

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

December, 2005



**ADVANCED MARKETING
RESEARCH INC.**

P.O. Box 5244 · Eugene, OR 97405 · Phone/Fax 541-345-6600 · www.advancedmarketingresearch.com

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EXECUTIVE SUMMARY

Is Eugene Headed in the Right Direction? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. Community perceptions about Eugene's direction has changed in the past year. 50% of respondents feel Eugene is headed in the right direction, down from 59% last year, and 58% in 2003.

Most Important Problem (Q3)

Crime and education top the list of problems identified by respondents. 14% mentioned crime, and 10% mentioned education. Concern with city growth problems is at 8%, as is concern with traffic, concern with the homeless, concern with government issues, and concern with unemployment.

Like Most About Eugene (Q4)

Central location tops the list of what people like most about living in Eugene, mentioned by 14% of respondents. Friendly people is second with 12%, followed by climate/weather (11%), size of the city (9%), and scenery/terrain (9%).

Overall 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. About three-quarters of respondents (74%) are very satisfied or somewhat satisfied with the overall level of services provided by the City of Eugene, similar to 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.

Evaluation of City Services (Q6-34)

From the community's perspective, there have been no significant increases over 2003 data in the number of people rating services "above average." On the other hand, there have been ten significant decreases in the number of people rating services "above average:" emergency medical services, maintaining city parks, providing storm drainage services, encouraging use of the bus system, Cuthbert Amphitheater, police emergency response, maintaining city buildings, traffic enforcement, maintaining city streets, and preventing crime.

Eugene is perceived by the majority of respondents as doing an *above average* job at: providing an adequate bikeway system, library services, fire and rescue services, emergency medical services, maintaining city parks, the Hult Center, maintaining and improving water quality in local waterways, and encouraging the use of mass transit. More than one-fourth feel Eugene is doing a *below average* job at: maintaining city streets, providing leadership for the city, preventing crime, planning and managing growth, the land use application process, the building permit process, and managing tax dollars.

Reported Use of City Services (Q35)

Respondents were asked if they or a family member had used various city services in the past year. City parks were the most widely used of the city services on the list, with 80% reporting that they used the parks (up from 71% in 2003), followed by library services (71%, up from 58%

in 2003), Eugene Airport services (58%, up from 47% in 2003), and the Hult Center for the Performing Arts (57%, up from 46% in 2003). The number of respondents reporting that they used the Cuthbert Amphitheater decreased from 33% in 2003 to 26% currently.

Population Growth in Eugene (Q36)

Respondents were asked if population growth and development during the past ten 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 30% in 2004, and has now risen to 40%.

Economic Opportunity in Eugene (Q37)

65% of the respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 26%, down from 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained relatively stable since 1998.

City’s Role in Economic Development (Q38-Q43)

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. 79% feel the City should take an active role helping local businesses create and retain jobs, down from 86% in 2004. 74% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (down from 83% in 2004). 62% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (down from 80% in 2004). 55% feel the City should provide tax incentives to businesses creating new jobs (down from 67% in 2004). 50% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (down from 60% in 2004). 47% feel the City should provide financial support to businesses in targeted areas, such as Downtown.

Public Safety (Q44-Q47)

87% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 66% feel “very” or “somewhat” safe walking alone in business areas after dark. 33% feel “very” safe after dark in business areas, up from 19% in 2004. 61% feel “very” safe after dark in their neighborhood, up from 53% in 2004.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=109) mainly cite basic insecurity (19%), strange people in a bad area (18%) homeless or transient people (17%), or a perceived increase in the number of crimes (16%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=38) mainly cite strange people in a bad area (34%), or basic insecurity (24%).

Neighborhood Associations (Q48-Q49)

54% are aware of their neighborhood association, down from 62% in 2004. An additional 4% are aware of neighborhood associations, but report that theirs is inactive. 41% are not aware of their neighborhood association, up from 29% in 2004.

64% of those who are aware of an active neighborhood association (n=218) feel the neighborhood association is having a positive impact on their neighborhood. 17% do not feel there is a positive impact, while 19% are unsure.

City's Environmental Practices (Q50-Q51)

More than half (54%) of respondents say that it is very important that the City engage in environmentally sustainable practices, while only 5% 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 4.3, compared to a mean rating of 3.3 for the City's performance in this category.

Level of Being Informed (Q52)

71% feel "somewhat informed" or "well informed" regarding Eugene City government issues. 21% feel they are "well informed."

Sources of Information About City Government (Q53-Q57)

46% of respondents read their neighborhood newsletter in the past year, down from 65% in 2004. 37% watched government access TV in the past year. 24% visited the City Website on the Internet in the past year (down from 35% in 2004). 14% watched "Working City." 31% did none of the above activities, up from 17% in 2004.

City Publications (Q58-Q64)

More respondents recalled receiving the Recreation Guide than any other City publication. 75% of the respondents said they received the City's Recreation Guide in the past year (down from 85% in 2004), 56% said they received Stormwater Connections, 55% reported receiving Eugene Outdoors, 43% reported receiving the Parks Map (up from 30% in 2004), 41% said they received Library Matters, 34% said they received the Bike Map, and 27% said they received Ovation.

Internet Access (Q65)

64% of respondents have Internet access at home, down from 77% in 2004.

Citizen Participation (Q66)

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 2004.

City Government (Q67)

Respondents were asked if they are satisfied with city government in Eugene. 59% say they are "very" or "somewhat" satisfied with City government in Eugene, representing no significant change from 2004 data. 29% are "very" or "somewhat" dissatisfied with City government in

Eugene, down from 37% in 2004.

Downtown Eugene (Q68)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 49% are “very” or “somewhat” satisfied with Downtown Eugene, and 44% are “very” or “somewhat” dissatisfied, representing no significant change from 2004 data.

**COMMUNITY SURVEY
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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 KM Lists (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). 401 interviews were completed. The sample was stratified to reflect population demographics of Eugene. Telephone interviews were conducted between November 29 and December 17, 2005.

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 ten to fifteen times, conducting 400 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.

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

<u>Subsample</u>	<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>	<u>600</u>
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.

RESPONSE RATE

Of the 633 qualified respondents reached by telephone, 401 interviews were completed, for a response rate of 63%. The overall breakdown of numbers dialed is as follows:

	<u>2005</u>	<u>2004*</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
Refusals	232	274	100	200	123
Disconnects	420	974	40	124	180
Answering Machine	299	244	200	367	433
Fax Machine	17	146	5	13	17
Businesses	18	441	3	11	16
No Answer	266	178	231	426	367
Call Backs	18	145	34	33	65
Spanish Speaking Barrier	12	n.a.	0	3	--
Other Language Barrier	15	12	0	0	0
No Qualified Respondent	66	77	8	67	91
Completed Interviews	<u>401</u>	<u>401</u>	<u>401</u>	<u>400</u>	<u>401</u>
Total Numbers Dialed	1,764	2,892	1,022	1,644	1,693

* Random Digit Dialing Used (OSRL)

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.

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 sample distribution in each Ward occurred. (Voter population information was obtained from the Lane County Elections Division, November 2005.)

<u>Ward</u>	<u>Voter Population Size</u>	<u>Voter Population %</u>	<u>List %</u>	<u>Sample %</u>
One	10,053	13%	13%	15%
Two	11,723	15%	12%	14%
Three	7,183	10%	9%	7%
Four	9,574	12%	12%	12%
Five	10,663	14%	13%	13%
Six	10,403	13%	16%	16%
Seven	8,685	11%	13%	10%
Eight	9,309	12%	12%	11%

QUOTAS OBSERVED

The following quotas were targeted in the data collection process.

Males	48-52%		
Females	48-52%		
18-24	20-24%		
25-34	17-21%		
35-44	15-19%		
45-54	16-20%		
55-64	7-11%		
65+	13-17%		
Ward One	11-15%	Ward Five	12-16%
Ward Two	13-17%	Ward Six	11-15%
Ward Three	8-12%	Ward Seven	9-13%
Ward Four	10-14%	Ward Eight	10-14%

BOUND ON ERROR

SEX	SAMPLE SIZE		Bound on Error at 95% Confidence Level
	Frequency	Percent	
Male	213	53%	6.2%
Female	188	47%	6.6%
AGE			
18-24	44	11%	13.5%
25-34	69	17%	10.8%
35-44	70	17%	10.7%
45-54	82	20%	9.9%
55-64	52	13%	12.5%
65 +	83	21%	9.9%
OWN/RENT			
Own	233	58%	5.9%
Rent	163	41%	7.0%
INCOME			
Under \$15,000	56	14%	12.0%
\$15,000-\$24,999	73	18%	10.5%
\$25,000-\$34,999	72	18%	10.6%
\$35,000-\$49,999	59	15%	11.7%
\$50,000-\$74,999	46	11%	13.2%
\$75,000 or more	59	15%	11.7%
WARD			
One	62	15%	11.4%**
Two	57	14%	11.9%
Three	29	7%	--
Four	50	12%	12.7%
Five	51	13%	12.6%
Six	66	16%	11.1%
Seven	41	10%	14.0%
Eight	45	11%	13.4%
TOTAL	401	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) 11.4% of the survey response.

DEMOGRAPHIC BREAKDOWN BY YEAR

	2005	2004	2003	2002	2001	POP. *
Age						
18-24	11%	8%	20%	22%	14%	22%
25-34	17	15	18	19	16	19
35-44	17	17	17	17	19	17
45-54	20	22	18	18	19	18
55-64	13	17	12	9	15	9
65 and over	21	21	14	15	16	15
Home Ownership						
Own	58%	66%	48%	53%	70%	52%
Rent	41	33	53	46	29	48
# Children Under 18						
Zero	62%	67%	66%	69%	67%	72%
One	13	17	16	16	14	
Two	16	13	13	12	15	
Three	6	2	4	3	3	
Four or more	3	1	1	1	2	
Income**						
Under \$15,000	14%	10%	15%	21%	n.a.	21%
\$15,000-\$24,999	18	12	19	10	n.a.	14
\$25,000-\$34,999	18	16	13	15	n.a.	14
\$35,000-\$49,999	15	15	15	16	n.a.	17
\$50,000-\$74,999	11	18	14	15	18	17
\$75,000 and over	15	21	9	10	14	18
Refused	9	7	16	12	13	n.a.
Gender						
Male	53%	41%	52%	56%	48%	49%
Female	47	59	48	44	52	51
Voter/Non-Voter						
Voter	65%	n.a.	62%	69%		
Non-Voter	35	n.a.	38	31		
Race/Ethnicity						
White	92%	93%	93%	90%	90%	88%
Hispanic	2	2	2	2	1	5***
African American	1	0	<1	1	<1	1
Asian/Pacific Islander 1	1	2	1	2	4	
American Indian/Alaskan	<1	1	<1	1	1	1
Multi-Racial	0	2	1	1	1	4

* 2000 Eugene Population Characteristics, Oregon Census Abstract.

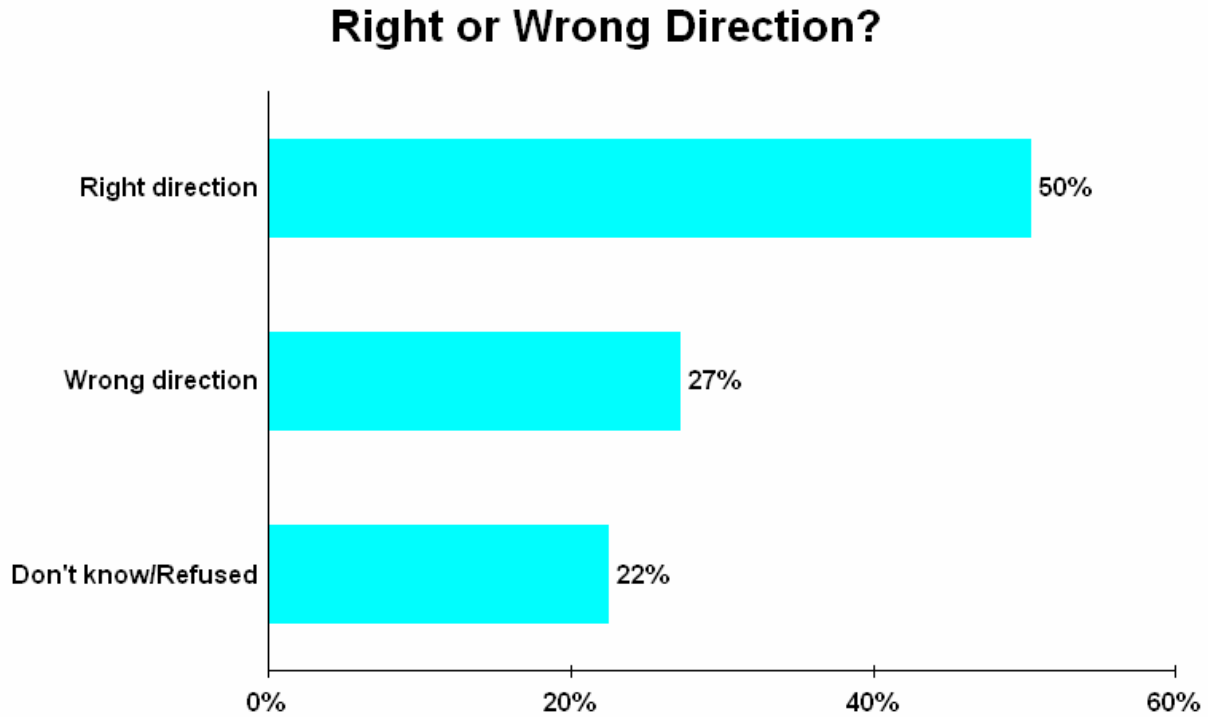
** The first four income categories were changed in 2002.

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

ANALYSIS OF DATA

IS EUGENE HEADED IN THE RIGHT DIRECTION? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. Community perceptions about Eugene's direction has changed in the past year. 50% of respondents feel Eugene is headed in the right direction, down from 59% last year, and 58% in 2003.

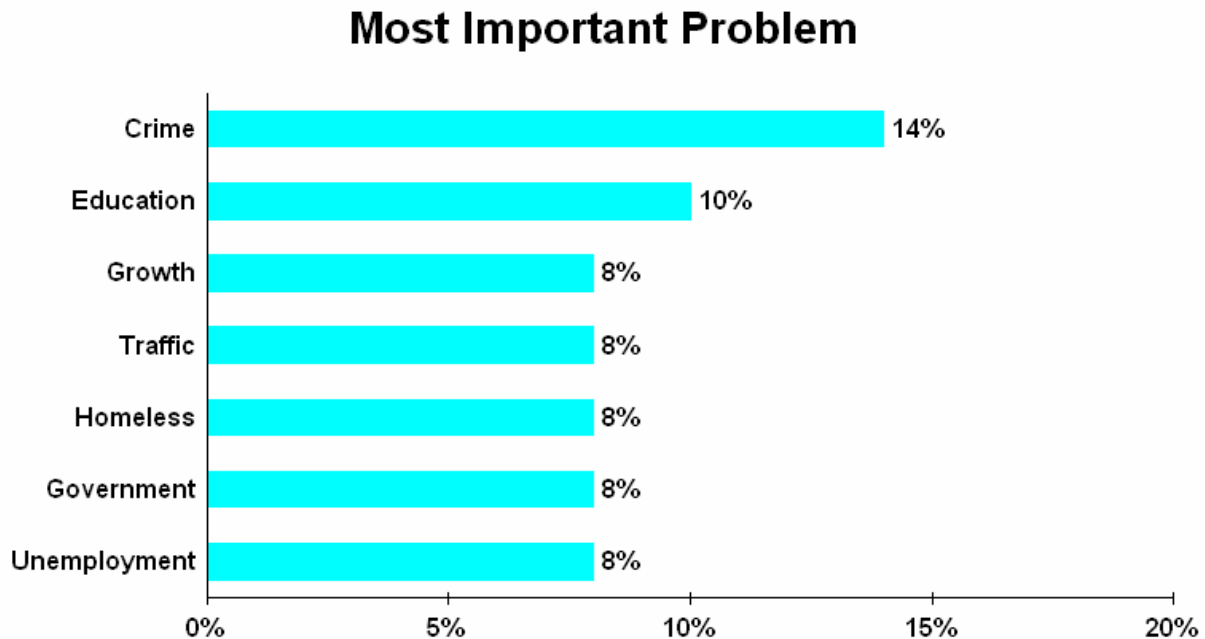


	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>
Right direction	50%	59%	58%	54%	53%	64%	68%	65%	57%
Wrong direction	27	33	23	30	34	22	20	25	23
Don't know	22	9	19	16	13	13	12	11	20

Renters are more likely than homeowners to feel that things are going in the right direction.

MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

Crime and education top the list of problems identified by respondents. 14% mentioned crime, and 10% mentioned education. Concern with city growth problems is at 8%, as is concern with traffic, concern with the homeless, concern with government issues, and concern with unemployment.



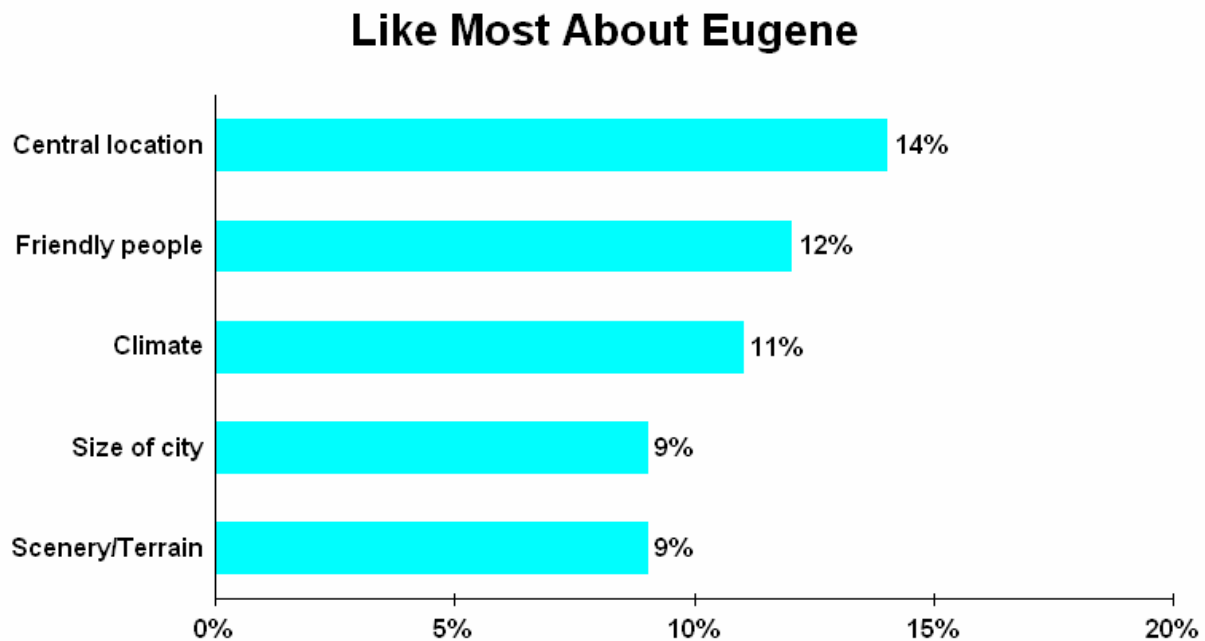
Multiple responses possible.

	<u>2005</u>		<u>2004</u>		<u>2003</u>
Crime/Gangs/Drugs	14%	Economic develop.	13%	Crime/Gangs/Drugs	14%
Education issues	10	Homelessness/pov.	11	Education issues	14
City growth problems	8	Government issues	11	Unemployment	12
Traffic	8	Unemployment	7	Government issues	9
Homeless	8	School funding	7	Economic develop.	9

55 to 64 year-olds, and those who always vote are more concerned than others with traffic.

LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Central location tops the list of what people like most about living in Eugene, mentioned by 14% of respondents. Friendly people is second with 12%, followed by climate/weather (11%), size of the city (9%), and scenery/terrain (9%).



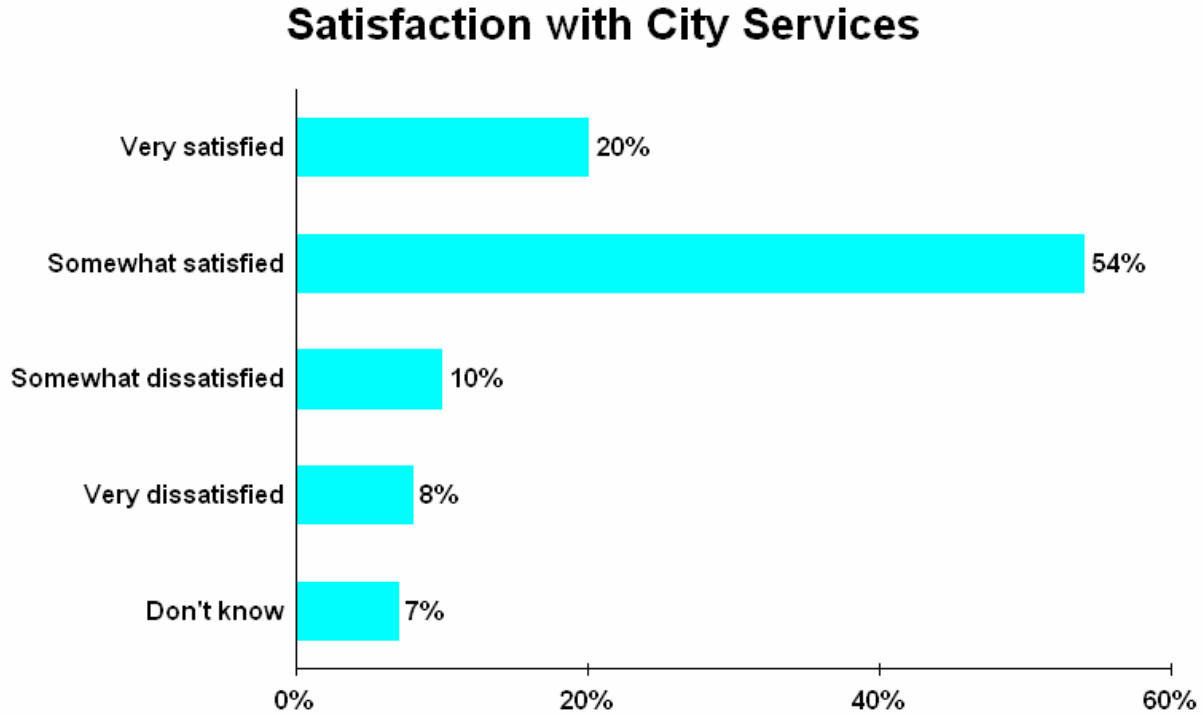
Multiple responses possible.

	<u>2005</u>		<u>2004</u>		<u>2003</u>
Central location	14%	Community atmos.	13%	Friendly people	15%
Friendly people	12	Environment	11	Scenery/Terrain	12
Climate/weather	11	Friendly people	10	Central location	12
Size of city	9	Diversity	8	Size of city	10
Scenery/Terrain	9	Climate/weather	8	Climate/weather	10

Males are more likely than females to like the central location most. Seniors and registered voters are more likely than others to like the climate most. Those earning under \$15,000 are more likely than others to appreciate the ease of getting around.

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. About three-quarters of respondents (74%) are very satisfied or somewhat satisfied with the overall level of services provided by the City of Eugene, similar to 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.



	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>
Very satisfied	20%	22%	25%	28%	31%	32%	39%	28%	30%
Somewhat satisfied	54	57	49	50	56	53	46	51	54
Somewhat dissatisfied	10	16	12	12	7	6	7	13	10
Very dissatisfied	8	4	7	5	2	4	4	5	4
Don't know	7	1	7	5	4	4	3	4	2
Very/Somewhat satisfied	74%	79%	74%	78%	87%	85%	85%	79%	84%

Renters and 25 to 34 year-olds are more likely than others to say they are “somewhat satisfied” with the overall level of services provided by the City of Eugene. 45 to 54 year-olds and those who always vote are more likely than others to say they are “somewhat dissatisfied” with the overall level of services.

EVALUATION OF CITY SERVICES (Q6-34)

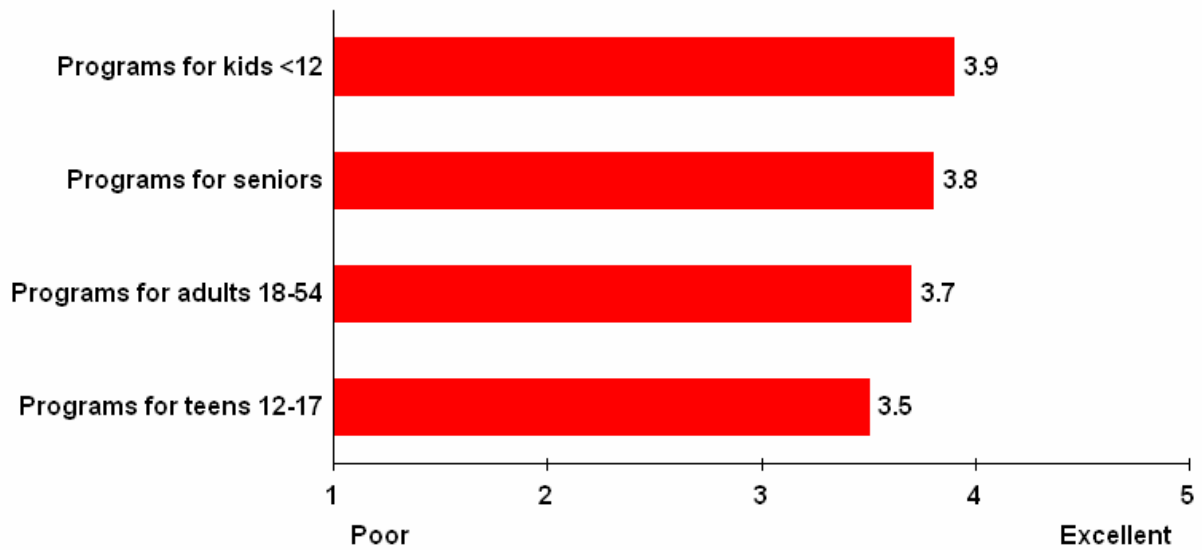
In the following group of questions, asked in odd-numbered years only, respondents were asked to evaluate the quality of some specific services. Results appear in the chart below. Mean scores are based on a one to five scale, where one means “poor,” and five means “excellent.”

From the community’s perspective, there have been no significant increases over 2003 data in the number of people rating services “above average.” On the other hand, there have been ten significant decreases in the number of people rating services “above average:” emergency medical services, maintaining city parks, providing storm drainage services, encouraging use of the bus system, Cuthbert Amphitheater, police emergency response, maintaining city buildings, traffic enforcement, maintaining city streets, and preventing crime.

Eugene is perceived by the majority of respondents as doing an *above average* job at: providing an adequate bikeway system, library services, fire and rescue services, emergency medical services, maintaining city parks, the Hult Center, maintaining and improving water quality in local waterways, and encouraging the use of mass transit. More than one-fourth feel Eugene is doing a *below average* job at: maintaining city streets, providing leadership for the city, preventing crime, planning and managing growth, the land use application process, the building permit process, and managing tax dollars.

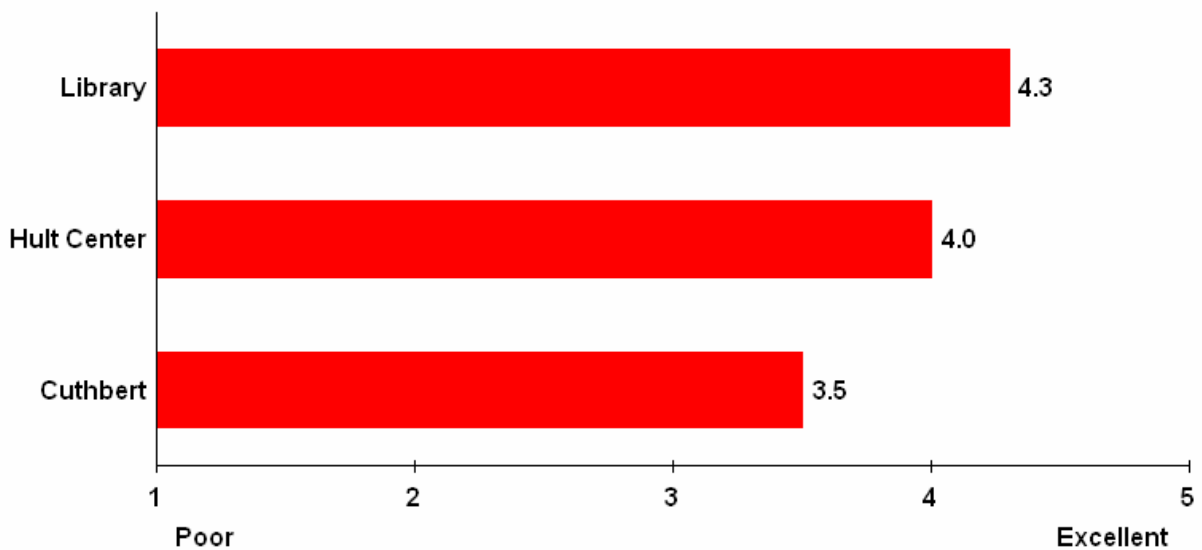
Those with children under twelve give higher grades than others on recreation programs for children eleven and younger. Those with children under twelve, and 18 to 24 year-olds give higher grades than others on recreation programs for young people aged 12 to 17. Females give higher grades than males on recreation programs for adults aged 18 to 54, on the Hult Center, and on recreation programs for seniors. 35 to 44 year-olds, and Ward One residents give higher grades than others on Cuthbert Amphitheater. Homeowners give lower grades than others on the building permit process, and on managing city tax dollars. Those not registered to vote give higher grades than others on police emergency response. Seniors and Ward Seven residents give higher grades than others on emergency medical services. 45 to 54 year-olds, Ward Five residents, and homeowners give lower grades than others on planning and managing growth of Eugene.

Recreation Services



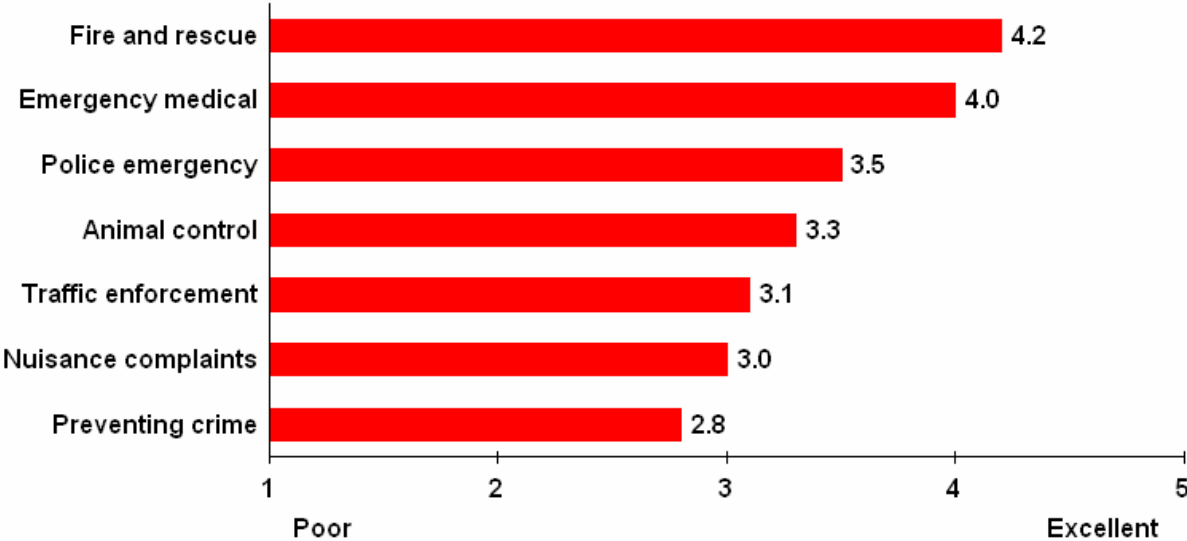
Mean values, scale 1 to 5

Cultural Services



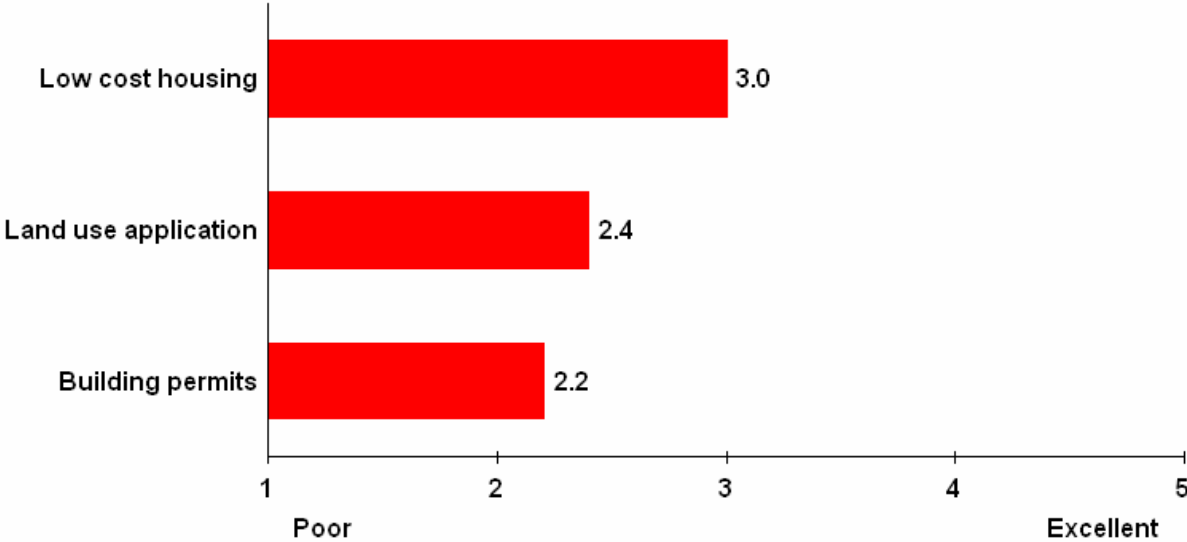
Mean values, scale 1 to 5

Public Safety Services



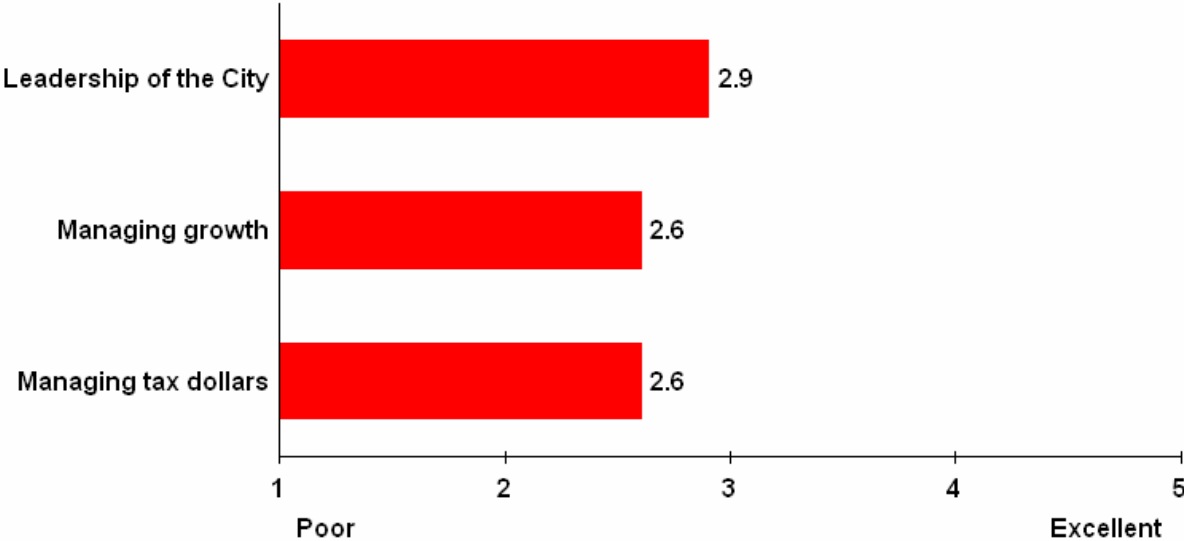
Mean values, scale 1 to 5

Planning and Development



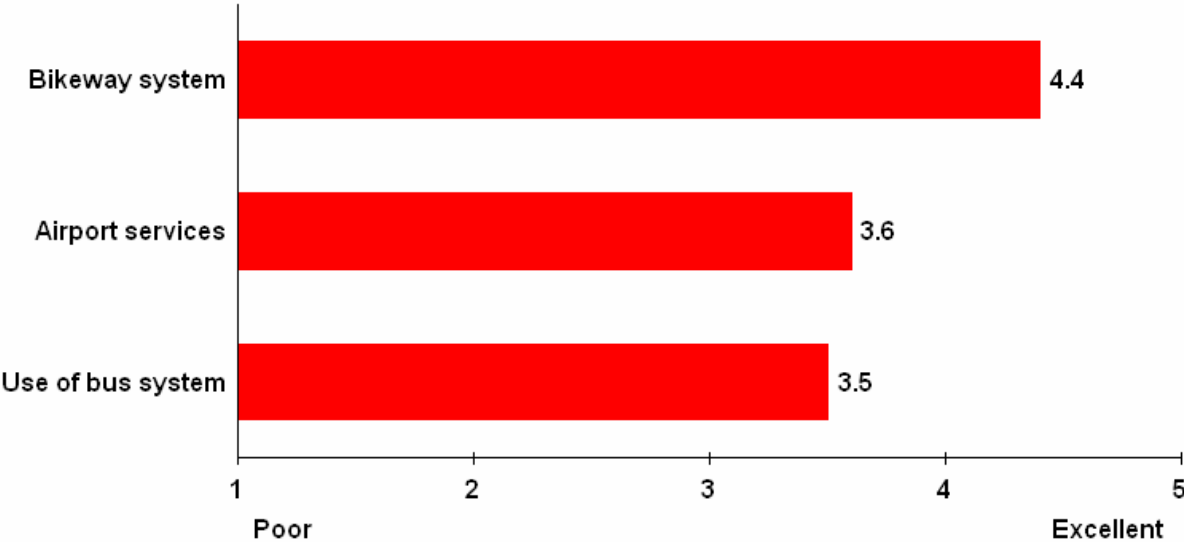
Mean values, scale 1 to 5

Leadership/Management



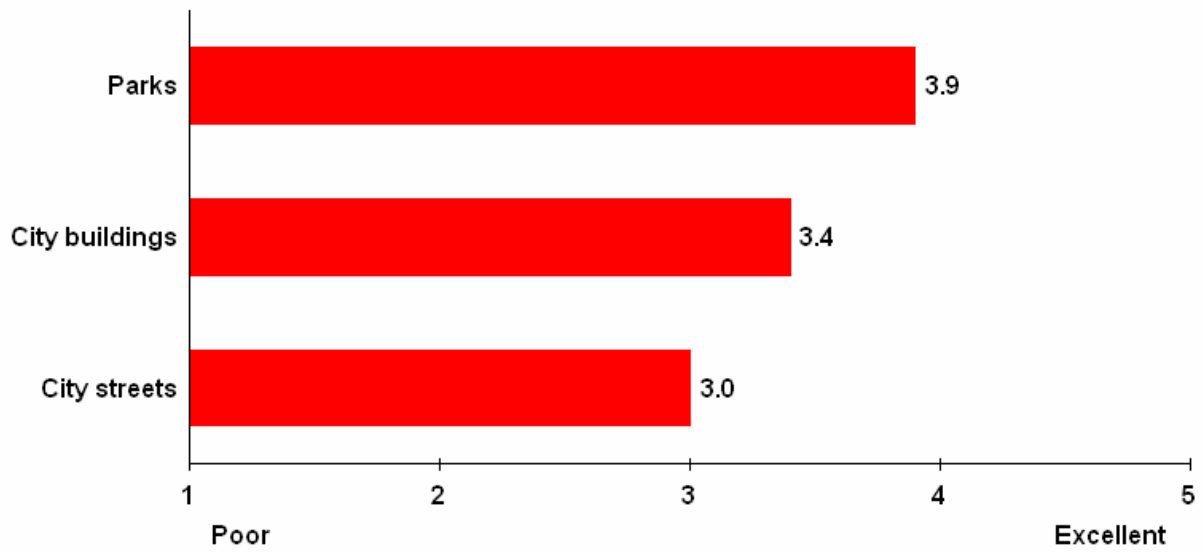
Mean values, scale 1 to 5

Transportation



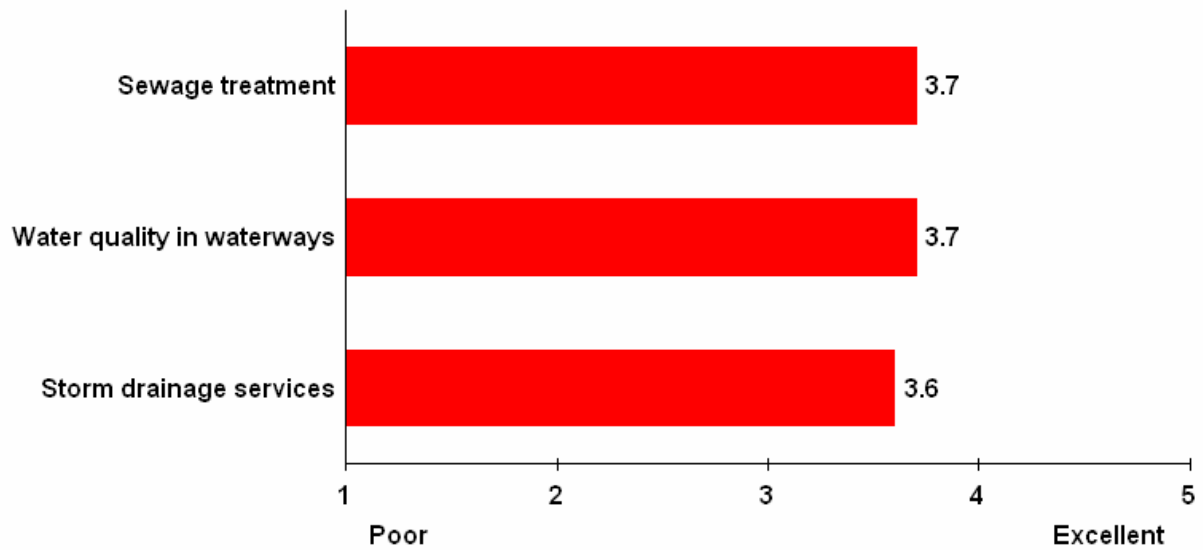
Mean values, scale 1 to 5

Maintenance



Mean values, scale 1 to 5

Water Management



Mean values, scale 1 to 5

	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Providing a bikeway system					
2005	4.4	86%	7%	2%	5%
2003	4.5	87	9	1	3
2001	4.4	87	9	1	2
1999	4.4	83	7	3	6
1997	4.4	89	6	2	3
1996	4.4	85	8	2	4
1995	4.3	86	7	4	3
1994	4.3	81	11	2	6
1993		85	9	2	3
Library services					
2005	4.3	80%	7%	4%	9%
2003	4.3	81	7	2	10
2001	3.9	64	15	9	12
1999	3.3	38	27	20	14
Fire and rescue services					
2005	4.2	71%	9%	3%	18%
2003	4.3	72	8	1	18
2001	4.4	78	6	1	15
Hult Center for the performing arts					
2005	4.0	65%	14%	8%	12%
2003	4.1	70	13	4	14
2001	4.1	68	14	5	12
Emergency medical services					
2005	4.0	62%	16%	4%	18%
2003	4.3	72	10	1	18
2001	4.2	67	10	3	21
Maintaining City parks					
2005	3.9	70%	21%	5%	4%
2003	4.1	79	16	3	2
2001	4.0	73	18	3	5
1999	3.7	58	30	7	3
1997	3.6	57	28	10	6
1996	3.7	63	27	6	4
1995	3.8	67	22	6	5
1994	3.8	69	23	7	2
1993		71	20	8	2

	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Recreation programs - children under 12 (under 15 in years prior to 1999)					
2005	3.9	48%	12%	6%	33%
2003	4.1	45	14	1	39
2001	3.8	40	14	7	39
1999	3.6	40	19	8	33
1997	3.2	34	23	20	23
1996	3.7	51	15	9	26
1995	3.6	48	20	11	21
1994	3.4	43	21	16	20
1993		51	20	9	21
Recreation programs for senior citizens					
2005	3.8	38%	15%	5%	41%
2003	3.9	33	12	2	54
2001	3.9	37	13	3	47
1999	3.9	38	11	5	45
Recreation program – adults 18-54					
2005	3.7	41%	20%	8%	31%
2003	3.8	42	17	4	37
2001	3.6	40	17	10	32
Sewage treatment					
2005	3.7	44%	20%	4%	31%
2003	3.9	44	20	1	35
2001	3.9	49	18	3	31
1999	3.9	48	19	2	31
Maintaining & improving water quality in local waterways					
2005	3.7	52%	24%	8%	14%
2003	3.7	53	29	6	13
2001	3.7	54	23	7	15
Providing storm drainage services					
2005	3.6	43%	25%	8%	23%
2003	3.8	54	26	3	17
2001	3.7	49	23	7	21
Providing airport services					
2005	3.6	47%	25%	12%	16%
2003	3.6	43	25	10	24
2001	3.6	48	27	9	15
1999	3.8	60	24	7	8

	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Encouraging use of the bus system					
2005	3.5	50%	22%	17%	10%
2003	4.0	72	15	7	6
2001	3.7	59	25	10	5
1999	3.7	56	23	13	8
1997	3.6	62	23	12	3
1996	3.4	51	26	19	4
1995	3.4	52	24	19	4
1994	3.6	55	26	13	6
1993		53	26	17	4
Cuthbert Amphitheater					
2005	3.5	35%	17%	13%	36%
2003	4.0	52	11	4	32
2001	3.7	41	18	6	35
Police emergency response					
2005	3.5	44%	22%	14%	19%
2003	3.9	56	19	5	20
2001	3.9	59	14	7	19
1999	3.9	59	16	6	18
Recreation programs - children 12-17 (15-18 in years prior to 1999)					
2005	3.5	34%	16%	13%	37%
2003	3.8	38	14	7	41
2001	3.4	27	22	10	40
1999	3.1	24	20	18	38
1997	2.7	19	24	29	29
1996	3.1	29	19	19	33
1995	3.0	24	22	24	30
1994	2.9	22	29	26	23
1993		22	24	24	30
Maintaining City buildings					
2005	3.4	41%	33%	11%	15%
2003	3.6	52	30	6	12
2001	3.5	48	29	9	13
Animal control services					
2005	3.3	33%	29%	14%	23%
2003	3.2	32	30	15	23
2001	3.5	41	21	12	26
1999	3.5	42	21	12	25

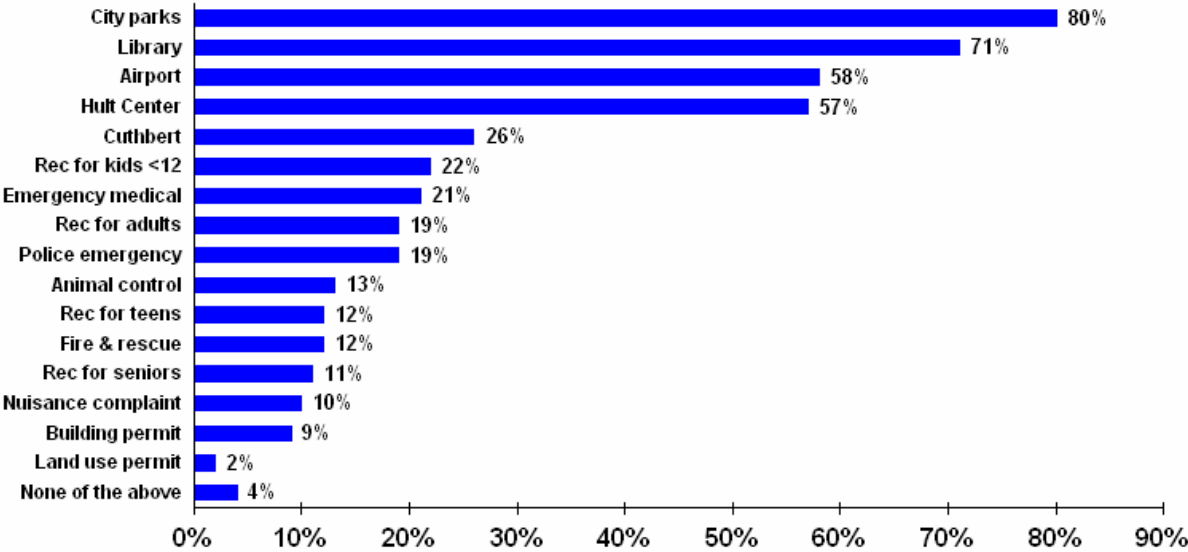
	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Traffic enforcement					
2005	3.1	37%	33%	23%	7%
2003	3.5	49	36	10	4
2001	3.4	43	35	15	6
1999	3.3	42	36	16	6
Maintaining city streets					
2005	3.0	31%	36%	31%	1%
2003	3.4	48	37	12	1
2001	3.4	48	37	15	1
1999	3.3	42	41	17	0
1997	3.3	48	37	14	0
1996	3.3	51	33	15	1
1995	3.4	48	37	14	1
1994	3.3	43	35	21	1
1993		38	39	21	1
Response to nuisance complaints					
2005	3.0	22%	18%	20%	39%
2003	3.3	26	27	13	35
2001	3.3	29	21	13	36
1999	3.3	26	23	13	38
Development of low cost housing					
2005	3.0	21%	30%	19%	30%
2003	3.2	24	29	15	32
2001	3.3	30	22	15	33
1999	3.2	28	24	18	30
1997	3.1	31	31	23	16
1996	3.0	33	29	25	14
1995	2.8	24	31	27	18
1994	2.7	21	29	34	16
1993		14	28	36	22
Providing leadership for the city					
2005	2.9	28%	30%	27%	15%
2003	3.2	33	38	18	11
2001	2.9	26	35	32	7
1999	3.2	38	34	20	7
1997	2.8	25	40	30	5
1996	2.8	26	38	29	8
1995	2.6	18	35	37	10
1994	2.7	25	30	38	7
1993		18	36	40	6

	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Preventing crime					
2005	2.8	25%	32%	33%	9%
2003	3.4	44	41	11	5
2001	3.4	44	37	12	6
1999	3.2	39	38	17	5
1997	3.1	33	43	20	3
1996	3.2	37	44	16	3
1995	2.9	33	37	28	2
1994	3.3	47	31	19	3
1993		40	37	18	5
Planning and managing growth					
2005	2.6	20%	27%	41%	11%
2003	2.9	22	33	30	15
2001	2.5	18	29	48	5
1999	2.8	24	33	35	8
1997	2.7	24	36	36	5
1996	2.8	28	35	32	5
1995	2.6	25	30	39	6
1994	2.9	29	35	30	6
1993		23	36	34	6
Managing your tax dollars					
2005	2.6	18%	30%	37%	14%
2003	2.7	17	37	29	17
2001	2.8	20	33	30	16
1999	2.9	20	44	24	12
1997	2.8	21	41	30	8
1996	2.7	20	36	30	13
1995	2.8	23	39	27	10
1994	2.8	23	35	34	8
1993		14	43	33	10
Land use application process					
2005	2.4	8%	18%	26%	48%
2003	2.7	12	20	20	49
Building permit process					
2005	2.2	7%	15%	29%	49%
2003	2.6	10	18	23	49
2001	2.3	8	12	29	51
1999	2.3	8	14	33	45

REPORTED USE OF CITY SERVICES (Q35)

In the following section of questions, asked in odd-numbered years only, respondents were asked if they or a family member had used various city services in the past year. City parks were the most widely used of the city services on the list, with 80% reporting that they used the parks (up from 71% in 2003), followed by library services (71%, up from 58% in 2003), Eugene Airport services (58%, up from 47% in 2003), and the Hult Center for the Performing Arts (57%, up from 46% in 2003). The number of respondents reporting that they used the Cuthbert Amphitheater decreased from 33% in 2003 to 26% currently.

Use of City Services



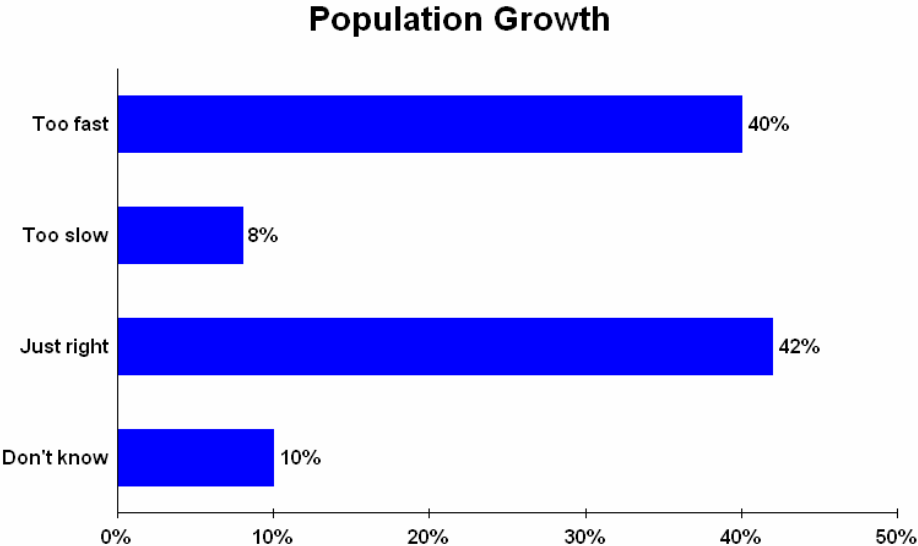
Multiple responses possible.

	<u>2005</u>	<u>2003</u>	<u>2001</u>	<u>1999</u>
City Parks	80%	71%	84%	77%
Library	71	58	70	61
Airport	58	47	68	71
Hult Center	57	46	61	n.a.
Cuthbert	26	33	27	n.a.
Rec. for Kids Under 12	22	16	21	22
Emergency Medical	21	15	16	n.a.
Rec. for Adults	19	16	27	n.a.
Police Emergency	19	16	15	16
Animal Control	13	12	16	19
Rec. for Teens	12	12	14	13
Fire and Rescue	12	7	7	n.a.
Rec. for Seniors	11	11	10	16
Nuisance Complaint	10	9	11	14
Building Permit	9	9	8	14
Land Use Permit	4	5	n.a.	n.a.

18 to 24 year-olds, those with children, and registered voters are more likely than others to use city parks. Those earning over \$75,000, Ward Five residents, and homeowners are more likely than others to use Eugene Airport. Those earning \$35,000 to \$49,999, and those with children under twelve are more likely than others to use recreation services for kids under twelve. Those earning \$50,000 to \$74,999 are more likely than others to use recreation services for adults 18 to 54. Those earning \$35,000 to \$49,999, those with children, and those who never or rarely vote are more likely than others to use animal control services. Males, and those with teens are more likely than others to use recreation services for teens. Seniors, those with no children, and those who always vote are more likely than others to use recreation services for senior citizens. Males, Ward Eight residents, and homeowners are more likely than others to have obtained a building permit. Seniors, and those earning under \$15,000 are more likely than others to say they used none of the above city services.

POPULATION GROWTH IN EUGENE (Q36)

Respondents were asked if population growth and development during the past ten 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 30% in 2004, and has now risen to 40%.

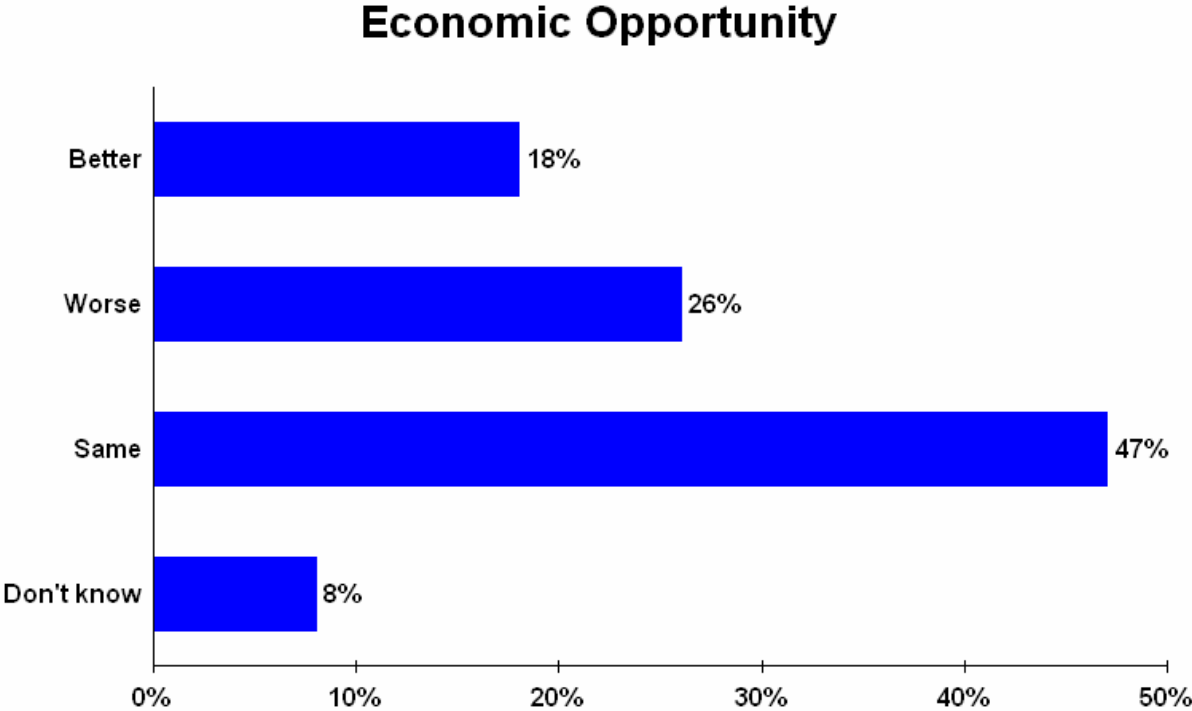


	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>
Too fast	40%	30%	32%	31%	36%	46%	56%	56%	48%
Just about right	42	55	49	45	51	42	40	37	43
Too slow	8	9	11	7	6	4	2	3	2
Don't know	10	5	7	17	7	8	3	5	7

Ward Eight residents are more likely than others to feel the population is growing too slowly.

ECONOMIC OPPORTUNITY IN EUGENE (Q37)

65% of the respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 26%, down from 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained relatively stable since 1998.



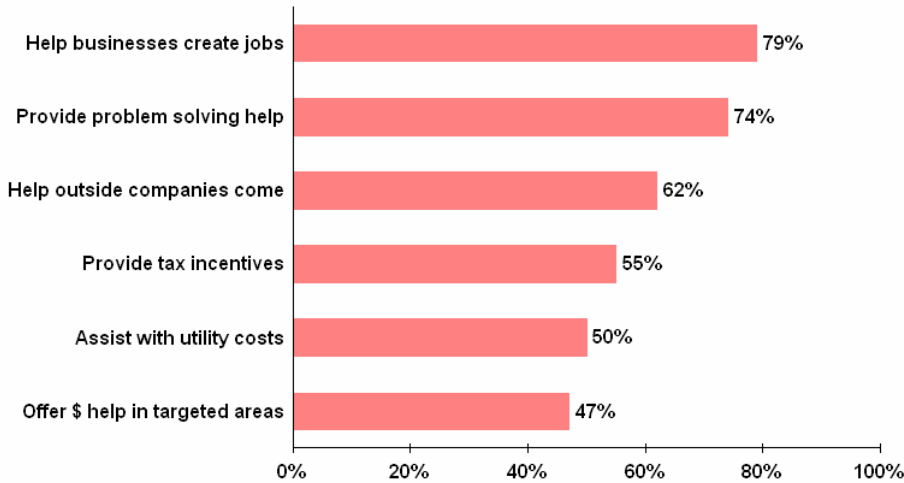
	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Better	18%	17%	9%	14%	22%	26%	38%	45%
Worse	26	36	45	35	31	18	12	10
Stayed the same	47	43	41	42	45	51	43	42
Don't know	8	4	5	9	3	5	7	4

Those earning over \$75,000 are more likely than others to feel their economic opportunity has gotten *better*.

CITY’S ROLE IN ECONOMIC DEVELOPMENT (Q38-Q43)

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. 79% feel the City should take an active role helping local businesses create and retain jobs, down from 86% in 2004. 74% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (down from 83% in 2004). 62% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (down from 80% in 2004). 55% feel the City should provide tax incentives to businesses creating new jobs (down from 67% in 2004). 50% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (down from 60% in 2004). 47% feel the City should provide financial support to businesses in targeted areas, such as Downtown.

For Economic Development, the City Should:



SHOULD THE CITY:	YES			NO		
	2005	2004	2003	2005	2004	2003
Take an active role helping local businesses create jobs?	79%	86%	88%	13%	11%	8%
Provide problem-solving assistance for siting, permit, and development?	74	83	88	14	12	8
Take an active role helping outside companies come to Eugene?	62	80	66	25	16	21
Provide tax incentives to businesses creating new jobs?	55	67	55	32	29	
Provide assistance to businesses with road, sewer, utility costs?	50	60	59	33	34	32
Provide financial support to businesses in targeted areas?	47	53	48	38	41	43

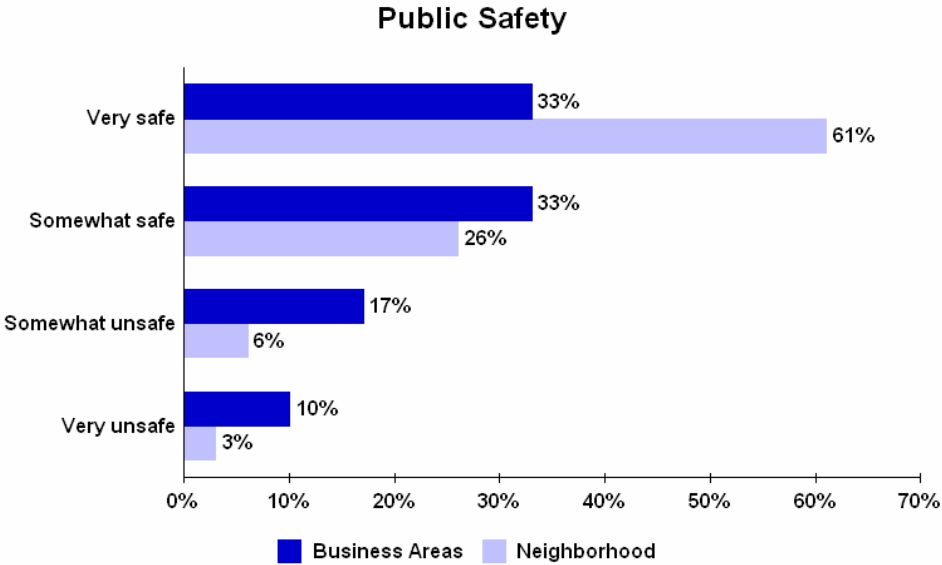
Seniors are less likely than others to feel the City should take an active role helping local businesses create and retain jobs. Seniors and those earning \$15,000 to \$24,999 are less likely than others to feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues. 25 to 34 year-olds and Ward Eight residents are more likely than others to feel the City should provide tax incentives to businesses creating new jobs. Seniors are less likely than others to feel the City should provide financial support to businesses in targeted areas. Ward Six residents are more likely than others to feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses.

PUBLIC SAFETY (Q44-Q47)

87% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 66% feel “very” or “somewhat” safe walking alone in business areas after dark. 33% feel “very” safe after dark in business areas, up from 19% in 2004. 61% feel “very” safe after dark in their neighborhood, up from 53% in 2004.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=109) mainly cite basic insecurity (19%), strange people in a bad area (18%) homeless or transient people (17%), or a perceived increase in the number of crimes (16%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=38) mainly cite strange people in a bad area (34%), or basic insecurity (24%).



	<u>Business Areas</u>			<u>Neighborhood</u>		
	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Very Safe	33%	19%	35%	61%	53%	68%
Somewhat Safe	33	44	37	26	34	22
Somewhat Unsafe	17	20	14	6	8	7
Very Unsafe	10	15	7	3	4	2
Mean (Scale 1-4)	3.0	2.7	3.1	3.5	3.4	3.6

Seniors and females are more likely than others to feel unsafe walking alone in **business areas** after dark. Females and those who earn less than \$15,000 are more likely than others to feel unsafe walking alone in their **neighborhood** after dark.

NEIGHBORHOOD ASSOCIATIONS (Q48-Q49)

54% are aware of their neighborhood association, down from 62% in 2004. An additional 4% are aware of neighborhood associations, but report that theirs is inactive. 41% are not aware of their neighborhood association, up from 29% in 2004.

64% of those who are aware of an active neighborhood association (n=218) feel the neighborhood association is having a positive impact on their neighborhood. 17% do not feel there is a positive impact, while 19% are unsure.

	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Aware	54%	62%	54%	47%	62%	59%	65%
Aware, but inactive	4	8	1	10	8	7	7
Unaware	41	29	44	43	28	31	28
Positive impact	64%	73%	66%	61%	76%	70%	69%
No positive impact	17	14	11	16	6	12	14
Unsure	19	11	24	23	18	18	17

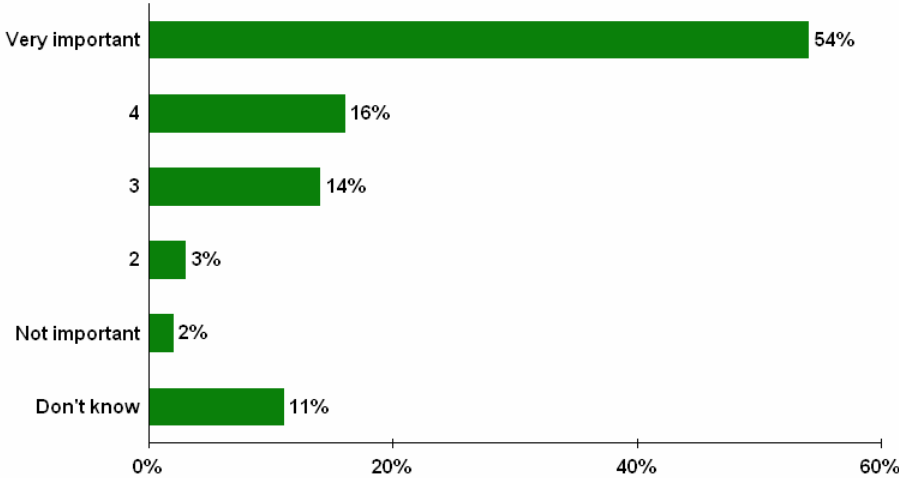
55 to 64 year-olds, those who earn over \$75,000, those with no children, registered voters, those who always vote, Ward One residents, and homeowners are more likely than others to be aware of their neighborhood association. 18 to 24 year-olds, those with children under 12, those who are not registered to vote, Ward Six residents, and renters are more likely than others to not be aware of their neighborhood association.

Those who earn over \$75,000 are more likely than others to say their neighborhood association is not having a positive impact on their neighborhood.

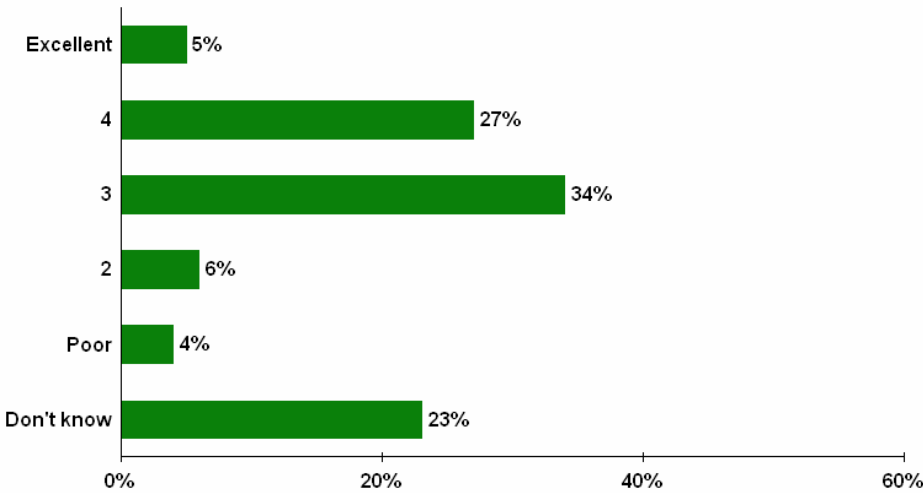
CITY’S ENVIRONMENTAL PRACTICES (Q50-Q51)

More than half (54%) of respondents say that it is very important that the City engage in environmentally sustainable practices, while only 5% 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 4.3, compared to a mean rating of 3.3 for the City’s performance in this category.

Importance: Environmentally Sustainable Practices



Performance: Environmentally Sustainable Practices

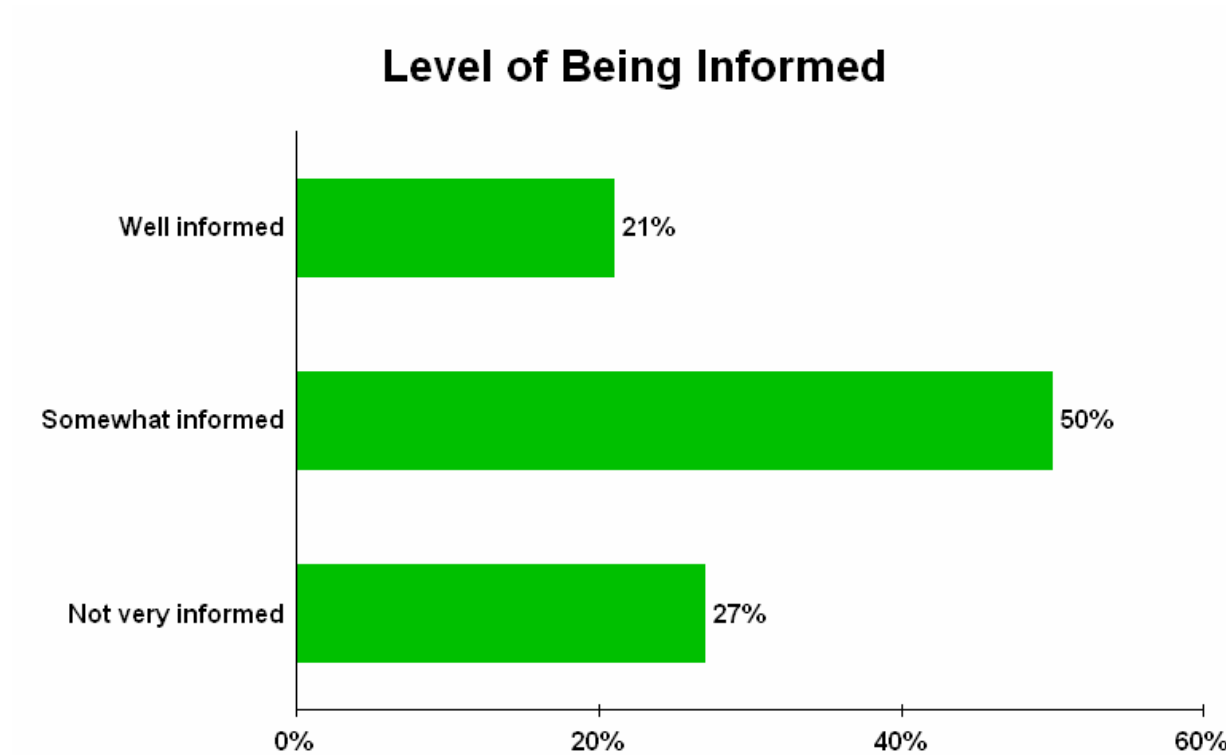


Mean (Scale 1-5)	<u>Importance</u>		<u>Performance</u>		<u>Difference</u>	
	<u>2005</u>	<u>2004</u>	<u>2005</u>	<u>2004</u>	<u>2005</u>	<u>2004</u>
	4.3	4.2	3.3	3.4	1.0	0.8

Seniors are less concerned than others with the importance of environmentally sustainable practices, while Caucasians are more concerned than others with such practices.

LEVEL OF BEING INFORMED (Q52)

71% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 21% feel they are “well informed.”



	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Well informed	21%	22%	20%	18%	29%	32%	32%	34%
Somewhat informed	50	57	52	59	54	54	55	53
Not very informed	27	20	27	22	17	14	12	12
Don't know	1	1	1	1	0	0	0	1

Those earning over \$50,000, and homeowners are more likely than others to feel “well informed.” Those earning under \$15,000, and those not registered to vote are more likely than others to feel “not very informed.”

SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q53-Q57)

46% of respondents read their neighborhood newsletter in the past year, down from 65% in 2004. 37% watched government access TV in the past year. 24% visited the City Website on the Internet in the past year (down from 35% in 2004). 14% watched “Working City.” 31% did none of the above activities, up from 17% in 2004.

	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Read neighborhood newsletter	46%	65%	40%	44%	67%	56%	67%
Watched government access TV	37	35	37	37	49	59	52
Visited City Website	24	35	17	26	22	17	21
Watched “Working City”	14	12	--	--	--	--	--
None of the above	31	17	42	29	17	18	16

Those who engaged in the above activities were asked how often they did so. There have been no significant changes in frequency in the past year.

	FREQUENTLY	OCCASIONALLY	SELDOM
Government Access TV			
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			
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
Visited City Website			
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”			
2005	16%	40%	44%
2004	13	52	35

55 to 64 year-olds, those earning over \$75,000, and those registered to vote are more likely than others to read their neighborhood newsletter. 55 to 64 year-olds are more likely than others to watch government access TV. 25 to 34 year-olds, registered voters, and those who vote half to

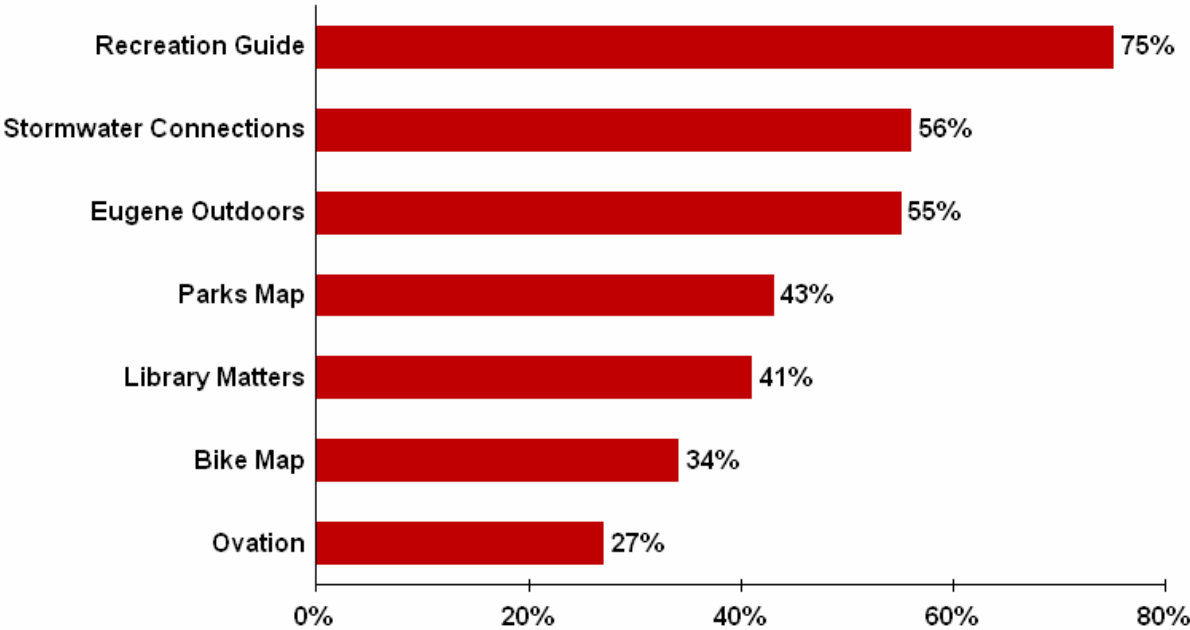
three-fourths of the time are more likely than others to visit the City Website on the Internet. 55 to 64 year-olds, and Ward Four residents are more likely than others to watch “Working City.” Females, those earning under \$15,000, and those not registered to vote are more likely than others to engage in none of the above activities.

Those with no children, and homeowners are more likely than others to read their neighborhood association newsletter “frequently.”

CITY PUBLICATIONS (Q58-Q64)

More respondents recalled receiving the Recreation Guide than any other City publication. 75% of the respondents said they received the City’s Recreation Guide in the past year (down from 85% in 2004), 56% said they received Stormwater Connections, 55% reported receiving Eugene Outdoors, 43% reported receiving the Parks Map (up from 30% in 2004), 41% said they received Library Matters, 34% said they received the Bike Map, and 27% said they received Ovation.

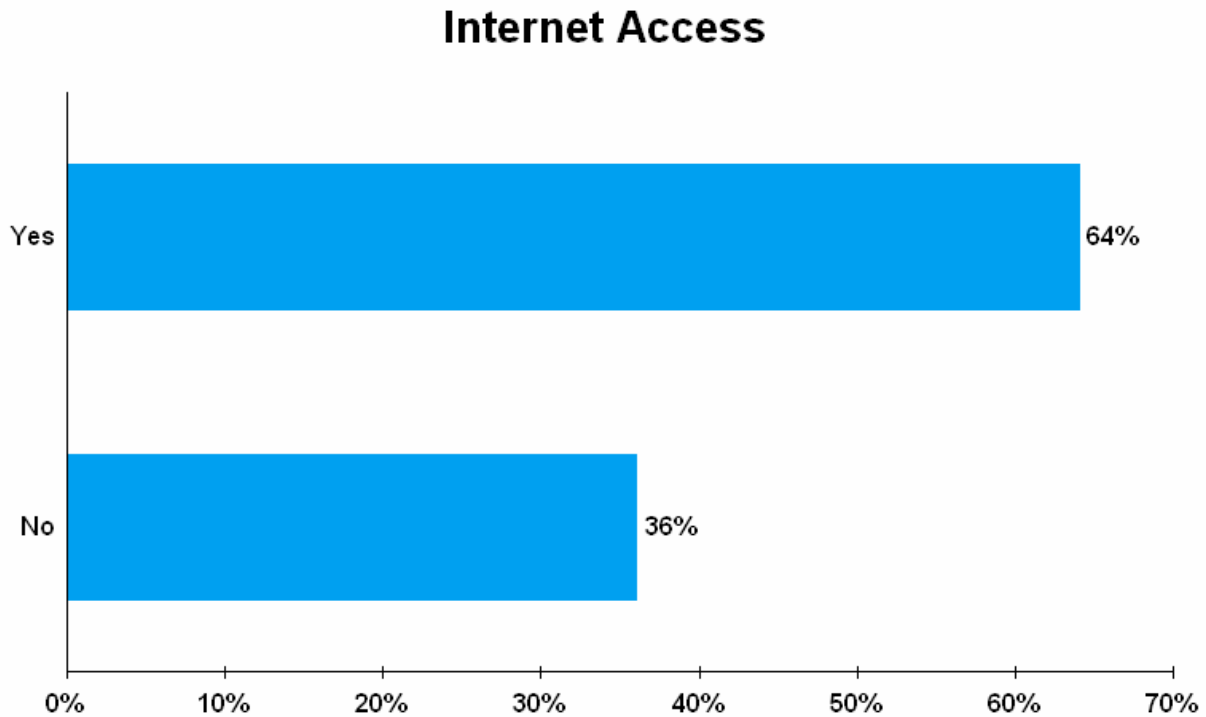
Percent Receiving Publications



Registered voters and voters who always vote are more likely than others to have received the City’s Recreation Guide. Those who always vote and homeowners are more likely than others to have received Stormwater Connections. 45 to 54 year-olds are more likely than others to have received Ovation.

INTERNET ACCESS (Q65)

64% of respondents have Internet access at home, down from 77% in 2004.



	<u>2005</u>	<u>2004</u>	<u>2003</u>
Yes	64%	77%	70%
No	36	23	29

Males, 25 to 34 year-olds, 45 to 54 year-olds, those earning over \$50,000, those with children, and those who vote half to three-fourths of the time are more likely than others to have Internet access at home.

CITIZEN PARTICIPATION (Q66)

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 2004.

	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Very satisfied	13%	13%	20%	19%	26%	30%	31%	34%
Somewhat satisfied	49	60	50	47	42	46	43	39
Somewhat dissatisfied	10	17	8	16	16	11	11	12
Very dissatisfied	7	6	8	6	6	6	6	7
Don't know	21	4	13	12	9	7	9	9
Very or Somewhat Satisfied	62%	73%	70%	66%	68%	76%	74%	73%
Very or Somewhat Dissatisfied	17%	23%	16%	22%	22%	17%	17%	19%

Ward Two residents are more likely than others to be “very satisfied” with opportunities provided for citizen input.

CITY GOVERNMENT (Q67)

Respondents were asked if they are satisfied with city government in Eugene. 59% say they are “very” or “somewhat” satisfied with City government in Eugene, representing no significant change from 2004 data. 29% are “very” or “somewhat dissatisfied with City government in Eugene, down from 37% in 2004.

	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Very satisfied	9%	7%	16%	11%	13%	21%	20%	23%
Somewhat satisfied	50	54	48	51	45	50	53	45
Somewhat dissatisfied	17	26	19	23	26	19	14	17
Very dissatisfied	12	11	8	9	12	6	8	9
Don't know	13	2	9	5	5	3	3	6
Very or Somewhat Satisfied	59%	61%	64%	62%	58%	71%	73%	68%
Very or Somewhat Dissatisfied	29%	37%	27%	32%	38%	25%	22%	26%

Homeowners are more likely than others to be “very dissatisfied” with City government in Eugene. Ward Five residents are more likely than others to be “somewhat dissatisfied” with City government.

DOWNTOWN EUGENE (Q68)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 49% are “very” or “somewhat” satisfied with Downtown Eugene, and 44% are “very” or “somewhat” dissatisfied, representing no significant change from 2004 data.

	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1997</u>
Very satisfied	9%	10%	14%	12%	3%	8%	5%	10%
Somewhat satisfied	40	39	42	44	24	23	28	38
Somewhat dissatisfied	24	35	24	23	40	27	26	25
Very dissatisfied	20	13	15	12	30	36	35	24
Don't know	7	3	5	9	3	5	5	3
Very or Somewhat Satisfied	49%	49%	56%	56%	27%	31%	33%	48%
Very or Somewhat Dissatisfied	44%	48%	39%	35%	70%	63%	66%	49%

Those with children 12 to 17 are more likely than others to be “very dissatisfied” with Downtown Eugene.

EUGENE COMMUNITY SURVEY – 2005

1. 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() DK

Please rate the quality of each of the following city services on a scale of 1 to 5, where 1 is poor and 5 is excellent:

6. Recreation programs for children 11 and younger
7. Recreation programs for young people aged 12 to 17
8. Recreation programs for adults aged 18-54
9. Recreation programs for senior citizens
10. Library services
11. Hult Center for the Performing Arts
12. Cuthbert amphitheater
13. Maintaining parks
14. Providing airport services
15. The land use application process
16. The building permit process
17. Responding to nuisance complaints (abandoned cars, junk in yards, etc.)
18. Police emergency response
19. Fire and rescue services
20. Emergency medical services
21. Traffic enforcement
22. Animal control services
23. Providing leadership for the city
24. Managing your city tax dollars
25. Maintaining city streets
26. Sewage treatment
27. Providing storm drainage services
28. Maintaining and improving water quality in local waterways
29. Planning and managing growth of Eugene
30. Assisting in the development of low cost housing
31. Preventing crime
32. Encouraging the use of the bus system
33. Providing a bikeway system
34. Maintaining city buildings (not schools)

35. In the past year, have you or a family member used the following city services? (READ EACH; CODE ALL "YES" ANSWERS)
- 01() City recreation programs for children 11 and younger
 - 02() City recreation programs for young people 12 to 17
 - 03() City recreation programs for adults aged 18-54
 - 04() City recreation programs for senior citizens
 - 05() Library services
 - 06() Hult Center for the Performing Arts
 - 07() Cuthbert amphitheater
 - 08() City parks
 - 09() Eugene airport services
 - 10() Applied for a land use permit
 - 11() Obtained a building permit
 - 12() Filed a nuisance complaint (abandoned cars, junk in yards)
 - 13() Police emergency services
 - 14() Fire and rescue services
 - 15() Emergency medical services
 - 16() Animal control services
 - 17() NONE OF THE ABOVE
 - 18() DON'T KNOW/REFUSED
36. 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
37. 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
38. Should the City take an active role helping local businesses create and retain jobs?
- 1() Yes 2() No 3() Don't know
39. 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:
- | | | | |
|--|-----|----|----|
| 40. Provide problem-solving assistance to businesses for siting, permit, and development issues? | Yes | No | DK |
| 41. Provide tax incentives to businesses creating new jobs? | Yes | No | DK |
| 42. Provide financial support to businesses in targeted areas, such as Downtown? | Yes | No | DK |
| 43. Provide assistance with road, sewer, and utility costs to new and expanding businesses? | Yes | No | DK |
44. 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
45. (IF 1 or 2 to Q44) Why do you feel unsafe?
-
46. 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

47. (IF 1 or 2 to Q46) Why do you feel unsafe?

48. Are you aware of your Neighborhood Association?

1() Yes 2() Aware, but inactive – SKIP TO Q50 3() No – SKIP TO Q50 4() DK – SKIP TO Q50

49. Do you feel your neighborhood association is having a positive impact on your neighborhood?

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

50. 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

51. 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

52. 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

53. In the past year, have you: (READ ALL CHOICES; CODE ALL "YES" RESPONSES)

- 1() Watched government access TV
 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 Q53, ASK:

54. Do you watch government access TV frequently, occasionally, or seldom?

55. Do you read your neighborhood association newsletter frequently, occasionally, or seldom?

56. Do you visit the City Website frequently, occasionally, or seldom?

57. 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?

58. Ovation 1() Yes 2() No 3() Don't Know

59. Library Matters 1() Yes 2() No 3() Don't Know

60. Eugene Outdoors 1() Yes 2() No 3() Don't Know

61. Stormwater Connections 1() Yes 2() No 3() Don't Know

62. Recreation guide 1() Yes 2() No 3() Don't Know

63. Bike map 1() Yes 2() No 3() Don't Know

64. Parks map 1() Yes 2() No 3() Don't Know

65. Do you have Internet access at home?

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

66. 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() DK

67. 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() DK
68. 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() DK
69. 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
70. Do you own or rent your home?
1() Own 2() Rent 3() Don't know/Refused
71. How many people in your household are under age 12? _____
72. How many people in your household are age 12 to 17? _____
73. 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
74. 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
75. Would you be willing to participate in occasional brief Internet surveys on City issues?
1() Yes 2() No – SKIP TO Q77 3() Don't know/Refused – SKIP TO Q77
76. What is your e-mail address? (IF PERSON ASKS FOR A CITY CONTACT:
serviceimprovement@ci.eugene.or.us)

77. THANK YOU FOR YOUR TIME! RECORD THE FOLLOWING FROM THE LIST:
Gender: 1() Male 2() Female
78. Ward: _____
79. Registered voter?
1() Yes 2() No – SKIP TO Q82
80. Number of elections voted in out of the last four:
1() One 2() Two 3() Three 4() Four 5() NONE
81. Political Party
1() Republican 2() Democrat 3() Other
82. Phone # _____
83. Interviewer: _____