

Port Region Survey Results

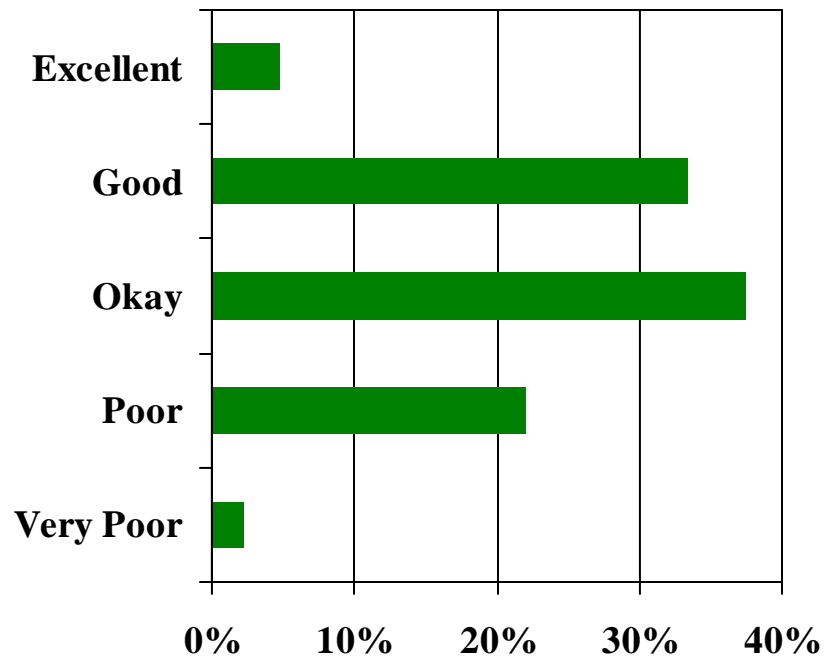
Prepared for the Economic Alliance
September 2007

Participation

- 417 people started the survey
- 220 completed 100% of questions
- Varied number of responses per question

Topic: Image

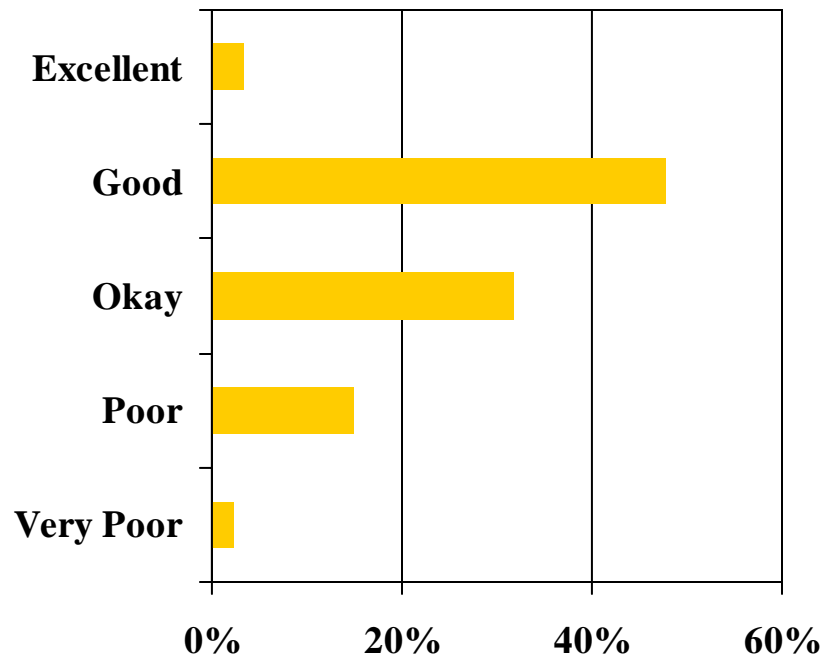
I feel that the overall external image of the Port Region is...



- Total responses: 272
- 70.96% chose “good” or “okay”
- Least chosen answer: “very poor” (2.21%)

Topic: Image

I feel that the overall internal image of the Port Region is...



- Total responses: 268
- 79.48% chose “good” or “okay”
- Least chosen answer: “very poor” (2.24%)

Topic: Image

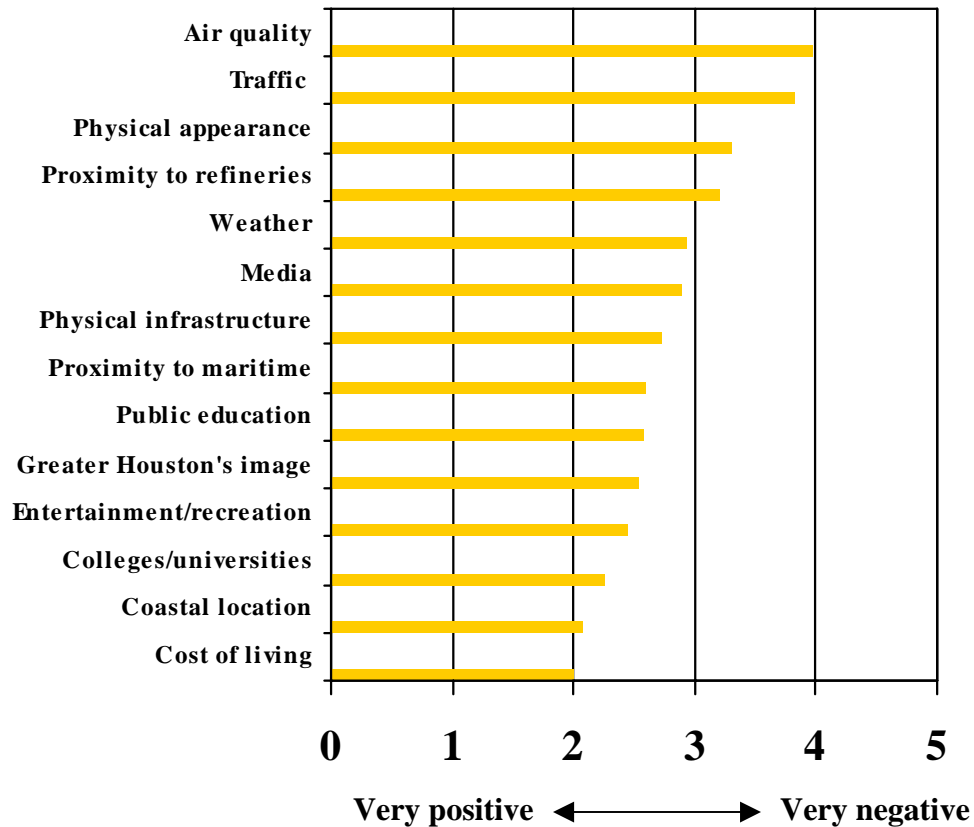
External Image versus Internal Image

	Internal	External
<i>Excellent</i>	3.36%	4.78%
<i>Good</i>	47.46%	33.46%
<i>Okay</i>	31.72%	37.50%
<i>Poor</i>	14.93%	22.06%
<i>Very Poor</i>	2.24%	2.21%

The Port Region's internal image is more positive than external image. "Internal image" refers to community pride, how people living and working here view the Port Region. "External image" refers to the perceptions of the Houston Port Region by people living and working outside of the region.

Topic: External Image

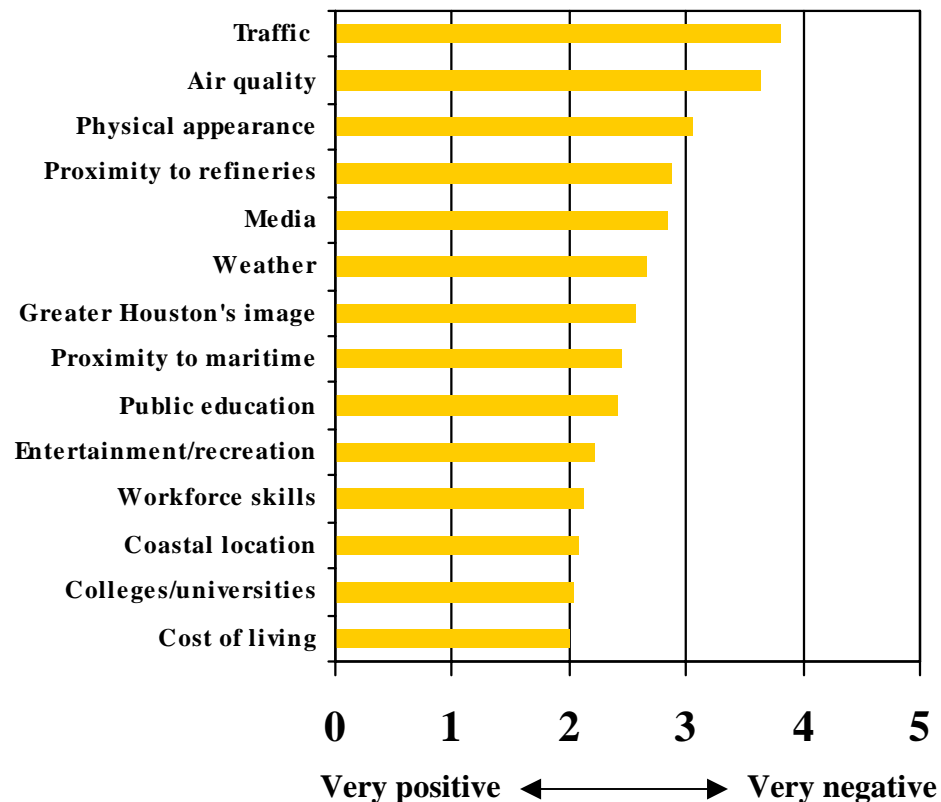
Rank the following factors on a scale of 1 to 5 based on the impact that they have on the external image of our region. (1 = factors that result in a very positive image of our community; 3 = neutral; and 5 = factors that result in a very negative image of our community.)



- Total responses: 273
- Cost of living and coastal location were ranked as having the most positive influence on the Port Region's external image
- Air quality, traffic congestion, and physical appearance were ranked as having the most negative influence on the Port Region's external image

Topic: Internal Image

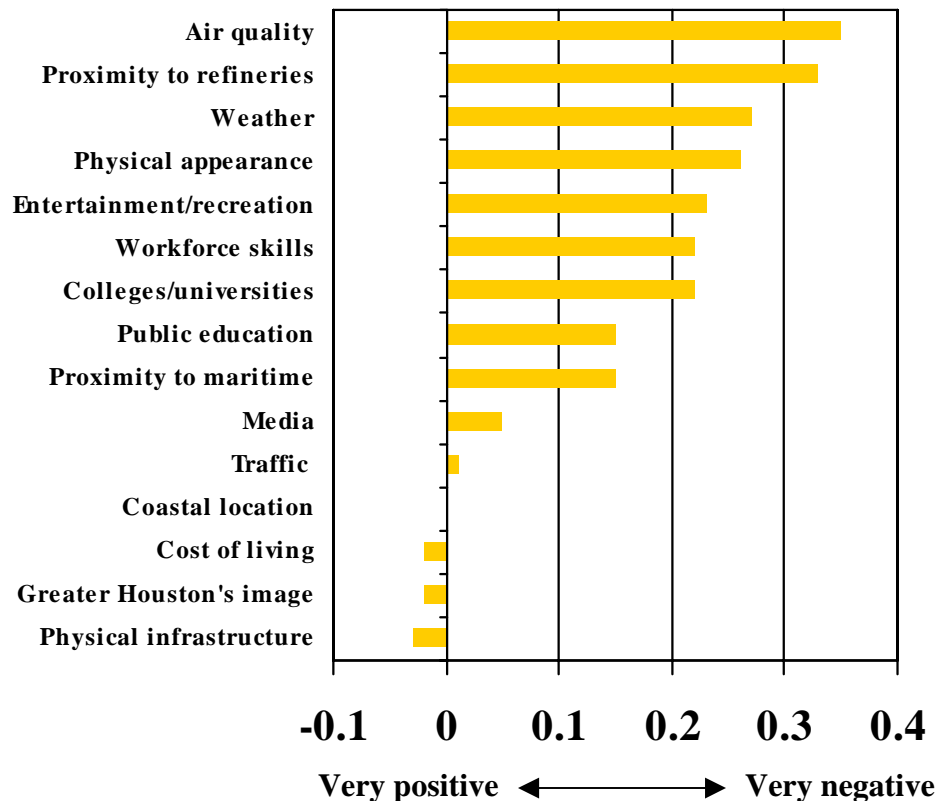
Rank the following factors on a scale of 1 to 5 based on the impact that they have on way that local residents view our region. (1 = factors that result in a very positive internal image of our community; 3 = neutral; and 5 = factors that result in a very negative internal image of our community.)



- Total responses: 271
- Cost of living, colleges / universities, and coastal location were ranked as having the most positive influence on the Port Region's internal image
- Traffic congestion, air quality, and physical appearance were ranked as having the most negative influence on the Port Region's internal image

Topic: External vs. Internal Image

The following chart shows the gap between the external image and the local image. A high number indicates that local residents believe the factor is viewed much worse than the actual local experience. Negative numbers indicate that locals believe the factor is actually worse than outsiders perceive.

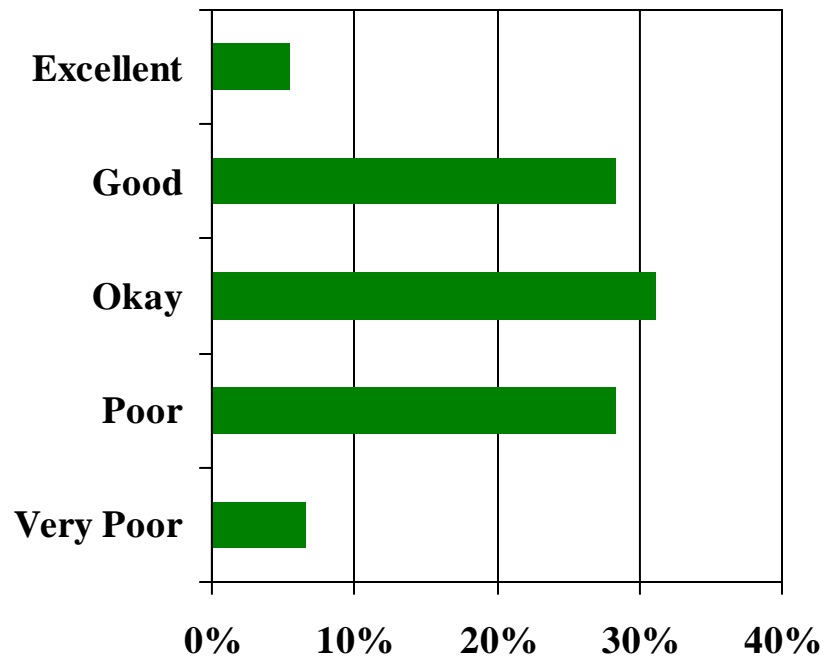


- Total responses: 271
- Locals believe that outsiders view air quality, proximity to the refineries, weather, and appearance much worse than local view them.
- Locals believe that cost of living, the Houston image, and physical infrastructure is actually better than outsiders perceive.

Topic: Petrochemical Industry

Image

I feel that the external image of Houston's petrochemical industry is...

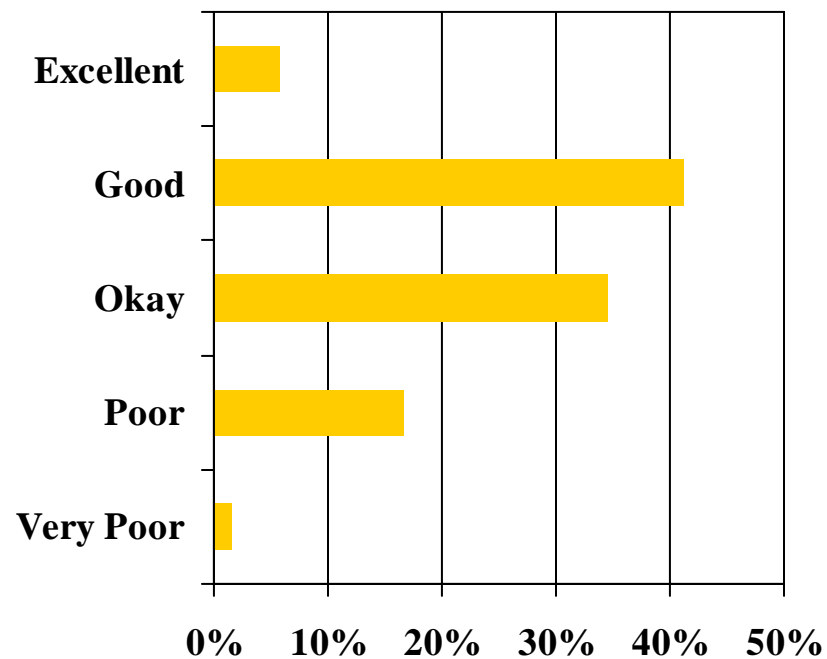


- Total responses: 257
- 59.53% chose “good” or “okay”
- Least chosen answer: “very poor” (6.61%)

Topic: Petrochemical Industry

Image

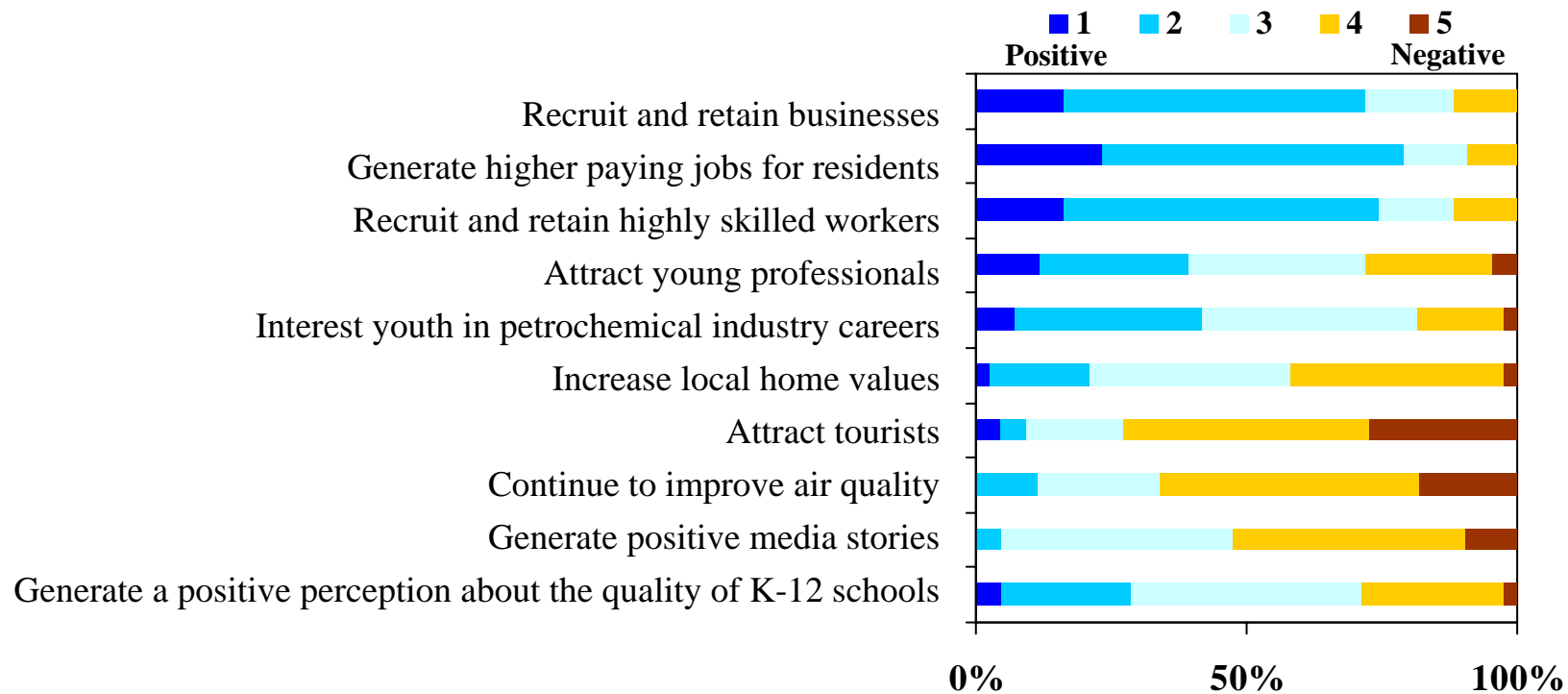
The perception of Houston's petrochemical industry by people living and working in the Port Region is:



- Total responses: 257
- 75.88% chose “good” or “okay”
- Least chosen answer: “very poor” (1.56%)

Topic: Petrochemical Industry

On a scale of 1 to 5 (1=very positive, 5 = very negative), how does the petrochemical industry affect the Port Region's ability to do the following:

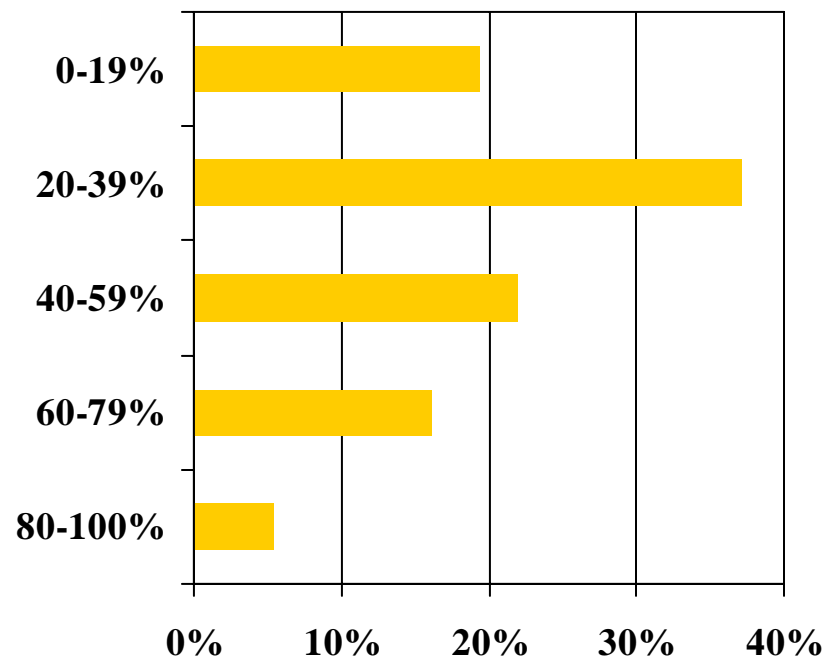


- Residents believe the local image supports attracting jobs and workers, but believe that poor image hinders tourism and air quality improvements

Topic: Petrochemical Tax Revenue

In your opinion, what percentage of total local tax revenue should come from local petrochemical companies? (0%-100%)

Responses by Percentage Range

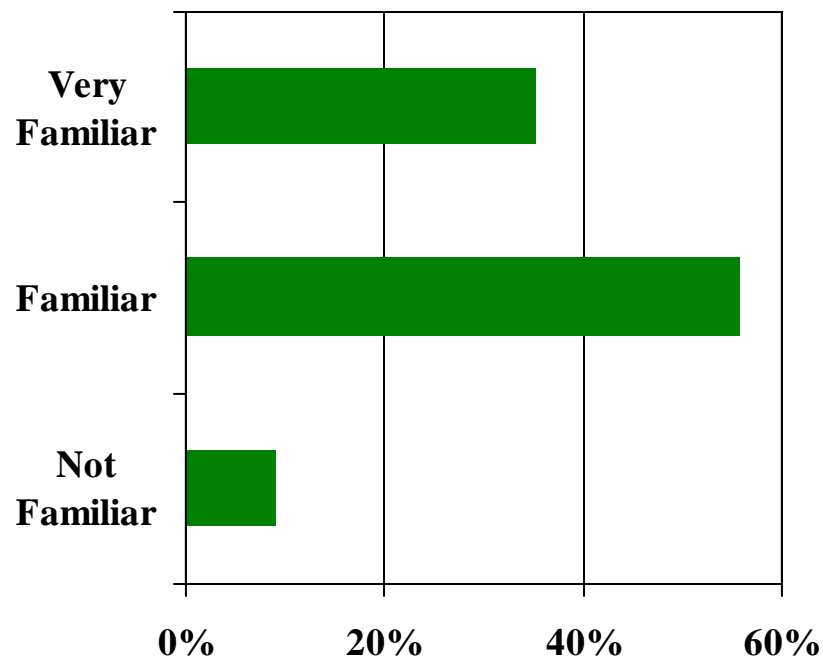


- Total responses: 186
- 57% inputted less than 40%
- 5% inputted more than 80%
- Average response: 38%

Topic: Petrochemical Industry

Familiarity

How familiar are you with the products manufactured by petrochemical companies located in the Port Region?



- Total responses: 253
- 90.91% chose “familiar” or “very familiar”
- When asked whether “you or one of your family members is employed by a petrochemical company or supplier, 58.3% of respondents said “no.”

Topic: Petrochemical Industry

Familiarity

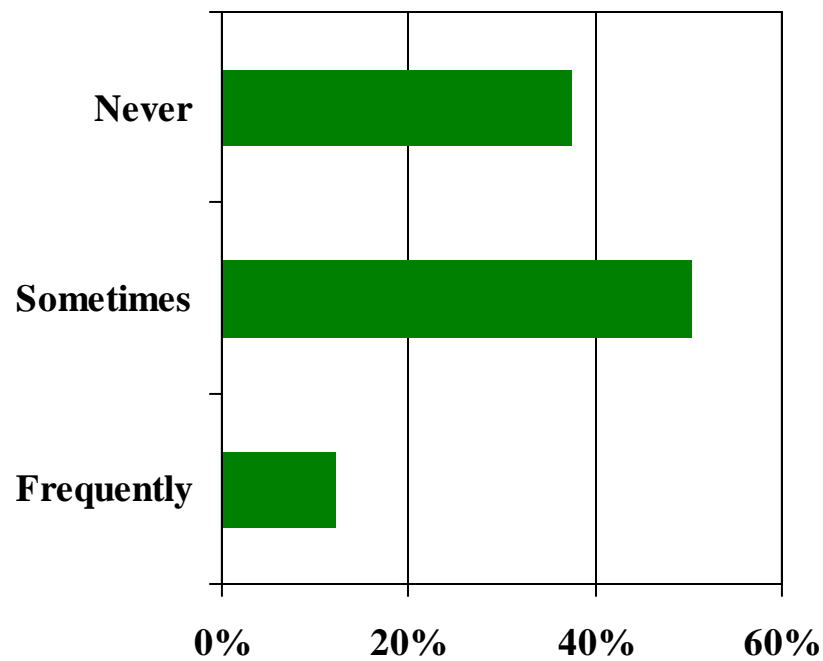
We are considering ways to acquaint Port Region residents with the processes and products of local petrochemical companies. How likely would you be to participate in the following programs...

	Likelihood (1=very likely; 3=not likely)
<i>Tour a petrochemical facility to see how one operates</i>	1.992
<i>Tour a petrochemical facility to see how safety measures are utilized</i>	2.035
<i>Tour a petrochemical facility to learn about its environmental protection measures</i>	1.972
<i>Encourage your children to take part in a petrochemical industry education program</i>	2.133
<i>Take your children on a tour of a petrochemical facility</i>	2.317

255 total responses

Topic: Transportation

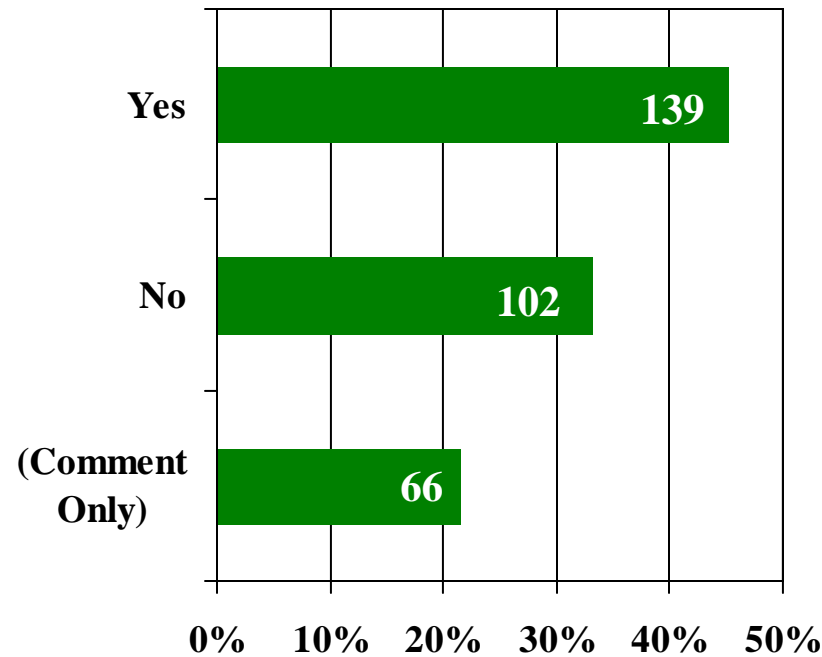
How often do trains delay your daily commute?



- Total responses: 256
- 87.89% chose “never” or “sometimes”
- Least chosen option, “frequently” (12.11%)

Topic: Transportation

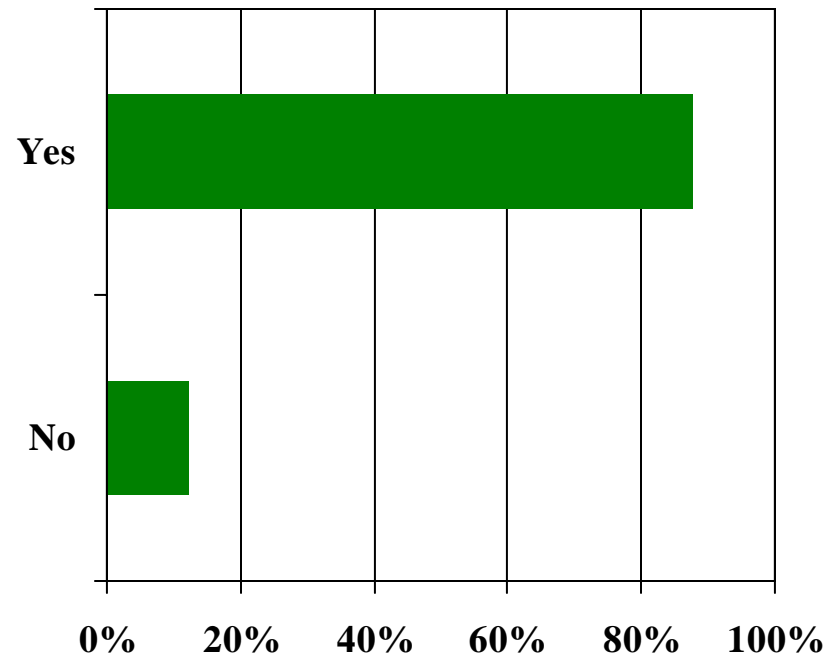
If commuter rail became available in the Port Region, would you use it?



- Total responses: 307
- Of those, 66 provided comments instead of answering “yes” or “no”
- Comments will be provided in a separate report

Topic: Transportation

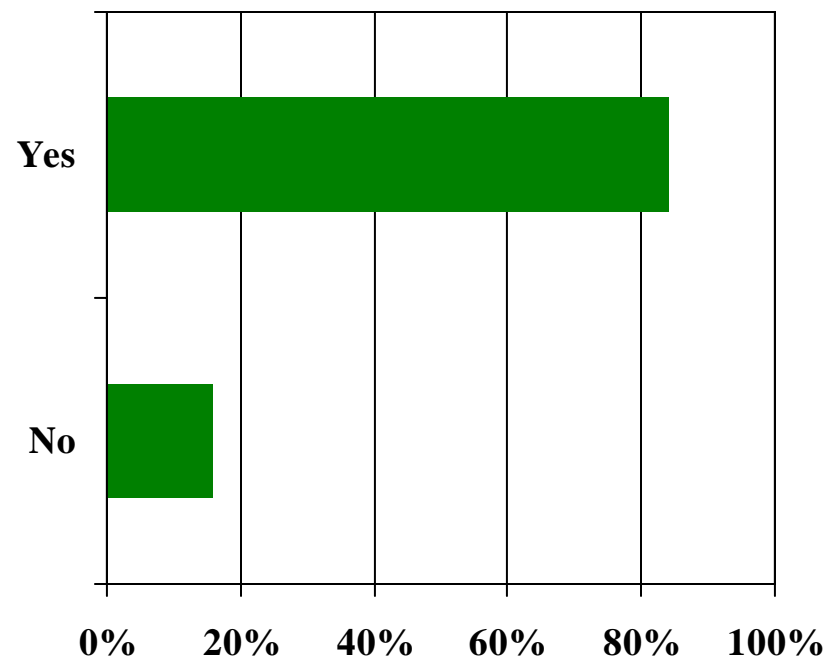
If freight rail were routed in a direction away from downtown, would you be in favor of using the tracks for commuter rail?



- Total responses: 254
- 87.80% answered “yes”

Topic: Transportation

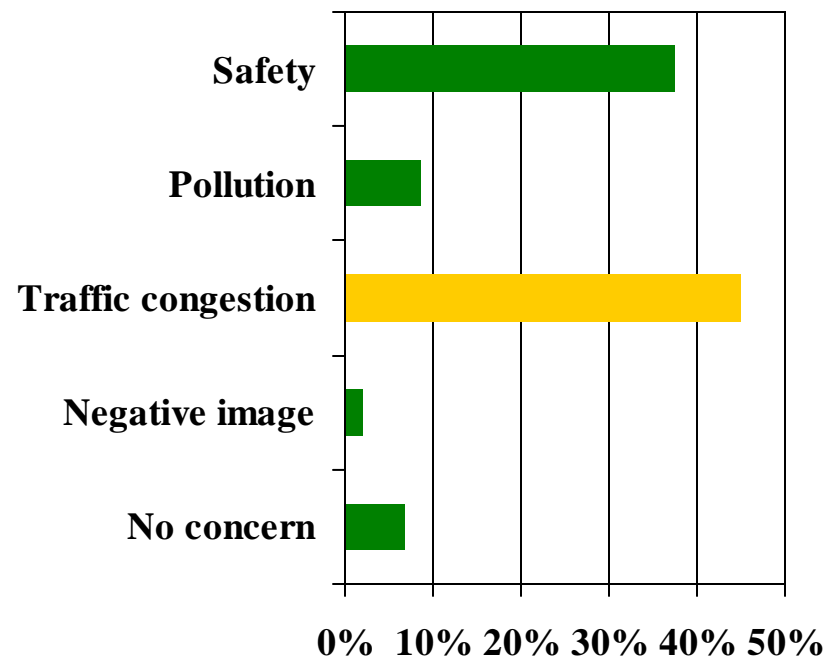
Would you like to see the Park and Ride expanded to include more bus transportation between the Port Region and City of Houston destinations?



- Total responses: 252
- 83.73% answered “yes”

Topic: Transportation

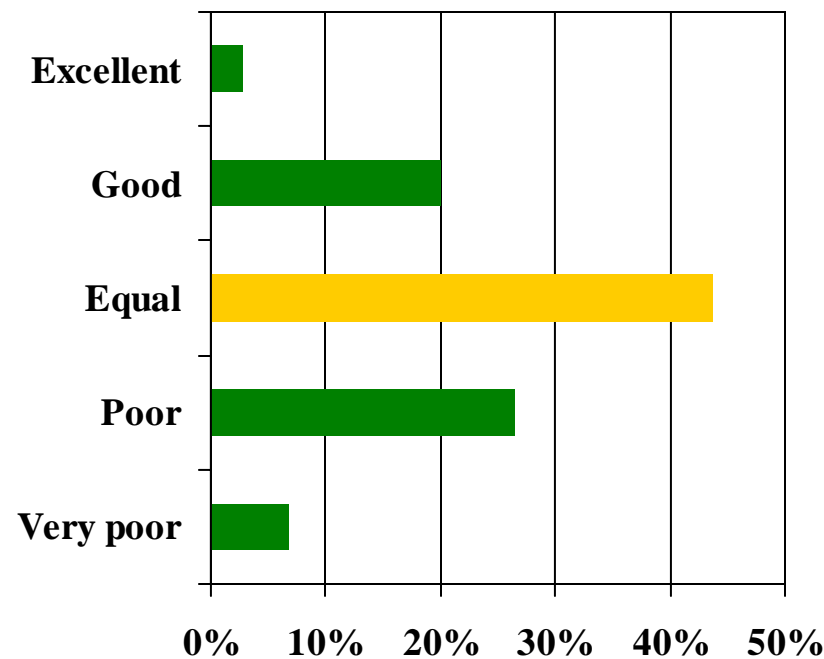
What is your primary concern with truck traffic in the Houston Port Region?



- Total responses: 253
- 82.61% answered either “traffic congestion” or “safety”
- Least chosen answer, “negative image” (1.98%)

Topic: Air Quality

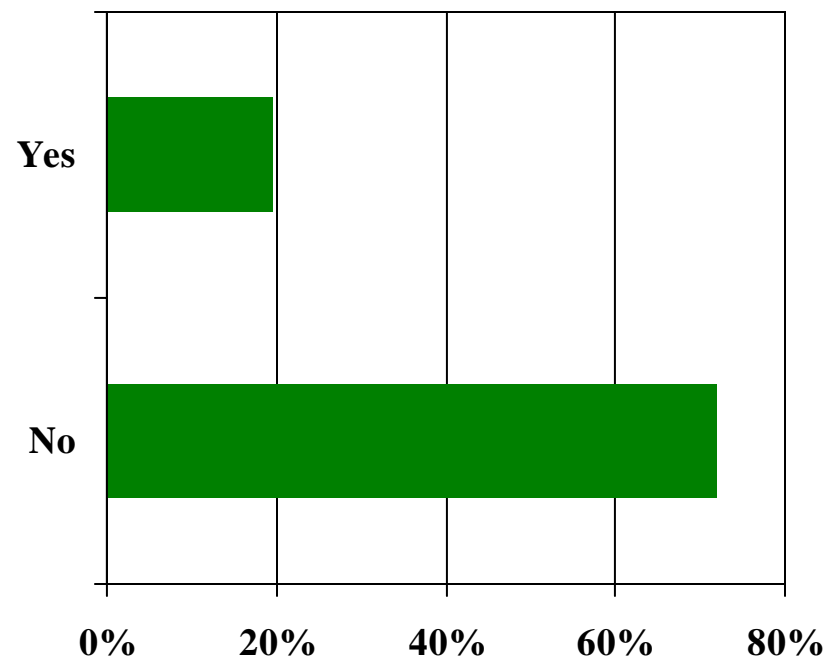
How do you think Houston's air quality compares to other major U.S. cities, like New York, Los Angeles, Chicago, and Philadelphia?



- Total responses: 249
- 70.29% answered either “equal” or “poor”
- Least chosen answer, “excellent” (2.81%)

Topic: Air Quality

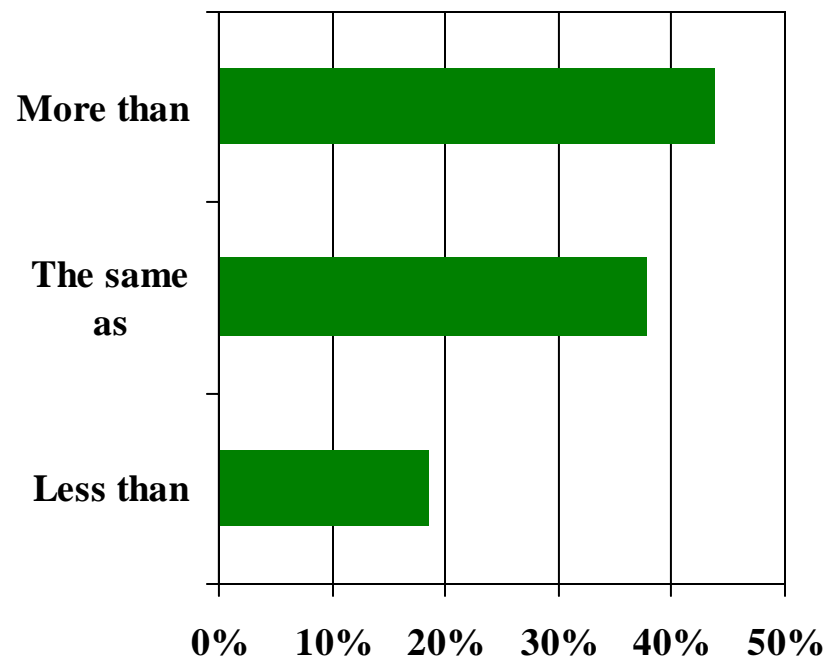
Can you name one initiative that Port Region businesses have done to improve air quality within the region?



- Total responses: 246
- 71.95% answered “no”
- 8.54% of respondents were able to name at least one initiative

Topic: Air Quality

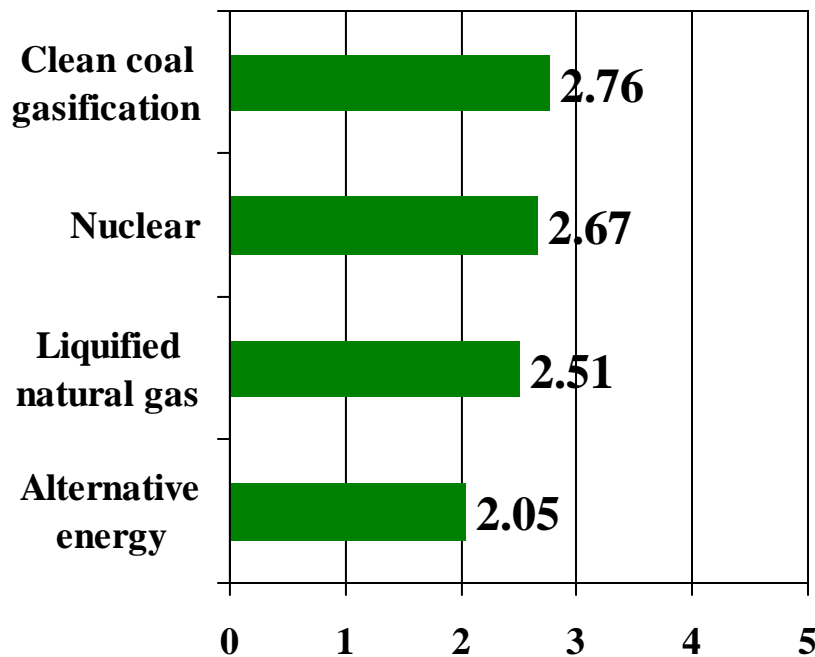
Compared to the petrochemical industry, I believe that cars and trucks driving on Houston / Port Region roads impact air quality:



- Total responses: 249
- 43.78 % answered “more than the petrochemical industry”

Topic: Air Quality

In the future, new sources of power will be needed to support the Port Region's growth. Which power sources would you support building? Please rank the following in order from 1 to 4 [1=highest support and 4 = lowest support].



- Total responses: 242
- Alternative Energy received the highest overall level of support

Topic: Air Quality

In the future, new sources of power will be needed to support the Port Region's growth. Which power sources would you support building? Please rank the following in order from 1 to 4 [1=highest support and 4 = lowest support].

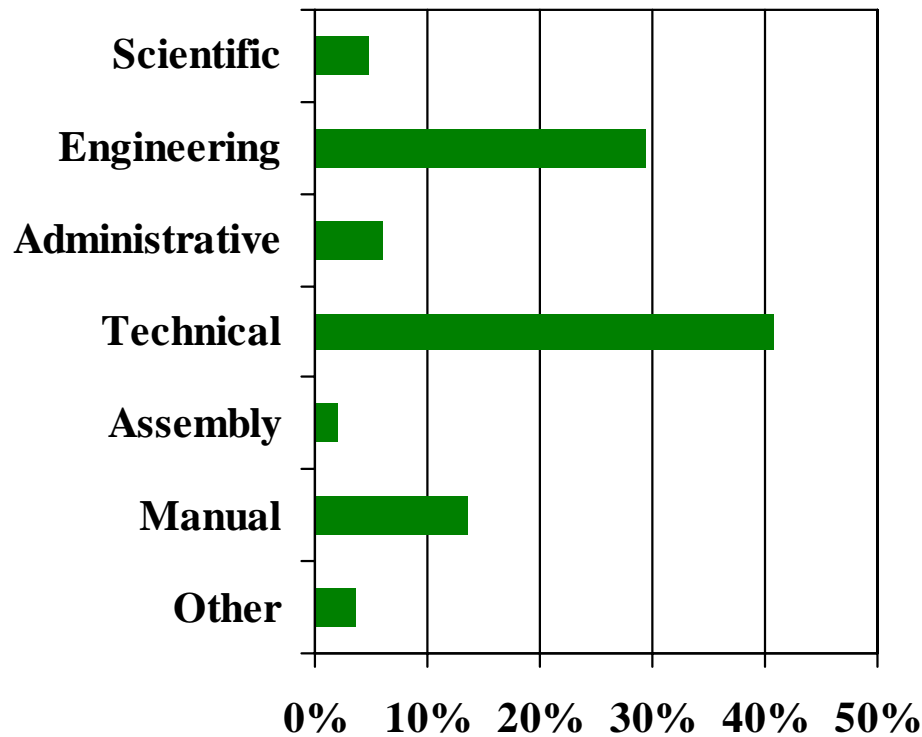
Highest support → Lowest support

	1	2	3	4
<i>Clean Coal Gasification</i>	14.46%	24.69%	31.38%	29.88%
<i>Nuclear</i>	27.27%	15.90%	18.41%	37.76%
<i>Liquefied Natural Gas</i>	12.40%	39.75%	32.64%	15.35%
<i>Alternative Energy</i>	45.87%	19.67%	17.57%	17.01%

242 responses

Topic: Workforce

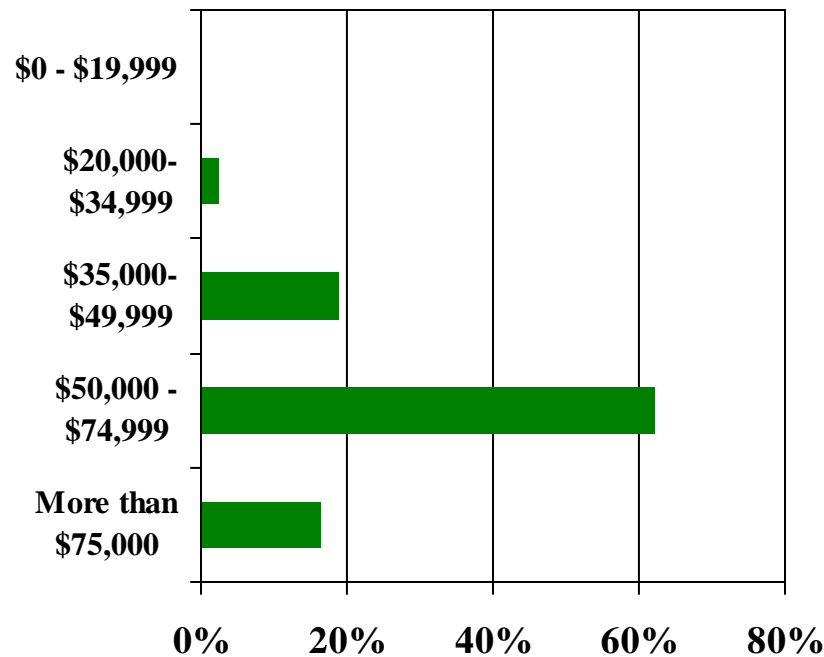
I believe that the majority of petrochemical industry occupations are:



- Total responses: 421
- 70.31% answered either “technical” or “engineering”
- Least chosen answer, “assembly” (1.90%)

Topic: Workforce

I believe that the average annual salary paid by petrochemical companies in the Port Region is:



- Total responses: 248
- 62.10% answered “\$50,000 - \$79,999”

Topic: Workforce

Please select the statement that best describes you:

<i>I am not aware of any petrochemical job training programs available in the Region.</i>	15.74%
<i>I am aware that petrochemical job training programs exist in the Region, but cannot name a specific program</i>	33.33%
<i>I can name a specific petrochemical job training program in the Port Region.</i>	25.31%
<i>I have participated in petrochemical job training programs in the Region</i>	2.16%

324 responses

Topic: Respondent Demographics

In what city do you live?

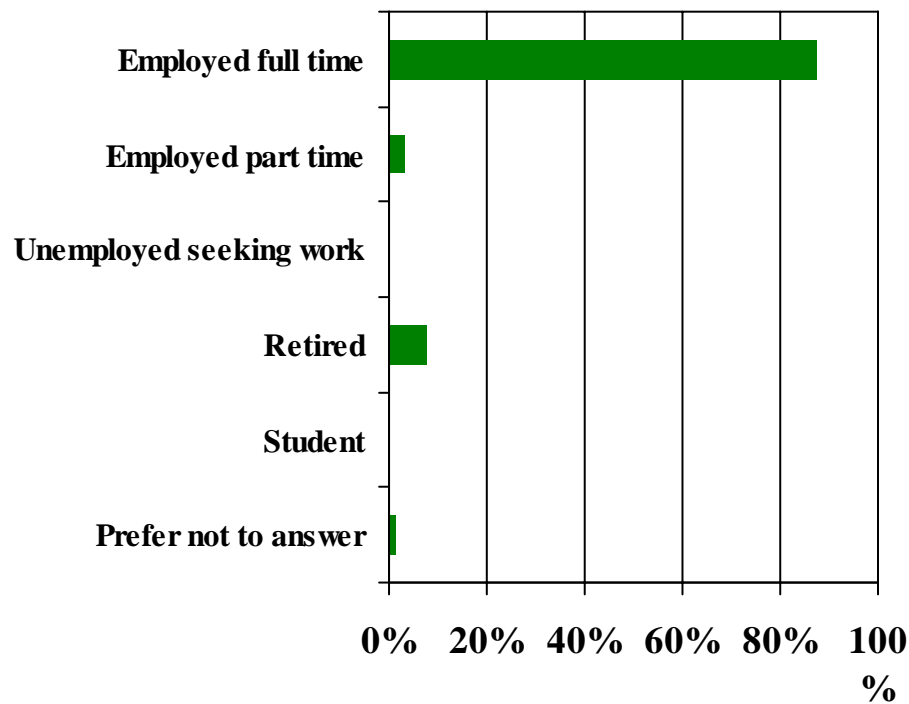
Baytown	17.8%
Pasadena	14.9%
Deer Park	11.1%
La Porte	9.1%
Houston	8.2%
League City	5.8%
Seabrook	3.8%
Clear Lake	2.4%
Pearland	2.4%
Galveston	1.9%
Channelview	1.4%
Friendswood	1.4%
Shoreacres	1.4%
Spring	1.4%
Sugar Land	1.4%
Taylor Lake Village	1.4%
El Lago	1.0%
Ellington South Belt	1.0%
Galena Park	1.0%
Highlands	1.0%
Sheldon	1.0%

The following cities had 1 respondent (0.5%):

Angleton
Atascocita
Beach City
Brazosport Area
Crosby
Dickinson
East End
Hankamer
Hillshire Village
Huffman
Humble
Huntsville
Lake Jackson
Mont Belvieu
North Shore
Other
San Leon
Santa Fe
Texas City
Jacinto City
Morgan's Point

Topic: Respondent Demographics

What is your employment status?



Topic: Respondent Demographics

In what city do you work?

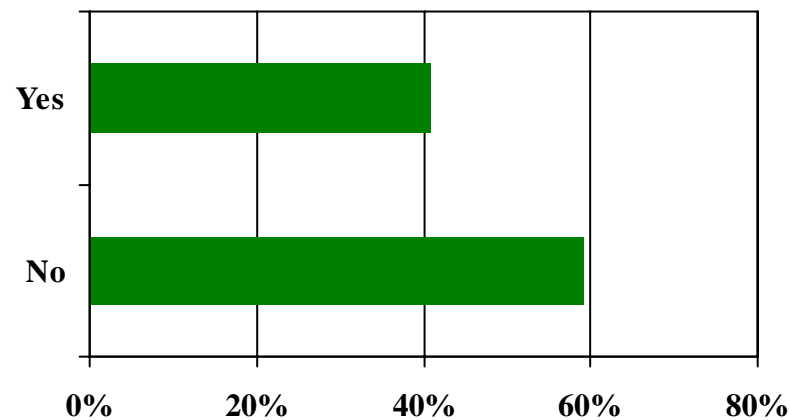
Baytown	21.3%
Pasadena	21.3%
La Porte	16.4%
Houston	10.4%
Deer Park	9.3%
Seabrook	2.7%
Texas City	2.7%
Channelview	1.6%
Clear Lake	1.6%
Galveston	1.6%
Jacinto City	1.1%
Webster	1.1%

The following cities had 1 respondent (0.5%):

Angleton
Beach City
East End
El Lago
Ellington South Belt
Lake Jackson
North Shore
Pearland
Sheldon
Sweeny
Santa Fe
“various”

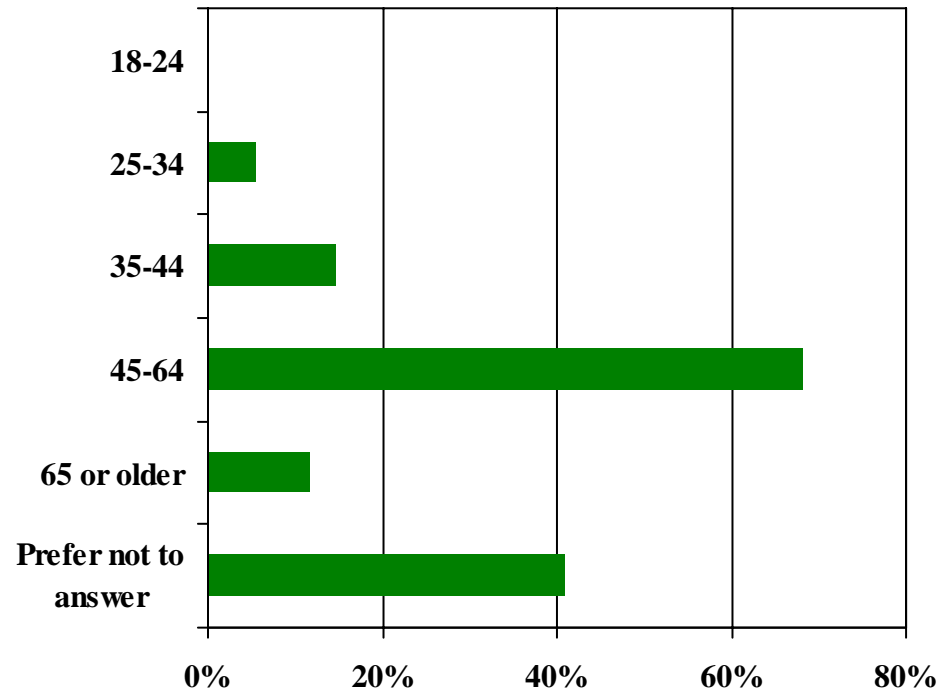
Topic: Respondent Demographics

Are you or one of your family members employed by a petrochemical company or supplier?



Topic: Respondent Demographics

Please select your age range:



Topic: Respondent Demographics

Please select your age range:

