

**CITY OF EUGENE COMMUNITY SURVEY
CONDUCTED FOR
THE CITY OF EUGENE**

December, 2010



**ADVANCED MARKETING
RESEARCH INC.**

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EXECUTIVE SUMMARY

Right or Wrong Direction? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. 57% of respondents feel Eugene is headed in the right direction, up from 49% in 2009, while 33% feel Eugene is generally headed in the wrong direction. 10% are unsure, down from 17% in 2009.

Most Important Problem (Q3)

For the third year in a row economic concerns top the list of problems identified by respondents. Unemployment is the number one concern, with 21% mention. The recent controversial recommendations regarding school closures and reconfigurations brought education issues near the forefront with 18% mention (up from 4% in 2009). Concern with the economy/economic development is at 15%, concern with the homeless situation is at 11%, concern with crime is at 9%, and concern with downtown is at 6% (down from 14% in 2009).

Like Most About Eugene (Q4)

Central location tops the list of what people like most about living in Eugene, with 13% mention, followed by size of the city (12%), friendly people (11%), scenery/terrain (10%), university town (8%), and easy to get around (8%).

Satisfaction with City Services (Q5)

Respondents were asked if they are generally satisfied or dissatisfied with the overall level of services provided by the City of Eugene government. 79% are “very satisfied” or “somewhat satisfied” with the overall level of services provided by the City of Eugene. 17% are “very dissatisfied” or “somewhat dissatisfied” with City services.

Community Outcomes (Q6-Q43)

Respondents were asked to rate several community outcomes, for both importance and for how well the community is doing at achieving the outcomes. All of the outcomes were rated between 3.4 and 4.7 for importance (on a five-point scale). Topping the list for **importance** are preventing crime,” “value for tax dollars spent,” “developing job opportunities,” and “providing safe buildings and infrastructure.” All of the outcomes were rated between 2.6 and 4.1 for performance (on a five-point scale). Topping the list for **performance** are “providing parks and open space” and “providing access to reading and reference materials.”

“Minimizing loss of life/property due to emergencies,” “supporting youth and child development,” “providing access to reading and reference materials,” “providing an efficient transportation system,” “providing parks and open space,” “improving neighborhoods,” “providing recreation opportunities,” and “encouraging a vital downtown” have all **decreased in importance** since 2009. “Preventing crime,” “encouraging a vital downtown,” and “achieving compact urban growth” have **increased**

EXECUTIVE SUMMARY

in performance ratings since 2009, while “minimizing loss of property,” “providing access to reading materials,” and “providing an efficient transportation system” have **decreased in performance** ratings since 2009.

Every outcome tested received higher or equal scores for importance than for performance except “supporting the arts,” “providing access to reading materials,” “providing parks and open space,” and “providing recreation opportunities.” The largest **gaps between perceived importance and perceived performance** occurred for “developing job opportunities,” “providing good value for tax dollars spent,” and “preventing crime.” Large gaps also occurred for “youth and child development,” “providing safe buildings and infrastructure,” “minimizing loss of life due to emergencies,” “improving neighborhoods,” and “encouraging a vital downtown.” Lesser, but still significant gaps occurred for “protecting the environment,” “providing an efficient transportation system,” and “promoting a sense of community.”

Those who gave **low performance ratings to “developing job opportunities”** (n=143) mainly cited “unemployment/low-paying jobs” as the reason (47%), followed by “nothing being done/ineffective” (22%), and “Eugene is not business-friendly” (15%). Those who gave low **performance ratings to “providing good value for tax dollars spent”** (n=62) mainly cited “poor money management/waste” as the reason (94%). Those who gave **low performance ratings to “supporting youth and child development”** (n=22) mainly cited “not enough being done” as the reason (55%), followed by “schools are under funded” (41%). Those who gave **low performance ratings to “encouraging a vital downtown”** (n=90) mainly cited “it never gets better/nothing works” as the reason (23%), followed by “bad element/unsafe” (21%).

Population Growth (Q44)

Respondents were asked if population growth and development during the past five years has been too fast, too slow, or just right. The last decade has seen dramatic fluctuations in how the community feels about the rate of population growth. The percent who feel that population growth in Eugene is **“too fast”** almost tripled between 1990 and 1999 (from 20% in 1990 to 56% in 1999), and then started dropping, from 56% in 1999 to **24% currently**.

Economic Opportunity (Q45)

28% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, down from 45% in 2009. The percentage of respondents who feel the situation has worsened is currently 67%, up from 51% in 2009 (this number has steeply increased from 20% in 2006 to 67% currently). The number of respondents who believe that the situation has stayed the same is 24%, down from 37% in 2009.



EXECUTIVE SUMMARY

Economic Development (Q46-Q51)

City residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community, though the level of support varies significantly depending on what form that assistance takes and whether it is provided to local businesses or outside companies. 87% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues. 75% feel the City should take an active role helping local businesses create and retain jobs (down from 84% in 2009). 73% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities. 66% feel the City should provide tax incentives to businesses creating new jobs. 58% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses. 47% feel the City should provide financial support to businesses in targeted areas, such as Downtown (down from 58% in 2009).

Public Safety (Q52-Q55)

91% of respondents feel “very” or “somewhat” safe walking alone in their **neighborhood** after dark, while 65% feel “very” or “somewhat” safe walking alone in **business areas** after dark. 20% feel “very” safe after dark in **business areas**. 62% feel “very” safe after dark in their **neighborhood** (down from 77% in 2008).

Those who feel “very” or “somewhat” unsafe walking alone in **business areas** after dark (base=122) mainly cite strange people/bad area (29%), a perceived increase in the number of crimes (27%), basic insecurity (20%), and homeless/transients (16%).

Those who feel “very” or “somewhat” unsafe walking alone in their **neighborhood** after dark (base=28) mainly cite a perceived increase in the number of crimes (39%), and basic insecurity (32%).

Community and the Police (Q56)

74% of respondents feel that the relationship between Eugene City police and the community is getting better or staying the same. The percentage of respondents who feel the situation is worsening is currently 18%. The number of respondents who believe that the situation is staying the same is 41%.

Neighborhood Associations (Q57-Q58)

53% are aware of their neighborhood association (down from 66% in 2009). An additional 2% are aware of neighborhood associations, but report that theirs is inactive. 44% are not aware of their neighborhood association (up from 28% in 2009).

62% of those who are aware of an active neighborhood association (n=214) feel the neighborhood association is having a positive impact on their neighborhood (down from 72% in 2009). 17% do not feel there is a positive impact, while 21% are unsure.

EXECUTIVE SUMMARY

Environmental Practices (Q59-Q60)

34% of respondents say that it is “very important” that the city engage in environmentally sustainable practices (down from 52% in 2009), while only 6% feel that the city is doing an “excellent” job of employing such practices. The **importance** of the city engaging in sustainable practices has a mean rating of 3.9 (down from 4.2 in 2009), compared to a mean rating of 3.4 for the city’s **performance** in this category.

City Finances (Q61-Q62)

53% feel “somewhat informed” or “well informed” regarding Eugene City finances. 9% feel they are “well informed.” 45% feel they are “not very informed.” Only 2% feel the City is doing an “excellent” job providing clear and accessible financial information. The City received a mean **performance** rating of 2.7 on a five-point scale in this department.

Informed About City Government (Q63)

72% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 14% feel they are “well informed.” 26% feel they are “not very informed.”

Sources of Information (Q64-Q68)

41% of respondents read their neighborhood newsletter in the past year, down from 61% in 2009. 33% visited the City Website on the internet in the past year. 16% watched government access TV in the past year, down from 31% in 2009. 12% watched *Working City*. 39% did none of the above activities, up from 26% in 2009.

Those who engaged in the above activities were asked how often they did so. 31% watch government access TV “seldom,” down from 55% in 2009. 53% watch *Working City* “occasionally,” up from 33% in 2009, while 34% watch *Working City* “seldom,” down from 54% in 2009.

City Publications (Q69-Q75)

More respondents recalled receiving the *Recreation Guide* than any other City publication. 81% of respondents said they received the City’s *Recreation Guide* in the past year, 63% reported receiving *Eugene Outdoors*, 56% said they received *Stormwater Connections* (down from 69% in 2009), 53% reported receiving the *Parks Map* (up from 46% in 2009), 44% said they received *Library Matters*, 39% said they received the *Bike Map*, and 35% said they received *Ovation*.

Internet Access (Q76)

87% of respondents have internet access at home. There are no significant changes from 2009 data, although since 2003 the number having internet access at home has increased from 70% to 87% currently.

EXECUTIVE SUMMARY

Citizen Participation (Q77)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 62% of the respondents are “very” or “somewhat” satisfied with the opportunities provided for citizen input (down from 73% in 2009). 20% are “very” or “somewhat” dissatisfied with the opportunities for citizen input.

City Government (Q78)

Respondents were asked if they are satisfied with city government in Eugene. 63% say they are “very” or “somewhat” satisfied with city government in Eugene. 27% are “very” or “somewhat” dissatisfied with city government in Eugene. There are no significant changes from 2009 data.

Downtown Eugene (Q79)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 37% are “very” or “somewhat” satisfied with Downtown Eugene (up from 25% in 2009), and 54% are “very” or “somewhat” dissatisfied (down from 71% in 2009).



Purpose of the Study

The purpose of this study is to assist the City of Eugene in determining community perceptions regarding the quality of life and the quality of city services in Eugene.

Methodology

Advanced Marketing Research was hired to conduct the research project in order to obtain unbiased and statistically valid results.

Using questions proposed by the City of Eugene, Advanced Marketing Research designed a questionnaire instrument to be administered by telephone. The sampling frame consisted of a list of Eugene residents purchased from GoLeads (a company which provides random sample lists of residents drawn from a variety of sources) and overlaid with registered voter information (where applicable) by Labels and Lists (a company which provides voter registration lists only). 402 interviews were completed. The sample was stratified to reflect population demographics of Eugene. Telephone interviews were conducted between November 12 and December 9, 2010.

Proper data analysis techniques were employed by Advanced Marketing Research to avoid introducing unnecessary error and bias into the study. These include, but are not limited to the following: use of computer assisted telephone interviewing (trained interviewers input the data into the computer as it is collected), selecting the sample using random means, attempting to call each phone number eight to ten times, conducting 402 interviews in order to achieve a plus or minus 4.5% bound on error, and validating a minimum of 10% of each interviewer's work.

Comparing Studies From Year to Year

The minimum difference required for statistical significance in comparison of percentages for two groups of 400 each is 7 percentage points. So, to compare the response of a question asked of 400 respondents in one year to the response of the same question asked of 400 respondents in a different year, we are 95% certain that the answers are significantly different if they vary by at least 7 percentage points.

IMPLEMENTATION

Differences Between Percentage Points

MINIMUM DIFFERENCE IN PERCENTAGE POINTS REQUIRED FOR STATISTICAL SIGNIFICANCE IN COMPARISON OF REPORTED PERCENTAGES FOR SUBGROUPS WITH 95% CONFIDENCE

Subsample	50	100	150	200	250	300	350	400	450	500	600
50	20%	17%	16%	15%	15%	15%	15%	15%	15%	15%	15%
100		14%	13%	12%	12%	11%	11%	11%	11%	11%	11%
150			11%	11%	10%	10%	10%	9%	9%	9%	9%
200				10%	9%	9%	9%	8%	8%	8%	8%
250					9%	8%	8%	8%	8%	8%	7%
300						8%	8%	7%	7%	7%	7%
350							7%	7%	7%	7%	6%
400								7%	7%	7%	6%
450									7%	6%	6%
500										6%	6%
600											6%

Minimums are for reported percentages near 50%. When much smaller or much larger percentages are reported, a slightly smaller minimum is required.



IMPLEMENTATION

Response Rate

Of the 500 qualified respondents reached by telephone, 402 interviews were completed, for a response rate of 80%. The overall breakdown of numbers dialed is as follows:

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>
Refusals	98	169	119	143	151
Disconnects	79	118	165	219	454
Answering Machine	806	814	561	504	604
Fax Machine	14	23	21	15	34
Businesses	10	6	32	5	10
No Answer	197	55	150	101	125
Call Backs	56	5	54	2	57
Spanish Speaking Barrier	5	0	2	5	4
Other Language Barrier	4	1	1	10	6
No Qualified Respondent	147	50	352	84	33
Completed Interviews	<u>402</u>	<u>400</u>	<u>400</u>	<u>402</u>	<u>401</u>
Total Numbers Dialed	1,818	1,646	1,857	1,490	1,879

Tests For Differences Between Proportions

When looking at the data tables, differences between percentage amounts can be misleading, and statistical tests must be conducted to determine if the differences are statistically significant. The computer makes these calculations for us, and the results are occasional plus or minus signs at the bottom of certain cells. These indicate that those answers are more different from everybody else's answers than could be expected due to chance, given the sample sizes involved. Plus signs are used if the group picks that answer *more* often than everyone else; minus signs if it is *less* than everyone else. The number of plus or minus signs indicates the level of statistical significance. One means the 90% level, two the 95% level, and three the 99% level. For example, two plus signs would mean that you can be 95% sure that the people represented by that group really would pick that answer more often than the people represented by the rest of the sample. It should be noted that this test can only be done for banner columns that contain at least 30 people. Because of this requirement, it is possible that the test will be done for some banner columns on a table and not for others.

IMPLEMENTATION

Notes on Chi Square

The chi square value and its associated probability are printed beneath the first column in each banner heading. The probability ($p=.xxx$) indicates the probability that the heading and row variables are *not* related is $.xxx$. For example, a $.05$ probability of not being related means a 95% chance of being related.

Notes on Stratification by Ward

Prior to 2002, the survey sample was drawn from registered voters within the City of Eugene. Since 2002 the sample has been drawn from all residents (not just voters) within the City of Eugene. The following table shows actual population of voters by Ward, the proportion of each ward in the random sample list used for phoning, and how the actual survey sample distribution in each Ward occurred. (Voter population information was obtained from the Lane County Elections Division, November 2010.)

<u>Ward</u>	<u>Voter Population Size</u>	<u>Voter Population %</u>	<u>List %</u>	<u>Survey Sample %</u>
One	11,351	13%	12%	11%
Two	12,880	14%	16%	15%
Three	10,001	11%	3%	7%
Four	11,169	12%	12%	11%
Five	12,336	14%	15%	14%
Six	12,053	13%	16%	15%
Seven	10,267	11%	11%	12%
Eight	10,866	12%	14%	13%



IMPLEMENTATION

Quotas Observed

The following quotas were targeted in the data collection process.

Males	48-52%
Females	48-52%
18-24	15-19%
25-34	18-22%
35-44	13-17%
45-54	15-19%
55-64	12-16%
65+	15-19%
Registered Voters	62-66%
Non-Voters	34-38%
Ward One	10-12%
Ward Two	16-18%
Ward Three	5- 7%
Ward Four	12-14%
Ward Five	14-16%
Ward Six	14-16%
Ward Seven	9-11%
Ward Eight	12-14%

IMPLEMENTATION

Bound on Error

SEX	SAMPLE SIZE		Bound on Error at 95% Confidence Level
	Frequency	Percent	
Male	206	51%	6.3%
Female	196	49%	6.4%
AGE			
18-24	42	10%	13.9%
25-34	62	15%	11.4%
35-44	81	20%	10.0%
45-54	66	16%	11.1%
55-64	71	18%	10.7%
65 +	77	19%	10.2%
OWN/RENT			
Own	278	69%	5.4%
Rent	109	27%	8.6%
INCOME			
Under \$15,000	19	5%	--
\$15,000-\$24,999	41	10%	14.0%
\$25,000-\$34,999	52	13%	12.5%
\$35,000-\$49,999	70	17%	10.7%
\$50,000-\$74,999	74	18%	10.4%
\$75,000 or more	73	18%	10.5%
WARD			
One	45	11%	13.4%**
Two	62	15%	11.4%
Three	30	7%	16.4%
Four	46	11%	13.2%
Five	58	14%	11.8%
Six	60	15%	11.6%
Seven	50	12%	12.7%
Eight	51	13%	12.6%
TOTAL	402	100%	4.5%*

* What this means is that we are 95% certain the mean response of the entire population of Eugene residents lies within (plus or minus) 4.5% of the survey response.

** We are 95% certain the mean response of the entire population of residents in Ward One lies within (plus or minus) 13.4% of the survey response.



IMPLEMENTATION

Demographic Breakdown by Year

	2010	2009	2008	2007	2006	POP. *
Age						
18-24	10%	13%	16%	17%	10%	22%
25-34	15	18	19	23	22	19
35-44	20	17	14	15	19	17
45-54	16	18	18	15	14	18
55-64	18	16	16	15	15	9
65 and over	19	18	17	16	19	15
Home Ownership						
Own	69%	72%	73%	65%	67%	52%
Rent	27	27	27	34	32	48
Children Under 18?						
Yes	40%	34%	31%	37%	38%	28%
No	60	66	69	63	62	72
Income						
Under \$15,000	5%	11%	15%	14%	9%	21%
\$15,000-\$24,999	10	12	12	12	10	14
\$25,000-\$34,999	13	12	11	12	12	14
\$35,000-\$49,999	17	12	13	13	19	17
\$50,000-\$74,999	18	19	17	16	19	17
\$75,000 and over	18	26	19	19	23	18
Refused	18	10	14	12	12	n.a.
Gender						
Male	51%	52%	51%	50%	51%	49%
Female	49	48	49	50	49	51
Voter/Non-Voter						
Voter	61%	72%	82%	77%	76%	
Non-Voter	39	28	18	23	24	
Race/Ethnicity						
White	87%	91%	91%	93%	94%	88%
Hispanic	2	1	3	2	2	5**
African American	2	1	2	0	<1	1
Asian/Pacific Islander	2*	1	1	2	0	1
American Indian/Alaskan	1*	1	1	<1	1	1
Multi-Racial	2	3	1	<1	1	4

* 2000 Eugene Population Characteristics, Oregon Census Abstract.

** "Hispanic" in the Census Data can be any race, and does not appear as a category under "Race."



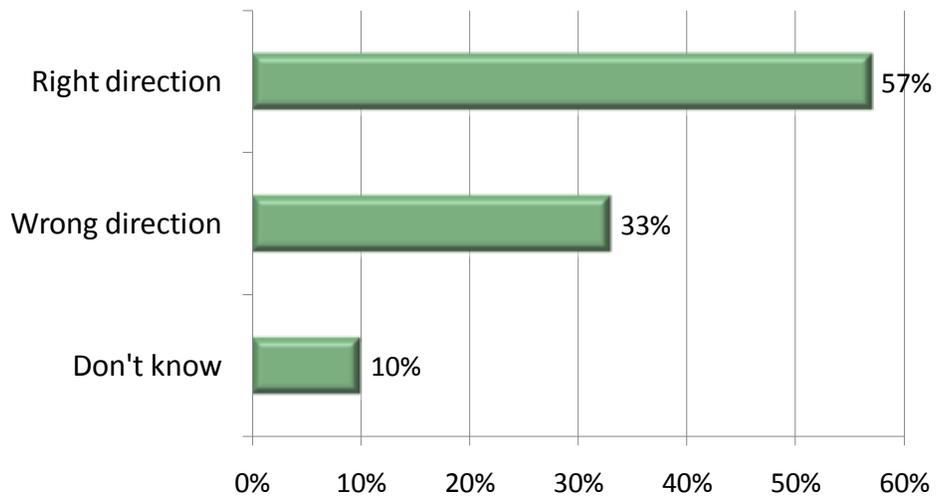
ANALYSIS OF DATA

ANALYSIS OF DATA

Right or Wrong Direction? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. 57% of respondents feel Eugene is headed in the right direction, up from 49% in 2009, while 33% feel Eugene is generally headed in the wrong direction. 10% are unsure, down from 17% in 2009.

Right or Wrong Direction?



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Right direction	57%	49%	52%	61%	60%	50%	59%	58%	54%
Wrong direction	33	34	34	25	22	27	33	23	30
Don't know	10	17	14	14	18	22	9	19	16

Demographic Differences

18 to 24 year-olds, those earning \$35,000 to \$49,999, and registered voters are more likely than others to feel things are heading in the right direction.

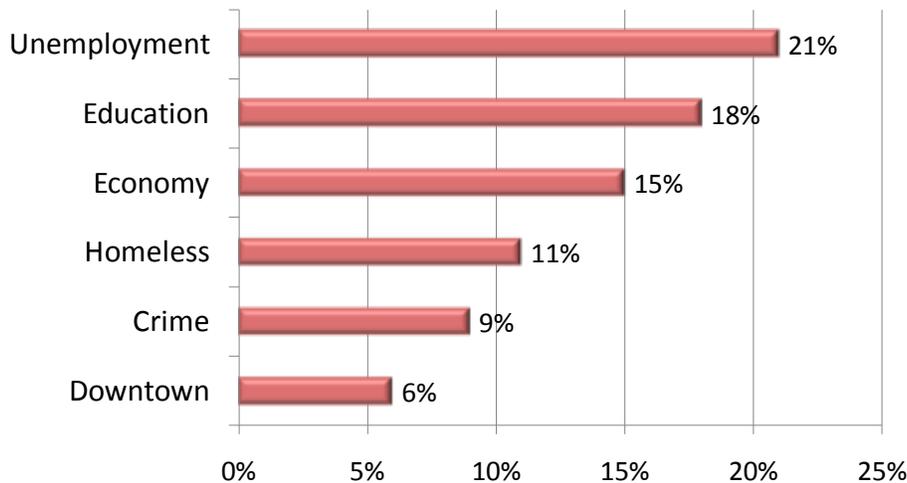


ANALYSIS OF DATA

Most Important Problem (Q3)

For the third year in a row economic concerns top the list of problems identified by respondents. Unemployment is the number one concern, with 21% mention. The recent controversial recommendations regarding school closures and reconfigurations brought education issues near the forefront with 18% mention (up from 4% in 2009). Concern with the economy/economic development is at 15%, concern with the homeless situation is at 11%, concern with crime is at 9%, and concern with downtown is at 6% (down from 14% in 2009).

Most Important Problem



Multiple responses possible.

	<u>2010</u>		<u>2009</u>		<u>2008</u>
Unemployment	21%	Unemployment	21%	Economy	21%
Education	18	Downtown issues	14	Unemployment	20
Economy	15	Homeless	12	Crime	14
Homeless	11	Economy	12	Road maintenance	9
Crime	9	Crime	11	Downtown issues	8

Demographic Differences

Ward Six residents are more concerned than others with unemployment. Those with children under 12 are more concerned than others with education issues. Those earning \$25,000 to \$34,999, those with children under twelve, and renters are more concerned than others with crime.

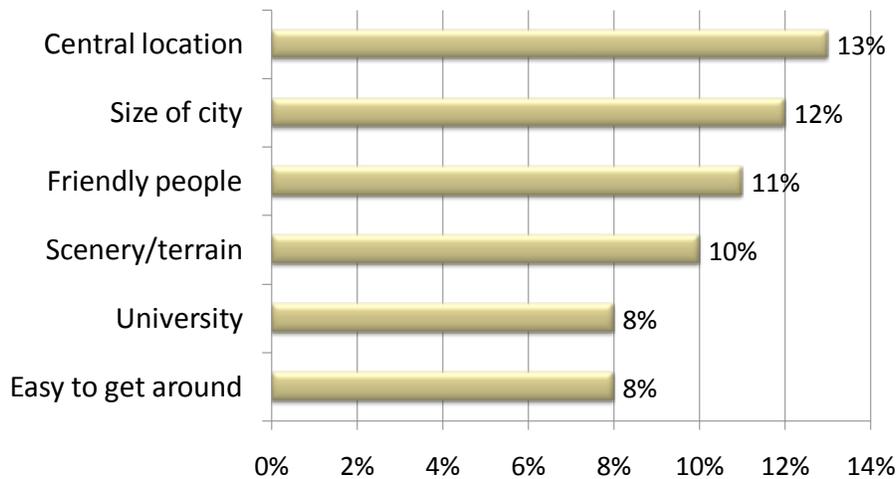


ANALYSIS OF DATA

Like Most About Eugene (Q4)

Central location tops the list of what people like most about living in Eugene, with 13% mention, followed by size of the city (12%), friendly people (11%), scenery/terrain (10%), university town (8%), and easy to get around (8%).

Like Most About Eugene



Multiple responses possible.

	<u>2010</u>		<u>2009</u>		<u>2008</u>
Central location	13%	Size of city	16%	Size of city	15%
Size of city	12	Scenery/Terrain	16	Scenery/Terrain	14
Friendly people	11	Friendly people	13	Outdoor recreation	14
Scenery/Terrain	10	Outdoor recreation	12	Central location	13
University	8	Central location	12	Friendly people	12

Demographic Differences

Homeowners are more likely than renters to like the scenery/terrain most. Those over 55 are more likely than others to like the climate most. Those earning \$25,000 to \$34,999 are more likely than others to like the sense of community most. Ward Seven residents are more likely than others to feel it is easy to get around. Ward One residents are more likely than others to like the outdoor recreation most.

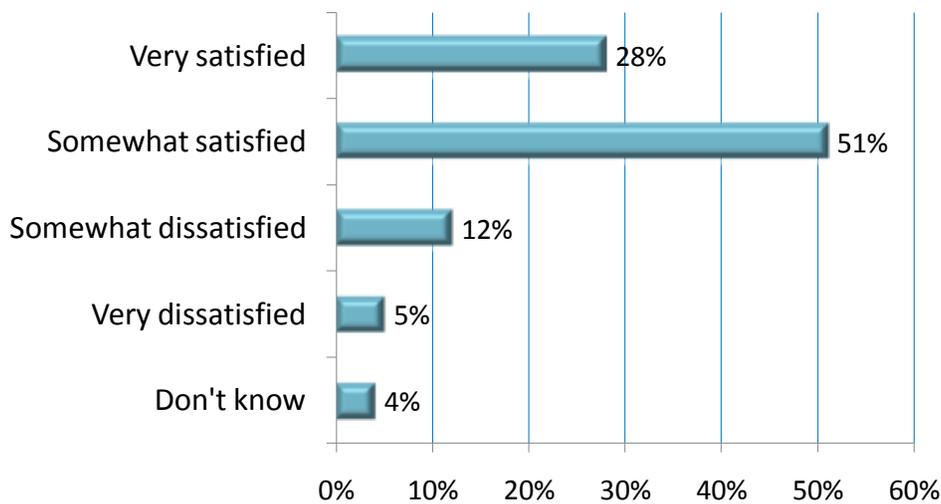


ANALYSIS OF DATA

Satisfaction with City Services (Q5)

Respondents were asked if they are generally satisfied or dissatisfied with the overall level of services provided by the City of Eugene government. 79% are “very satisfied” or “somewhat satisfied” with the overall level of services provided by the City of Eugene. 17% are “very dissatisfied” or “somewhat dissatisfied” with City services.

Satisfaction with City Services



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Very satisfied	28%	31%	25%	27%	23%	20%	22%	25%	28%
Somewhat satisfied	51	51	52	51	53	54	57	49	50
Somewhat dissatisfied	12	10	12	9	10	10	16	12	12
Very dissatisfied	5	6	6	4	6	8	4	7	5
Don't know	4	3	6	8	7	7	1	7	5
Very/Somewhat satisfied	79%	82%	77%	78%	76%	74%	79%	74%	78%

Demographic Differences

Ward Two residents are more likely than others to say they are “very satisfied” with services provided by the City of Eugene government.



ANALYSIS OF DATA

Community Outcomes (Q6-Q43)

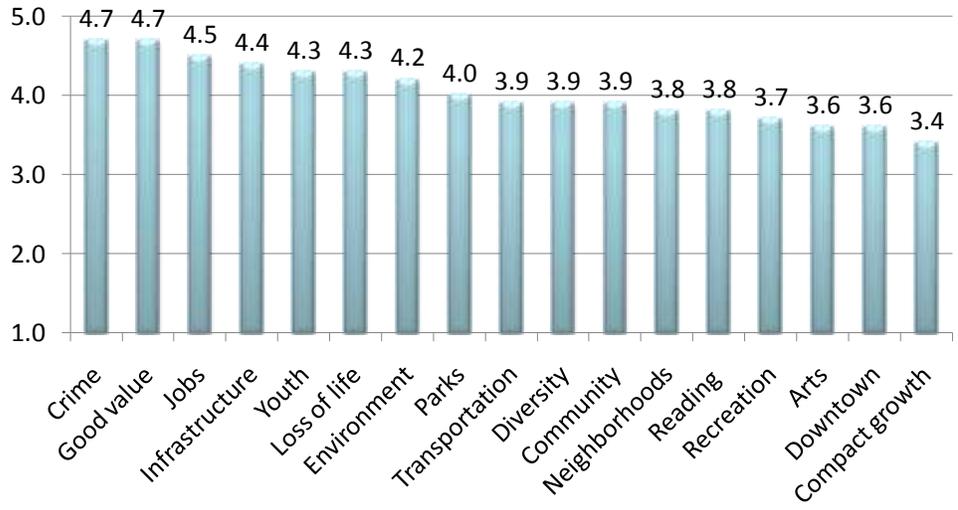
Respondents were asked to rate several community outcomes, for both importance and for how well the community is doing at achieving the outcomes. All of the outcomes were rated between 3.4 and 4.7 for importance (on a five-point scale). Topping the list for **importance** are preventing crime,” “value for tax dollars spent,” “developing job opportunities,” and “providing safe buildings and infrastructure.” All of the outcomes were rated between 2.6 and 4.1 for performance (on a five-point scale). Topping the list for **performance** are “providing parks and open space” and “providing access to reading and reference materials.”

“Minimizing loss of life/property due to emergencies,” “supporting youth and child development,” “providing access to reading and reference materials,” “providing an efficient transportation system,” “providing parks and open space,” “improving neighborhoods,” “providing recreation opportunities,” and “encouraging a vital downtown” have all **decreased in importance** since 2009. “Preventing crime,” “encouraging a vital downtown,” and “achieving compact urban growth” have **increased in performance** ratings since 2009, while “minimizing loss of property,” “providing access to reading materials,” and “providing an efficient transportation system” have **decreased in performance** ratings since 2009.

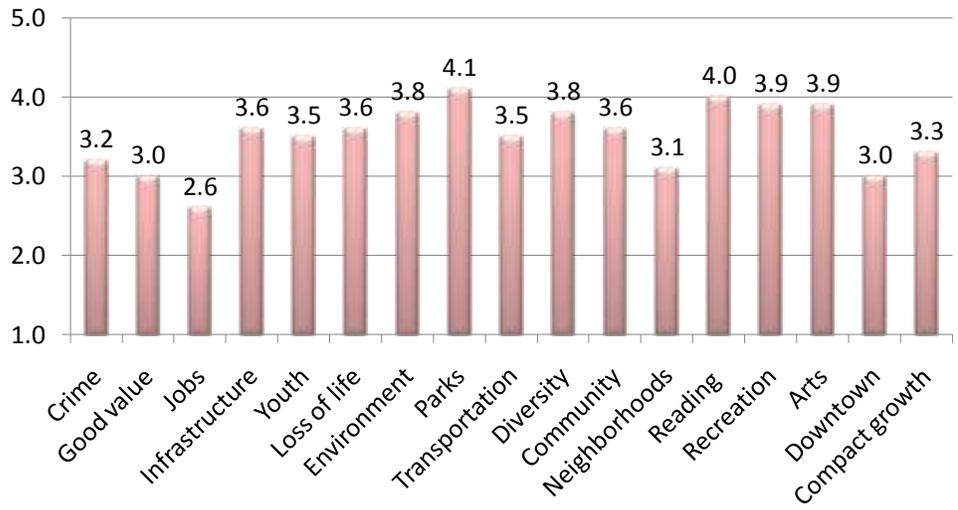
Every outcome tested received higher or equal scores for importance than for performance except “supporting the arts,” “providing access to reading materials,” “providing parks and open space,” and “providing recreation opportunities.” The largest **gaps between perceived importance and perceived performance** occurred for “developing job opportunities,” “providing good value for tax dollars spent,” and “preventing crime.” Large gaps also occurred for “youth and child development,” “providing safe buildings and infrastructure,” “minimizing loss of life due to emergencies,” “improving neighborhoods,” and “encouraging a vital downtown.” Lesser, but still significant gaps occurred for “protecting the environment,” “providing an efficient transportation system,” and “promoting a sense of community.”

Those who gave **low performance ratings to “developing job opportunities”** (n=143) mainly cited “unemployment/low-paying jobs” as the reason (47%), followed by “nothing being done/ineffective” (22%), and “Eugene is not business-friendly” (15%). Those who gave low **performance ratings to “providing good value for tax dollars spent”** (n=62) mainly cited “poor money management/waste” as the reason (94%). Those who gave **low performance ratings to “supporting youth and child development”** (n=22) mainly cited “not enough being done” as the reason (55%), followed by “schools are under funded” (41%). Those who gave **low performance ratings to “encouraging a vital downtown”** (n=90) mainly cited “it never gets better/nothing works” as the reason (23%), followed by “bad element/unsafe” (21%).

Community Outcomes: Importance



Community Outcomes: Performance



Prevent crime

	Importance	Performance	Difference
2010	4.7	3.2	1.5
2008	4.6	3.0	1.6
2006	4.6	3.2	1.4
2004	4.5	3.3	1.2
2002	4.4	3.4	1.0
2000	4.4	3.4	1.0

Provide good value for tax dollars spent

	Importance	Performance	Difference
2010	4.7	3.0	1.7
2008	4.6	3.0	1.6
2006	4.6	3.1	1.5
2004	4.6	3.2	1.4
2002	4.5	2.9	1.6
2000	4.6	3.0	1.6

Develop job opportunities

	Importance	Performance	Difference
2010	4.5	2.6	1.9
2008	4.6	2.5	2.1
2006	4.4	2.9	1.5
2004	4.5	2.7	1.8
2002	4.4	2.6	1.8
2000	4.3	3.0	1.3

Provide safe buildings and infrastructure

	Importance	Performance	Difference
2010	4.4	3.6	0.8
2008	4.4	3.7	0.7
2006	4.4	3.8	0.6
2004	4.3	3.9	0.4
2002	4.2	3.5	0.7
2000	4.3	3.5	0.8

Support youth and child development

	Importance	Performance	Difference
2010	4.3	3.5	0.8
2008	4.5	3.5	1.0
2006	4.5	3.5	1.0
2004	4.5	3.7	0.8
2002	4.5	3.3	1.2
2000	4.5	3.1	1.4



Minimize loss of life/property due to emergencies

	Importance	Performance	Difference
2010	4.3	3.6	0.7
2008	4.6	3.9	0.7
2006	4.6	3.8	0.8
2004	4.5	4.3	0.2
2002	4.4	3.9	0.5
2000	4.5	3.9	0.6

Protect the environment

	Importance	Performance	Difference
2010	4.2	3.8	0.4
2008	4.3	3.9	0.4
2006	4.4	3.8	0.6
2004	4.4	3.7	0.7
2002	4.5	2.9	1.6
2000	4.5	3.0	1.5

Provide parks and open space

	Importance	Performance	Difference
2010	4.0	4.1	0.1
2008	4.2	4.1	0.1
2006	4.1	4.0	0.1
2004	4.1	4.0	0.1
2002	4.2	3.8	0.4
2000	4.3	3.6	0.7

Provide an efficient transportation system

	Importance	Performance	Difference
2010	3.9	3.5	0.4
2008	4.2	3.7	0.5
2006	4.2	3.8	0.4
2004	4.1	3.7	0.5
2002	4.0	3.7	0.5
2000	4.3	3.8	0.5

Encourage cultural diversity and tolerance

	Importance	Performance	Difference
2010	3.9	3.8	0.1
2008	4.0	3.8	0.2
2006	4.1	3.6	0.5
2004	4.2	3.5	0.7
2002	4.0	3.7	0.3
2000	4.2	3.6	0.6



Promote a sense of community

	Importance	Performance	Difference
2010	3.9	3.6	0.3
2008	4.0	3.5	0.5
2006	4.0	3.6	0.4
2004	4.1	3.6	0.5
2002	3.9	3.4	0.5
2000	4.2	3.4	0.8

Improve neighborhoods

	Importance	Performance	Difference
2010	3.8	3.1	0.7
2008	4.0	3.2	0.8
2006	4.0	3.2	0.8
2004	4.1	3.4	0.7
2002	3.8	3.2	0.6
2000	4.0	3.1	0.9

Provide access to reading and reference materials

	Importance	Performance	Difference
2010	3.8	4.0	0.2
2008	4.2	4.2	0.0
2006	4.2	4.2	0.0
2004	4.2	4.2	0.0
2002	4.1	3.9	0.4
2000	4.4	3.5	0.9

Provide recreation opportunities

	Importance	Performance	Difference
2010	3.7	3.9	0.2
2008	3.9	4.0	0.1
2006	3.9	3.8	0.1
2004	3.8	4.0	0.2
2002	3.9	3.6	0.3
2000	4.0	3.6	0.4

Support the arts

	Importance	Performance	Difference
2010	3.6	3.9	0.3
2008	3.7	3.9	0.2
2006	3.7	3.9	0.2
2004	3.8	4.0	0.2
2002	3.7	3.7	0.0
2000	4.0	3.7	0.3



Encourage a vital downtown

	Importance	Performance	Difference
2010	3.6	3.0	0.6
2008	3.8	2.7	1.1
2006	3.7	2.9	0.8
2004	3.7	3.2	0.5
2002	4.0	3.2	0.8
2000	4.0	2.8	1.2

Achieve compact urban growth

	Importance	Performance	Difference
2010	3.4	3.3	0.1
2008	3.5	3.1	0.4
2006	3.6	3.2	0.4
2004	3.5	3.7	0.2
2002	3.7	3.7	0.0
2000	3.9	3.0	0.9

Demographic Differences

Females and Ward Two residents are more likely than others to say it is “very important” to **protect the environment**. Those with children under twelve are more likely than males to say it is “very important” to **improve neighborhoods**. Those earning under \$25,000 and Caucasians are more likely than others to say it is “very important” to **provide access to reading and reference materials**. Ward Two residents are more likely than others to say it is “very important” to **provide recreation opportunities**. Those with children under twelve are more likely than others to say it is “very important” to **prevent crime**. 18 to 24 year-olds are more likely than others to say it is “very important” to **minimize loss of life and property due to emergencies**. Ward Two residents are more likely than others to say it is “very important” to **promote a sense of community**. Homeowners are more likely than others to say it is “very important” to **provide good value for tax dollars spent**.

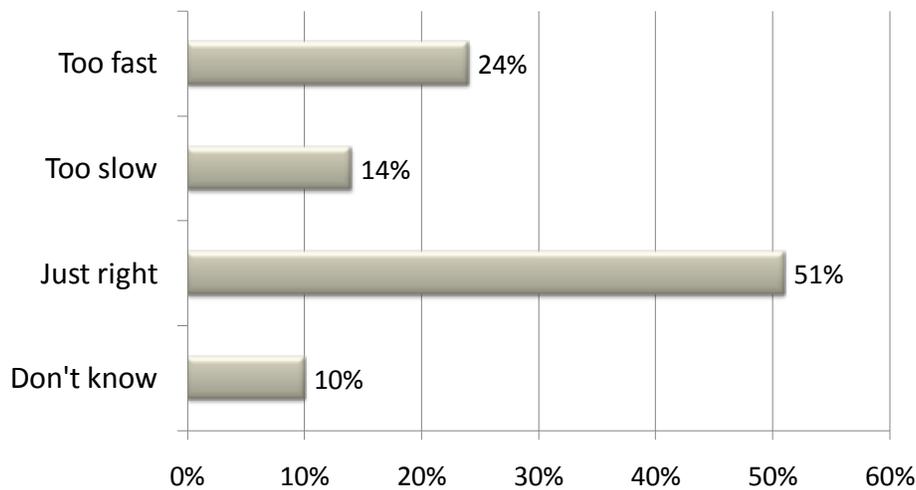
Ward Five residents and homeowners are more likely than others to give the community a rating of “poor” for **developing job opportunities**. Renters are more likely than others to give a rating of “excellent” for **supporting youth and child development**. Those earning over \$75,000 are more likely than others to give a rating of “poor” for **encouraging a vital downtown**. Those with no children are more likely than others to give the community a rating of “excellent” for **protecting the environment**. Those with no children and Caucasians are more likely than others to give a rating of “excellent” for **providing access to reading and reference materials**. 18 to 24 year-olds are more likely than others to give a rating of “excellent” for **providing an efficient transportation system**. Ward Six residents are more likely than others to give a rating of “excellent” for **providing safe buildings and infrastructure**.

ANALYSIS OF DATA

Population Growth (Q44)

Respondents were asked if population growth and development during the past five years has been too fast, too slow, or just right. The last decade has seen dramatic fluctuations in how the community feels about the rate of population growth. The percent who feel that population growth in Eugene is **“too fast”** almost tripled between 1990 and 1999 (from 20% in 1990 to 56% in 1999), and then started dropping, from 56% in 1999 to **24% currently**.

Population Growth



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Too fast	24%	23%	26%	31%	31%	40%	30%	32%	31%
Just about right	51	54	53	47	50	42	55	49	45
Too slow	14	13	12	11	7	8	9	11	7
Don't know	10	10	10	12	11	10	5	7	17

Demographic Differences

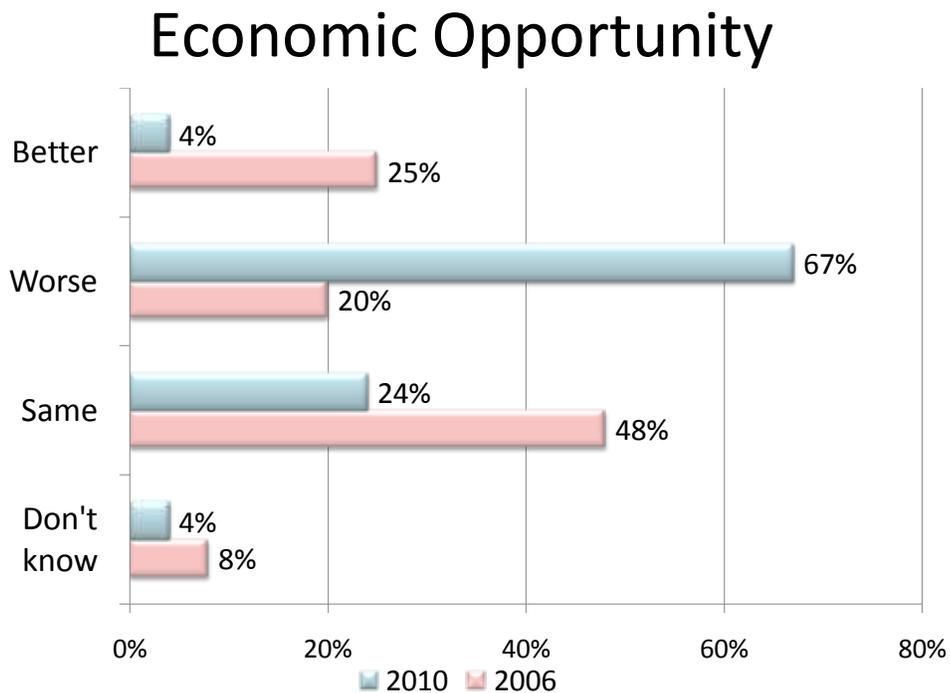
Those earning over \$75,000 are more likely than others to feel population growth is too slow.



ANALYSIS OF DATA

Economic Opportunity (Q45)

28% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, down from 45% in 2009. The percentage of respondents who feel the situation has worsened is currently 67%, up from 51% in 2009 (this number has steeply increased from 20% in 2006 to 67% currently). The number of respondents who believe that the situation has stayed the same is 24%, down from 37% in 2009.



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Better	4%	8%	14%	20%	25%	18%	17%	9%	14%
Worse	67	51	38	23	20	26	36	45	35
Stayed the same	24	37	44	50	48	47	43	41	42
Don't know	4	4	4	7	8	8	4	5	9

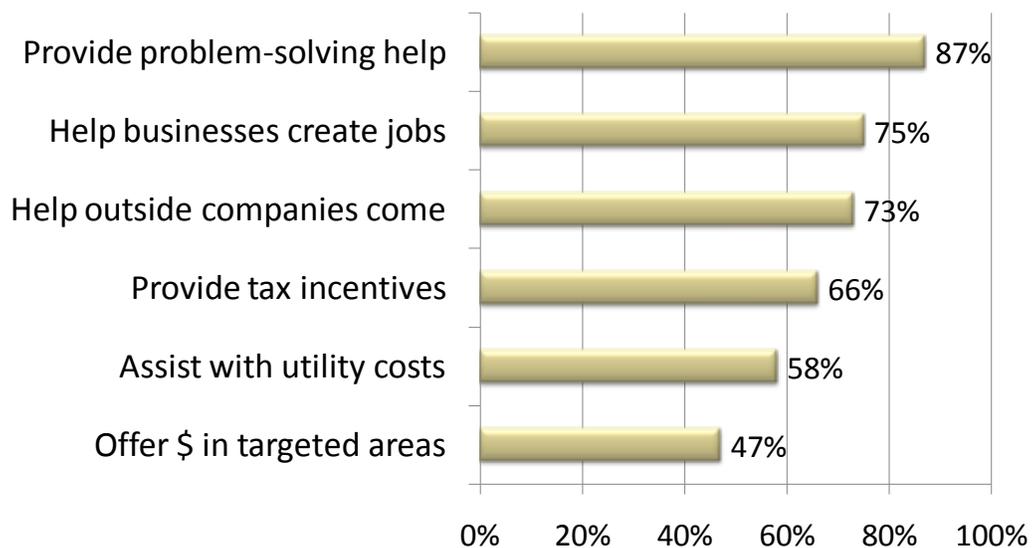


ANALYSIS OF DATA

Economic Development (Q46-Q51)

City residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community, though the level of support varies significantly depending on what form that assistance takes and whether it is provided to local businesses or outside companies. 87% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues. 75% feel the City should take an active role helping local businesses create and retain jobs (down from 84% in 2009). 73% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities. 66% feel the City should provide tax incentives to businesses creating new jobs. 58% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses. 47% feel the City should provide financial support to businesses in targeted areas, such as Downtown (down from 58% in 2009).

For Economic Development, the City Should:



Should the city provide problem-solving assistance to businesses for siting, permit, and development issues?

	Yes	No	Don't Know
2010	87%	7%	6%
2009	89	7	4
2008	85	7	9
2007	71	15	14
2006	79	12	9
2005	74	14	12
2004	83	12	5
2003	88	8	4
2002	79	14	7
2001	81	11	8

Should the city take an active role helping local businesses create and retain jobs?

	Yes	No	Don't Know
2010	75%	13%	12%
2009	84	11	6
2008	83	13	5
2007	75	16	8
2006	79	13	8
2005	79	13	8
2004	86	11	3
2003	88	8	4
2002	76	14	11
2001	78	15	8

Should the city help outside companies come to Eugene in order to increase economic opportunity?

	Yes	No	Don't Know
2010	73%	17%	10%
2009	75	16	10
2008	70	18	12
2007	62	23	14
2006	69	17	14
2005	62	25	13
2004	80	16	4
2003	66	21	13
2002	70	18	13
2001	72	21	7



Should the city provide tax incentives to businesses creating new jobs?

	Yes	No	Don't Know
2010	66%	23%	11%
2009	66	24	10
2008	60	25	15
2007	59	24	17
2006	55	28	18
2005	55	32	13
2004	67	29	4
2003	55	35	10
2002	60	27	12
2001	59	30	11

Should the city provide assistance with road, sewer, and utility costs to new and expanding businesses?

	Yes	No	Don't Know
2010	58%	28%	14%
2009	59	26	15
2008	58	25	17
2007	42	40	18
2006	51	34	16
2005	50	33	17
2004	60	34	6
2003	59	32	9
2002	56	31	13
2001	52	35	13

Should the city provide financial support to businesses in targeted areas, such as Downtown?

	Yes	No	Don't Know
2010	47%	40%	13%
2009	58	28	15
2008	55	30	15
2007	47	37	17
2006	49	38	13
2005	47	38	15
2004	53	41	6
2003	48	43	9
2002	47	41	12
2001	56	35	9



Demographic Differences

35 to 44 year-olds are more likely than others to feel the city should help **outside companies** come to Eugene. 35 to 44 year-olds are more likely than others to feel the city should provide **problem-solving assistance for siting, permit, and development issues**. Renters are more likely than others to feel the city should provide **financial support to businesses in targeted areas**, such as downtown. 35 to 44 year-olds are more likely than others to feel the city should provide **assistance with road, sewer, and utility costs to new and expanding businesses**.



ANALYSIS OF DATA

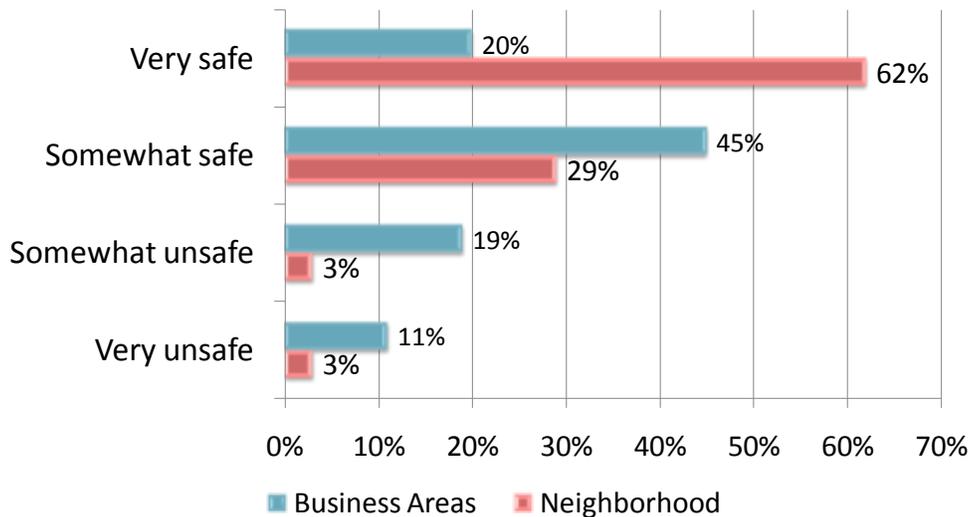
Public Safety (Q52-Q55)

91% of respondents feel “very” or “somewhat” safe walking alone in their **neighborhood** after dark, while 65% feel “very” or “somewhat” safe walking alone in **business areas** after dark. 20% feel “very” safe after dark in **business areas**. 62% feel “very” safe after dark in their **neighborhood** (down from 77% in 2008).

Those who feel “very” or “somewhat” unsafe walking alone in **business areas** after dark (base=122) mainly cite strange people/bad area (29%), a perceived increase in the number of crimes (27%), basic insecurity (20%), and homeless/transients (16%).

Those who feel “very” or “somewhat” unsafe walking alone in their **neighborhood** after dark (base=28) mainly cite a perceived increase in the number of crimes (39%), and basic insecurity (32%).

Public Safety



Business Areas

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Mean Score
2010	20%	45%	19%	11%	2.8
2009	22	43	23	10	2.8
2008	26	39	20	10	2.8
2007	28	48	14	4	3.0
2006	18	49	17	10	2.8
2005	33	33	17	10	3.0
2004	19	44	20	15	2.7
2003	35	37	14	7	3.1
2002	30	38	20	8	2.9
2001	23	40	20	10	2.8

Neighborhood

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Mean Score (Scale 1-4)
2010	62%	29%	3%	3%	3.5
2009	77	19	3	2	3.7
2008	65	24	7	3	3.5
2007	71	22	2	3	3.6
2006	61	30	5	3	3.5
2005	61	26	6	3	3.5
2004	53	34	8	4	3.4
2003	68	22	7	2	3.6
2002	59	27	8	4	3.4
2001	67	21	7	2	3.6

Demographic Differences

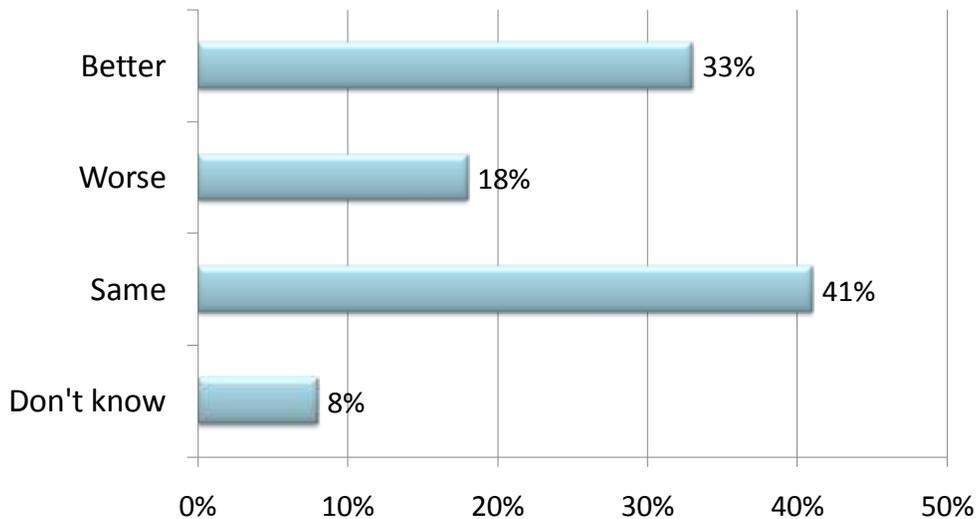
Seniors and homeowners are more likely than others to feel “very unsafe” walking alone in **business areas** after dark. Males and those with no children are more likely than others to feel “very safe” walking alone in **business areas** after dark.

Seniors are more likely than others to feel “very unsafe” walking alone in their **neighborhood** after dark. Males are more likely than others to feel “very safe” walking alone in their **neighborhood** after dark.

Community and the Police (Q56)

74% of respondents feel that the relationship between Eugene City police and the community is getting better or staying the same. The percentage of respondents who feel the situation is worsening is currently 18%. The number of respondents who believe that the situation is staying the same is 41%.

Community and the Police



Demographic Differences

Males are more likely than females to feel community relations with the City police are getting better.

ANALYSIS OF DATA

Neighborhood Associations (Q57-Q58)

53% are aware of their neighborhood association (down from 66% in 2009). An additional 2% are aware of neighborhood associations, but report that theirs is inactive. 44% are not aware of their neighborhood association (up from 28% in 2009).

62% of those who are aware of an active neighborhood association (n=214) feel the neighborhood association is having a positive impact on their neighborhood (down from 72% in 2009). 17% do not feel there is a positive impact, while 21% are unsure.

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Aware	53%	66%	59%	60%	67%	54%	62%	54%
Aware, but inactive	2	6	3	3	2	4	8	1
Unaware	44	28	38	37	31	41	29	44
Positive impact	62%	72%	68%	74%	70%	64%	73%	66%
No positive impact	17	10	16	12	14	17	14	11
Unsure	21	18	16	14	16	19	11	24

Demographic Differences

Those earning over \$75,000, Ward Two residents, homeowners, and Caucasians are more likely than others to be aware of their neighborhood association. 18 to 34 year-olds, those earning \$25,000 to \$34,999, those with children under twelve, registered voters, those who rarely vote, renters, and non-Caucasians are more likely than others to not be aware of their neighborhood association.

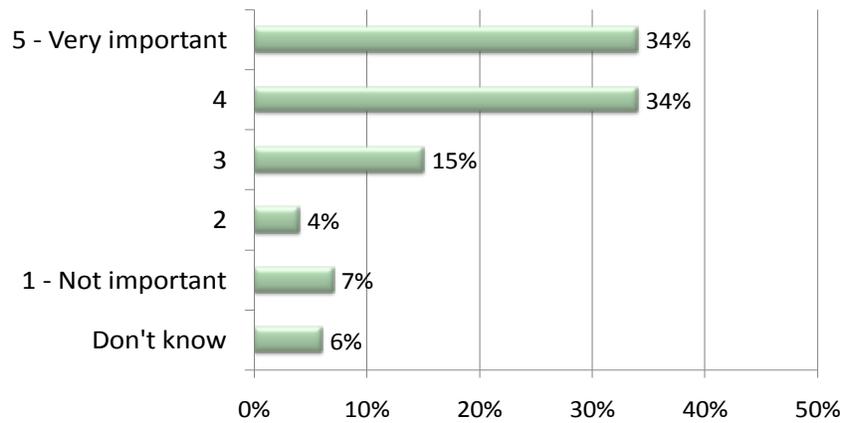


ANALYSIS OF DATA

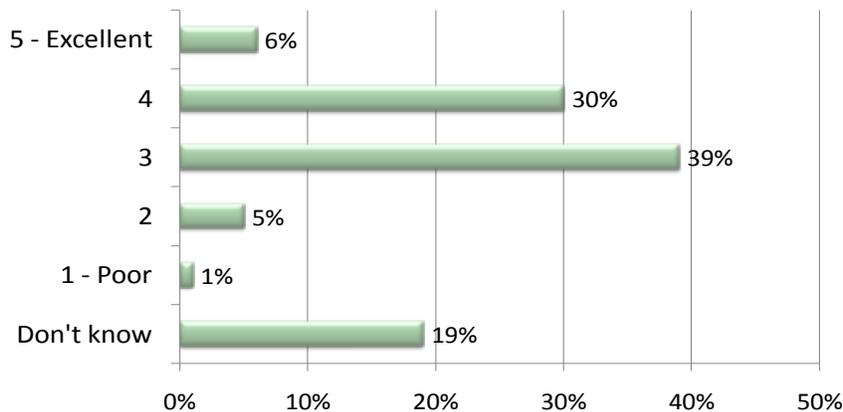
Environmental Practices (Q59-Q60)

34% of respondents say that it is “very important” that the city engage in environmentally sustainable practices (down from 52% in 2009), while only 6% feel that the city is doing an “excellent” job of employing such practices. The **importance** of the city engaging in sustainable practices has a mean rating of 3.9 (down from 4.2 in 2009), compared to a mean rating of 3.4 for the city’s **performance** in this category.

Importance: Environmentally Sustainable Practices



Performance: Environmentally Sustainable Practices



City's environmental practices

	Importance	Performance	Difference
2010	3.9	3.4	0.5
2009	4.2	3.5	0.7
2008	4.3	3.6	0.7
2007	4.3	3.5	0.8
2006	4.2	3.5	0.7
2005	4.3	3.3	1.0
2004	4.2	3.4	0.8

Demographic Differences

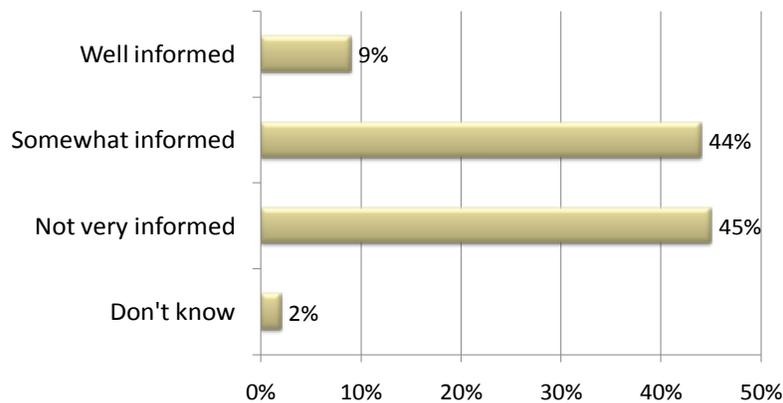
Ward Two residents are more likely than others to feel it is “very important” that the city engage in environmentally sustainable practices. Ward Eight residents are more likely than others to feel this is “not important.”

ANALYSIS OF DATA

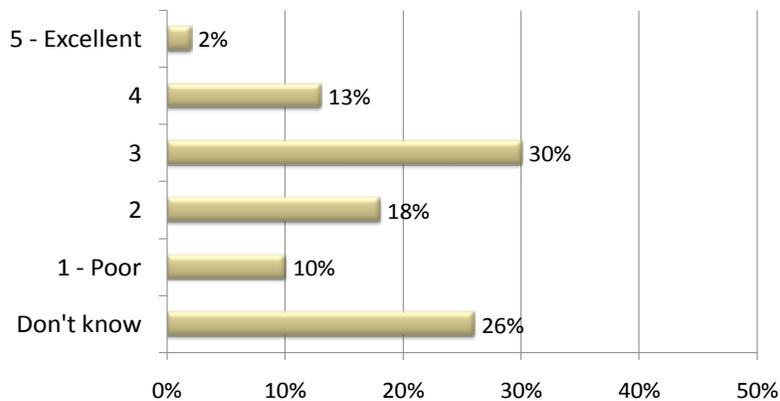
City Finances (Q61-Q62)

53% feel “somewhat informed” or “well informed” regarding Eugene City finances. 9% feel they are “well informed.” 45% feel they are “not very informed.” Only 2% feel the City is doing an “excellent” job providing clear and accessible financial information. The City received a mean **performance** rating of 2.7 on a five-point scale in this department.

City Finances:
Level of Being Informed



City Finances:
Performance Providing Information



Demographic Differences

Those who always vote are more likely than others to feel “well informed.”

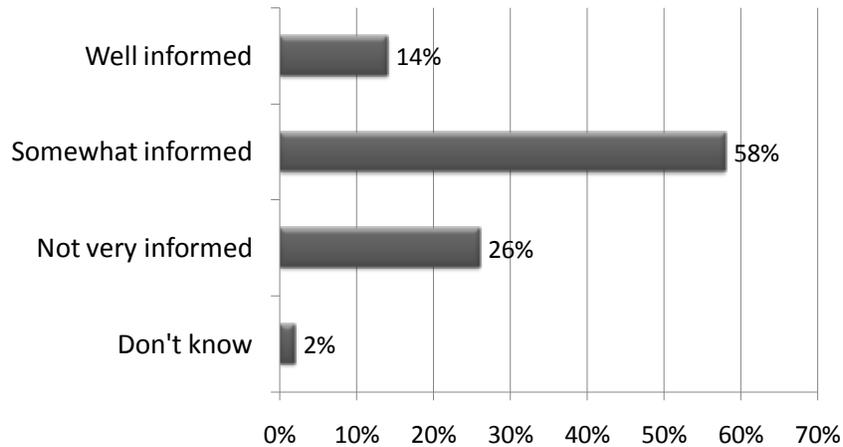


ANALYSIS OF DATA

Informed About City Government (Q63)

72% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 14% feel they are “well informed.” 26% feel they are “not very informed.”

City Government: Level of Being Informed



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Well informed	14%	19%	18%	25%	21%	21%	22%	20%	18%
Somewhat informed	58	55	59	51	52	50	57	52	59
Not very informed	26	25	22	23	26	27	20	27	22
Don't know	2	1	0	0	1	1	1	1	1



ANALYSIS OF DATA

Sources of Information (Q64-Q68)

41% of respondents read their neighborhood newsletter in the past year, down from 61% in 2009. 33% visited the City Website on the internet in the past year. 16% watched government access TV in the past year, down from 31% in 2009. 12% watched *Working City*. 39% did none of the above activities, up from 26% in 2009.

	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>
Read neighborhood newsletter	41%	61%	53%	47%	56%	46%	65%
Visited City Website	33	38	38	38	36	24	35
Watched government access TV	16	31	27	28	30	37	35
Watched "Working City"	12	10	11	10	13	14	12
None of the above	39	26	29	35	26	31	17

Those who engaged in the above activities were asked how often they did so. 31% watch government access TV "seldom," down from 55% in 2009. 53% watch *Working City* "occasionally," up from 33% in 2009, while 34% watch *Working City* "seldom," down from 54% in 2009.

	FREQUENTLY	OCCASIONALLY	SELDOM
Government Access TV			
2010	17%	52%	31%
2009	4	41	55
2008	7	47	47
2007	12	51	37
2006	7	49	44
2005	17	44	39
2004	13	42	45
2003	12	52	36
2002	11	49	40
2001	18	50	32
2000	17	62	21
1999	13	50	37
Neighborhood Newsletter			
2010	58%	36%	6%
2009	59	29	12
2008	63	30	7
2007	62	32	6
2006	60	31	9
2005	52	38	11
2004	50	33	17
2003	53	37	9
2002	44	36	20
2001	64	24	11
2000	50	38	11
1999	66	28	7



	FREQUENTLY	OCCASIONALLY	SELDOM
Visited City Website			
2010	12%	50%	38%
2009	17	47	35
2008	9	49	41
2007	14	54	33
2006	14	51	35
2005	15	46	39
2004	9	40	51
2003	9	49	41
2002	14	42	43
2001	9	48	43
2000	14	51	35
1999	12	49	39
Watched "Working City"			
2010	13%	53%	34%
2009	13	33	54
2008	7	47	47
2007	10	49	41
2006	4	59	37
2005	16	40	44
2004	13	52	35

Demographic Differences

Seniors, those earning over \$75,000 and homeowners are more likely than others to read their neighborhood newsletter. Those earning \$35,000 to \$49,999 are more likely than others to watch *Working City*. Renters and those earning under \$25,000 are more likely than others to engage in none of the above activities.

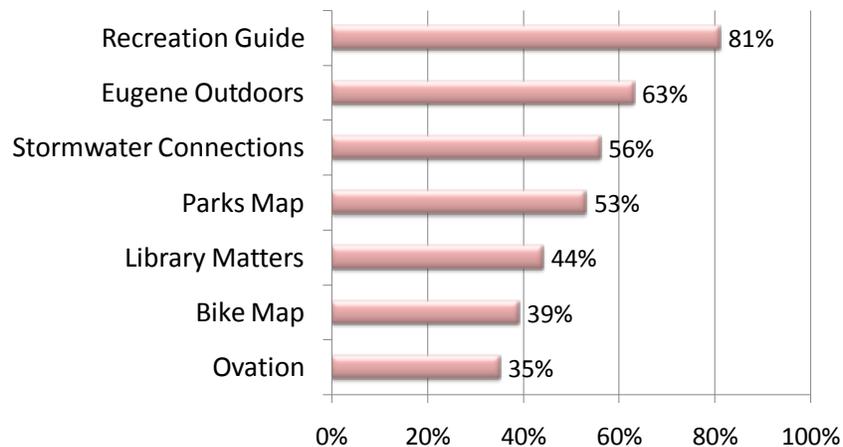


ANALYSIS OF DATA

City Publications (Q69-Q75)

More respondents recalled receiving the *Recreation Guide* than any other City publication. 81% of respondents said they received the City's *Recreation Guide* in the past year, 63% reported receiving *Eugene Outdoors*, 56% said they received *Stormwater Connections* (down from 69% in 2009), 53% reported receiving the *Parks Map* (up from 46% in 2009), 44% said they received *Library Matters*, 39% said they received the *Bike Map*, and 35% said they received *Ovation*.

Percent Receiving Publications



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>
<i>Recreation Guide</i>	81%	80%	82%	69%	81%	75%
<i>Eugene Outdoors</i>	63	58	65	61	59	55
<i>Stormwater Connections</i>	56	69	70	67	62	56
<i>Parks Map</i>	53	46	42	49	34	43
<i>Library Matters</i>	44	47	39	41	42	41
<i>Bike Map</i>	39	33	31	33	27	34
<i>Ovation</i>	35	40	35	32	37	27

Demographic Differences

Those earning \$35,000 to \$49,999 and those with children aged 12 to 17 are more likely than others to have received *Ovation*. Those earning \$35,000 to \$49,999 are more likely than others to have received *Eugene Outdoors*. Homeowners and Caucasians are more likely than others to have received *Stormwater Connections*.

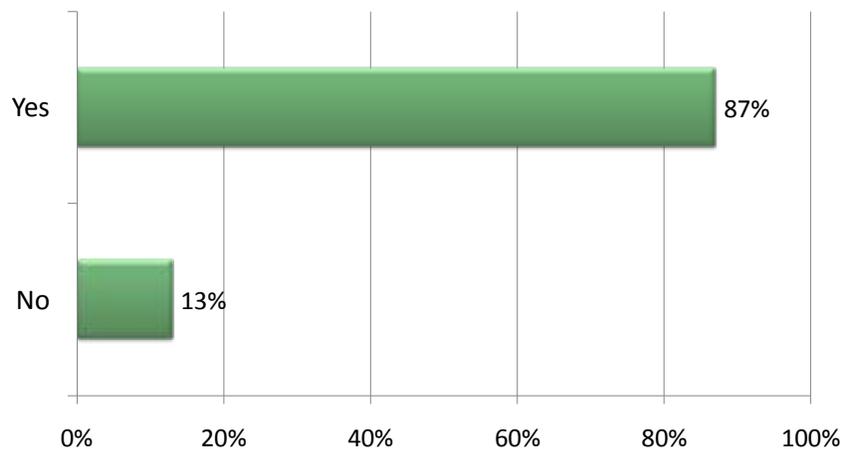


ANALYSIS OF DATA

Internet Access (Q76)

87% of respondents have internet access at home. There are no significant changes from 2009 data, although since 2003 the number having internet access at home has increased from 70% to 87% currently.

Internet Access



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Yes	87%	86%	82%	83%	79%	64%	77%	70%
No	13	14	8	17	21	36	23	29

Demographic Differences

Those earning over \$75,000 and those with children under twelve are *more* likely than others to have internet access at home. Seniors, those earning under \$25,000, and those with no children are *less* likely than others to have internet access at home.

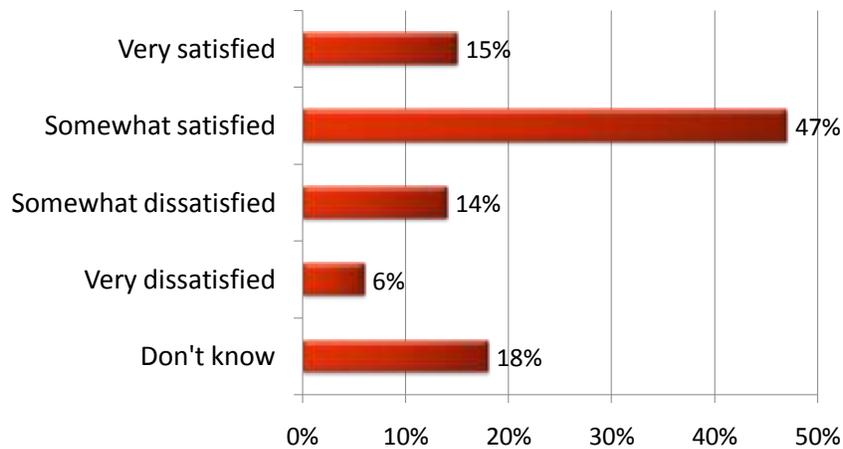


ANALYSIS OF DATA

Citizen Participation (Q77)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 62% of the respondents are “very” or “somewhat” satisfied with the opportunities provided for citizen input (down from 73% in 2009). 20% are “very” or “somewhat” dissatisfied with the opportunities for citizen input.

Citizen Participation



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Very satisfied	15%	22%	21%	25%	16%	13%	13%	20%
Somewhat satisfied	47	51	47	45	49	49	60	50
Somewhat dissatisfied	14	10	9	7	10	10	17	8
Very dissatisfied	6	8	7	6	7	7	6	8
Don't know	18	10	17	18	18	21	4	13
Very or Somewhat Satisfied	62%	73%	68%	70%	65%	62%	73%	70%
Very or Somewhat Dissatisfied	20%	18%	16%	13%	17%	17%	23%	16%

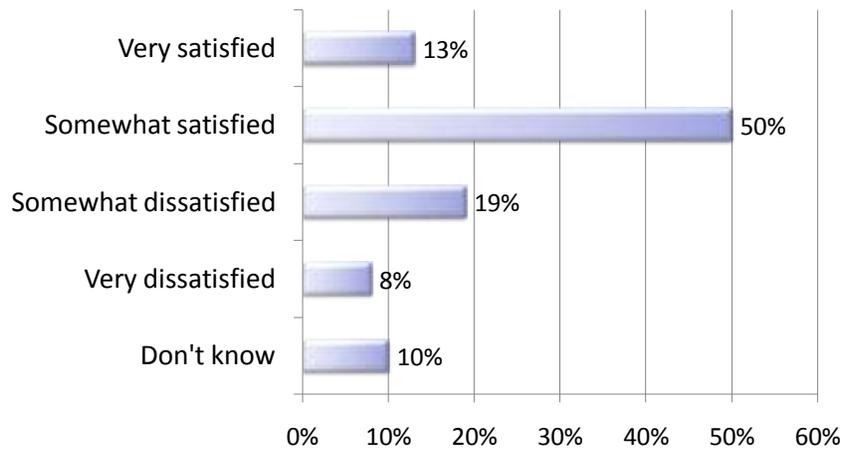


ANALYSIS OF DATA

City Government (Q78)

Respondents were asked if they are satisfied with city government in Eugene. 63% say they are “very” or “somewhat” satisfied with city government in Eugene. 27% are “very” or “somewhat” dissatisfied with city government in Eugene. There are no significant changes from 2009 data.

City Government



	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Very satisfied	13%	10%	11%	14%	9%	9%	7%	16%
Somewhat satisfied	50	55	50	51	52	50	54	48
Somewhat dissatisfied	19	17	21	15	15	17	26	19
Very dissatisfied	8	12	11	11	12	12	11	8
Don't know	10	7	7	9	11	13	2	9
Very or Somewhat Satisfied	63%	65%	61%	65%	61%	59%	61%	64%
Very or Somewhat Dissatisfied	27%	29%	32%	26%	27%	29%	37%	27%

Demographic Differences

Those earning over \$75,000 are more likely than others to be “very dissatisfied” with city government.

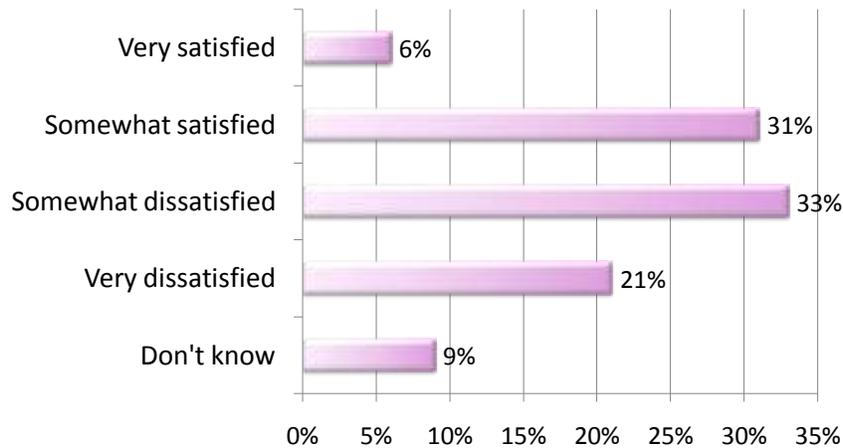


ANALYSIS OF DATA

Downtown Eugene (Q79)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 37% are “very” or “somewhat” satisfied with Downtown Eugene (up from 25% in 2009), and 54% are “very” or “somewhat” dissatisfied (down from 71% in 2009).

Downtown Eugene



	2010	2009	2008	2007	2006	2005	2004	2003
Very satisfied	6%	4%	5%	6%	5%	9%	10%	14%
Somewhat satisfied	31	21	28	25	31	40	39	42
Somewhat dissatisfied	33	29	27	28	27	24	35	24
Very dissatisfied	21	42	37	34	29	20	13	15
Don't know	9	4	4	7	7	7	3	5
Very or Somewhat Satisfied	37%	25%	33%	31%	36%	49%	49%	56%
Very or Somewhat Dissatisfied	54%	71%	64%	62%	56%	44%	48%	39%

Demographic Differences

Those earning over \$75,000 are more likely than others to say they are “very dissatisfied” with Downtown Eugene the way it is today.



QUESTIONNAIRE INSTRUMENT

EUGENE COMMUNITY SURVEY – 2010

1. (ASK TO SPEAK TO PERSON ON LIST) Hello, I'm _____ with Advanced Marketing Research, conducting a public opinion survey for the City of Eugene (about the quality of life in Eugene). Are you 18 or over? (TERMINATE IF "NO").
2. Do you think things in the community are generally going in the right direction, or do you think things are generally heading in the wrong direction?
 1() Right direction 2() Wrong direction 3() Don't know/Refused
3. What, in your opinion, is the most important problem facing the community of Eugene?

4. What do you like MOST about living in Eugene? (*Probe and clarify*)

5. Generally speaking, are you satisfied or dissatisfied with the overall level of services provided by the City of Eugene government? (*Then ask:*) Is that VERY or SOMEWHAT (*satisfied or dissatisfied*)?
 1() Very dissatisfied 2() Somewhat dissatisfied 3() Somewhat satisfied 4() Very satisfied
 5() Don't know/Ref.

On a scale of 1 to 5, where 1 is not important and 5 is very important, how important to you is it that our community: (READ EACH)

	Not Important			Very Important		Don't Know
6. Protect the environment	1	2	3	4	5	6
7. Improve neighborhoods	1	2	3	4	5	6
8. Achieve compact urban growth	1	2	3	4	5	6
9. Develop job opportunities	1	2	3	4	5	6
10. Provide parks and open space	1	2	3	4	5	6
11. Support the arts	1	2	3	4	5	6
12. Provide access to reading and reference materials	1	2	3	4	5	6
13. Provide an efficient transportation system	1	2	3	4	5	6
14. Encourage cultural diversity and tolerance	1	2	3	4	5	6
15. Provide recreation opportunities	1	2	3	4	5	6
16. Prevent crime	1	2	3	4	5	6
17. Minimize loss of life and property due to emergencies	1	2	3	4	5	6
18. Provide safe buildings and infrastructure (e.g., roads, sewer)	1	2	3	4	5	6
19. Promote a sense of community	1	2	3	4	5	6
20. Provide good value for tax dollars spent	1	2	3	4	5	6
21. Support youth and child development	1	2	3	4	5	6
22. Encourage a vital downtown	1	2	3	4	5	6

On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate our community on:

	Poor		Excellent			Don't Know
23. Developing job opportunities	1	2	3	4	5	6
24. (IF 1 or 2:) Why would you give that rating? _____						
25. Providing good value for tax dollars spent	1	2	3	4	5	6
26. (IF 1 or 2:) Why would you give that rating? _____						



	Poor			Excellent	Don't Know	
27. Supporting youth and child development	1	2	3	4	5	6
28. (IF 1 or 2:) Why would you give that rating?						
29. Encouraging a vital downtown	1	2	3	4	5	6
30. (IF 1 or 2:) Why would you give that rating?						
31. Protecting the environment	1	2	3	4	5	6
32. Improving neighborhoods	1	2	3	4	5	6
33. Achieving compact urban growth	1	2	3	4	5	6
34. Providing parks and open space	1	2	3	4	5	6
35. Supporting the arts	1	2	3	4	5	6
36. Providing access to reading and reference materials	1	2	3	4	5	6
37. Providing an efficient transportation system	1	2	3	4	5	6
38. Encouraging cultural diversity and tolerance	1	2	3	4	5	6
39. Providing recreation opportunities	1	2	3	4	5	6
40. Preventing crime	1	2	3	4	5	6
41. Minimizing loss of life and property due to emergency	1	2	3	4	5	6
42. Providing safe buildings and infrastructure (e.g., roads, sewer)	1	2	3	4	5	6
43. Encouraging a sense of community	1	2	3	4	5	6
44. Do you believe POPULATION growth and development in Eugene during the past 5 years has been too fast, too slow, or just about right? 1() Too fast 2() Too slow 3() Just about right 4() Don't know/Refused						
45. Do you believe your ECONOMIC opportunity in Eugene during the past 5 years has gotten better, worse, or stayed the same? 1() Better 2() Worse 3() Stayed the same 4() Don't know/Refused						
46. Should the City take an active role helping local businesses create and retain jobs? 1() Yes 2() No 3() Don't know						
47. Should the City take an active role helping outside companies come to Eugene in order to increase economic opportunities? 1() Yes 2() No 3() Don't know						
In order to provide more jobs in the community, should the City:						
48. Provide problem-solving assistance to businesses for siting, permit, and development issues?				Yes	No	DK
49. Provide tax incentives to businesses creating new jobs?				Yes	No	DK
50. Provide financial support to businesses in targeted areas, such as Downtown?				Yes	No	DK
51. Provide assistance with road, sewer, and utility costs to new and expanding businesses?				Yes	No	DK
52. How safe do you feel walking alone in business areas after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe? 1() Very unsafe 2() Somewhat unsafe 3() Somewhat safe 4() Very safe 5() Don't know						
53. (IF 1 or 2 to Q52) Why do you feel unsafe?						



54. How safe do you feel walking alone in your neighborhood after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe?
 1() Very unsafe 2() Somewhat unsafe 3() Somewhat safe 4() Very safe 5() Don't know
55. (IF 1 or 2 to Q54) Why do you feel unsafe?

56. Do you feel that the relationship between Eugene City police and the community is getting better, getting worse, or staying the same?
 1() Better 2() Worse 3() Staying the same 4() Don't know/Refused
57. Are you aware of your Neighborhood Association?
 1() Yes 2() Aware, but inactive – SKIP TO Q59 3() No – SKIP TO Q59
 4() Don't know/Refused – SKIP TO Q59
58. Do you feel your neighborhood association is having a positive impact on your neighborhood?
 1() Yes 2() No 3() Don't know/Refused
59. On a scale of 1 to 5, where 1 is not important and 5 is very important, how important is it to you that the City engage in environmentally sustainable practices?
 1() Not important 2() 3() 4() 5() Very important 6() Don't know
60. On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate the City's performance on engaging in environmentally sustainable practices?
 1() Poor 2() 3() 4() 5() Excellent 6() Don't know
61. Regarding Eugene City finances, do you feel you are well informed, somewhat informed, or not very informed?
 1() Not very informed 2() Somewhat informed 3() Well informed 4() Don't know
62. On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate the City's performance in providing clear and accessible financial information?
 1() Poor 2() 3() 4() 5() Excellent 6() Don't know
63. Regarding Eugene City government issues, do you feel you are well informed, somewhat informed, or not very informed?
 1() Not very informed 2() Somewhat informed 3() Well informed 4() Don't know
64. In the past year, have you: (READ ALL CHOICES; CODE ALL "YES" RESPONSES)
 1() Watched government access TV on Metro Vision
 2() Read your neighborhood association newsletter
 3() Visited the City Website on the Internet
 4() Watched "Working City" on government access TV
 5() NONE OF THE ABOVE
 6() DON'T KNOW

FOR ALL "YES" ANSWERS TO Q64, ASK:

65. Do you watch government access TV frequently, occasionally, or seldom?
 66. Do you read your neighborhood association newsletter frequently, occasionally, or seldom?
 67. Do you visit the City Website frequently, occasionally, or seldom?
 68. Do you watch "Working City" on government access TV frequently, occasionally, or seldom?



Have you received the following City of Eugene publications in the past year?

- | | | | |
|----------------------------|----------|---------|-----------------|
| 69. Ovation | 1() Yes | 2() No | 3() Don't Know |
| 70. Library Matters | 1() Yes | 2() No | 3() Don't Know |
| 71. Eugene Outdoors | 1() Yes | 2() No | 3() Don't Know |
| 72. Stormwater Connections | 1() Yes | 2() No | 3() Don't Know |
| 73. Recreation guide | 1() Yes | 2() No | 3() Don't Know |
| 74. Bike map | 1() Yes | 2() No | 3() Don't Know |
| 75. Parks map | 1() Yes | 2() No | 3() Don't Know |

76. Do you have Internet access at home?

- 1() Yes 2() No 3() Don't know/Refused

77. Generally speaking, are you satisfied or dissatisfied with the opportunities provided to the citizens of Eugene to give input on city decisions? *(Then ask:)* Is that VERY or SOMEWHAT *(satisfied/dissatisfied)*?

- 1() Very dissatisfied 2() Somewhat dissatisfied 3() Somewhat satisfied 4() Very satisfied
5() Don't know/Refused

78. Generally speaking, are you satisfied or dissatisfied with City government in Eugene? *(Then ask:)* Is that VERY or SOMEWHAT *(satisfied/dissatisfied)*?

- 1() Very dissatisfied 2() Somewhat dissatisfied 3() Somewhat satisfied 4() Very satisfied
5() Don't know/Refused

79. Thinking about Downtown Eugene, would you say you are satisfied or dissatisfied with Downtown Eugene the way it is today? *(Then ask:)* Is that VERY or SOMEWHAT *(satisfied/dissatisfied)*?

- 1() Very dissatisfied 2() Somewhat dissatisfied 3() Somewhat satisfied 4() Very satisfied
5() Don't know/Refused

80. Please tell me when I read the category that contains your age:

- 1() 18-24 2() 25-34 3() 35-44 4() 45-54 5() 55-64 6() 65 and over 7() REFUSED

81. Do you own or rent your home?

- 1() Own 2() Rent 3() Don't know/Refused

82. How many people in your household are under age 12? _____

83. How many people in your household are age 12 to 17? _____

84. Please tell me when I read the racial or ethnic group to which you belong:

- | | | |
|-------------------------------------|---------------------|--------------|
| 1() White/Caucasian | 5() Middle Eastern | 9() REFUSED |
| 2() Asian/Pacific Islander | 6() Hispanic | |
| 3() American Indian/Alaskan Native | 7() Multi-Racial | |
| 4() African American | 8() OTHER | |

85. Please tell me when I read the category that best represents your total household income before taxes:

- | | | |
|------------------------|------------------------|-------------------------|
| 1() Under \$15,000 | 4() \$35,000-\$49,999 | 7() \$100,000 or more |
| 2() \$15,000-\$24,999 | 5() \$50,000-\$74,999 | 8() Don't know/Refused |
| 3() \$25,000-\$34,999 | 6() \$75,000-\$99,999 | |

86. Would you be willing to participate in occasional brief Internet surveys on City issues?

- 1() Yes
2() No – SKIP TO Q88
3() Don't know/Refused – SKIP TO Q88



87. What is your e-mail address? (IF PERSON ASKS FOR A CITY CONTACT:
serviceimprovement@ci.eugene.or.us)

88. THANK YOU FOR YOUR TIME! RECORD THE FOLLOWING FROM THE LIST:
Gender: 1() Male 2() Female
89. Ward: _____
90. Registered voter?
1() Yes 2() No
91. Number of elections voted in out of the last four:
1() One 2() Two 3() Three 4() Four 5() NONE 6() Not registered voter
92. Political Party
1() Republican
2() Democrat
3() Other
4() Not a registered voter
93. Phone # _____
94. Interviewer: _____

