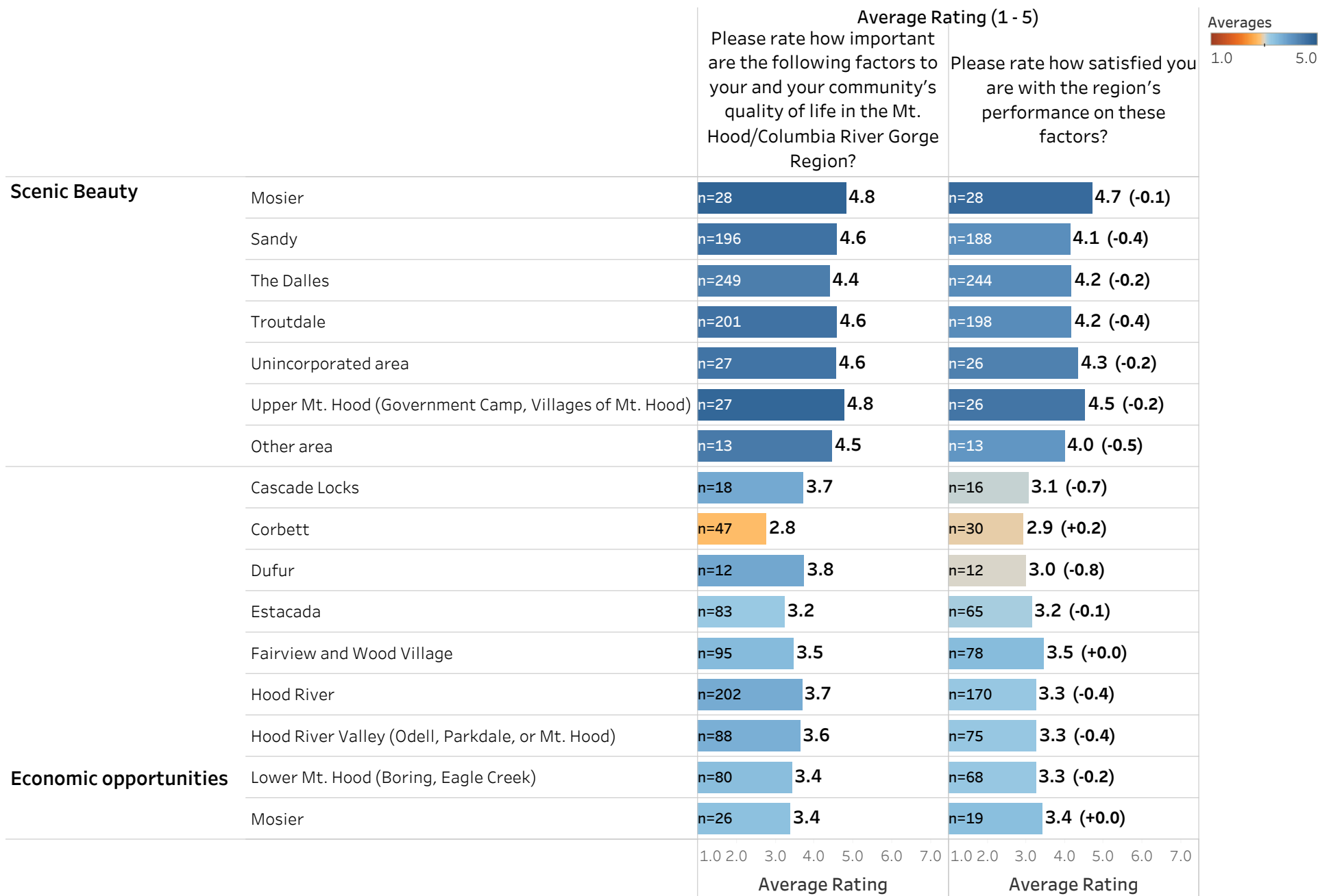
Source: RRC

## Importance vs. Satisfaction By Community



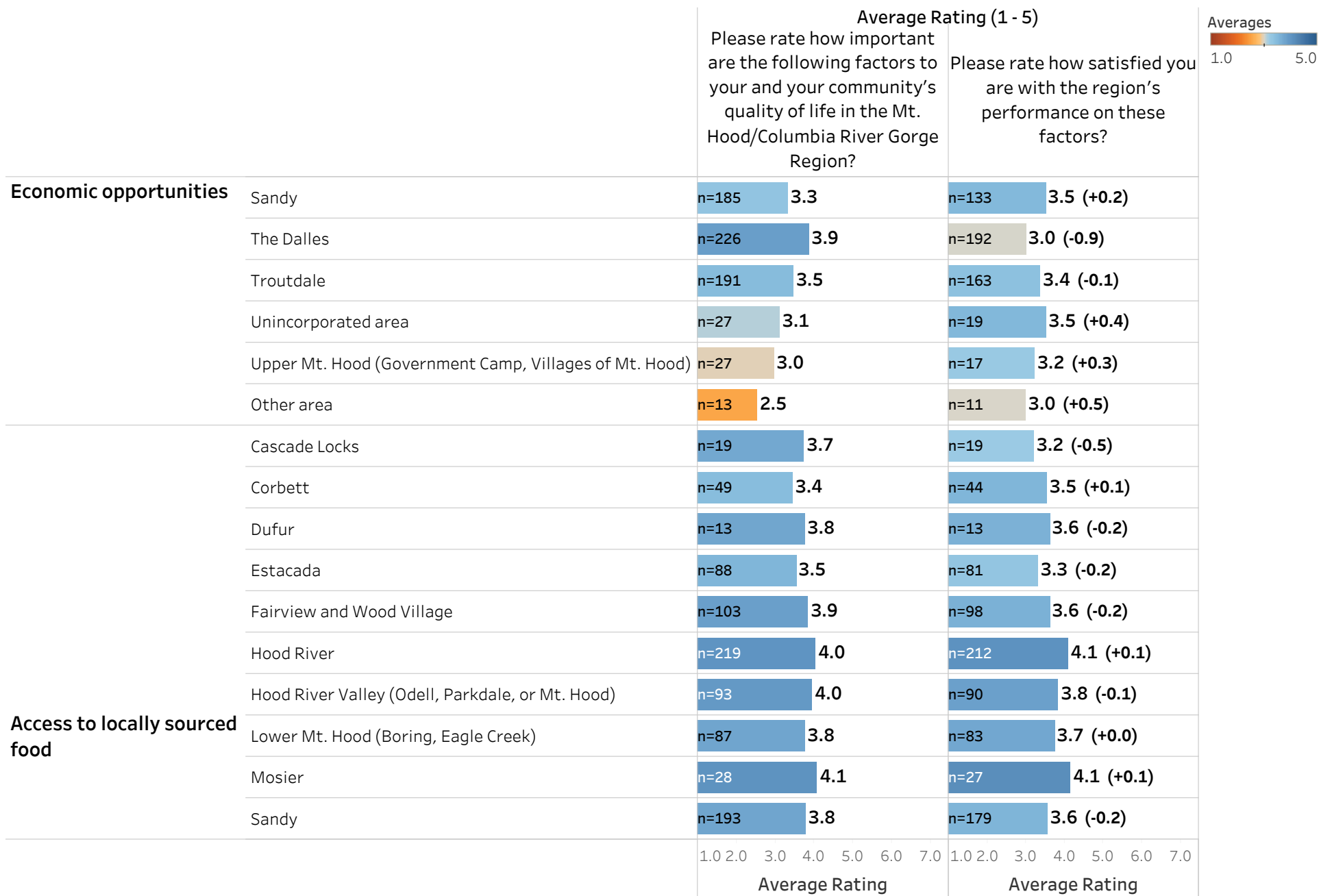
Source: RRC

## Importance vs. Satisfaction By Community



Source: RRC

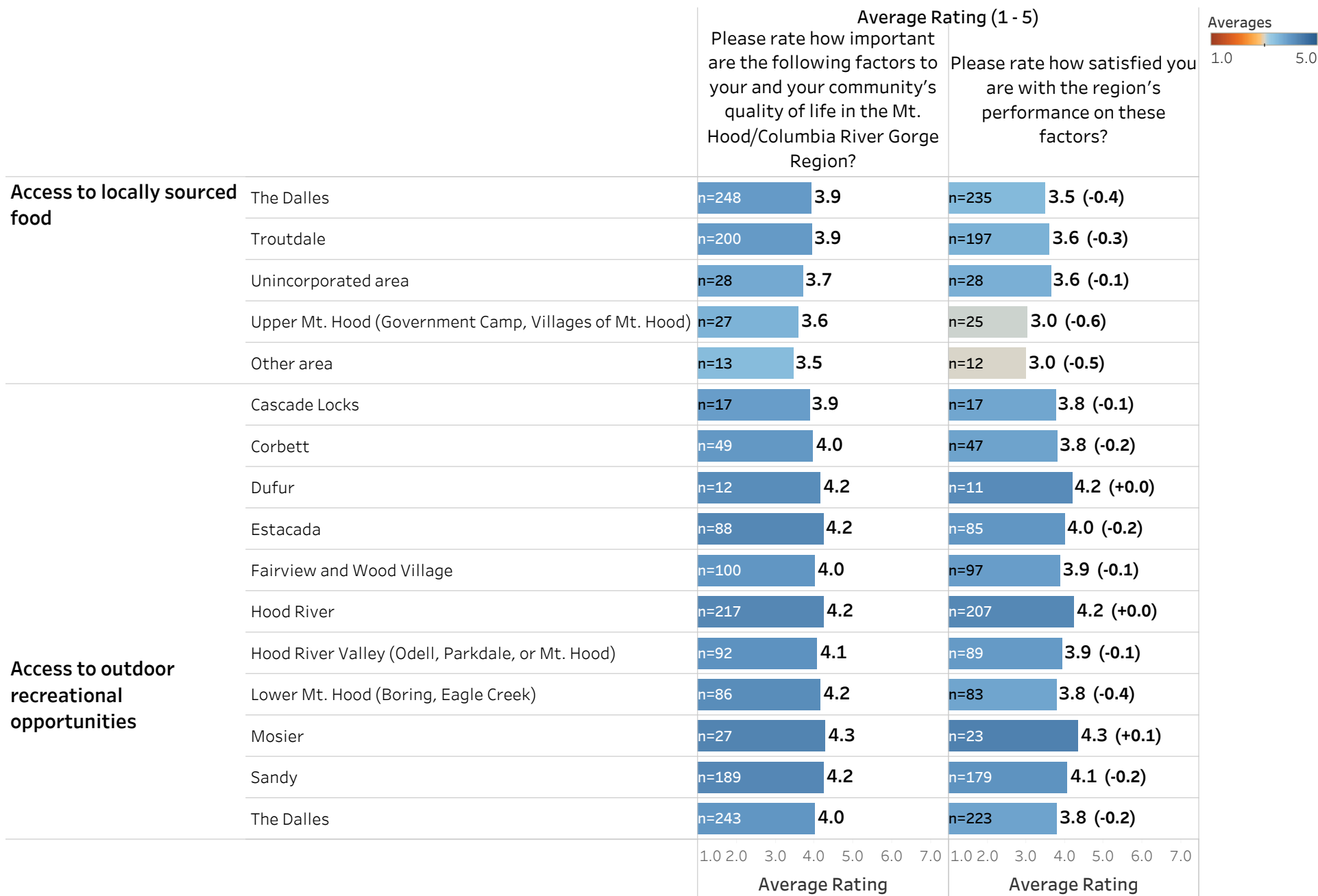
## Importance vs. Satisfaction By Community



Source: RRC

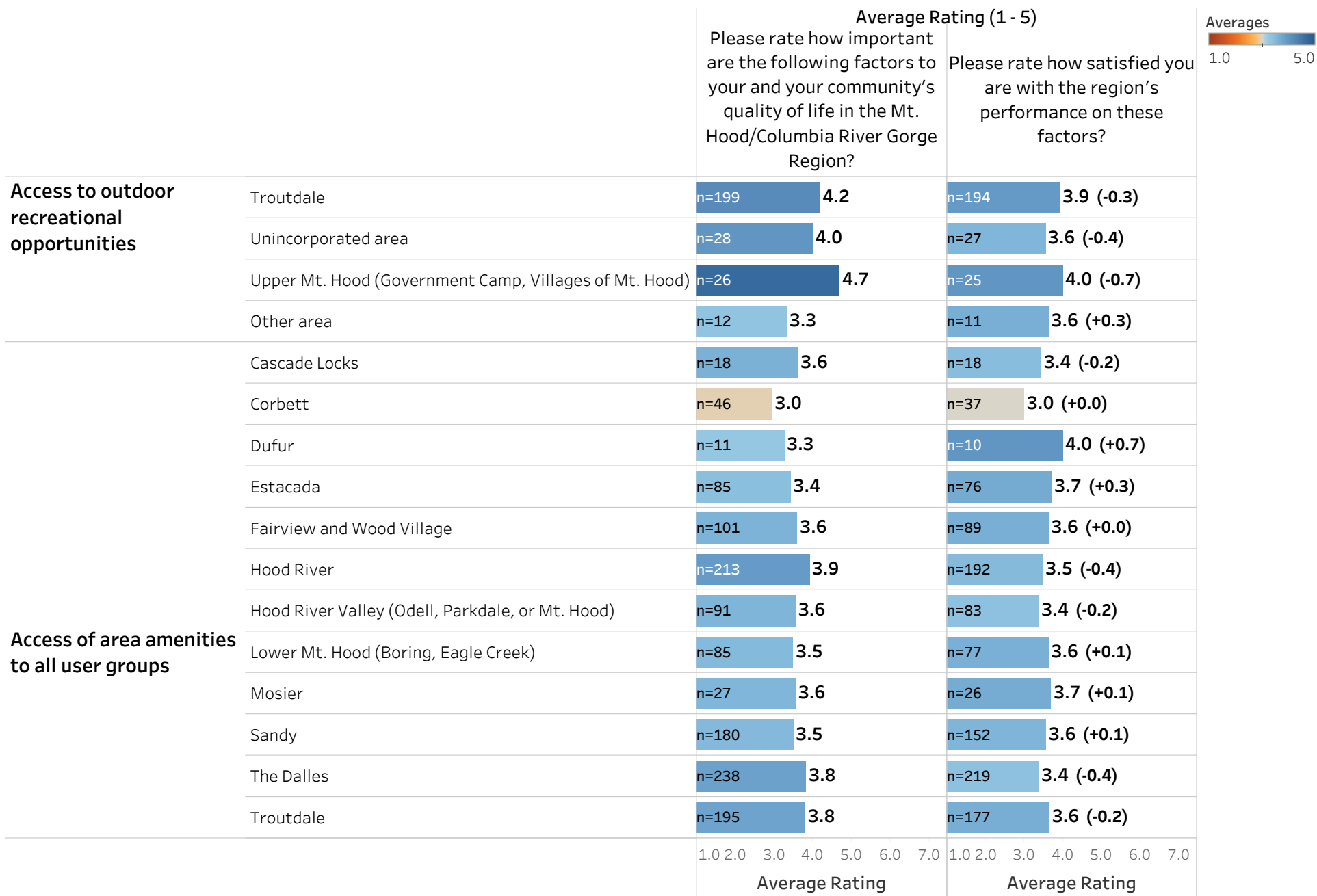


## Importance vs. Satisfaction By Community



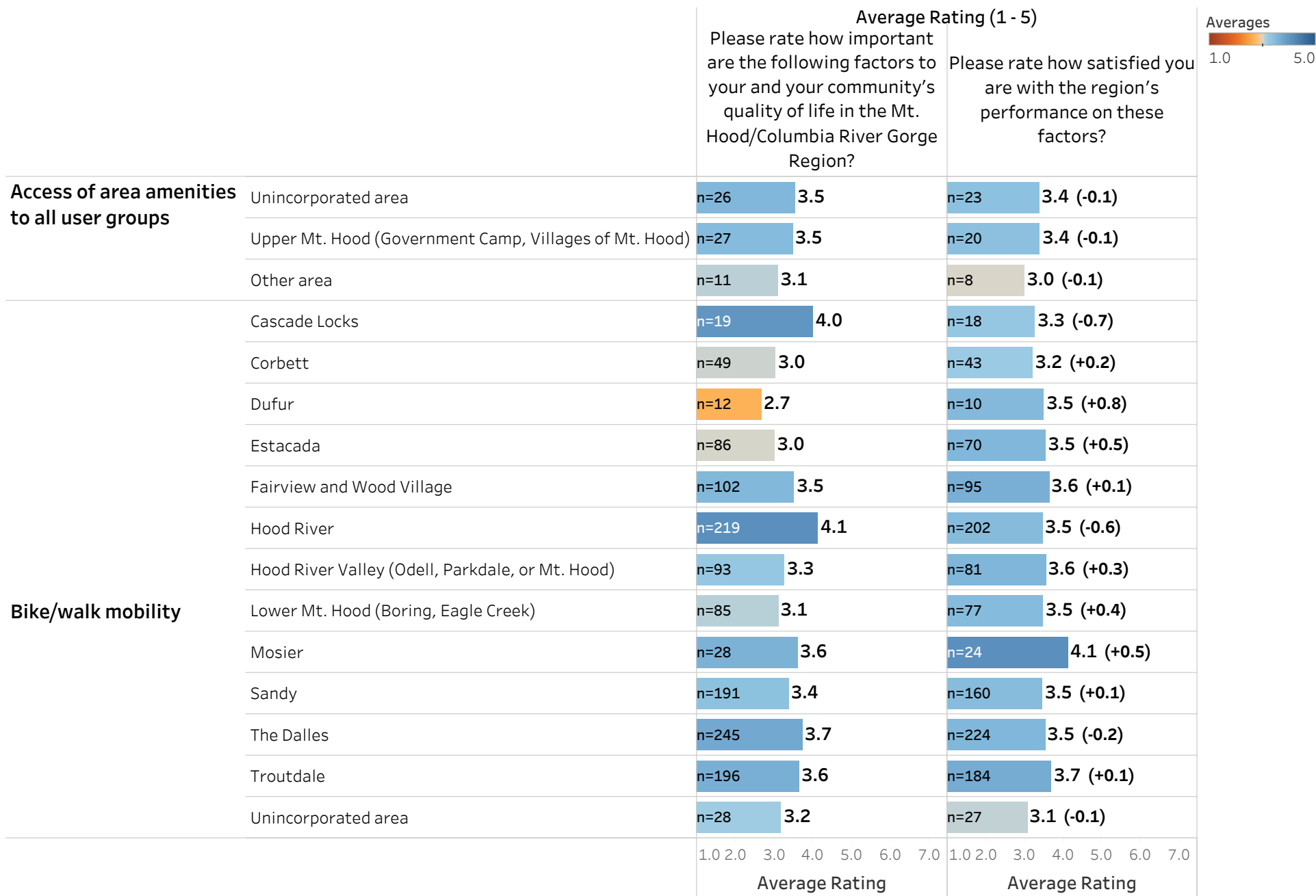
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## Importance vs. Satisfaction By Community



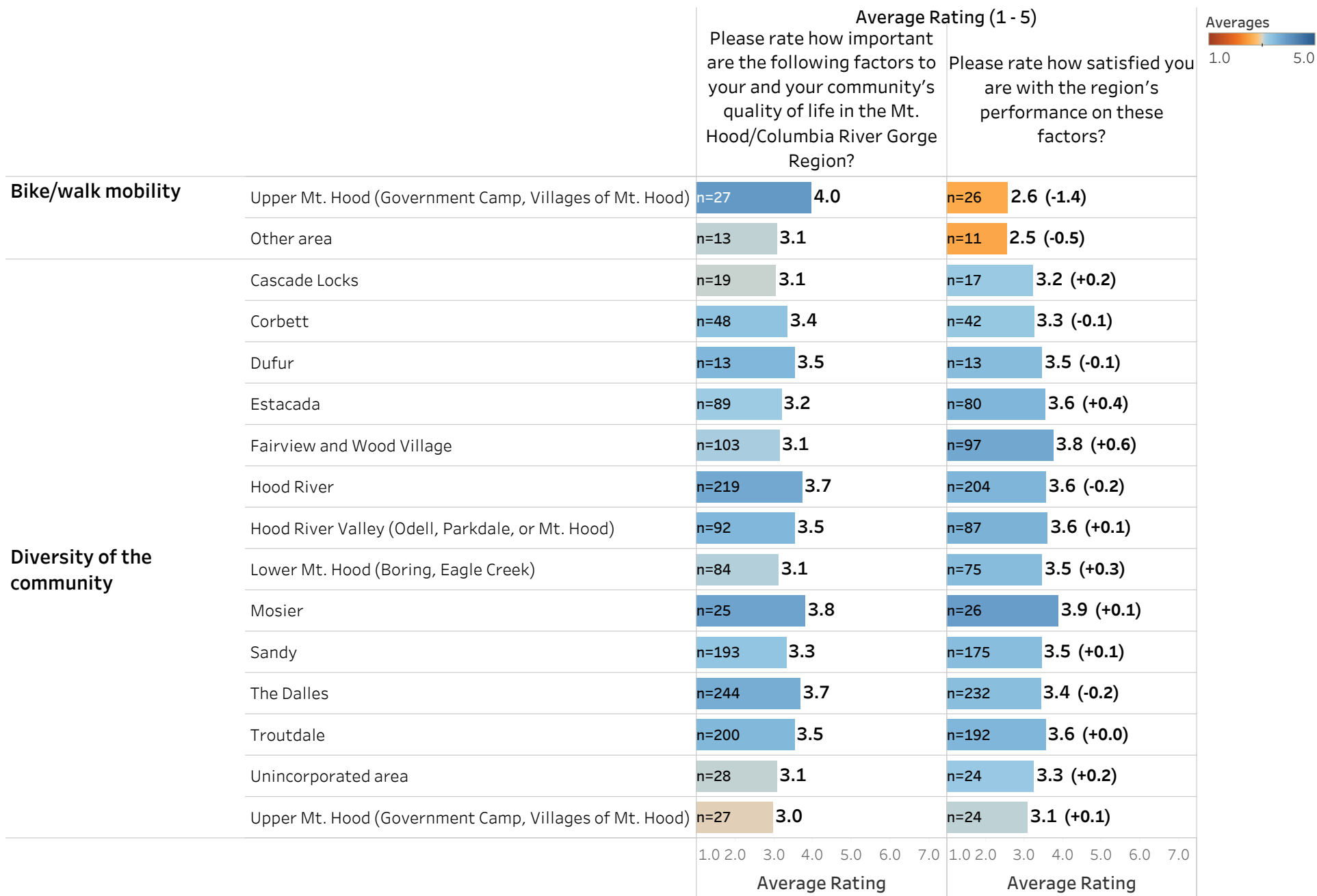
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## Importance vs. Satisfaction By Community



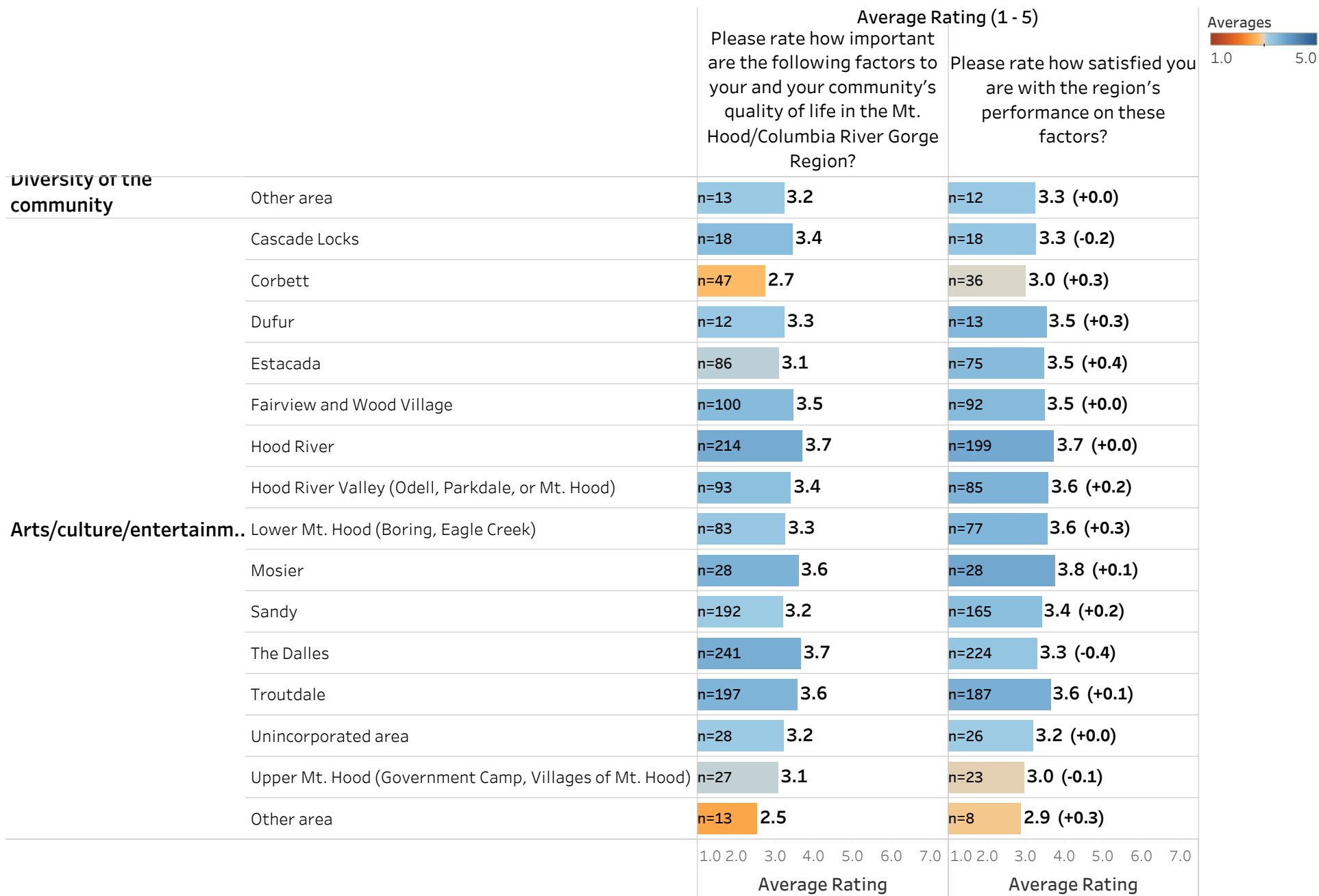
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## Importance vs. Satisfaction By Community



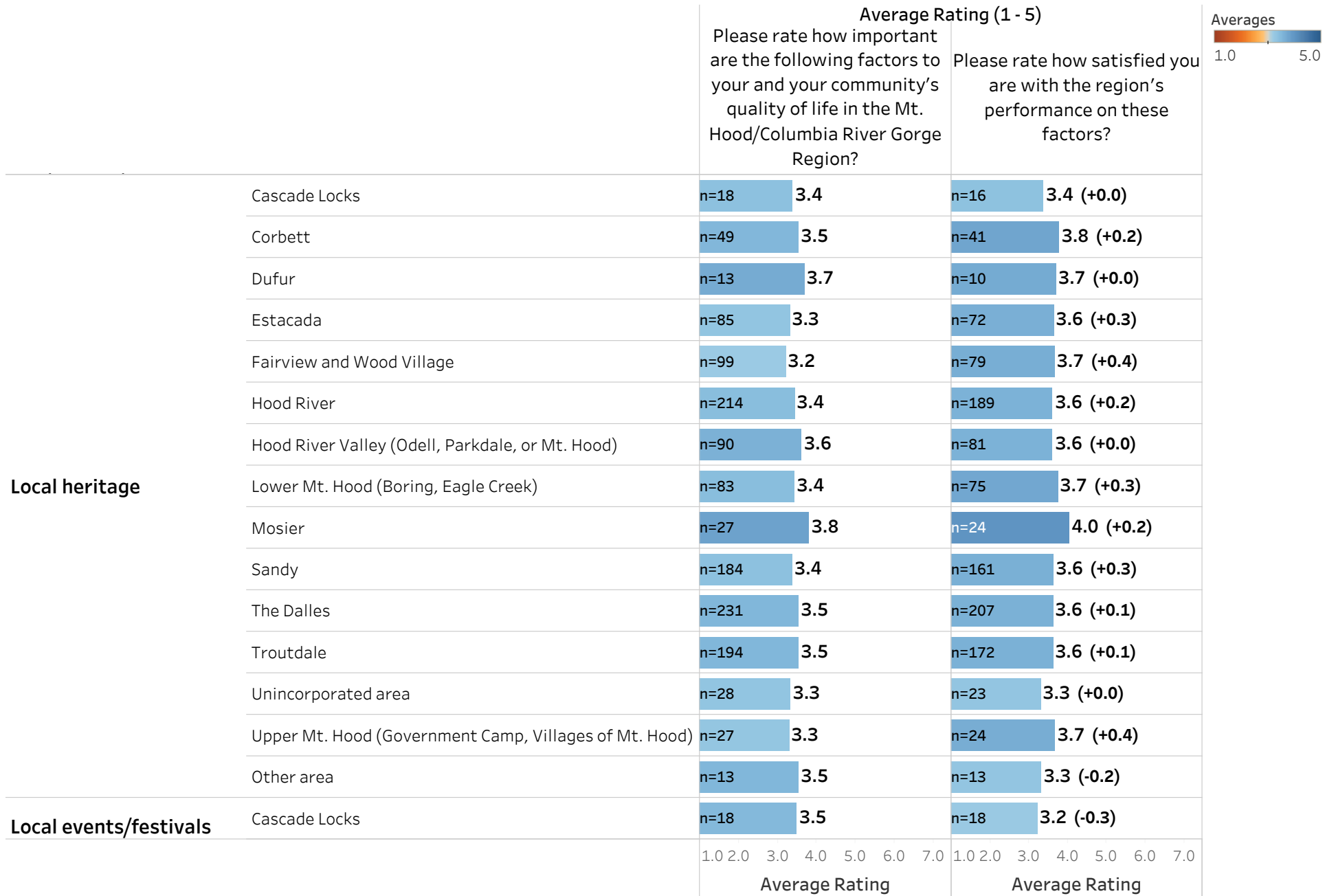
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## Importance vs. Satisfaction By Community



Source: RRC

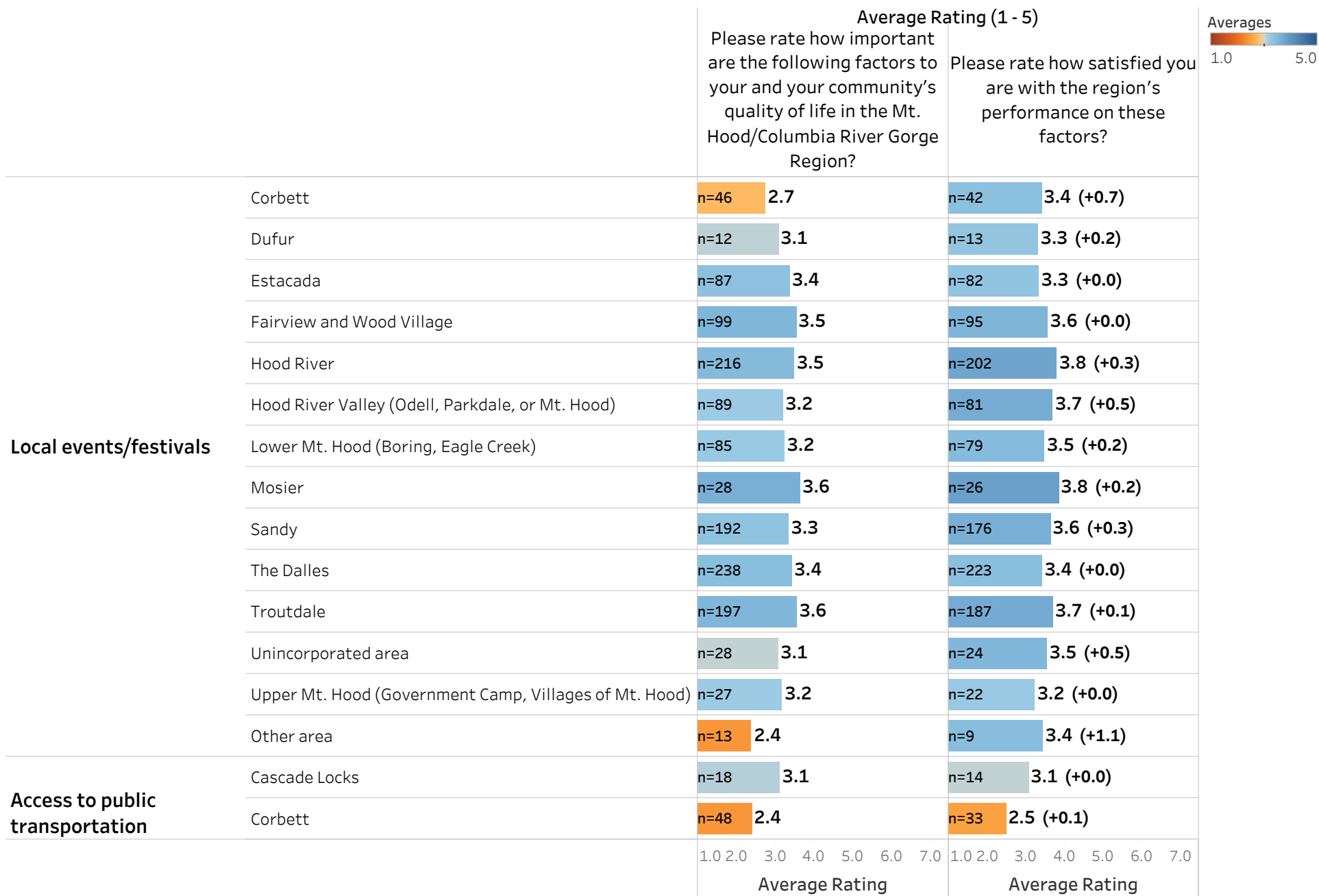
## Importance vs. Satisfaction By Community



Source: RRC

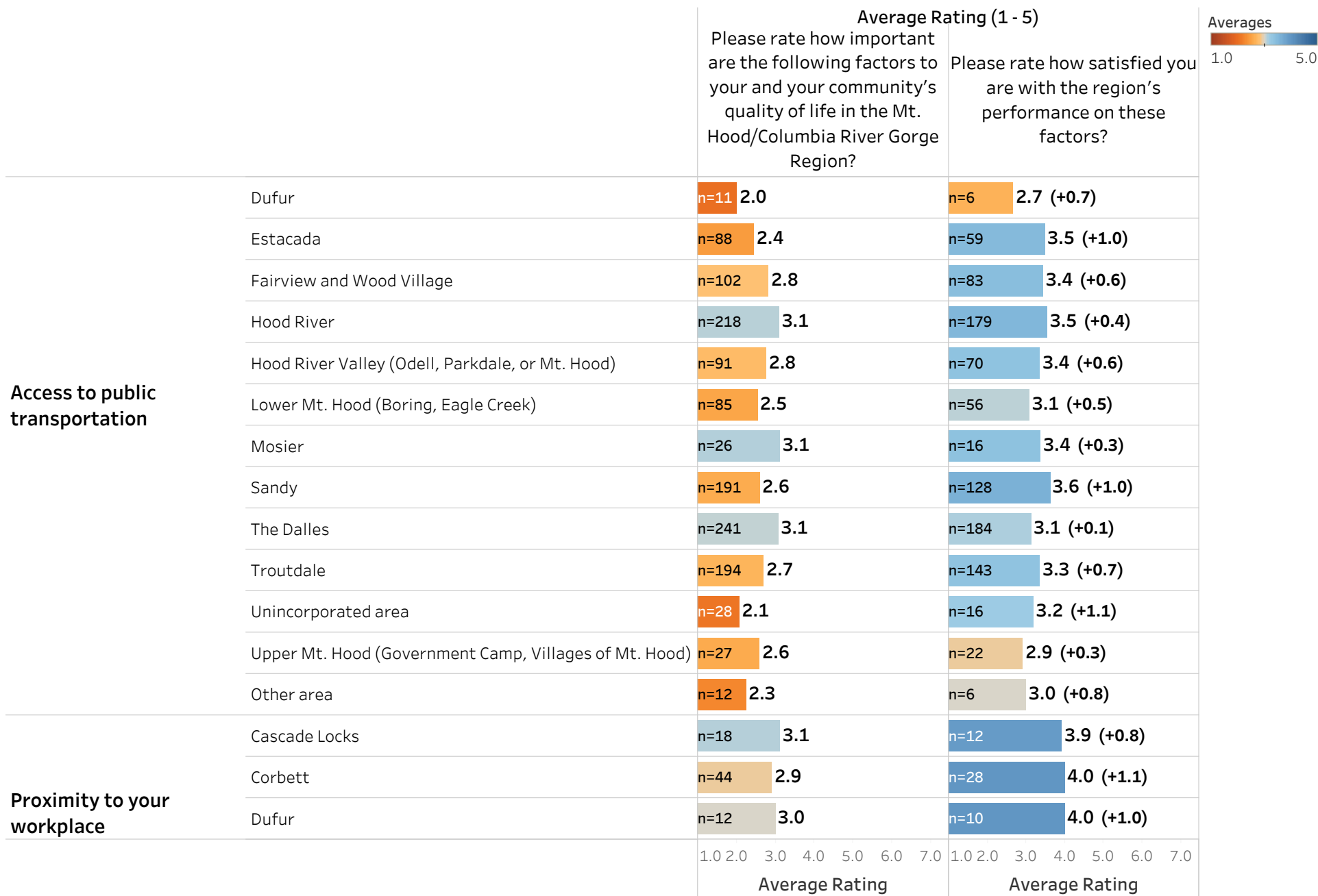


## Importance vs. Satisfaction By Community

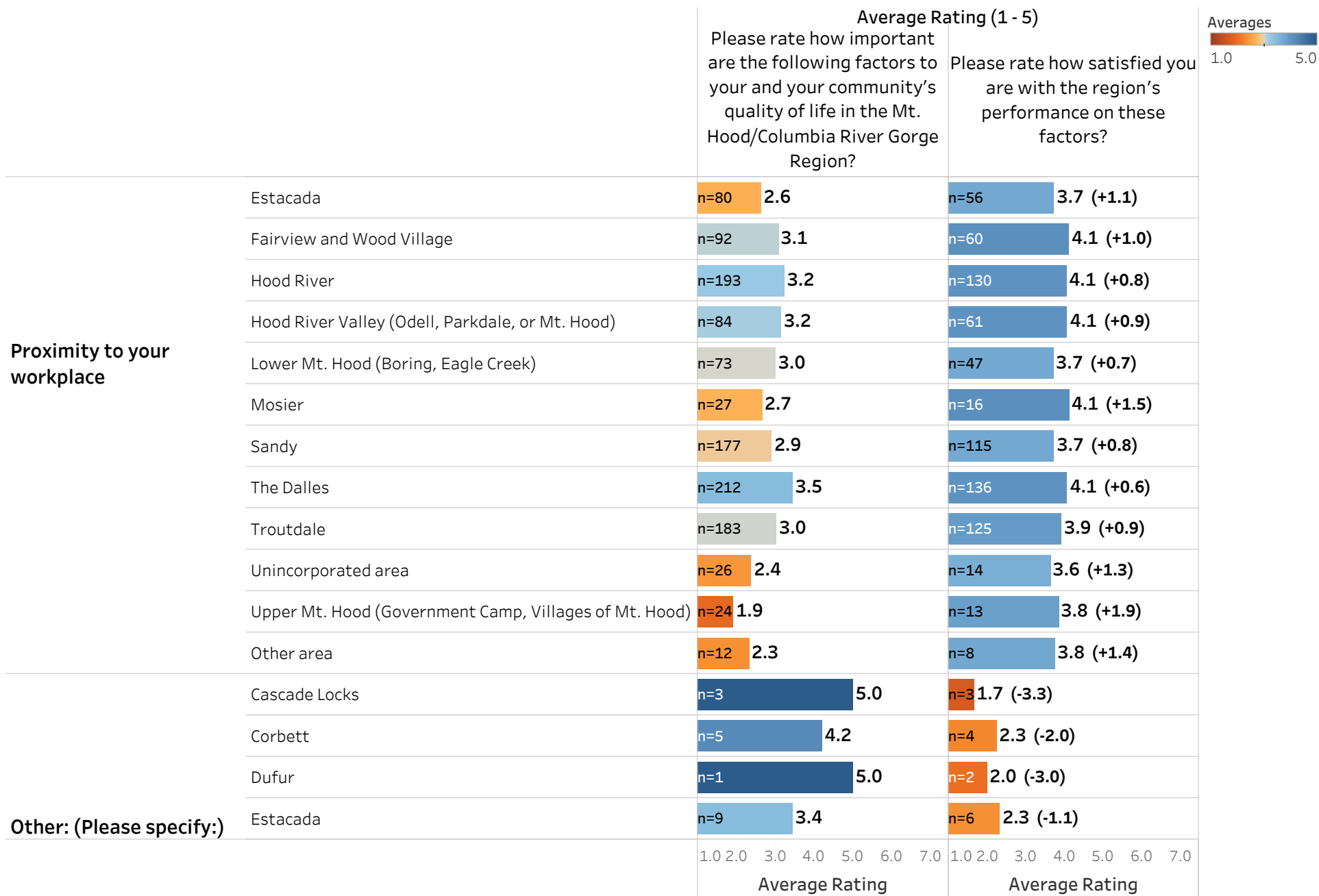


Source: RRC

## Importance vs. Satisfaction By Community

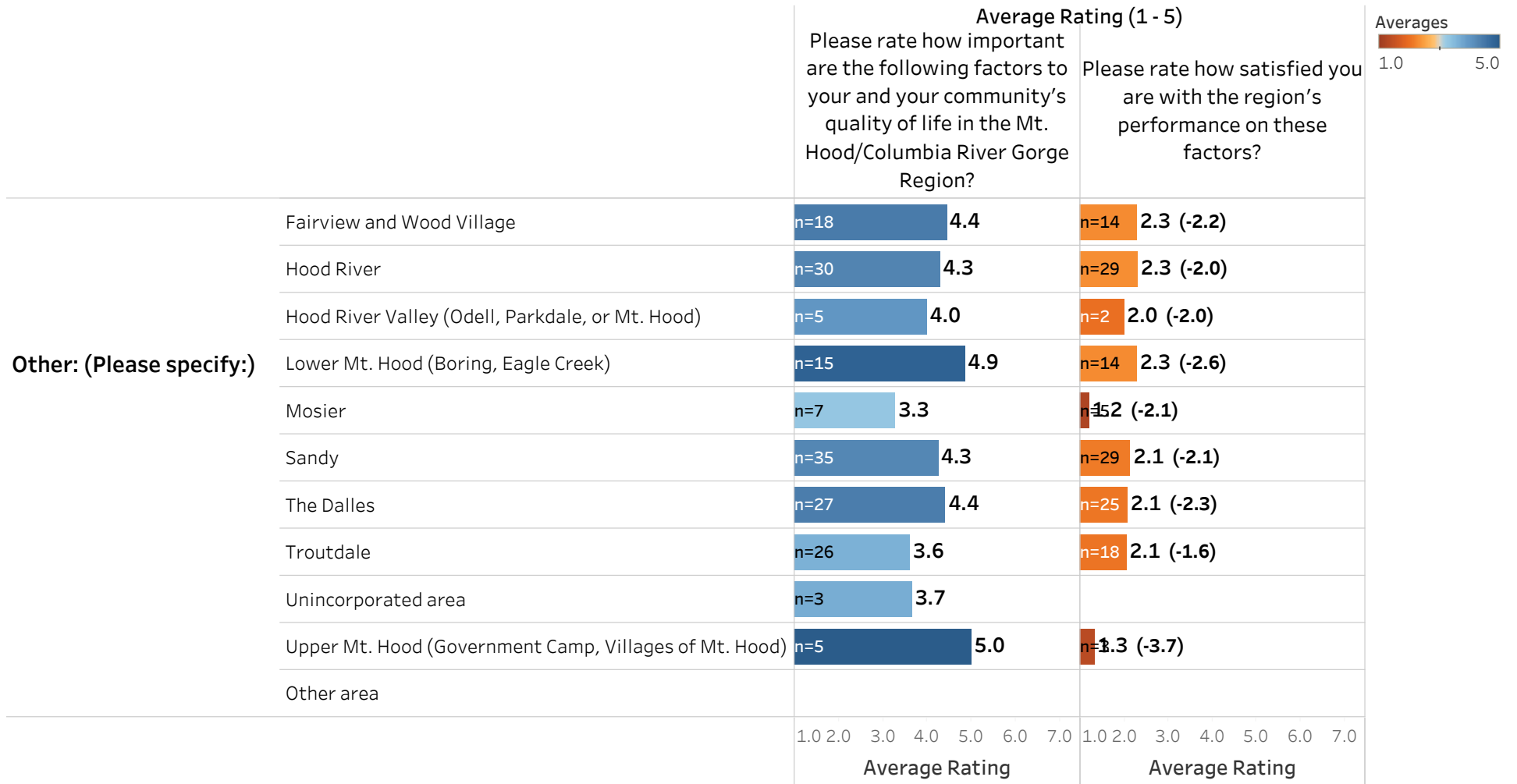


## Importance vs. Satisfaction By Community



Source: RRC

## Importance vs. Satisfaction By Community



Source: RRC