

**CITY OF EUGENE COMMUNITY SURVEY
CONDUCTED FOR
THE CITY OF EUGENE
2002**



**November, 2002
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EXECUTIVE SUMMARY

Is Eugene Headed in the Right Direction?

54% of respondents feel Eugene is going in the right direction, consistent with last year (53%), but down from 64% to 68% for the three years previous to that. Scores were more positive in 1996, 1998, 1999, and 2000 than in other years.

Most Important Problem

Concern with education has reemerged as the top item with 24%, after dipping to 6% last year. Concern with unemployment has risen to 16%, up from 8% last year. Concern with economic development has dropped to 10% from 17% last year. Concern with city growth has settled back to 9%, down from 18% last year, 17% in 2000, and a high of 27% in 1998. Concern with crime has dropped from a high of 29% in 1999 to a low of 4% currently.

Like Most about Eugene

Friendly people tops the list of what people like most about living in Eugene, with 20% mention, up from 11% last year. Scenery/terrain is second with 15%, followed by central location, size of the city, and climate/weather.

Overall Satisfaction with City Services

The combined level of satisfaction (very satisfied or somewhat satisfied) with the overall level of services provided by the City of Eugene in 2002 is 78%, down from 87% in 2001 and 85% in the two years previous to that.

Community Outcomes

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 3.6 and 4.5 for importance (on a five-point scale). Topping the list for importance are “value for tax dollars spent,” and “youth and child development.” All of the outcomes were rated between 2.6 and 3.9 for performance (on a five-point scale). Topping the list for performance are “providing access to reading and reference materials,” and “providing parks and open space.”

“Encouraging a vital downtown” has decreased in importance since 2000. “Developing job opportunities” has decreased in performance rating since 2000, while “providing access to reading and reference materials” and “encouraging a vital downtown” have increased in performance ratings since 2000.

Every outcome tested received higher or equal scores for importance than for performance. The largest gap between perceived importance and perceived performance occurred for “developing job opportunities” and “providing good value for tax dollars spent.” Large gaps also occurred for “youth and child development,” “preventing crime,” “minimizing loss of life due to emergencies,” “protecting the environment,” “providing safe infrastructure,” and “achieving compact urban growth.”

Those who gave low performance ratings to “developing job opportunities” mainly cited “unemployment/low-paying jobs,” or “Eugene is not business-friendly” as reasons. Those who

gave low performance ratings to “providing good value for tax dollars spent” mainly cited “poor money management/waste” as the reason. Those who gave low performance ratings to “supporting youth and child development” mainly cited “not enough being done,” and “schools are under-funded” as reasons. Those who gave low performance ratings to “encouraging a vital downtown” mainly cited “the changes made won’t help” as the reason.

Population Growth in Eugene

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 31% currently.

Economic Opportunity in Eugene

56% feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 67% in 2001, 78% in 2000, 81% in 1999 and 87% in 1998. 35% feel the situation has worsened (compared with 31% in 2001, 18% in 2000, 12% in 1999 and 10% in 1998).

City’s Role in Economic Development

Residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community. 79% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues. 76% feel the City should take an active role helping local businesses create and retain jobs. 70% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities. 60% feel the City should provide tax incentives to businesses creating new jobs. 56% 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 56% in 2001).

Public Safety

86% feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while only 68% feel “very” or “somewhat” safe walking alone in business areas after dark. 30% feel “very” safe after dark in business areas, up from 23% in 2001. 59% feel “very” safe after dark in their neighborhood, down from 67% in 2001.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=111) mainly cite basic insecurity (27%), strange people in a bad area (25%), or homeless/transients (24%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=49) mainly cite strange people in a bad area (31%), homeless/transients (25%), or basic insecurity (20%).

Neighborhood Associations

47% are aware of their Neighborhood Association, down from 62% in 2001. An additional 10% are aware of neighborhood associations, but report that theirs is inactive. 43% are not aware of their Neighborhood Association, up from 28% in 2001.

61% of those who are aware of an active neighborhood association (n=187) feel the neighborhood association is having a positive impact on their neighborhood (down from 76% in 2001). 16% do not feel there is a positive impact (up from 6% in 2001), while 23% are unsure.

Level of Being Informed

77% feel “somewhat informed” or “well informed” regarding Eugene City government issues, similar to 83% in 2001. 18% feel they are “well informed,” down from 29% in 2001.

Involvement in City Government

44% read their neighborhood newsletter in the past year (down from 67% in 2001). 37% watched government access TV in the past year (down from 49% in 2001, and 59% in 2000). 26% visited the City Website on the Internet in the past year. 29% did none of the above activities, up from 17% in 2001.

Those who engaged in the above activities were asked how often they did so. Frequency of watching government access TV and reading neighborhood newsletters declined since 2001.

Citizen Participation

66% are “very” or “somewhat” satisfied with citizen input, about the same as the 68% in 2001, although 19% are “very” satisfied, down from 26% in 2001.

City Government

62% are “very” or “somewhat” satisfied with City government in Eugene, similar to 58% in 2001, but down from a peak of 73% in 1999.

Downtown Eugene

56% are “very” or “somewhat” satisfied with Downtown Eugene, twice the 2001 level of 27%.

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PURPOSE OF THE STUDY

The purpose of this study is to assist the City of Eugene in determining residents' 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 Boone-Pogue (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). 400 interviews were completed. The sample was stratified to reflect population demographics of Eugene. Telephone interviews were conducted between November 9 and November 20, 2002.

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 a minimum of three 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.

RESPONSE RATE

Of the 600 qualified respondents reached by telephone, 400 interviews were completed, for a response rate of 67%. The overall breakdown of numbers dialed is as follows:

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Refusals	200	123	170	186	175
Disconnects	124	180	132	140	193
Answering Machine	367	433	334	299	197
Fax Machine	13	17	13	20	20
Businesses	11	16	6	22	6
No Answer	426	367	371	340	379
Call Backs	33	65	25	57	26
Spanish Speaking Barrier	3	--	--	--	--
No Qualified Respondent	67	91	84	112	205
Completed Interviews	<u>400</u>	<u>401</u>	<u>401</u>	<u>401</u>	<u>400</u>
Total Numbers Dialed	1,644	1,693	1,536	1,577	1,601

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 percent chance of being related.

NOTES ON STRATIFICATION BY WARD

Unlike previous years, this year the sample was drawn from all residents (not just voters) within the City of Eugene. Population information available from Lane County Elections Division reflects just voters, which may or may not be the same as all residents. Since population information by Ward is not available for all residents, the sample was not stratified by Ward. The following table shows actual population of voters by Ward, and how the sample distribution in each Ward occurred. (Voter population information was obtained from the Lane County Elections Division, November 2002.)

<u>Ward</u>	<u>Voter Population Size</u>	<u>Voter Population %</u>	<u>Sample Size</u>	<u>Sample %</u>
One	10,510	13%	67	17%
Two	12,108	15%	47	12%
Three	8,702	11%	37	9%
Four	9,895	13%	40	10%
Five	10,303	13%	56	14%
Six	10,011	13%	43	11%
Seven	8,554	11%	66	16%
Eight	9,268	12%	45	11%

QUOTAS OBSERVED

The following quotas were targeted in the data collection process. (The sample was weighted subsequent to data collection to reflect the age distribution of the population.)

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%
Owner	48-52%
Renter	48-52%

COMPARING STUDIES FROM YEAR TO YEAR

The minimum difference in percentage points required for statistical significance in comparison of percentages for two groups of 400 each is 7%. 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%.

BOUND ON ERROR

SEX	<u>SAMPLE SIZE</u>		<u>Bound on Error at 95% Confidence Level</u>
	<u>Frequency</u>	<u>Percent</u>	
Male	223	56%	6.0%
Female	177	44%	6.8%
AGE			
18-24	88	22%	9.6%
25-34	76	19%	10.3%
35-44	68	17%	10.9%
45-54	72	18%	10.6%
55-64	36	9%	15.0%
65 +	60	15%	11.6%
OWN/RENT			
Own	212	53%	6.2%
Rent	185	46%	6.6%
INCOME			
Under \$15,000	85	21%	9.7%
\$15,000-\$24,999	41	10%	14.0%
\$25,000-\$34,999	59	15%	11.7%
\$35,000-\$49,999	64	16%	11.2%
\$50,000-\$74,999	61	15%	11.5%
\$75,000 or more	41	11%	14.0%
WARD			
One	67	17%	11.0%**
Two	47	12%	13.1%
Three	37	9%	14.8%
Four	40	10%	14.2%
Five	56	14%	12.0%
Six	43	11%	13.7%
Seven	66	16%	11.1%
Eight	45	11%	13.4%
TOTAL	400	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% of the survey response.

DEMOGRAPHIC BREAKDOWN BY YEAR

Age	2002	2001	2000	1999	1998	POP. *
18-24	22%	14%	6%	5%	10%	22%
25-34	19	16	16	16	19	19
35-44	17	19	22	19	26	17
45-54	18	19	21	21	16	18
55-64	9	15	14	15	10	9
65 and over	15	16	21	23	20	15
Home Ownership	2002	2001	2000	1999	1998	POP. *
Own	53%	70%	74%	83%	77%	52%
Rent	46	29	26	16	24	48
# Children Under 18	2002	2001	2000	1999	1998	POP *
Zero	69%	67%	69%	64%	58%	72%
One	16	14	12	12	14	
Two	12	15	13	17	19	
Three	3	3	3	5	6	
Four or more	1	2	1	2	3	
Income**	2002	2001	2000	1999	1998	POP. *
Under \$15,000	21%	n.a.	n.a.	n.a.	n.a.	21%
\$15,000-\$24,999	10	n.a.	n.a.	n.a.	n.a.	14
\$25,000-\$34,999	15	n.a.	n.a.	n.a.	n.a.	14
\$35,000-\$49,999	16	n.a.	n.a.	n.a.	n.a.	17
\$50,000-\$74,999	15	18	18	22	15	17
\$75,000 and over	10	14	13	18	15	18
Refused	12	13	14	12	11	n.a.
Gender	2002	2001	2000	1999	1998	POP. *
Male	56%	48%	50%	49%	51%	49%
Female	44	52	50	51	49	51
Voter/Non-Voter	2002					
Voter	69%					
Non-Voter	31					
Race/Ethnicity	2002	2001	POP. *			
White	90%	90%	88%			
Hispanic	2	1	5***			
American Indian/Alaskan	1	1	1			
Asian/Pacific Islander 1	2	4				
Multi-Racial	1	1	4			
African American	1	<1	1			

* 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. The results follow:

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>	<u>1994</u>
Right direction	54%	53%	64%	68%	65%	57%	62%	48%	51%
Wrong direction	30	34	22	20	25	23	22	38	34
Don't know	16	13	13	12	11	20	16	15	16

54% of respondents feel Eugene is going in the right direction, consistent with last year (53%), but down from 64% to 68% for the three years previous to that. Scores were more positive in 1996, 1998, 1999, and 2000 than in other years.

MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

Concern with education has reemerged as the top item with 24%, after dipping to 6% last year. Concern with unemployment has risen to 16%, up from 8% last year. Concern with economic development has dropped to 10% from 17% last year. Concern with city growth has settled back to 9%, down from 18% last year, 17% in 2000, and a high of 27% in 1998. Concern with crime has dropped from a high of 29% in 1999 to a low of 4% currently.

	<u>2002</u>		<u>2001</u>		<u>2000</u>
Education issues	24%	City growth problems	18%	Education issues	19%
Unemployment	16	Economic develop.	17	City growth problems	17
Economic develop.	10	Government issues	11	Crime/Gangs/Drugs	15
City growth problems	9	Unemployment	8	Police issues	9
Homeless	7	Traffic	8	Traffic	6

35 to 44 year-olds, those with children under 12, and those who always vote are more concerned than others with education issues. Seniors are more concerned than others with government issues.

LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Friendly people tops the list of what people like most about living in Eugene, with 20% mention, up from 11% last year. Scenery/terrain is second with 15%, followed by central location, size of the city, and climate/weather. Comparative results follow:

	<u>2002</u>		<u>2001</u>		<u>2000</u>
Friendly people	20%	Size of city	17%	Size of city	18%
Scenery/Terrain	15	Central location	16	Central location	14
Central location	14	Scenery/Terrain	12	Climate/Weather	14
Size of city	12	Friendly people	11	Friendly people	11
Climate/weather	10	Diversity	11	Scenery/Terrain	10

Ward Seven residents are more likely than others to like the scenery/terrain most. Males are more likely than females to like the central location most. Seniors are more likely than others to like the climate/weather most.

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, with the following results:

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>	<u>1994</u>
Very satisfied	28%	31%	32%	39%	28%	30%	35%	31%	24%
Somewhat satisfied	50	56	53	46	51	54	49	45	51
Somewhat dissatisfied	12	7	6	7	13	10	7	11	11
Very dissatisfied	5	2	4	4	5	4	6	10	10
Don't know	5	4	4	3	4	2	3	3	5
Very/Somewhat satisfied	78%	87%	85%	85%	79%	84%	84%	76%	

The combined level of satisfaction (very satisfied or somewhat satisfied) with the overall level of services provided by the City of Eugene in 2002 is 78%, down from 87% in 2001 and 85% in the two years previous to that.

35 to 44 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.

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 3.6 and 4.5 for importance (on a five-point scale). Topping the list for importance are “value for tax dollars spent,” and “youth and child development.” All of the outcomes were rated between 2.6 and 3.9 for performance (on a five-point scale). Topping the list for performance are “providing access to reading and reference materials,” and “providing parks and open space.”

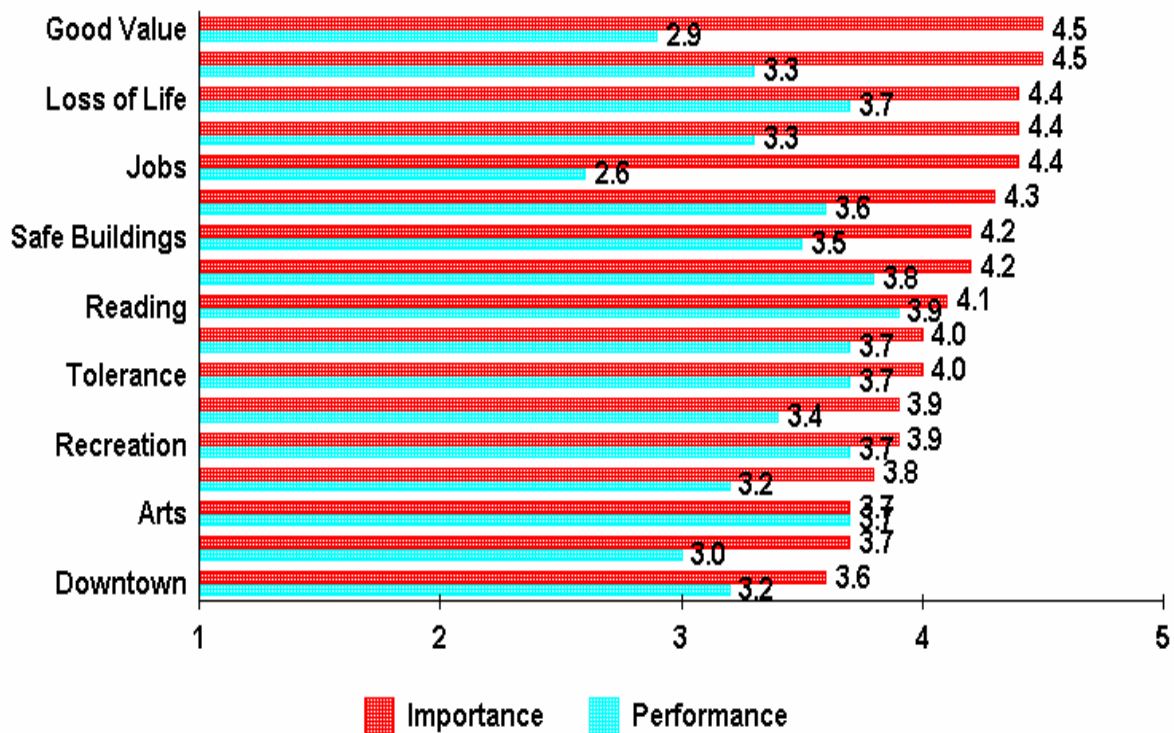
“Encouraging a vital downtown” has decreased in importance since 2000. “Developing job opportunities” has decreased in performance rating since 2000, while “providing access to reading and reference materials” and “encouraging a vital downtown” have increased in performance ratings since 2000.

Every outcome tested received higher or equal scores for importance than for performance. The largest gap between perceived importance and perceived performance occurred for “developing job opportunities” and “providing good value for tax dollars spent.” Large gaps also occurred for “youth and child development,” “preventing crime,” “minimizing loss of life due to emergencies,” “protecting the environment,” “providing safe infrastructure,” and “achieving compact urban growth.”

Those who gave low performance ratings to “developing job opportunities” mainly cited “unemployment/low-paying jobs,” or “Eugene is not business-friendly” as reasons. Those who gave low performance ratings to “providing good value for tax dollars spent” mainly cited “poor money management/waste” as the reason. Those who gave low performance ratings to “supporting youth and child development” mainly cited “not enough being done,” and “schools are under-funded” as reasons. Those who gave low performance ratings to “encouraging a vital downtown” mainly cited “the changes made won’t help” as the reason.

	<u>IMPORTANCE</u>		<u>PERFORMANCE</u>		<u>DIFFERENCE</u>	
	<u>2002</u>	<u>2000</u>	<u>2002</u>	<u>2000</u>	<u>2002</u>	<u>2000</u>
Provide good value for tax dollars spent	4.5	4.6	2.9	3.0	1.6	1.6
Support youth and child development	4.5	4.6	3.3	3.1	1.2	1.5
Minimize loss of life/property due to emergencies	4.4	4.5	3.7	3.9	0.7	0.6
Prevent crime	4.4	4.5	3.3	3.4	1.1	1.1
Develop job opportunities	4.4	4.3	2.6	3.0	1.8	1.3
Protect the environment	4.3	4.4	3.6	3.5	0.7	0.9
Provide safe buildings and infrastructure	4.2	4.3	3.5	3.5	0.7	0.8
Provide parks and open space	4.2	4.3	3.8	3.6	0.4	0.7
Provide access to reading and reference materials	4.1	4.4	3.9	3.5	0.2	0.9
Provide an efficient transportation system	4.0	4.3	3.7	3.8	0.3	0.5
Encourage cultural diversity and tolerance	4.0	4.2	3.7	3.6	0.3	0.6
Promote a sense of community	3.9	4.2	3.4	3.4	0.5	0.8
Provide recreation opportunities	3.9	4.0	3.7	3.6	0.2	0.4
Improve neighborhoods	3.8	4.0	3.2	3.1	0.6	0.9
Support the arts	3.7	4.0	3.7	3.7	0.0	0.3
Achieve compact urban growth	3.7	3.9	3.0	3.0	0.7	0.9
Encourage a vital downtown	3.6	4.0	3.2	2.8	0.4	1.2

Community Outcomes Importance vs. Performance



“Protecting the environment” is more important to Ward Two residents than to others. “Improving the neighborhood” is more important to females than to males. “Providing parks and open space” is more important to females and renters than to others. “Supporting the arts” is more important to females, Ward Two residents, and renters than to others. “Providing access to reading and reference materials” is more important to females and renters than to others. “Providing an efficient transportation system” is more important to those making under \$15,000 and renters than to others. “Encouraging cultural diversity and tolerance” is more important to females, Ward Two residents, and renters than to others. “Providing safe buildings and infrastructure” is more important to renters than to others. “Promoting a sense of community” is more important to females than to others. “Supporting youth and child development” is more important to females, 25 to 34 year-olds, those with children under twelve, and renters than to others. “A vital downtown” is more important to renters than to others.

Minorities are more likely than Caucasians to say the community does a “poor” job “developing job opportunities.” As income increases, so does the performance rating for “providing good value for tax dollars spent.” Renters give higher ratings than homeowners for “providing access to reading and reference materials.” Minorities give lower ratings than Caucasians for “encouraging cultural diversity and tolerance” and “providing recreation opportunities.” As age increases, so does the performance rating for “minimizing loss of life and property due to emergency.”

POPULATION GROWTH IN EUGENE (Q44)

Respondents were asked if population growth and development during the past ten years has been too fast, too slow, or just right, with the following results:

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>	<u>1994</u>
Too fast	31%	36%	46%	56%	56%	48%	42%	36%	35%
Just about right	45	51	42	40	37	43	48	51	52
Too slow	7	6	4	2	3	2	4	8	3
Don't know	17	7	8	3	5	7	5	6	10

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 31% currently.

45 to 54 year-olds, those earning over \$75,000, and Ward Five residents are more likely than others to feel the population is growing “too slowly.”

ECONOMIC OPPORTUNITY IN EUGENE (Q45)

56% feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 67% in 2001, 78% in 2000, 81% in 1999 and 87% in 1998. 35% feel the situation has worsened (compared with 31% in 2001, 18% in 2000, 12% in 1999 and 10% in 1998).

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

Those earning over \$50,000 are more likely than others to feel their economic opportunity has gotten *better*.

CITY'S ROLE IN ECONOMIC DEVELOPMENT (Q46-Q51)

Residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community. 79% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues. 76% feel the City should take an active role helping local businesses create and retain jobs. 70% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities. 60% feel the City should provide tax incentives to businesses creating new jobs. 56% 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 56% in 2001).

SHOULD THE CITY:	YES		NO		DK	
	<u>2002</u>	<u>2001</u>	<u>2002</u>	<u>2001</u>	<u>2002</u>	<u>2001</u>
Provide problem-solving assistance for siting, permit, and development?	79%	81%	14%	11%	7%	8%
Take an active role helping local businesses create jobs?	76	78	14	15	11	8
Take an active role helping outside companies come to Eugene?	70	72	18	21	13	7
Provide tax incentives to businesses creating new jobs?	60	59	27	30	12	11
Provide assistance to businesses with road, sewer, utility costs?	56	52	31	35	13	13
Provide financial support to businesses in targeted areas?	47	56	41	35	12	9

Those who vote zero or one out of every four elections are more likely than others to feel the City should take an active role helping local businesses create and retain jobs, while seniors and Ward Five residents are less likely than others to favor such assistance. Those earning over \$75,000, those with children under twelve, and homeowners are more likely than others to feel the City should take an active role helping outside companies come to Eugene, while those earning under \$15,000, those with no children, renters, and Wards One and Three residents are less likely than others to favor such assistance. Those earning \$50,000 to \$74,999 are more likely than others to feel the City should provide problem-solving assistance to businesses, while seniors and those with no children are less likely than others to favor such assistance. Those who vote zero or one out of every four elections and Ward Eight residents are more likely than others to feel the City should provide tax incentives to businesses, while those earning under \$15,000,

those with no children, those who vote half to three-quarters of the time, and Ward One residents are less likely than others to favor such assistance. Seniors are less likely than others to feel the City should provide financial support to businesses in targeted areas. Males and those with children 12 to 17 years old are more likely than others to feel the City should provide assistance with road, sewer and utility costs to new and expanding businesses, while females, seniors, and those earning \$35,000 to \$49,999 are less likely than others to favor such assistance.

PUBLIC SAFETY (Q52-Q55)

86% feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while only 68% feel “very” or “somewhat” safe walking alone in business areas after dark. 30% feel “very” safe after dark in business areas, up from 23% in 2001. 59% feel “very” safe after dark in their neighborhood, down from 67% in 2001.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=111) mainly cite basic insecurity (27%), strange people in a bad area (25%), or homeless/transients (24%). (See Table 53 for mentions less than 24%.)

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=49) mainly cite strange people in a bad area (31%), homeless/transients (25%), or basic insecurity (20%). (See Table 55 for mentions less than 20%.)

	Business Areas		Neighborhood	
	<u>2002</u>	<u>2001</u>	<u>2002</u>	<u>2001</u>
Very Safe	30%	23%	59%	67%
Somewhat Safe	38	40	27	21
Somewhat Unsafe	20	20	8	7
Very Unsafe	8	10	4	2
Mean (Scale 1-4)	2.9	2.8	3.4	3.6

Seniors and females are more likely than others to feel unsafe walking alone in **business areas** after dark. Females, non-voters, and Ward Seven residents are more likely than others to feel unsafe walking alone in their **neighborhood** after dark.

NEIGHBORHOOD ASSOCIATIONS (Q56-Q57)

47% are aware of their neighborhood association, down from 62% in 2001. An additional 10% are aware of neighborhood associations, but report that theirs is inactive. 43% are not aware of their neighborhood association, up from 28% in 2001.

61% of those who are aware of an active neighborhood association (n=187) feel the neighborhood association is having a positive impact on their neighborhood (down from 76% in 2001). 16% do not feel there is a positive impact (up from 6% in 2001), while 23% are unsure.

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Aware	47%	62%	59%	65%
Aware, but inactive	10	8	7	7
Unaware	43	28	31	28
Positive impact	61%	76%	70%	69%
No positive impact	16	6	12	14
Unsure	23	18	18	17

55 to 64 year-olds, those earning \$50,000 to \$74,999, those who always vote, and homeowners are more likely than others to be aware of their neighborhood association.

LEVEL OF BEING INFORMED (Q58)

77% feel “somewhat informed” or “well informed” regarding Eugene City government issues, similar to 83% in 2001. 18% feel they are “well informed,” down from 29% in 2001.

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Well informed	18%	29%	32%	32%	34%
Somewhat informed	59	54	54	55	53
Not very informed	22	17	14	12	12
Don't know	1	0	0	0	1

Ward Six residents and homeowners are more likely than others to feel “well informed.”

INVOLVEMENT IN CITY GOVERNMENT (Q59-Q62)

44% read their neighborhood newsletter in the past year (down from 67% in 2001). 37% watched government access TV in the past year (down from 49% in 2001, and 59% in 2000). 26% visited the City Website on the Internet in the past year. 29% did none of the above activities, up from 17% in 2001.

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Read neighborhood newsletter	44%	67%	56%	67%
Watched government access TV	37	49	59	52
Read "City Scape"	n.a.	n.a.	22	n.a.
Visited City Website	26	22	17	21
None of the above	29	17	18	16

Those who engaged in the above activities were asked how often they did so. Frequency of watching government access TV and reading neighborhood newsletters declined since 2001. The frequencies of engaging in these activities follow:

	FREQUENTLY	OCCASIONALLY	SELDOM
Government Access TV			
2002	11%	49%	40%
2001	18	50	32
2000	17	62	21
1999	13	50	37
Neighborhood Newsletter			
2002	44%	36%	20%
2001	64	24	11
2000	50	38	11
1999	66	28	7
Visited City Website			
2002	14%	42%	43%
2001	9	48	43
2000	14	51	35
1999	12	49	39

55 to 64 year-olds, Ward Two residents, those who always vote, and homeowners are more likely than others to read their neighborhood newsletter. Those earning over \$75,000, those with children 12 to 17 years old, and those who vote half to three-fourths of the time are more likely than others to watch government access TV. 25 to 34 year-olds are more likely than others to visit the City Website on the Internet. Those who never vote are more likely than others to engage in none of the above activities.

CITIZEN PARTICIPATION (Q63)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. The results follow:

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>
Very satisfied	19%	26%	30%	31%	34%	28%	28%	26%
Somewhat satisfied	47	42	46	43	39	45	45	41
Somewhat dissatisfied	16	16	11	11	12	11	10	14
Very dissatisfied	6	6	6	6	7	10	12	12
Don't know	12	9	7	9	9	5	4	6
Very or Somewhat Satisfied	66%	68%	76%	74%	73%	73%	73%	67%
Very or Somewhat Dissatisfied	22%	22%	17%	17%	19%	21%	22%	26%

66% are “very” or “somewhat” satisfied with citizen input, about the same as the 68% in 2001, although 19% are “very” satisfied, down from 26% in 2001.

CITY GOVERNMENT (Q64)

Respondents were asked if they are satisfied with city government in Eugene. The results follow:

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>
Very satisfied	11%	13%	21%	20%	23%	14%	12%	10%
Somewhat satisfied	51	45	50	53	45	48	45	40
Somewhat dissatisfied	23	26	19	14	17	20	25	28
Very dissatisfied	9	12	6	8	9	16	15	19
Don't know	5	5	3	3	6	3	3	5
Very or Somewhat Satisfied	62%	58%	71%	73%	68%	62%	57%	50%
Very or Somewhat Dissatisfied	32%	38%	25%	22%	26%	36%	40%	47%

62% are “very” or “somewhat” satisfied with City government in Eugene, similar to 58% in 2001, but down from a peak of 73% in 1999.

Those earning \$35,000 to \$49,999 are more likely than others to be “very satisfied” with City government in Eugene.

DOWNTOWN EUGENE (Q65)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. The results follow:

	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>	<u>1994</u>
Very satisfied	12%	3%	8%	5%	10%	16%	4%	5%
Somewhat satisfied	44	24	23	28	38	37	20	19
Somewhat dissatisfied	23	40	27	26	25	20	34	26
Very dissatisfied	12	30	36	35	24	23	42	45
Don't know	9	3	5	5	3	3	1	6
Very or Somewhat Satisfied	56%	27%	31%	33%	48%	53%	24%	24%
Very or Somewhat Dissatisfied	35%	70%	63%	66%	49%	43%	76%	71%

56% are “very” or “somewhat” satisfied with Downtown Eugene, twice the 2001 level of 27%.

Females and those earning under \$15,000 are more likely than others to be “very satisfied” with Downtown Eugene. 45 to 54 year-olds and those earning \$50,000 to \$74,999 are more likely than others to be “very dissatisfied” with Downtown Eugene.

QUESTIONNAIRE

EUGENE COMMUNITY SURVEY – 2002

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() 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
	1	2	3	4	5	6
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
	1	2	3	4	5	6
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?	_____					
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. Are you aware of your Neighborhood Association?
1() Yes 2() Aware, but inactive – SKIP TO Q58 3() No – SKIP TO Q58 4() Don't know/Refused – SKIP TO Q58
57. Do you feel your neighborhood association is having a positive impact on your neighborhood?
1() Yes 2() No 3() Don't know/Refused
58. 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
59. 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() NONE OF THE ABOVE
- 5() DON'T KNOW

FOR ALL "YES" ANSWERS TO Q59, ASK:

- 60. Do you watch government access TV frequently, occasionally, or seldom?
- 61. Do you read your neighborhood association newsletter frequently, occasionally, or seldom?
- 62. Do you visit the City Website frequently, occasionally, or seldom?
- 63. 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
- 64. 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
- 65. 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
- 66. 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
- 67. Do you own or rent your home?
 1() Own 2() Rent 3() Don't know/Refused
- 68. How many people in your household are under age 12? _____
- 69. How many people in your household are age 12 to 17? _____
- 70. 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
- 71. 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
- 72. THANK YOU FOR YOUR TIME! RECORD THE FOLLOWING FROM THE VOTER'S LIST:
 Gender: 1() Male 2() Female
- 73. Ward: _____
- 74. Registered voter?
 1() Yes 2() No
- 75. Number of elections voted in out of the last four:
 1() One 2() Two 3() Three 4() Four 5() NONE
- 76. Phone # _____
- 77. Interviewer: _____