

**CITY OF EUGENE COMMUNITY SURVEY
CONDUCTED FOR
THE CITY OF EUGENE
2003**



**November, 2003
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EXECUTIVE SUMMARY

Is Eugene Headed in the Right Direction?

Community perceptions about Eugene's direction have remained largely stable for the past three years. 58% of respondents feel Eugene is headed in the right direction, consistent with the last three years (54%, 53%, and 64% respectively). Scores were more positive in 1998 and 1999 than in 2003.

Most Important Problem

Crime and education top the list of problems identified by respondents. 14% mentioned crime, up from 4% in 2002 and 7% in 2001. 14% also mentioned education, down from 24% in 2002 (which had been a substantial increase from 6% in 2001). Concern with unemployment is 12%, similar to 16% last year. Concern with government issues is 9%, similar to 5% in 2002 and 11% in 2001. Concern with economic development is 9%, consistent with 10% in 2002, but down from 17% in 2001.

Like Most about Eugene

For the second year, friendly people top the list of what people like most about living in Eugene, mentioned by 15% of respondents. Scenery/terrain is second with 12%, followed by central location (12%), size of the city (10%), and climate/weather (10%). There are no significant differences from 2002 data.

Overall Satisfaction with City Services

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

Evaluation of City Services

From the community's perspective, there have been five significant increases over 2001 data in the number of people rating services "above average": library services, encouraging the use of the bus system, Cuthbert amphitheater, recreation programs for young people aged 12 to 17, and providing leadership for the city. On the other hand, there has been a significant decrease in the number of people rating animal control services "above average."

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, encouraging the use of mass transit, Cuthbert amphitheater, police emergency response, providing storm and drainage services, maintaining and improving water quality in local waterways, and maintaining city buildings. More than one-fourth feel Eugene is doing a *below average* job at: planning and managing growth, and managing tax dollars.

Reported Use of City Services

City parks were the most widely used of the city services on the list, with 71% reporting that they used the parks (down from 84% in 2001), followed by library services (58%, down from 70% in 2001, but consistent with 61% in 1999), Eugene Airport services (47%, down from 68%

in 2001), and the Hult Center for the Performing Arts (46%, down from 61% in 2001). The number of respondents reporting that they used recreation services for adults decreased from 27% in 2001 to 16% currently.

Population Growth in Eugene

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 32% currently.

Economic Opportunity in Eugene

Half of the respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 56% in 2002, 67% in 2001, 78% in 2000, 81% in 1999 and 87% in 1998. The percentage of respondents who feel the situation has worsened increased to 45% from 35% in 2002, 31% in 2001, 18% in 2000, 12% in 1999 and 10% in 1998. However, the number of respondents who believe that the situation has stayed the same has remained stable since 1998, with the exception of a spike in 2000.

City’s Role in Economic Development

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. 88% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (up from 79% in 2002). The same percentage (88%) feel the City should take an active role helping local businesses create and retain jobs (up from 76% in 2002). Two-thirds (66%) feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities, while 59% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses. 55% feel the City should provide tax incentives to businesses creating new jobs. 48% feel the City should provide financial support to businesses in targeted areas, such as Downtown (down from 56% in 2001).

Public Safety

Nine out of ten respondents (90%) feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 72% feel “very” or “somewhat” safe walking alone in business areas after dark. 35% feel “very” safe after dark in business areas, up from 23% in 2001. 68% feel “very” safe after dark in their neighborhood, up from 59% in 2002.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=82) mainly cite a perceived increase in the number of crimes (47%), basic insecurity (20%), or strange people in a bad area (16%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=39) mainly cite a perceived increase in the number of crimes (39%), strange people in a bad area (31%), or basic insecurity (14%).

Neighborhood Associations

54% are aware of their neighborhood association, up from 47% in 2002. An additional 1% are aware of neighborhood associations, but report that theirs is inactive. 44% are not aware of their neighborhood association, up from 28% in 2001.

Two-thirds (66%) of those who are aware of an active neighborhood association (n=216) feel the neighborhood association is having a positive impact on their neighborhood. 11% do not feel there is a positive impact, while 24% are unsure.

Level of Being Informed

72% feel “somewhat informed” or “well informed” regarding Eugene City government issues, similar to 77% in 2002. 20% feel they are “well informed.”

Sources of Information About City Government

Four out of ten respondents (40%) read their neighborhood newsletter in the past year. 37% watched government access TV in the past year. 17% visited the City Website on the Internet in the past year (down from 26% in 2002). 42% did none of the above activities, up from 29% in 2002.

City Publications

More respondents recalled receiving the Recreation Guide than any other City publication. 62% of the respondents said they received the City’s Recreation Guide in the past year, 51% reported receiving Eugene Outdoors, 50% said they received Stormwater Connections, 42% said they received Library Matters, 39% reported receiving the Parks Map, 35% said they received the Bike Map, and 13% said they received Ovation.

Internet Access

70% of respondents have Internet access at home.

Citizen Participation

Seven out of ten respondents (70%) are “very” or “somewhat” satisfied with the opportunities provided for citizen input, representing no significant change from 2002 data.

City Government

Approximately two-thirds (64%) say they are “very” or “somewhat” satisfied with City government in Eugene, representing no significant change from 2002 data.

Downtown Eugene

As in 2002, 56% are “very” or “somewhat” satisfied with Downtown Eugene, holding steady after a substantial increase from 27% in 2001.

Budget Cuts

While three-quarters of the respondents feel that recent City of Eugene budget cuts have affected the community, they were divided on how the City should respond to future revenue shortfalls. 39% feel that recent City of Eugene budget cuts have had a large effect on the community and

36% feel they have had a small effect, while 7% feel there has been no effect and 18% are unsure. 32% feel that the City should respond to revenue shortfalls by implementing a new, non-property tax. 12% feel that more service cuts would be the appropriate response. 9% feel property taxes should be increased in response to future shortfalls. 30% don't like any of these choices, and 16% are unsure how to handle future shortfalls.

Industrial Land

Roughly two-thirds of respondents (68%) feel there is enough industrial land available for development in Eugene, while 9% feel there is not enough. Approximately a quarter (23%) are unsure.

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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 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). 401 interviews were completed. The sample was stratified to reflect population demographics of Eugene. Telephone interviews were conducted between November 10 and November 21, 2003.

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.

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.

RESPONSE RATE

Of the 500 qualified respondents reached by telephone, 401 interviews were completed, for a response rate of 80%. A more rigorous follow-up procedure was employed this year to decrease the total number of phone numbers needed to achieve 400 completed interviews. The phone numbers used decreased by 38% from 2002 to 2003, potentially decreasing bias introduced by no-answers and answering machines, thus making the results more likely to reflect a truly representative cross section of the community. The overall breakdown of numbers dialed is as follows:

	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Refusals	100	200	123	170	186
Disconnects	40	124	180	132	140
Answering Machine	200	367	433	334	299
Fax Machine	5	13	17	13	20
Businesses	3	11	16	6	22
No Answer	231	426	367	371	340
Call Backs	34	33	65	25	57
Spanish Speaking Barrier	0	3	--	--	--
No Qualified Respondent	8	67	91	84	112
Completed Interviews	<u>401</u>	<u>400</u>	<u>401</u>	<u>401</u>	<u>401</u>
Total Numbers Dialed	1,022	1,644	1,693	1,536	1,577

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 2003.)

<u>Ward</u>	<u>Voter Population Size</u>	<u>Voter Population %</u>	<u>List %</u>	<u>Sample %</u>
One	10,118	13%	13%	13%
Two	11,854	15%	11%	13%
Three	7,843	10%	10%	11%
Four	9,532	12%	12%	13%
Five	10,403	14%	12%	12%
Six	10,080	13%	15%	13%
Seven	8,336	11%	14%	13%
Eight	9,074	12%	12%	11%

QUOTAS OBSERVED

The following quotas were targeted in the data collection process. (The sample was weighted subsequent to data collection to reflect the proportion of registered voters to non-voters in 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%

BOUND ON ERROR

SEX	<u>SAMPLE SIZE</u>		<u>Bound on Error at 95% Confidence Level</u>
	<u>Frequency</u>	<u>Percent</u>	
Male	210	52%	6.2%
Female	191	48%	6.5%
AGE			
18-24	81	20%	10.0%
25-34	72	18%	10.6%
35-44	70	17%	10.7%
45-54	71	18%	10.7%
55-64	49	12%	12.8%
65 +	56	14%	12.0%
OWN/RENT			
Own	184	46%	6.6%
Rent	214	53%	6.1%
INCOME			
Under \$15,000	59	15%	11.7%
\$15,000-\$24,999	76	19%	10.3%
\$25,000-\$34,999	52	13%	12.5%
\$35,000-\$49,999	59	15%	11.7%
\$50,000-\$74,999	56	14%	12.0%
\$75,000 or more	36	9%	15.0%
WARD			
One	56	14%	12.0%**
Two	53	13%	12.3%
Three	45	11%	13.4%
Four	50	12%	12.7%
Five	46	11%	13.2%
Six	53	13%	12.3%
Seven	52	13%	12.5%
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) 14% of the survey response.

DEMOGRAPHIC BREAKDOWN BY YEAR

Age	2003	2002	2001	2000	1999	POP. *
18-24	20%	22%	14%	6%	5%	22%
25-34	18	19	16	16	16	19
35-44	17	17	19	22	19	17
45-54	18	18	19	21	21	18
55-64	12	9	15	14	15	9
65 and over	14	15	16	21	23	15
Home Ownership	2003	2002	2001	2000	1999	POP. *
Own	48%	53%	70%	74%	83%	52%
Rent	53	46	29	26	16	48
# Children Under 18	2003	2002	2001	2000	1999	POP *
Zero	66%	69%	67%	69%	64%	72%
One	16	16	14	12	12	
Two	13	12	15	13	17	
Three	4	3	3	3	5	
Four or more	1	1	2	1	2	
Income**	2003	2002	2001	2000	1999	POP. *
Under \$15,000	15%	21%	n.a.	n.a.	n.a.	21%
\$15,000-\$24,999	19	10	n.a.	n.a.	n.a.	14
\$25,000-\$34,999	13	15	n.a.	n.a.	n.a.	14
\$35,000-\$49,999	15	16	n.a.	n.a.	n.a.	17
\$50,000-\$74,999	14	15	18	18	22	17
\$75,000 and over	9	10	14	13	18	18
Refused	16	12	13	14	12	n.a.
Gender	2003	2002	2001	2000	1999	POP. *
Male	52%	56%	48%	50%	49%	49%
Female	48	44	52	50	51	51
Voter/Non-Voter	2003	2002				
Voter	62%	69%				
Non-Voter	38	31				
Race/Ethnicity	2003	2002	2001	POP. *		
White	93%	90%	90%	88%		
Hispanic	2	2	1	5***		
Asian/Pacific Islander 2	1	2	4			
Multi-Racial	1	1	1	4		
American Indian/Alaskan	<1	1	1	1		
African American	<1	1	<1	1		

* 2000 Eugene Population Characteristics, Oregon Census Abstract.

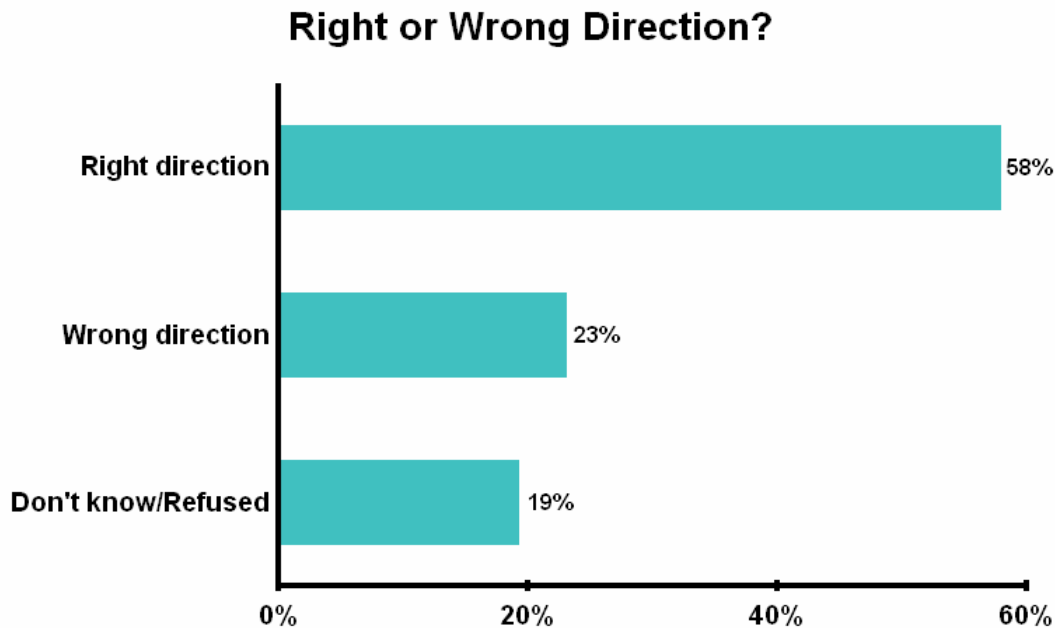
** The first four income categories were changed in 2002.

*** "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. Community perceptions about Eugene's direction have remained largely stable for the past three years. 58% of respondents feel Eugene is headed in the right direction, consistent with the last three years (54%, 53%, and 64% respectively). Scores were more positive in 1998 and 1999 than in 2003.

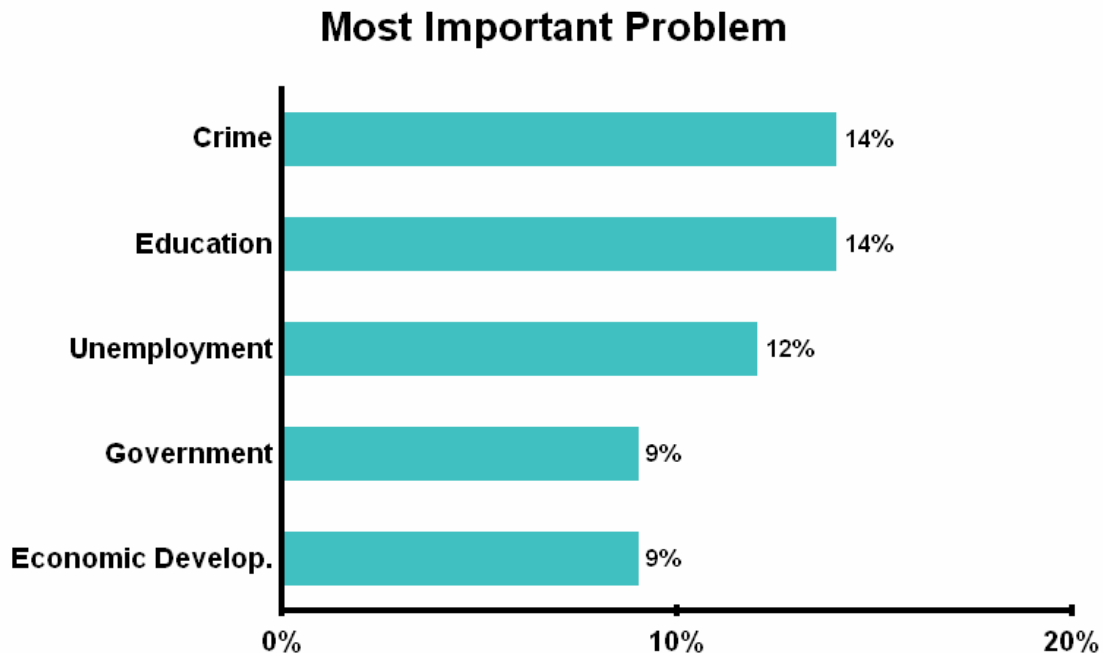


	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>
Right direction	58%	54%	53%	64%	68%	65%	57%	62%	48%
Wrong direction	23	30	34	22	20	25	23	22	38
Don't know	19	16	13	13	12	11	20	16	15

Males are more likely than females to feel that things are going in the wrong direction.

MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

Crime and education top the list of problems identified by respondents. 14% mentioned crime, up from 4% in 2002 and 7% in 2001. 14% also mentioned education, down from 24% in 2002 (which had been a substantial increase from 6% in 2001). Concern with unemployment is 12%, similar to 16% last year. Concern with government issues is 9%, similar to 5% in 2002 and 11% in 2001. Concern with economic development is 9%, consistent with 10% in 2002, but down from 17% in 2001.

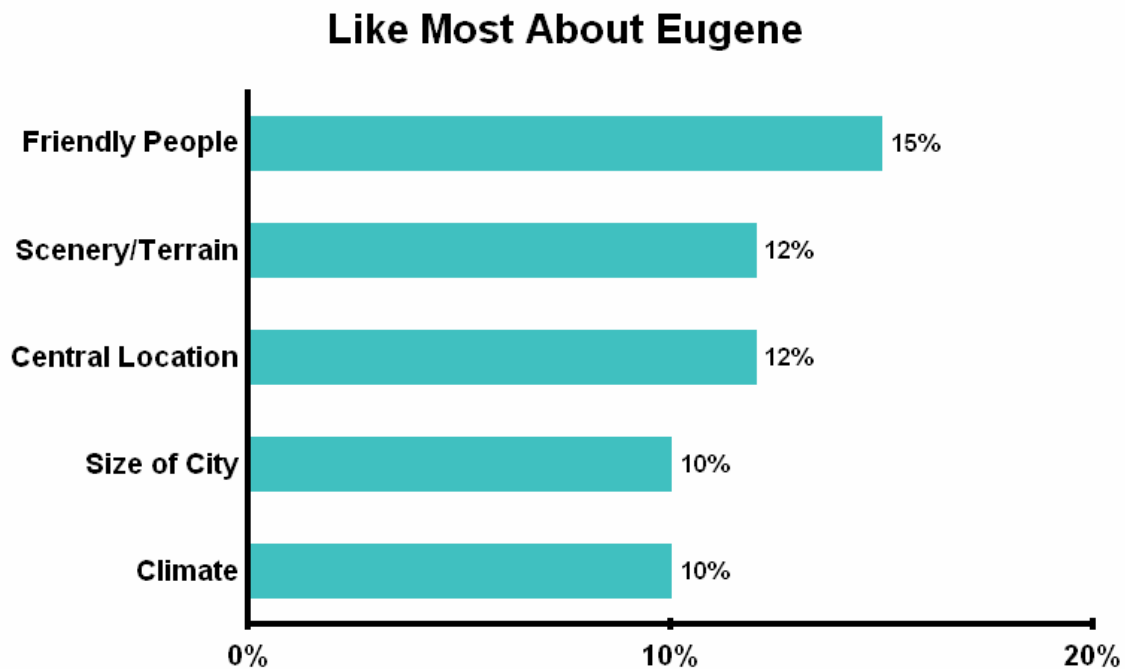


	<u>2003</u>		<u>2002</u>		<u>2001</u>
Crime/Gangs/Drugs	14%	Education issues	24%	City growth problems	18%
Education issues	14	Unemployment	16	Economic develop.	17
Unemployment	12	Economic develop.	10	Government issues	11
Government issues	9	City growth problems	9	Unemployment	8
Economic develop.	9	Homeless	7	Traffic	8

Those with children under 12 are more concerned than others about education issues. Males and those who vote frequently are more concerned than others about government issues.

LIKE MOST ABOUT LIVING IN EUGENE (Q4)

For the second year, friendly people top the list of what people like most about living in Eugene, mentioned by 15% of respondents. Scenery/terrain is second with 12%, followed by central location (12%), size of the city (10%), and climate/weather (10%). There are no significant differences from 2002 data.



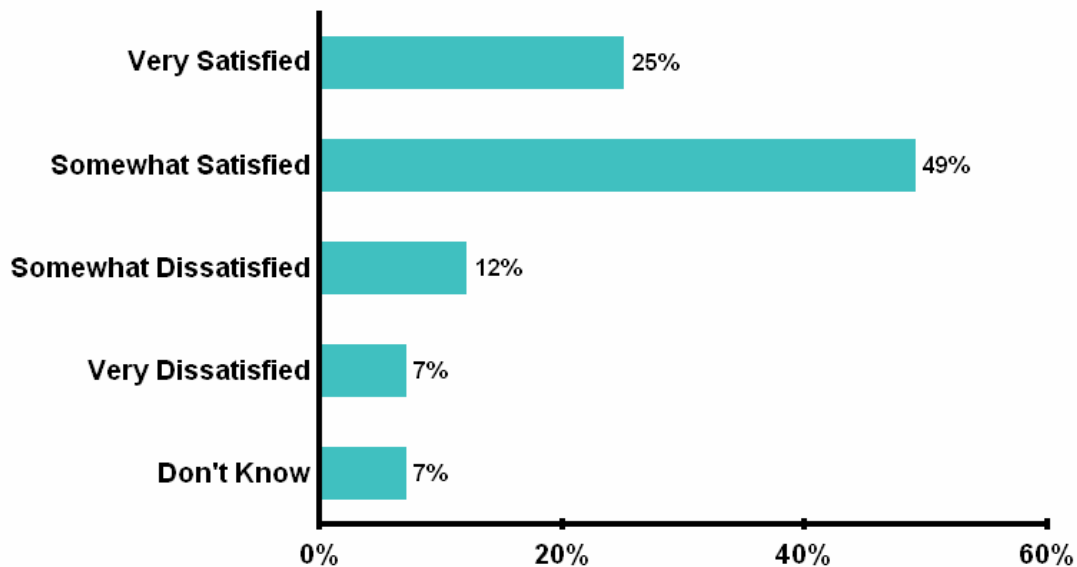
	<u>2003</u>		<u>2002</u>		<u>2001</u>
Friendly people	15%	Friendly people	20%	Size of City	17%
Scenery/Terrain	12	Scenery/Terrain	15	Central location	16
Central location	12	Central location	14	Scenery/Terrain	12
Size of city	10	Size of city	12	Friendly people	11
Climate/weather	10	Climate/weather	10	Diversity	11

18 to 24 year-olds and those who vote infrequently are more likely than others to like the friendly people most. Those earning \$50,000 to \$73,999 are more likely than others to like the scenery/terrain most. Frequent voters are more likely than others to like the central location 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. About three-quarters of respondents (74%) are very satisfied or somewhat satisfied with the overall level of services provided by the City of Eugene in 2003, similar to 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.

Satisfaction with City Services



	<u>2003</u>	<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	25%	28%	31%	32%	39%	28%	30%	35%	31%
Somewhat satisfied	49	50	56	53	46	51	54	49	45
Somewhat dissatisfied	12	12	7	6	7	13	10	7	11
Very dissatisfied	7	5	2	4	4	5	4	6	10
Don't know	7	5	4	4	3	4	2	3	3
Very/Somewhat satisfied	74%	78%	87%	85%	85%	79%	84%	84%	76%

Renters are more likely than homeowners to say they are “somewhat satisfied” with the overall level of services provided by the City of Eugene. 45 to 54 year-olds are more likely than others to say they are “somewhat dissatisfied” with the overall level of services. Those earning in excess of \$75,000 are more likely than others to say they are “very dissatisfied” with the overall level of services.

EVALUATION OF CITY SERVICES (Q6-34)

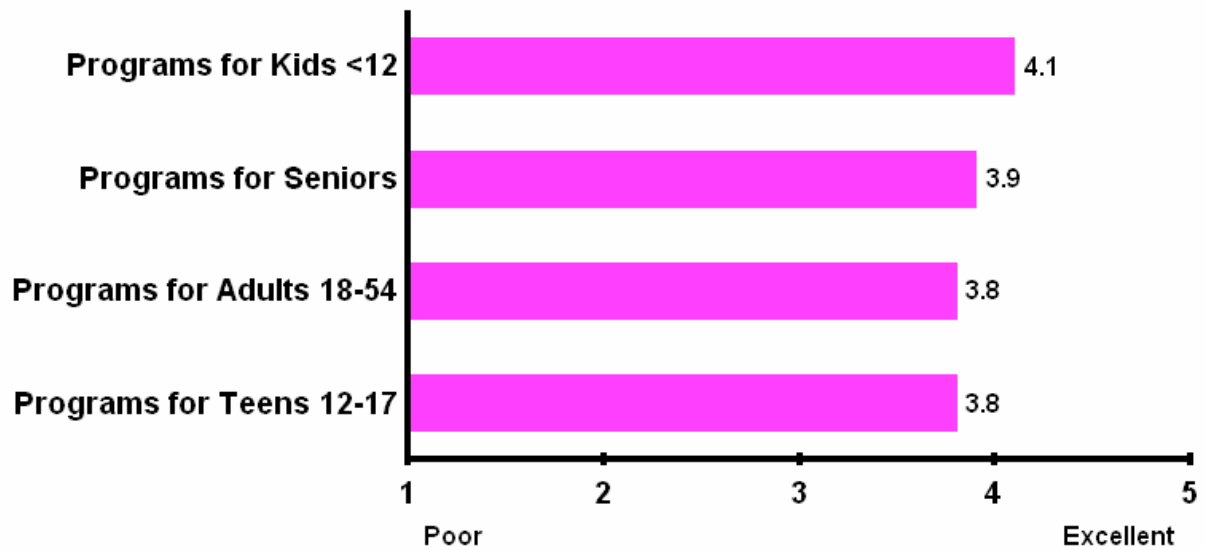
Respondents were asked to evaluate the quality of some specific services. Results appear in the chart below. Mean scores are based on a one to five scale, where one means “poor,” and five means “excellent.”

From the community’s perspective, there have been five significant increases over 2001 data in the number of people rating services “above average”: library services, encouraging the use of the bus system, Cuthbert amphitheater, recreation programs for young people aged 12 to 17, and providing leadership for the city. On the other hand, there has been a significant decrease in the number of people rating animal control services “above average.”

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, encouraging the use of mass transit, Cuthbert amphitheater, police emergency response, providing storm and drainage services, maintaining and improving water quality in local waterways, and maintaining city buildings. More than one-fourth feel Eugene is doing a *below average* job at: planning and managing growth, and managing tax dollars.

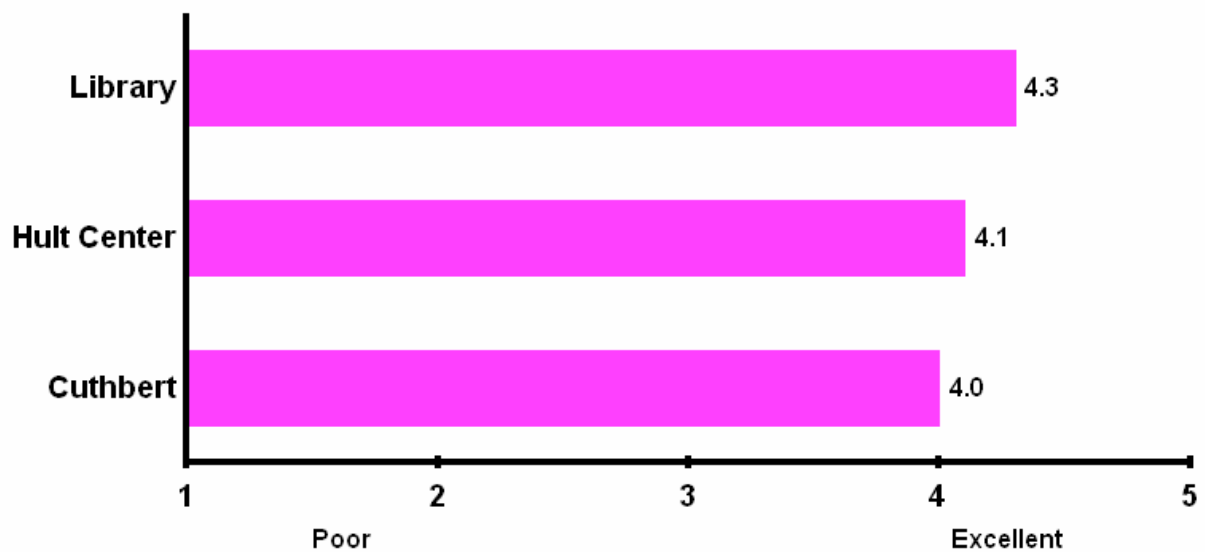
Those earning under \$15,000 and seniors give higher grades than others on recreation programs for seniors. Those earning over \$75,000 and Ward Eight residents give lower grades than others on recreation programs for seniors. Those earning under \$15,000 give higher grades than others on maintaining parks. Frequent voters give lower grades than others on maintaining parks. As income increases, the grades given to the land use application process decrease. Renters give higher grades than others on the land use application process and responding to nuisance complaints. Frequent voters give lower grades than others on the land use application process. Those with children 12 to 17 give higher grades than others on police emergency response. Seniors give higher grades than others on fire and rescue, and emergency medical services. Those earning over \$75,000 and males give lower grades than others on providing leadership for the city. 55 to 64 year-olds give lower grades than others on maintaining city streets. Ward Seven residents give lower grades than others on maintaining and improving water quality in local waterways. Those earning over \$75,000, registered voters, and 55 to 64 year-olds give lower grades than others on managing growth in Eugene. Females and renters give higher grades than others on encouraging use of the bus system.

Recreation Services



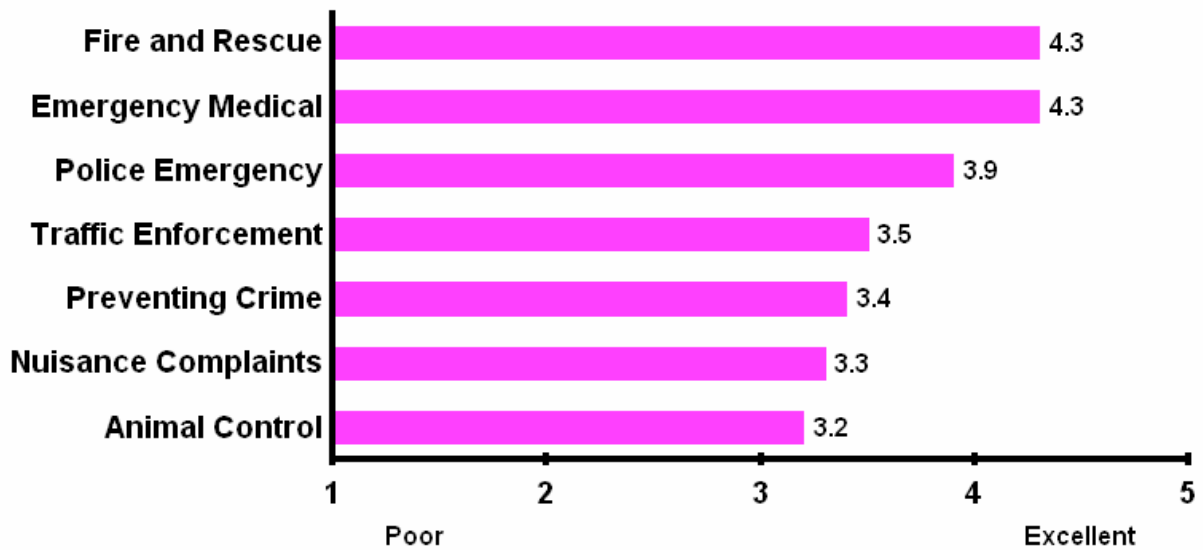
Mean Values, Scale 1 to 5

Cultural Services



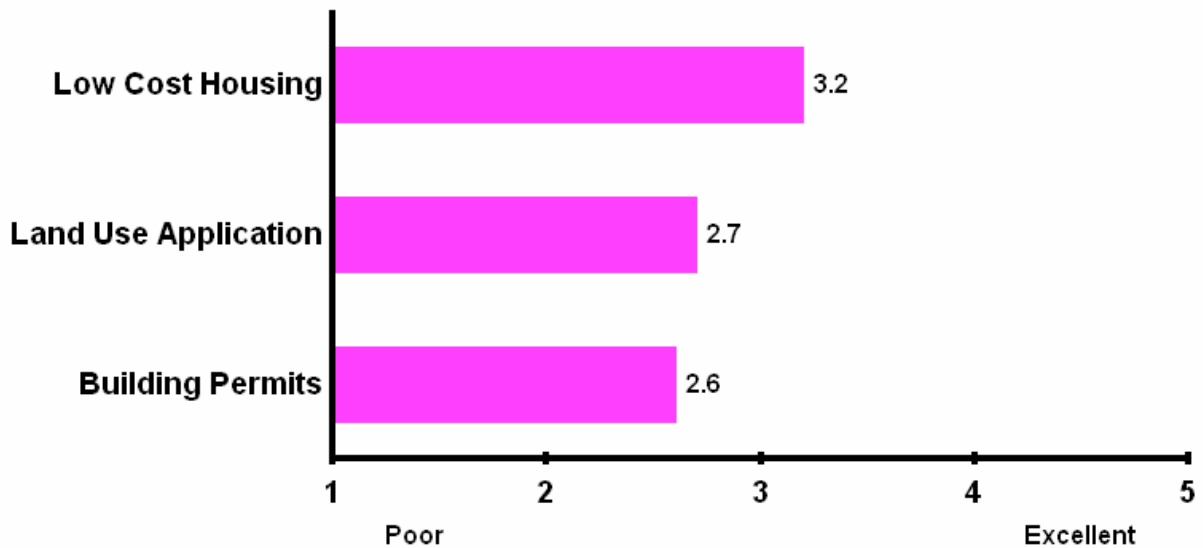
Mean Values, Scale 1 to 5

Public Safety Services



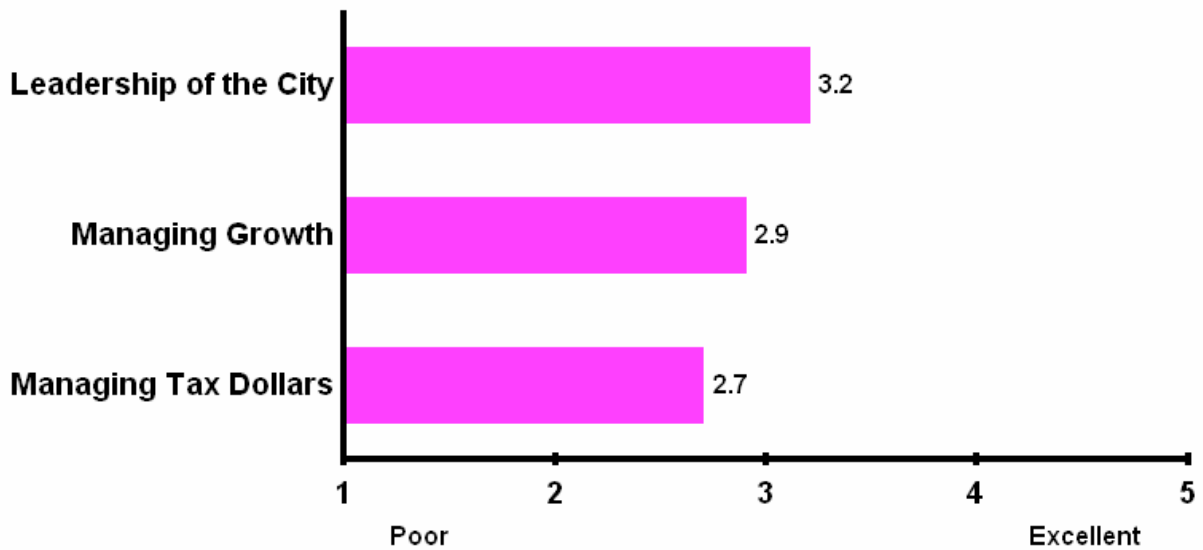
Mean Values, Scale 1 to 5

Planning and Development



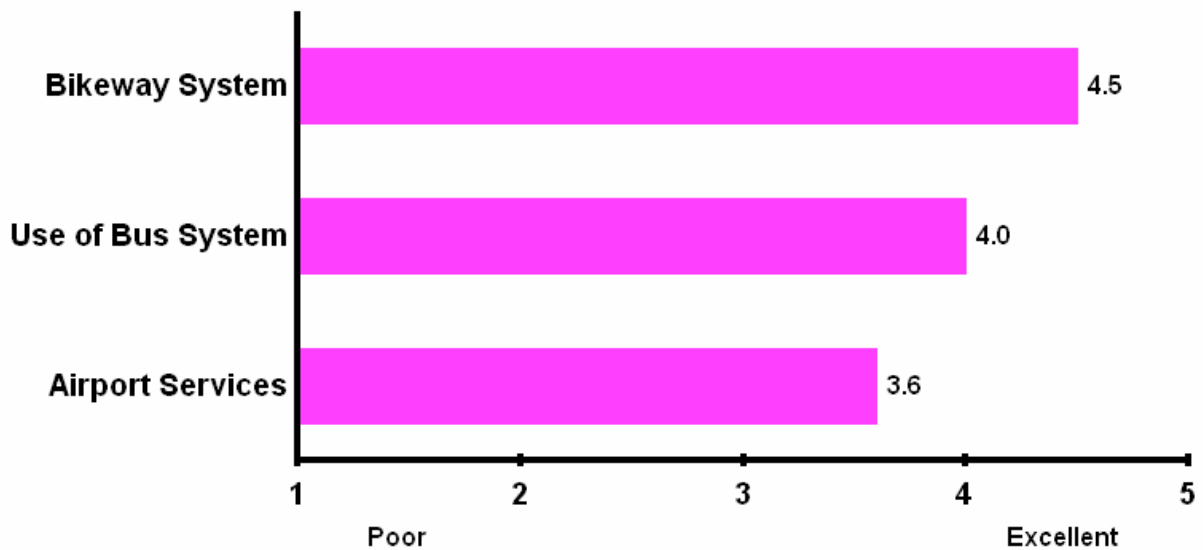
Mean Values, Scale 1 to 5

Leadership/Management



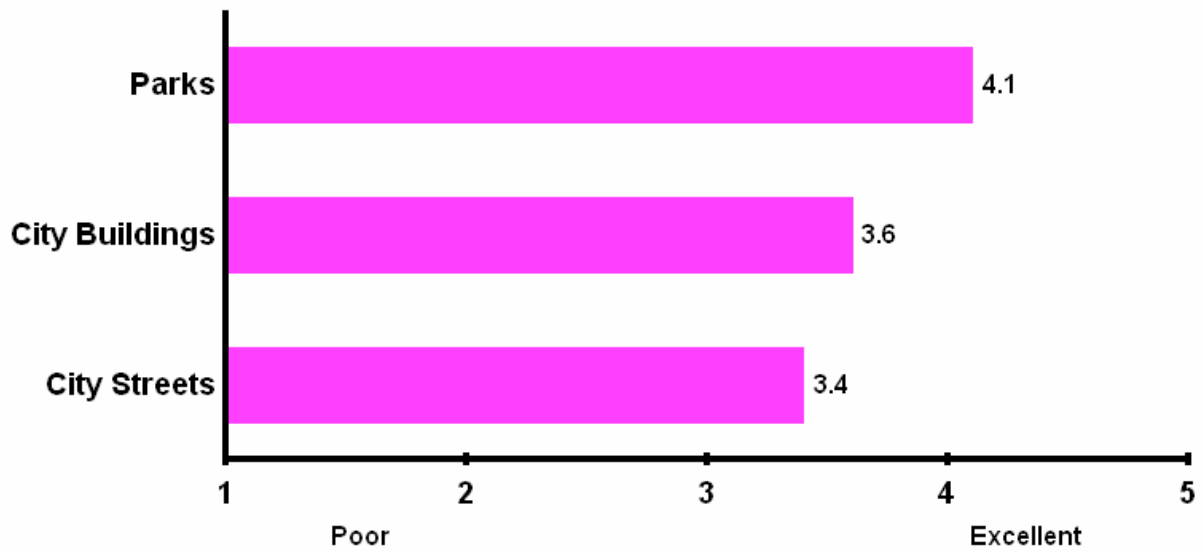
Mean Values, Scale 1 to 5

Transportation



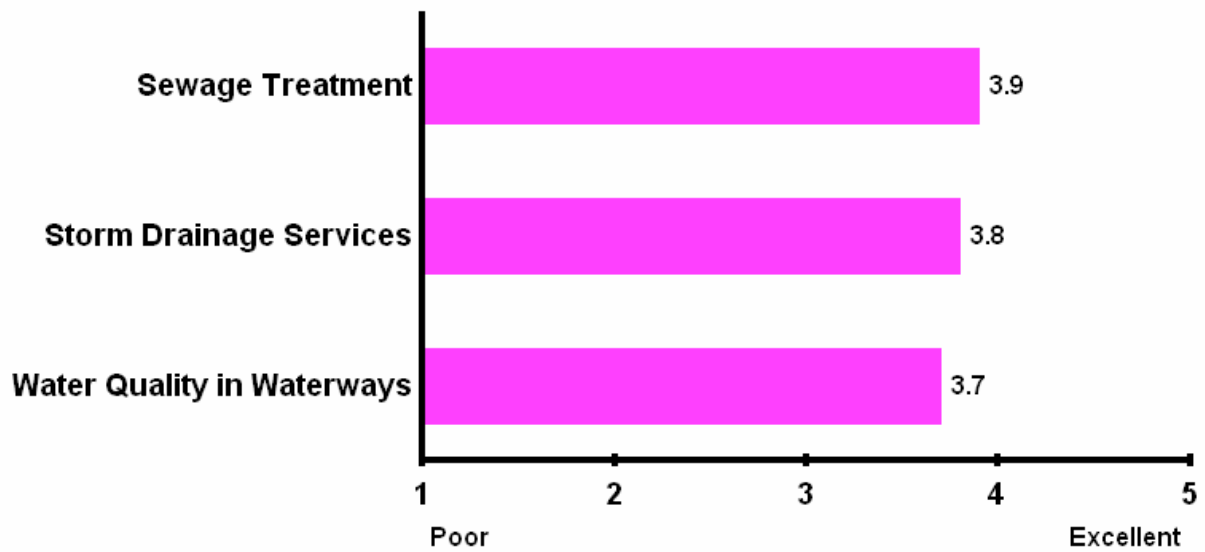
Mean Values, Scale 1 to 5

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					
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					
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					
2003	4.3	72	8	1	18
2001	4.4	78	6	1	15
Emergency medical services					
2003	4.3	72	10	1	18
2001	4.2	67	10	3	21
Maintaining City parks					
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
Hult Center for the performing arts					
2003	4.1	70	13	4	14
2001	4.1	68	14	5	12

	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Recreation programs - children under 12 (under 15 in years prior to 1999)					
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
Encouraging use of the bus system					
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					
2003	4.0	52	11	4	32
2001	3.7	41	18	6	35
Police emergency response					
2003	3.9	56	19	5	20
2001	3.9	59	14	7	19
1999	3.9	59	16	6	18
Sewage treatment					
2003	3.9	44	20	1	35
2001	3.9	49	18	3	31
1999	3.9	48	19	2	31
Recreation programs for senior citizens					
2003	3.9	33	12	2	54
2001	3.9	37	13	3	47
1999	3.9	38	11	5	45
Providing storm drainage services					
2003	3.8	54	26	3	17
2001	3.7	49	23	7	21

	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Recreation program – adults 18-54					
2003	3.8	42	17	4	37
2001	3.6	40	17	10	32
Recreation programs - children 12-17 (15-18 in years prior to 1999)					
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 & improving water quality in local waterways					
2003	3.7	53	29	6	13
2001	3.7	54	23	7	15
Maintaining City buildings					
2003	3.6	52	30	6	12
2001	3.5	48	29	9	13
Providing airport services					
2003	3.6	43	25	10	24
2001	3.6	48	27	9	15
1999	3.8	60	24	7	8
Traffic enforcement					
2003	3.5	49	36	10	4
2001	3.4	43	35	15	6
1999	3.3	42	36	16	6
Maintaining city streets					
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

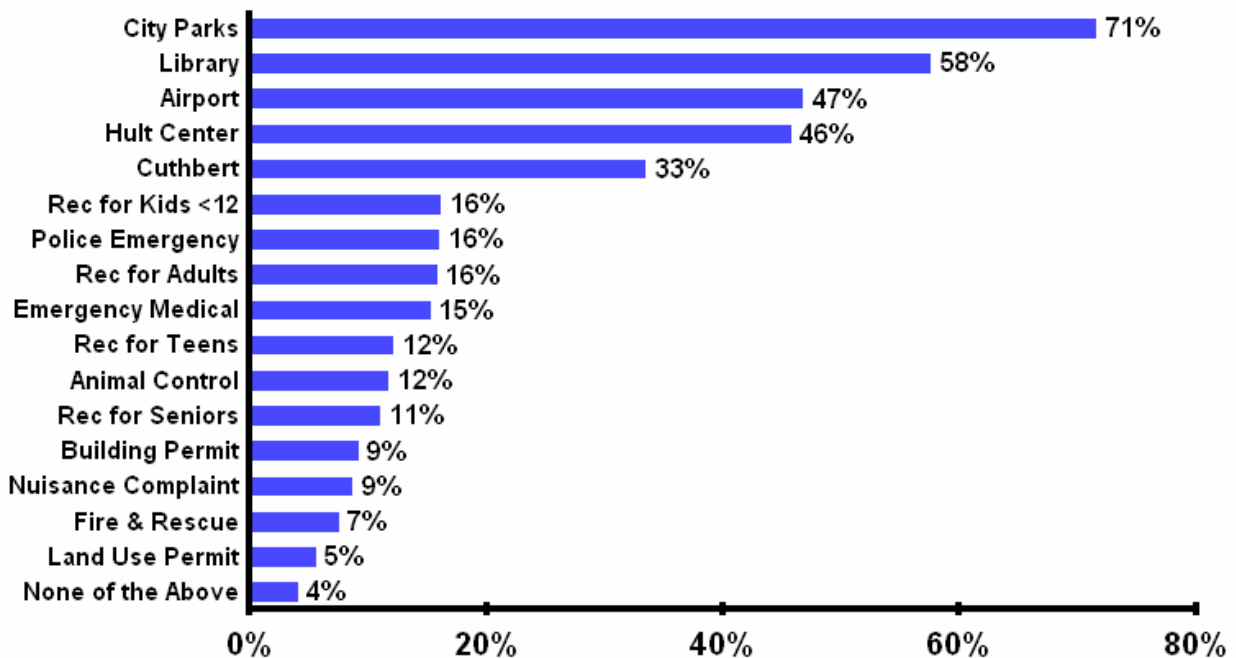
	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Preventing crime					
2003	3.4	44	41	11	5
2001	3.4	44	37	12	6
1999	3.2	39	38	17	5
1997	3.1	33	43	20	3
1996	3.2	37	44	16	3
1995	2.9	33	37	28	2
1994	3.3	47	31	19	3
1993		40	37	18	5
Response to nuisance complaints					
2003	3.3	26	27	13	35
2001	3.3	29	21	13	36
1999	3.3	26	23	13	38
Providing leadership for the city					
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
Animal control services					
2003	3.2	32	30	15	23
2001	3.5	41	21	12	26
1999	3.5	42	21	12	25
Development of low cost housing					
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

	MEAN SCORE	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	DON'T KNOW
Planning and managing growth					
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					
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					
2003	2.7	12	20	20	49
Building permit process					
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)

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 71% reporting that they used the parks (down from 84% in 2001), followed by library services (58%, down from 70% in 2001, but consistent with 61% in 1999), Eugene Airport services (47%, down from 68% in 2001), and the Hult Center for the Performing Arts (46%, down from 61% in 2001). The number of respondents reporting that they used recreation services for adults decreased from 27% in 2001 to 16% currently.

Use of City Services

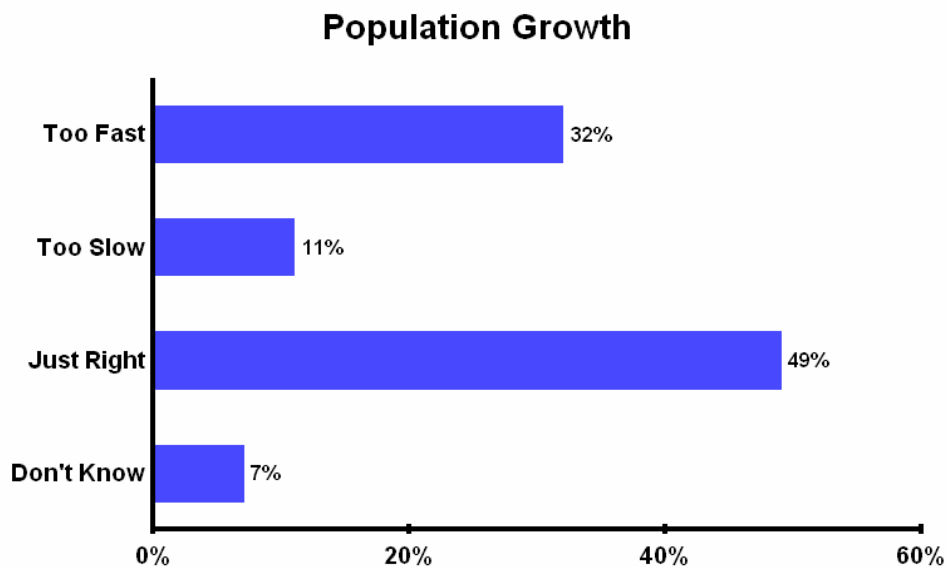


	<u>2003</u>	<u>2001</u>	<u>1999</u>
City Parks	71%	84%	77%
Library	58	70	61
Airport	47	68	71
Hult Center	46	61	n.a.
Cuthbert	33	27	n.a.
Rec. for Kids Under 12	16	21	22
Police Emergency	16	15	16
Rec. for Adults	16	27	n.a.
Emergency Medical	15	16	n.a.
Rec. for Teens	12	14	13
Animal Control	12	16	19
Rec.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

Seniors are less likely than others to use city parks. Seniors and those with no children are less likely than others to use the library. 45 to 54 year-olds, those earning over \$50,000, frequent voters, and homeowners are more likely than others to use Eugene Airport. Those with children 12 to 17 are more likely than others to use Cuthbert Amphitheater. Ward Six residents are more likely than others to use recreation services for children under twelve, and animal control services. Seniors, those with no children, and frequent voters are more likely than others to use recreation services for seniors. Those earning over \$75,000, those with children 12 to 17, and homeowners are more likely than others to obtain a building permit. Those earning over \$75,000 are more likely than others to apply for a land use permit.

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 32% currently.

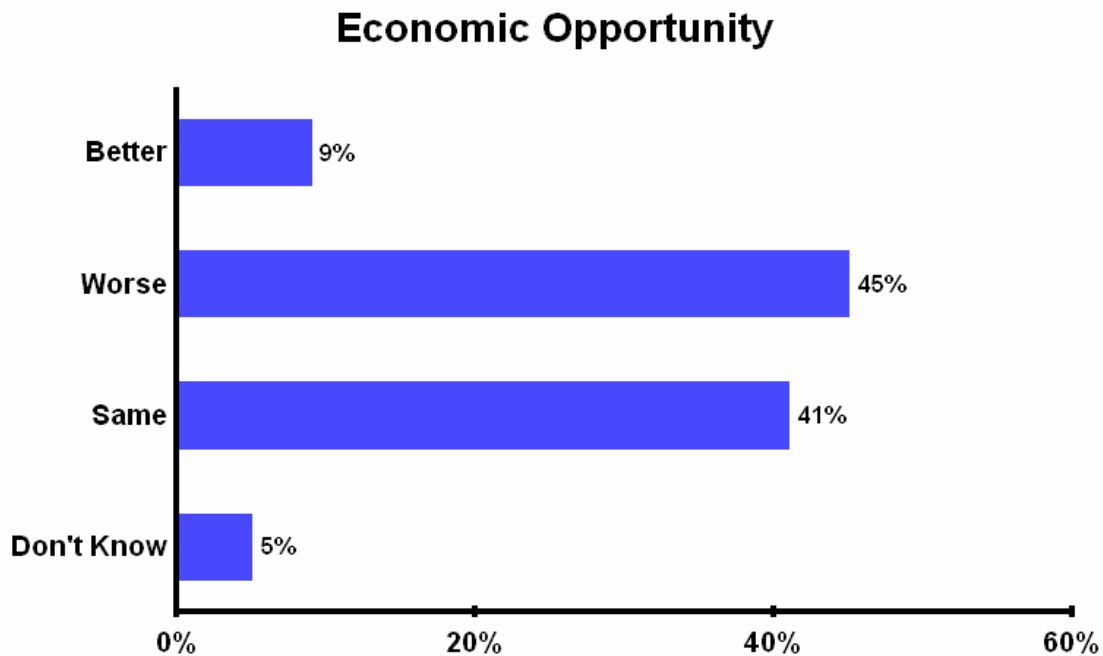


	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>
Too fast	32%	31%	36%	46%	56%	56%	48%	42%	36%
Just about right	49	45	51	42	40	37	43	48	51
Too slow	11	7	6	4	2	3	2	4	8
Don't know	7	17	7	8	3	5	7	5	6

Seniors and registered voters are more likely than others to feel the population is growing too fast. Males, 55 to 64 year-olds, and those earning over \$75,000 are more likely than others to feel the population is growing too slowly.

ECONOMIC OPPORTUNITY IN EUGENE (Q37)

Half of the respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 56% in 2002, 67% in 2001, 78% in 2000, 81% in 1999 and 87% in 1998. The percentage of respondents who feel the situation has worsened increased to 45% from 35% in 2002, 31% in 2001, 18% in 2000, 12% in 1999 and 10% in 1998. However, the number of respondents who believe that the situation has stayed the same has remained stable since 1998, with the exception of a spike in 2000.



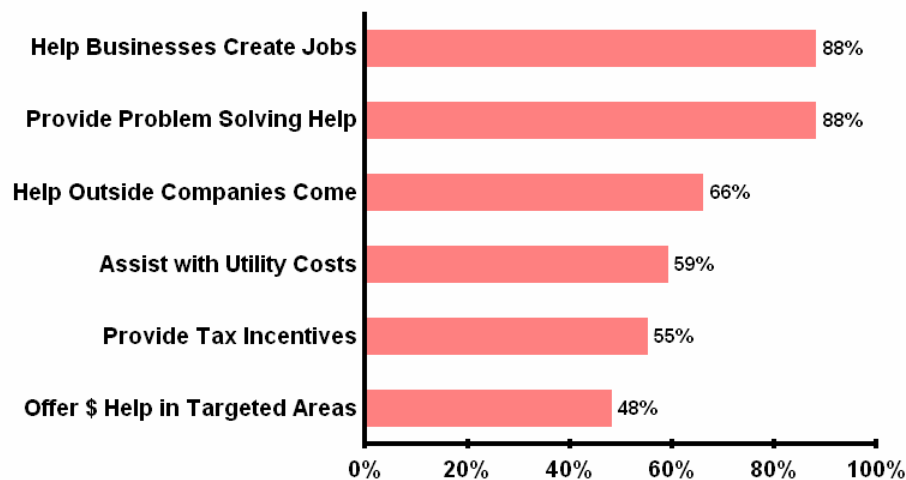
	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Better	9%	14%	22%	26%	38%	45%
Worse	45	35	31	18	12	10
Stayed the same	41	42	45	51	43	42
Don't know	5	9	3	5	7	4

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

CITY'S ROLE IN ECONOMIC DEVELOPMENT (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. 88% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (up from 79% in 2002). The same percentage (88%) feel the City should take an active role helping local businesses create and retain jobs (up from 76% in 2002). Two-thirds (66%) feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities, while 59% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses. 55% feel the City should provide tax incentives to businesses creating new jobs. 48% feel the City should provide financial support to businesses in targeted areas, such as Downtown (down from 56% in 2001).

For Economic Development, the City Should:



SHOULD THE CITY:

	YES			NO		
	2003	2002	2001	2003	2002	2001
Provide problem-solving assistance for siting, permit, and development?	88	79%	81%	8	14%	11%
Take an active role helping local businesses create jobs?	88	76	78	8	14	15
Take an active role helping outside companies come to Eugene?	66	70	72	21	18	21
Provide assistance to businesses with road, sewer, utility costs?	59	56	52	32	31	35
Provide tax incentives to businesses creating new jobs?	55	60	59	35	27	30
Provide financial support to businesses in targeted areas?	48	47	56	43	41	35

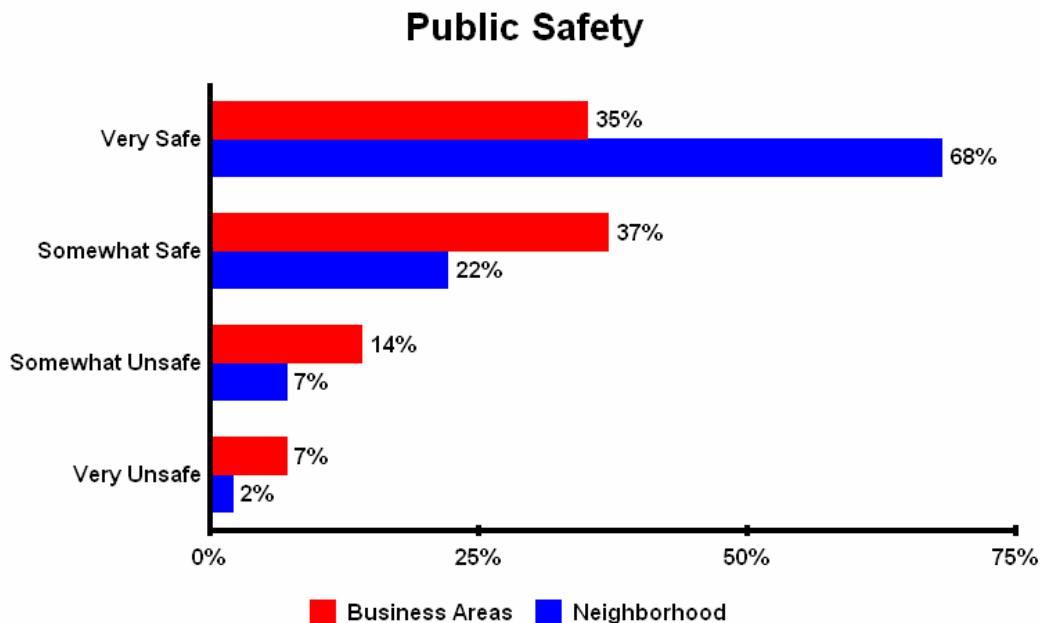
Those earning over \$75,000 are less likely than others to feel the City should take an active role helping local businesses create and retain jobs. Seniors are less likely than others to feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues. Those with children 12 to 17, and registered voters are more likely than others to feel the City should provide tax incentives to businesses creating new jobs, while seniors, those with no children, and frequent voters are less likely than others to favor such assistance. Those who are not registered to vote are more likely than others to feel the City should provide financial support to businesses in targeted areas, while Ward Six residents are less likely than others to favor such assistance.

PUBLIC SAFETY (Q44-Q47)

Nine out of ten respondents (90%) feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 72% feel “very” or “somewhat” safe walking alone in business areas after dark. 35% feel “very” safe after dark in business areas, up from 23% in 2001. 68% feel “very” safe after dark in their neighborhood, up from 59% in 2002.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=82) mainly cite a perceived increase in the number of crimes (47%), basic insecurity (20%), or strange people in a bad area (16%). (See Table 45 for mentions less than 16%.)

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=39) mainly cite a perceived increase in the number of crimes (39%), strange people in a bad area (31%), or basic insecurity (14%). (See Table 47 for mentions less than 14%.)



	<u>Business Areas</u>			<u>Neighborhood</u>		
	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
Very Safe	35%	30%	23%	68%	59%	67%
Somewhat Safe	37	38	40	22	27	21
Somewhat Unsafe	14	20	20	7	8	7
Very Unsafe	7	8	10	2	4	2
Mean (Scale 1-4)	3.1	2.9	2.8	3.6	3.4	3.6

Seniors and females are more likely than others to feel unsafe walking alone in **business areas** after dark. Females, seniors, those with less income, and renters 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, up from 47% in 2002. An additional 1% are aware of neighborhood associations, but report that theirs is inactive. 44% are not aware of their neighborhood association, up from 28% in 2001.

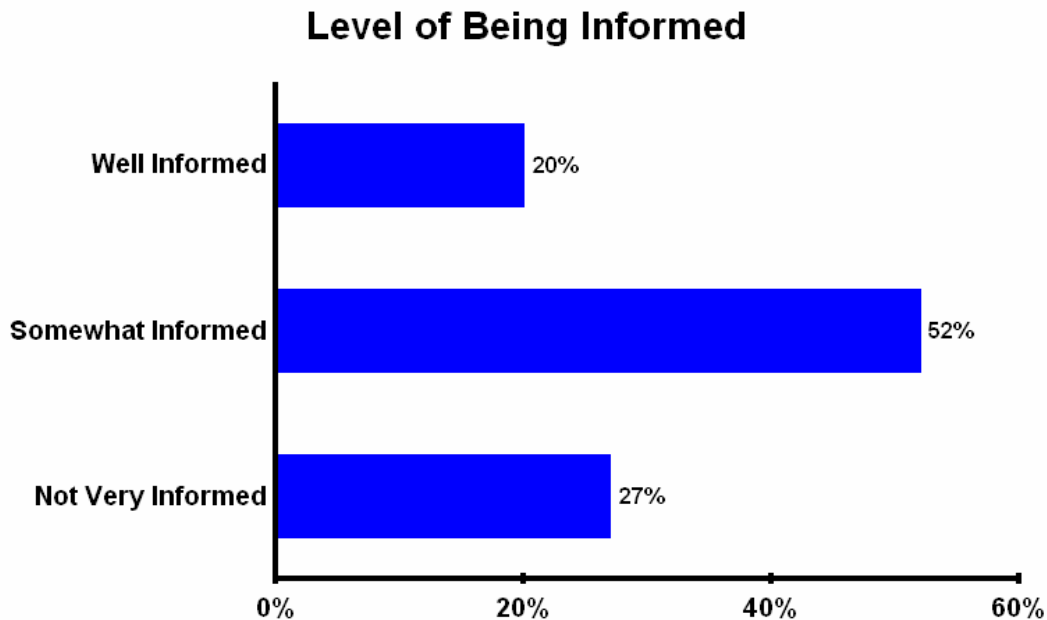
Two-thirds (66%) of those who are aware of an active neighborhood association (n=216) feel the neighborhood association is having a positive impact on their neighborhood. 11% do not feel there is a positive impact, while 24% are unsure.

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

45 to 54 year-olds, those who always vote, and homeowners are more likely than others to be aware of their neighborhood association.

LEVEL OF BEING INFORMED (Q50)

72% feel “somewhat informed” or “well informed” regarding Eugene City government issues, similar to 77% in 2002. 20% feel they are “well informed.”



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

Those who always vote are more likely than others to feel “well informed.” 18 to 24 year-olds, those earning under \$15,000, those not registered to vote, and renters are more likely than others to feel “not very informed.”

SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q51-Q54)

Four out of ten respondents (40%) read their neighborhood newsletter in the past year. 37% watched government access TV in the past year. 17% visited the City Website on the Internet in the past year (down from 26% in 2002). 42% did none of the above activities, up from 29% in 2002.

	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Read neighborhood newsletter	40%	44%	67%	56%	67%
Watched government access TV	37	37	49	59	52
Visited City Website	17	26	22	17	21
None of the above	42	29	17	18	16

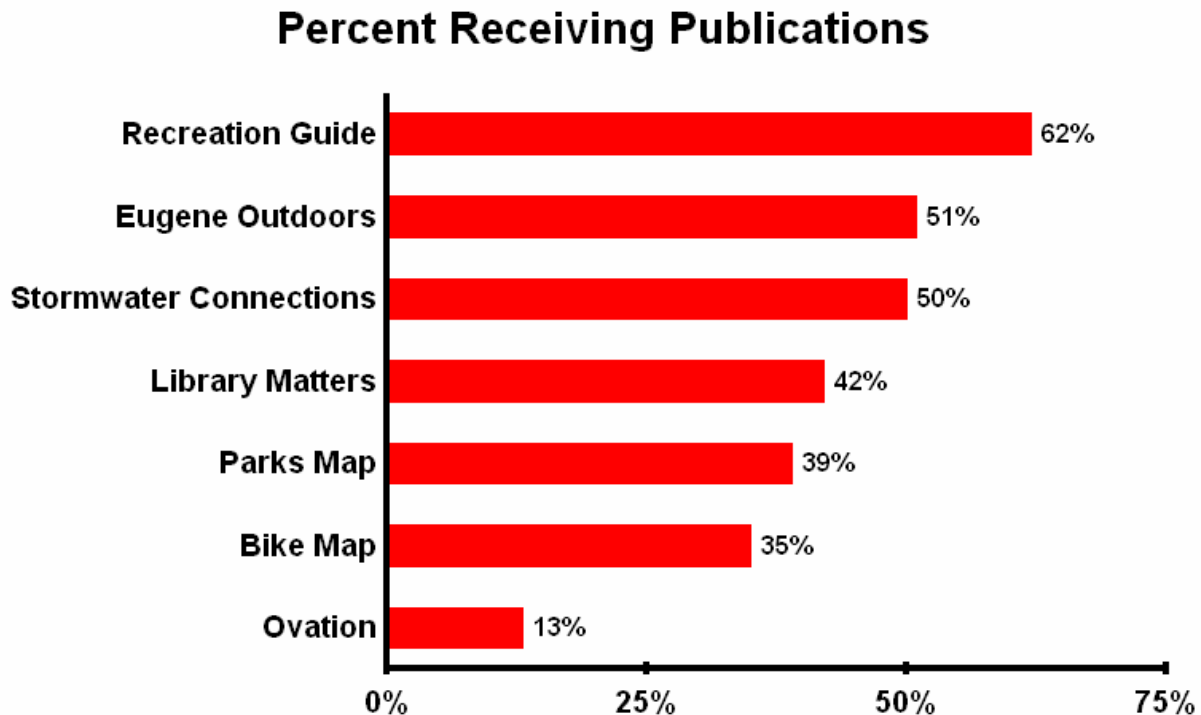
Those who engaged in the above activities were asked how often they did so. There have been no significant changes in frequency in the past year.

	FREQUENTLY	OCCASIONALLY	SELDOM
Government Access TV			
2003	12%	52%	36%
2002	11	49	40
2001	18	50	32
2000	17	62	21
1999	13	50	37
Neighborhood Newsletter			
2003	53%	37%	9%
2002	44	36	20
2001	64	24	11
2000	50	38	11
1999	66	28	7
Visited City Website			
2003	9%	49%	41%
2002	14	42	43
2001	9	48	43
2000	14	51	35
1999	12	49	39

Seniors, those who always vote, and homeowners are more likely than others to read their neighborhood newsletter. Those earning over \$75,000, and those with children 12 to 17 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.

CITY PUBLICATIONS (Q55-Q61)

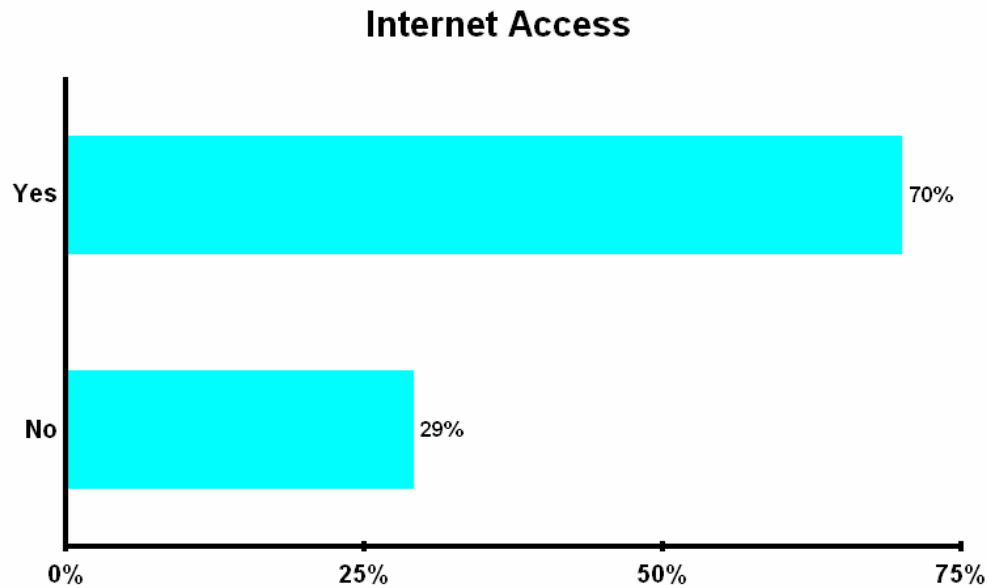
More respondents recalled receiving the Recreation Guide than any other City publication. 62% of the respondents said they received the City's Recreation Guide in the past year, 51% reported receiving Eugene Outdoors, 50% said they received Stormwater Connections, 42% said they received Library Matters, 39% reported receiving the Parks Map, 35% said they received the Bike Map, and 13% said they received Ovation.



Homeowners are more likely than others to have received Recreation Guide. 45 to 54 year-olds and homeowners are more likely than others to have received Eugene Outdoors. 45 to 54 year-olds, those earning \$50,000 to \$73,999, those with children 12 to 17, those who always vote, and homeowners are more likely than others to have received Stormwater Connections. 18 to 24 year-olds are less likely than others to have received Library Matters. 18 to 24 year-olds and Ward Three residents are less likely than others to have received Parks Map. 45 to 54 year-olds and those earning \$50,000 to \$73,999 are more likely than others to have received Bike Map. 45 to 54 year-olds and homeowners are more likely than others to have received Ovation.

INTERNET ACCESS (Q62)

70% of respondents have Internet access at home.



18 to 24 year-olds, those earning over \$50,000, those with children, and homeowners are more likely than others to have Internet access at home.

CITIZEN PARTICIPATION (Q63)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. Seven out of ten respondents (70%) are “very” or “somewhat” satisfied with the opportunities provided for citizen input, representing no significant change from 2002 data.

	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>
Very satisfied	20%	19%	26%	30%	31%	34%	28%	28%
Somewhat satisfied	50	47	42	46	43	39	45	45
Somewhat dissatisfied	8	16	16	11	11	12	11	10
Very dissatisfied	8	6	6	6	6	7	10	12
Don't know	13	12	9	7	9	9	5	4
Very or Somewhat Satisfied	70%	66%	68%	76%	74%	73%	73%	73%
Very or Somewhat Dissatisfied	16%	22%	22%	17%	17%	19%	21%	22%

55 to 64 year-olds and those earning over \$75,000 are more likely than others to be “very dissatisfied” with the opportunities provided for citizen input. Those with children 12 to 17 are more likely than others to be “somewhat dissatisfied” with opportunities provided for citizen input.

CITY GOVERNMENT (Q64)

Respondents were asked if they are satisfied with city government in Eugene. Approximately two-thirds (64%) say they are “very” or “somewhat” satisfied with City government in Eugene, representing no significant change from 2002 data.

	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>
Very satisfied	16%	11%	13%	21%	20%	23%	14%	12%
Somewhat satisfied	48	51	45	50	53	45	48	45
Somewhat dissatisfied	19	23	26	19	14	17	20	25
Very dissatisfied	8	9	12	6	8	9	16	15
Don't know	9	5	5	3	3	6	3	3
Very or Somewhat Satisfied	64%	62%	58%	71%	73%	68%	62%	57%
Very or Somewhat Dissatisfied	27%	32%	38%	25%	22%	26%	36%	40%

Homeowners and those earning over \$75,000 are more likely than others to be “very dissatisfied” with City government in Eugene.

DOWNTOWN EUGENE (Q65)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. As in 2002, 56% are “very” or “somewhat” satisfied with Downtown Eugene, holding steady after a substantial increase from 27% in 2001.

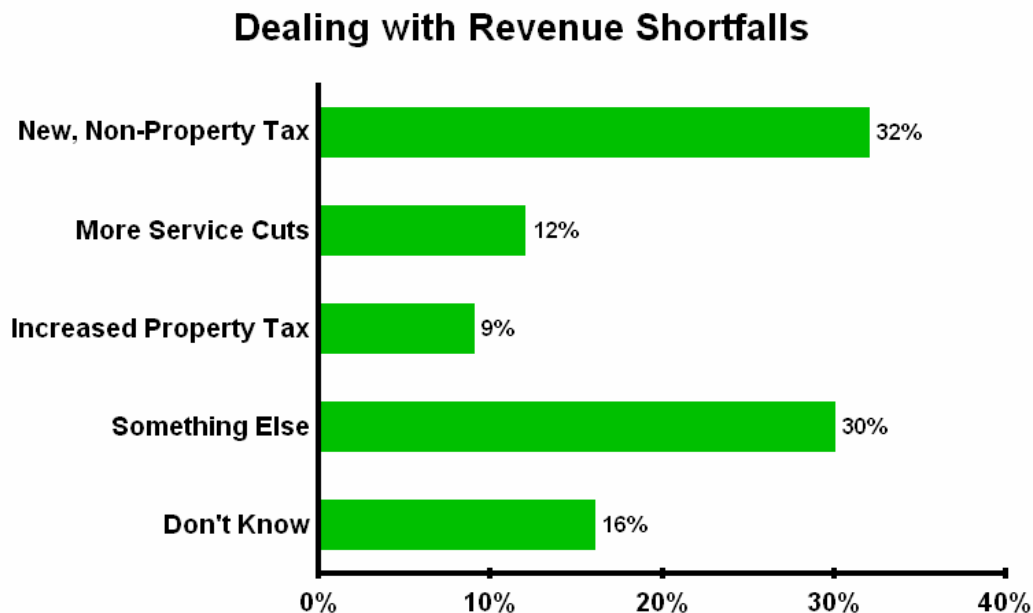
	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1997</u>	<u>1996</u>	<u>1995</u>
Very satisfied	14%	12%	3%	8%	5%	10%	16%	4%
Somewhat satisfied	42	44	24	23	28	38	37	20
Somewhat dissatisfied	24	23	40	27	26	25	20	34
Very dissatisfied	15	12	30	36	35	24	23	42
Don't know	5	9	3	5	5	3	3	1
Very or Somewhat Satisfied	56%	56%	27%	31%	33%	48%	53%	24%
Very or Somewhat Dissatisfied	39%	35%	70%	63%	66%	49%	43%	76%

Those who never or rarely vote are more likely than others to be “very satisfied” with Downtown Eugene. 45 to 54 year-olds are more likely than others to be “very dissatisfied” with Downtown Eugene.

BUDGET CUTS (Q66-Q67)

While three-quarters of the respondents feel that recent City of Eugene budget cuts have affected the community, they were divided on how the City should respond to future revenue shortfalls. 39% feel that recent City of Eugene budget cuts have had a large effect on the community and 36% feel they have had a small effect, while 7% feel there has been no effect and 18% are unsure. 32% feel that the City should respond to revenue shortfalls by implementing a new, non-property tax. 12% feel that more service cuts would be the appropriate response. 9% feel property taxes should be increased in response to future shortfalls. 30% don't like any of these choices, and 16% are unsure how to handle future shortfalls.

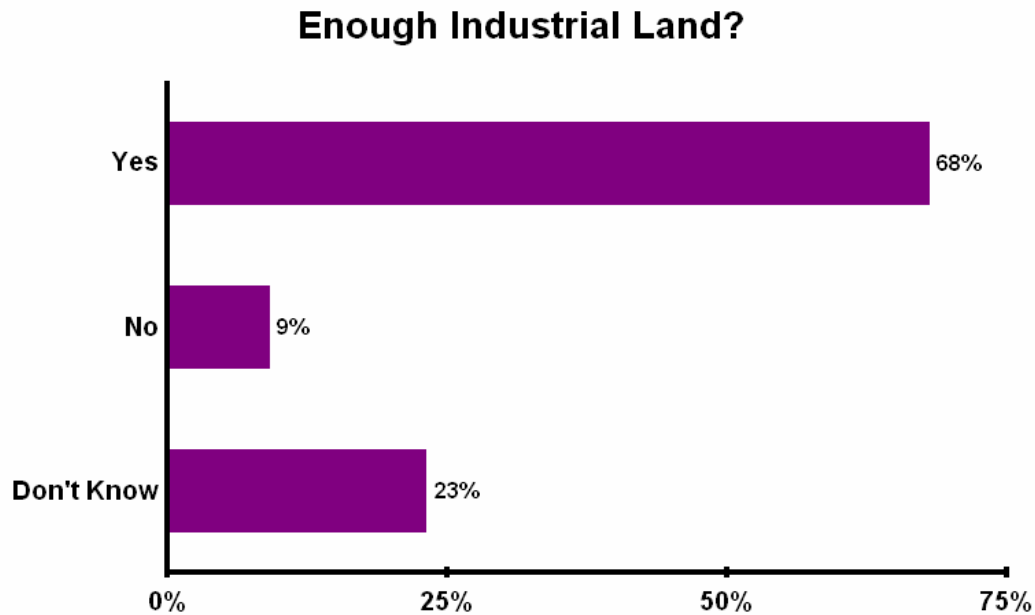
	<u>2003</u>
Large effect	39%
Small effect	36
No effect	7
Don't know	18



Those earning \$35,000 to \$49,999 and Ward Two residents are more likely than others to favor a new non-property tax in response to future revenue shortfalls. Those with children 12 to 17 and homeowners are more likely than others to favor more service cuts.

INDUSTRIAL LAND (Q68)

Roughly two-thirds of respondents (68%) feel there is enough industrial land available for development in Eugene, while 9% feel there is not enough. Approximately a quarter (23%) are unsure.



Males and homeowners are more likely than others to feel there is enough industrial land available.

QUESTIONNAIRE

EUGENE COMMUNITY SURVEY – 2003

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/Refused

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?
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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() Don't know/Refused – 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. 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

51. 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 Q51, ASK:

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

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

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

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

- | | | | |
|----------------------------|---------|--------|----------------|
| 55. Ovation | 1() Yes | 2() No | 3() Don't Know |
| 56. Library Matters | 1() Yes | 2() No | 3() Don't Know |
| 57. Eugene Outdoors | 1() Yes | 2() No | 3() Don't Know |
| 58. Stormwater Connections | 1() Yes | 2() No | 3() Don't Know |
| 59. Recreation guide | 1() Yes | 2() No | 3() Don't Know |
| 60. Bike map | 1() Yes | 2() No | 3() Don't Know |
| 61. Parks map | 1() Yes | 2() No | 3() Don't Know |

62. Do you have Internet access at home?

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

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. Do you feel that recent City of Eugene budget cuts have had a large effect, small effect, or no effect on the

community?

1() Large effect 2() Small effect 3() No effect 4() Don't know

67. Do you feel the City should respond to future revenue shortfalls with more cuts to services, with increased property taxes, or by implementing a new non-property tax?

1() More service cuts 2() Increased property taxes 3() New non-property taxes 4() Don't know

68. Do you believe there is enough industrial land available for development in Eugene?

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

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. THANK YOU FOR YOUR TIME! RECORD THE FOLLOWING FROM THE VOTER'S LIST:

Gender: 1() Male 2() Female

76. Ward: _____

77. Registered voter?

1() Yes 2() No

78. Number of elections voted in out of the last four:

1() One 2() Two 3() Three 4() Four 5() NONE

79. Political Party

1() Republican
2() Democrat
3() Other

80. Phone # _____

81. Interviewer: _____