

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

**December, 2007**



**ADVANCED MARKETING  
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## EXECUTIVE SUMMARY

### IS EUGENE HEADED IN THE RIGHT DIRECTION? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. 61% of respondents feel Eugene is headed in the right direction, while 25% feel Eugene is generally headed in the wrong direction. 14% are unsure. There is no significant change from last year.

### MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

Downtown tops the list of problems facing Eugene, rising from 5% mention in 2006 to 22% currently. 12% mentioned crime, 8% mentioned the homeless, 6% mentioned government issues, and 6% mentioned road maintenance. Education dropped from 13% mention in 2006 to 4% currently.

### LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Friendly people tops the list of what people like most about living in Eugene, mentioned by 18% of respondents. Size of city is second with 14%, followed by scenery/terrain (14%), central location (13%), climate/weather (11%), and outdoor recreation (11%).

### 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 (78%) are very satisfied or somewhat satisfied with the overall level of services provided by the City of Eugene, similar to 76% in 2006, 74% in 2005, 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.

### EVALUATION OF CITY SERVICES (Q6-34)

From the community's perspective, there have been ten significant **increases** over 2005 data in the number of people rating services *above average*: the Hult Center, emergency medical services, encouraging use of the bus system, maintaining and improving water quality in local waterways, providing airport services, Cuthbert Amphitheater, providing storm drainage services, police emergency response, animal control services, and traffic enforcement. There has been one significant **decrease** in the number of people rating services *above average*: maintaining city streets.

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, the Hult Center, emergency medical services, maintaining city parks, maintaining and improving water quality in local waterways, providing airport services, providing storm drainage services, police emergency response, and encouraging the use of mass transit. More than **one-fourth** feel Eugene is doing a *below average* job at: development of low cost housing, maintaining city streets, planning and managing growth, the land use application process, and managing tax dollars.

### **REPORTED USE OF CITY SERVICES (Q35)**

Respondents were asked if they or a family member had used various city services in the past year. City parks were the most widely used of the city services on the list, with 78% reporting that they used the parks, followed by library services (70%), Eugene Airport services (65%, up from 58% in 2005), and the Hult Center for the Performing Arts (64%, up from 57% in 2005). 35% used Cuthbert Amphitheater, up from 26% in 2005. 24% used emergency medical services, 20% used recreation services for adults, 19% used recreation services for kids under 12, 16% used animal control services, 15% used police emergency services, 13% used recreation services for teens, 11% used fire and rescue services, 10% used building permit services, 10% filed a nuisance complaint, 9% used recreation services for seniors, 6% needed a land use permit, and 6% used none of these services.

### **POPULATION GROWTH IN EUGENE (Q36)**

Respondents were asked if population growth and development during the past ten years has been too fast, too slow, or just right. The previous decade saw 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 31% in 2002, where it remains this year (31%) after a temporary rise to 40% in 2005.

### **ECONOMIC OPPORTUNITY IN EUGENE (Q37)**

70% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 73% in 2006, 65% in 2005, 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 23%, compared with 20% in 2006, 26% in 2005, 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained stable.

### **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. 75% feel the City should take an active role helping local businesses create and retain jobs (no significant change from 2006). 71% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (down from 79% in 2006). 62% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (down from 69% in 2006). 59% feel the City should provide tax incentives to businesses creating new jobs (no change from 2006). 47% feel the City should provide financial support to businesses in targeted areas, such as Downtown (no change from 2006). 42% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (down from 51% in 2006).

### **PUBLIC SAFETY (Q44-Q47)**

93% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 76% feel “very” or “somewhat” safe walking alone in business areas after dark (up

from 67% in 2006). 28% feel “very” safe after dark in business areas, up from 18% in 2006. 71% feel “very” safe after dark in their neighborhood, up from 61% in 2006.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=76) mainly cite basic insecurity (39%), youth problems (14%), homeless or transient people (14%), strange people/bad area (14%), or crime/criminals (12%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=21) mainly cite crime/criminals (38%), strange people/bad area (24%), basic insecurity (19%), or lack of street lights (14%).

### **NEIGHBORHOOD ASSOCIATIONS (Q48-Q49)**

60% are aware of their neighborhood association, down from 67% in 2006. An additional 3% are aware of neighborhood associations, but report that theirs is inactive. 37% are not aware of their neighborhood association.

74% of those who are aware of an active neighborhood association (n=240) feel the neighborhood association is having a positive impact on their neighborhood. 12% do not feel there is a positive impact, while 14% are unsure.

### **CITY’S ENVIRONMENTAL PRACTICES (Q50-Q51)**

Over half (56%) of respondents say that it is very important that the city engage in environmentally sustainable practices (up from 48% in 2006), while only 7% feel that the city is doing an “excellent” job of employing such practices. The importance of the city engaging in sustainable practices has a mean rating of 4.3, compared to a mean rating of 3.5 for the city’s performance in this category.

### **LEVEL OF BEING INFORMED (Q52)**

76% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 25% feel they are “well informed.”

### **SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q53-Q57)**

47% of respondents read their neighborhood newsletter in the past year, down from 56% in 2006. 38% visited the City Website on the internet in the past year. 28% watched government access TV in the past year. 10% watched “Working City.” 35% did none of the above activities (up from 26% in 2006).

### **CITY PUBLICATIONS (Q58-Q64)**

69% of the respondents said they received the City’s *Recreation Guide* in the past year (down from 81% in 2006), 67% said they received *Stormwater Connections*, 61% reported receiving *Eugene Outdoors*, 49% reported receiving the *Parks Map* (up from 34% in 2006), 41% said they received *Library Matters*, 33% said they received the *Bike Map*, and 32% said they received *Ovation*.

**INTERNET ACCESS (Q65)**

83% of respondents have internet access at home; 17% do not.

**CITIZEN PARTICIPATION (Q66)**

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 70% of the respondents are “very” or “somewhat” satisfied with the opportunities provided for citizen input. 25% are “very” satisfied, up from 16% in 2006.

**CITY GOVERNMENT (Q67)**

Respondents were asked if they are satisfied with city government in Eugene. 65% say they are “very” or “somewhat” satisfied with city government in Eugene. 26% are “very” or “somewhat” dissatisfied with city government in Eugene. There are no significant changes from 2006 data.

**DOWNTOWN EUGENE (Q68)**

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 31% are “very” or “somewhat” satisfied with Downtown Eugene, and 62% are “very” or “somewhat” dissatisfied.

**COMMUNITY SURVEY  
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## **PURPOSE OF THE STUDY**

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

## **METHODOLOGY**

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

Using questions proposed by the City of Eugene, Advanced Marketing Research designed a questionnaire instrument to be administered by telephone. The sampling frame consisted of a list of Eugene residents purchased from KM Lists (a company which provides random sample lists of residents drawn from a variety of sources) and overlaid with registered voter information (where applicable) by Labels and Lists (a company which provides voter registration lists only). 402 interviews were completed. The sample was stratified to reflect population demographics of Eugene. Telephone interviews were conducted between December 3 and December 16, 2007.

Proper data analysis techniques were employed by Advanced Marketing Research to avoid introducing unnecessary error and bias into the study. These include, but are not limited to the following: use of computer assisted telephone interviewing (trained interviewers input the data into the computer as it is collected), selecting the sample using random means, attempting to call each phone number ten to fifteen times, conducting 400 interviews in order to achieve a plus or minus 4.5% bound on error, and validating a minimum of 10% of each interviewer's work.

## **COMPARING STUDIES FROM YEAR TO YEAR**

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

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

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

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

## RESPONSE RATE

Of the 545 qualified respondents reached by telephone, 402 interviews were completed, for a response rate of 74%. The overall breakdown of numbers dialed is as follows:

	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004*</u>	<u>2003</u>
Refusals	143	151	232	274	100
Disconnects	219	454	420	974	40
Answering Machine	504	604	299	244	200
Fax Machine	15	34	17	146	5
Businesses	5	10	18	441	3
No Answer	101	125	266	178	231
Call Backs	2	57	18	145	34
Spanish Speaking Barrier	5	4	12	n.a.	0
Other Language Barrier	10	6	15	12	0
No Qualified Respondent	84	33	66	77	8
Completed Interviews	<u>402</u>	<u>401</u>	<u>401</u>	<u>401</u>	<u>401</u>
Total Numbers Dialed	1,490	1,879	1,764	2,892	1,022

\* Random Digit Dialing Used (Oregon Survey Research Lab)

## 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 survey sample distribution in each Ward occurred. (Voter population information was obtained from the Lane County Elections Division, November 2007.)

<u>Ward</u>	<u>Voter Population Size</u>	<u>Voter Population %</u>	<u>List %</u>	<u>Survey Sample %</u>
One	10,570	13%	12%	13%
Two	12,302	15%	13%	14%
Three	7,987	10%	11%	9%
Four	10,375	12%	13%	14%
Five	11,392	14%	13%	13%
Six	11,140	13%	15%	15%
Seven	9,265	11%	11%	11%
Eight	10,114	12%	12%	11%

## QUOTAS OBSERVED

The following quotas were targeted in the data collection process.

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

**BOUND ON ERROR**

SEX	<u>SAMPLE SIZE</u>		Bound on Error at <u>95% Confidence Level</u>
	<u>Frequency</u>	<u>Percent</u>	
Male	200	50%	6.4%
Female	202	50%	6.3%
<b>AGE</b>			
18-24	67	17%	11.0%
25-34	91	23%	9.4%
35-44	59	15%	11.7%
45-54	60	15%	11.6%
55-64	60	15%	11.6%
65 +	64	16%	11.2%
<b>OWN/RENT</b>			
Own	263	65%	5.5%
Rent	136	34%	7.7%
<b>INCOME</b>			
Under \$15,000	56	14%	12.0%
\$15,000-\$24,999	49	12%	12.8%
\$25,000-\$34,999	50	12%	12.7%
\$35,000-\$49,999	53	13%	12.3%
\$50,000-\$74,999	66	16%	11.1%
\$75,000 or more	79	19%	10.1%
<b>WARD</b>			
One	52	13%	12.5% **
Two	56	14%	12.0%
Three	37	9%	14.8%
Four	56	14%	12.0%
Five	52	13%	12.5%
Six	59	15%	11.7%
Seven	44	11%	13.5%
Eight	46	11%	13.2%
<b>TOTAL</b>	<b>402</b>	<b>100%</b>	<b>4.5%*</b>

\* 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) 12.5% of the survey response.

## DEMOGRAPHIC BREAKDOWN BY YEAR

<b>Age</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>POP. *</b>
18-24	17%	10%	11%	8%	20%	22%
25-34	23	22	17	15	18	19
35-44	15	19	17	17	17	17
45-54	15	14	20	22	18	18
55-64	15	15	13	17	12	9
65 and over	16	19	21	21	14	15
<b>Home Ownership</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>POP. *</b>
Own	65%	67%	58%	66%	48%	52%
Rent	34	32	41	33	53	48
<b>Children Under 18?</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>POP *</b>
Yes	37%	38%	38%	33%	34%	28%
No	63	62	62	67	66	72
<b>Income</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>POP. *</b>
Under \$15,000	14%	9%	14%	10%	15%	21%
\$15,000-\$24,999	12	10	18	12	19	14
\$25,000-\$34,999	12	12	18	16	13	14
\$35,000-\$49,999	13	19	15	15	15	17
\$50,000-\$74,999	16	19	11	18	14	17
\$75,000 and over	19	23	15	21	9	18
Refused	12	12	9	7	16	n.a.
<b>Gender</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>POP. *</b>
Male	50%	51%	53%	41%	52%	49%
Female	50	49	47	59	48	51
<b>Voter/Non-Voter</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	
Voter	77%	76%	65%	n.a.	62%	
Non-Voter	23	24	35	n.a.	38	
<b>Race/Ethnicity</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>POP. *</b>
White	93%	94%	92%	93%	93%	88%
Hispanic	2	2	2	2	2	5***
African American	0	<1	1	0	<1	1
Asian/Pacific Islander 2	0	1	1	2	4	
American Indian/Alaskan	<1	1	<1	1	<1	1
Multi-Racial	<1	1	0	2	1	4

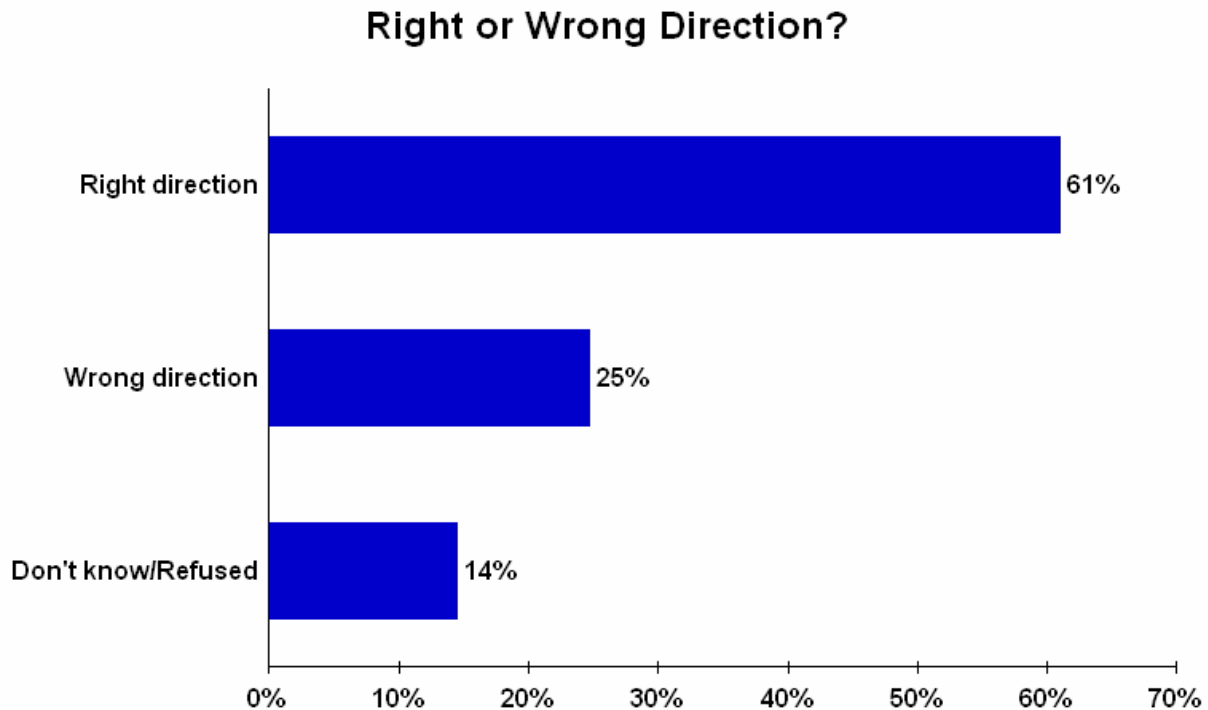
\* 2000 Eugene Population Characteristics, Oregon Census Abstract.

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

## **ANALYSIS OF DATA**

## 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. 61% of respondents feel Eugene is headed in the right direction, while 25% feel Eugene is generally headed in the wrong direction. 14% are unsure. There is no significant change from last year.



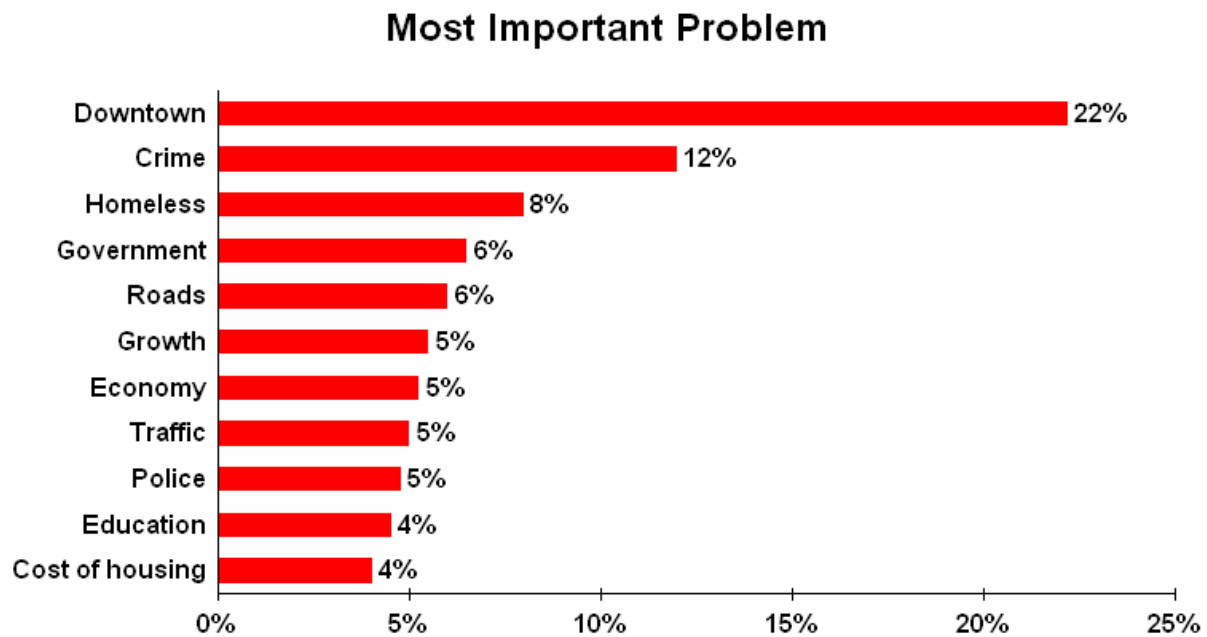
	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Right direction	61%	60%	50%	59%	58%	54%	53%	64%	68%
Wrong direction	25	22	27	33	23	30	34	22	20
Don't know	14	18	22	9	19	16	13	13	12

### *Demographic Differences*

Males, 18 to 24 year-olds, those with children under twelve, and those who vote 50% to 75% of the time are more likely than others to feel things are generally going in the right direction. Those over 55, those with no children, and those who always vote are more likely than others to feel things are going in the wrong direction.

## MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

Downtown tops the list of problems facing Eugene, rising from 5% mention in 2006 to 22% currently. 12% mentioned crime, 8% mentioned the homeless, 6% mentioned government issues, and 6% mentioned road maintenance. Education dropped from 13% mention in 2006 to 4% currently.



Multiple responses possible.

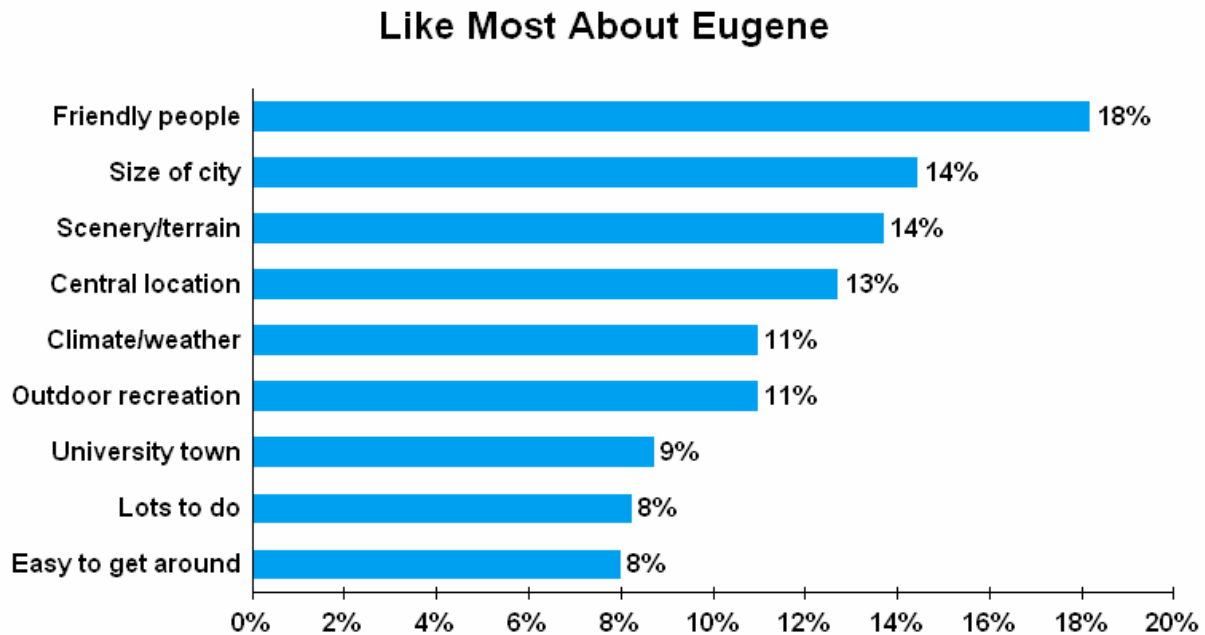
	<u>2007</u>		<u>2006</u>		<u>2005</u>
Downtown issues	22%	Education issues	13%	Crime/Gangs/Drugs	14%
Crime/Gangs/Drugs	12	Crime/Gangs/Drugs	12	Education issues	10
Homeless	8	City growth problems	9	City growth problems	8
Government issues	6	Police issues	8	Traffic	8
Road maintenance	6	Traffic	8	Homeless	8

### *Demographic Differences*

35 to 44 year-olds are more concerned than others with downtown issues. 18 to 24 year-olds, those who rarely or never vote, and Ward Eight residents are more concerned than others with crime. Seniors are more concerned than others with road maintenance and with government issues. Ward Six residents are more concerned than others with traffic issues.

## LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Friendly people tops the list of what people like most about living in Eugene, mentioned by 18% of respondents. Size of city is second with 14%, followed by scenery/terrain (14%), central location (13%), climate/weather (11%), and outdoor recreation (11%).



Multiple responses possible.

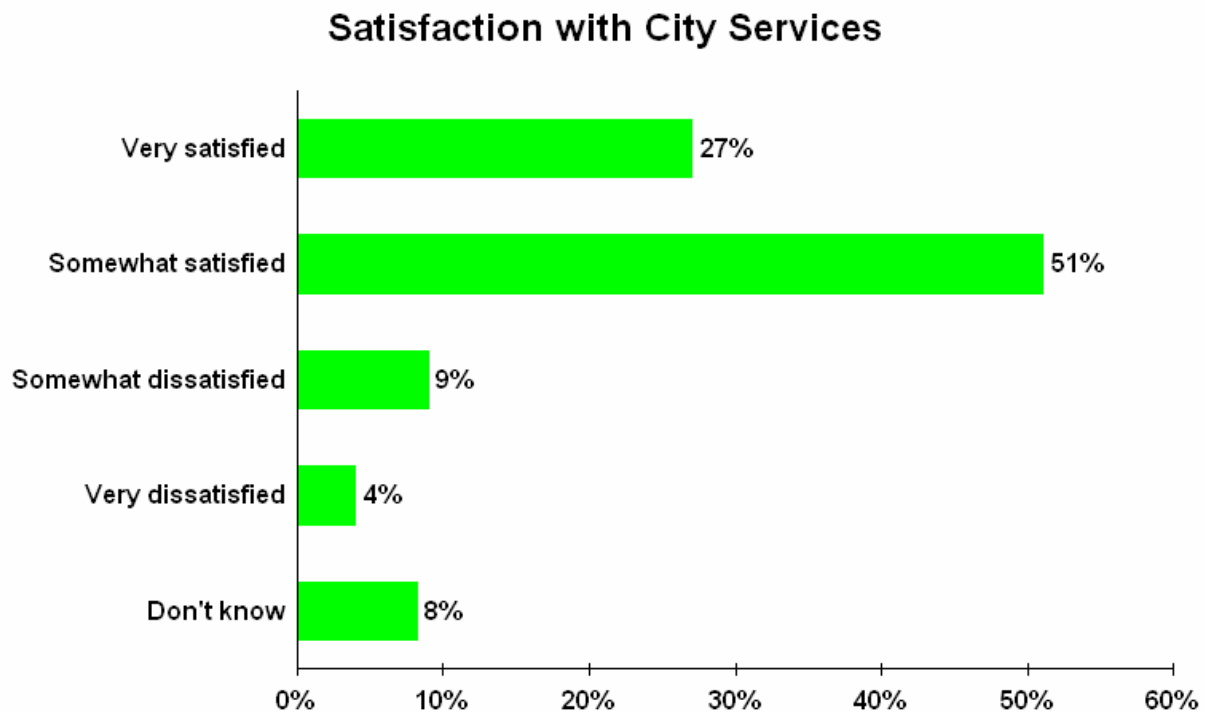
	<u>2007</u>		<u>2006</u>		<u>2005</u>
Friendly people	18%	Friendly people	13%	Central location	14%
Size of city	14	Scenery/Terrain	12	Friendly people	12
Scenery/Terrain	14	Outdoor recreation	11	Climate/weather	11
Central location	13	Central location	11	Size of city	9
Climate & Recreation	11	Climate & Size	10	Scenery/Terrain	9

### *Demographic Differences*

55 to 64 year-olds are more likely than others to like the friendly people most. 55 to 64 year-olds, those earning \$25,000 to \$34,999, those earning over \$75,000, those who always vote, and homeowners are more likely than others to like the size of the city most. Seniors and Ward Five residents are more likely than others to like the climate most. Ward Seven residents are more likely than others to like outdoor recreation 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 (78%) are very satisfied or somewhat satisfied with the overall level of services provided by the City of Eugene, similar to 76% in 2006, 74% in 2005, 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.



	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Very satisfied	27%	23%	20%	22%	25%	28%	31%	32%	39%
Somewhat satisfied	51	53	54	57	49	50	56	53	46
Somewhat dissatisfied	9	10	10	16	12	12	7	6	7
Very dissatisfied	4	6	8	4	7	5	2	4	4
Don't know	8	7	7	1	7	5	4	4	3
Very/Somewhat satisfied	78%	76%	74%	79%	74%	78%	87%	85%	85%

### *Demographic Differences*

55 to 64 year-olds are more likely than others to say they are “very” satisfied with the overall level of services provided by the City of Eugene government.

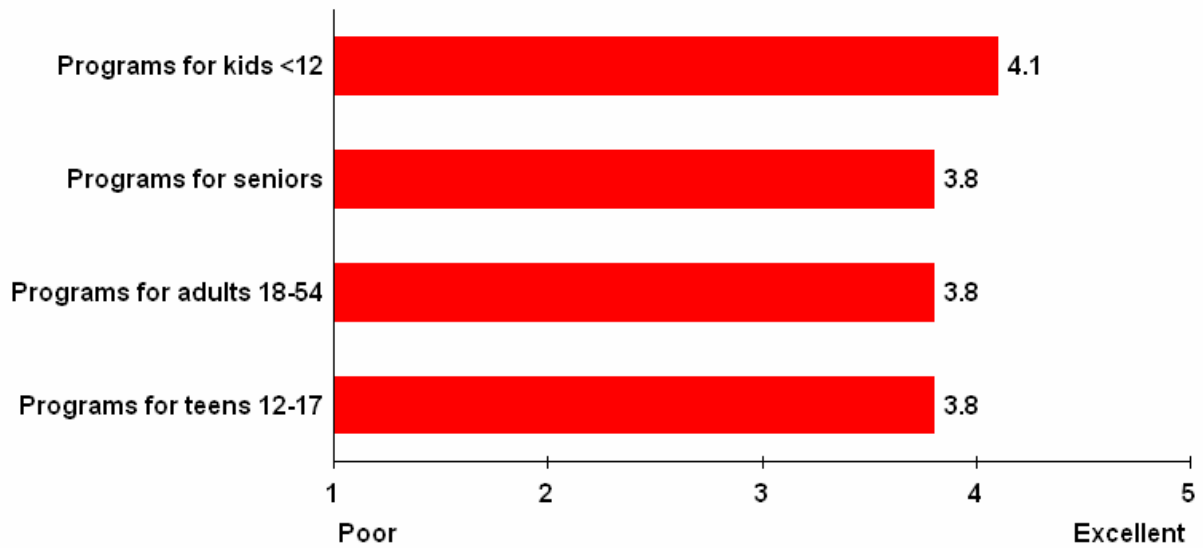
## EVALUATION OF CITY SERVICES (Q6-34)

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

From the community’s perspective, there have been ten significant **increases** over 2005 data in the number of people rating services *above average*: the Hult Center, emergency medical services, encouraging use of the bus system, maintaining and improving water quality in local waterways, providing airport services, Cuthbert Amphitheater, providing storm drainage services, police emergency response, animal control services, and traffic enforcement. There has been one significant **decrease** in the number of people rating services *above average*: maintaining city streets.

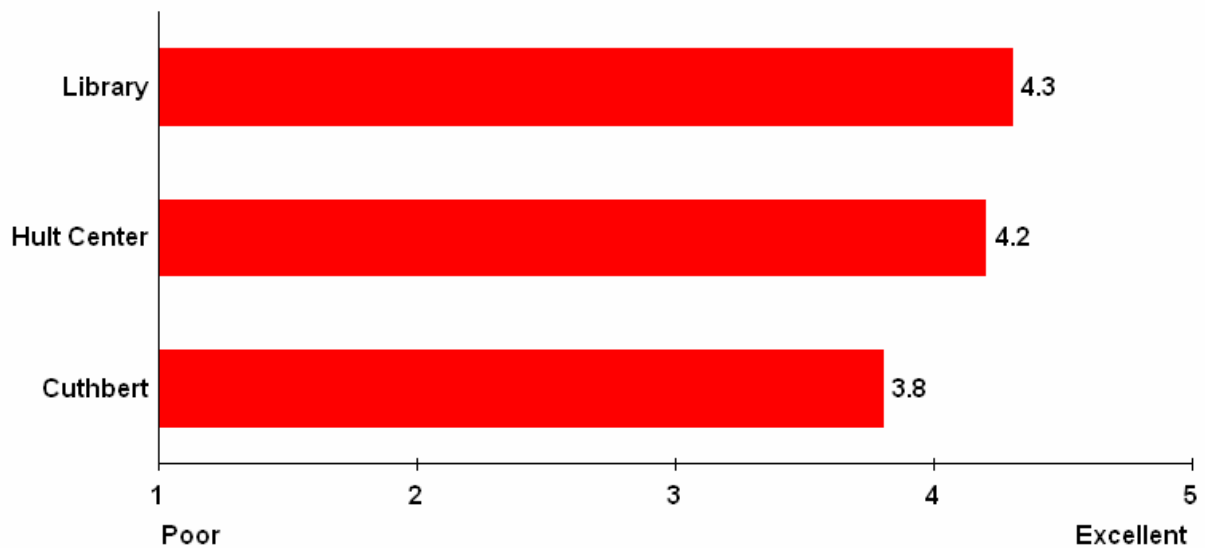
Eugene is perceived by the **majority** of respondents as doing an *above average* job at: providing an adequate bikeway system, library services, fire and rescue services, the Hult Center, emergency medical services, maintaining city parks, maintaining and improving water quality in local waterways,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

## Recreation Services



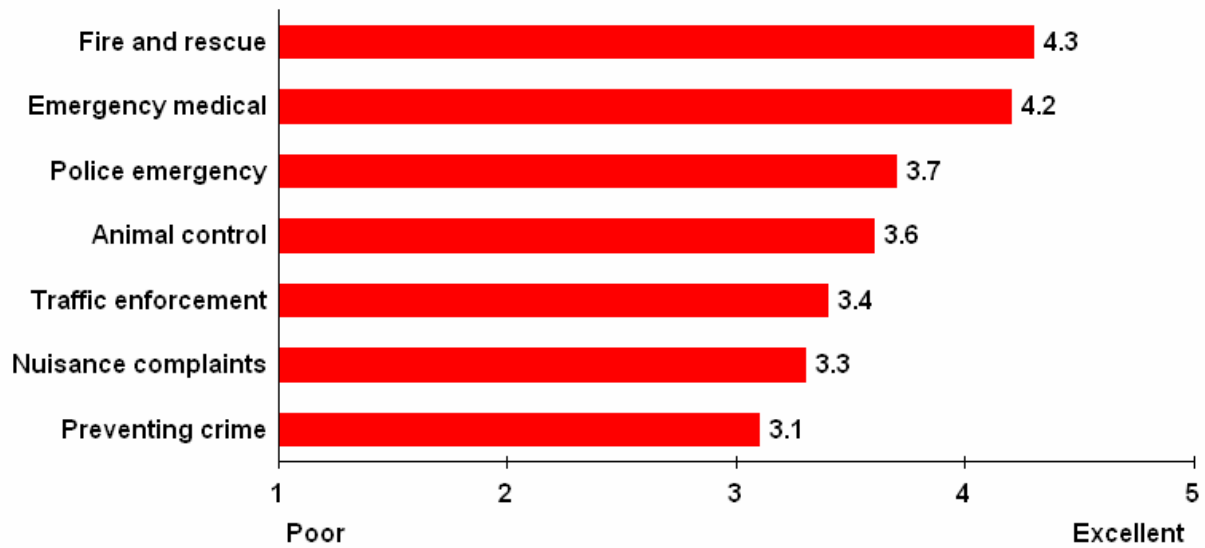
Mean values, scale 1 to 5

## Cultural Services



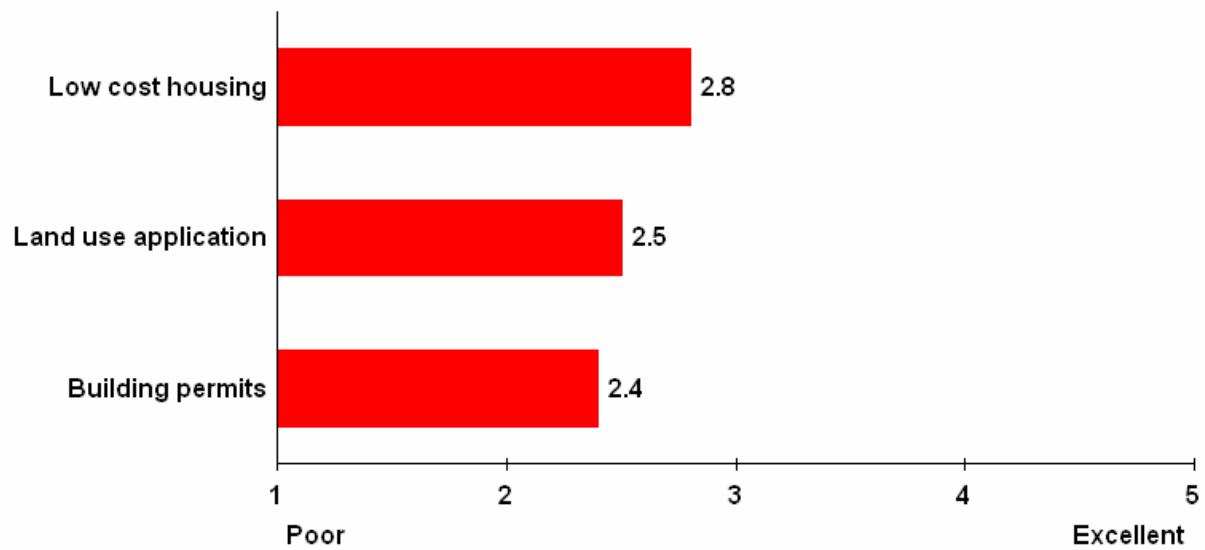
Mean values, scale 1 to 5

## Public Safety Services



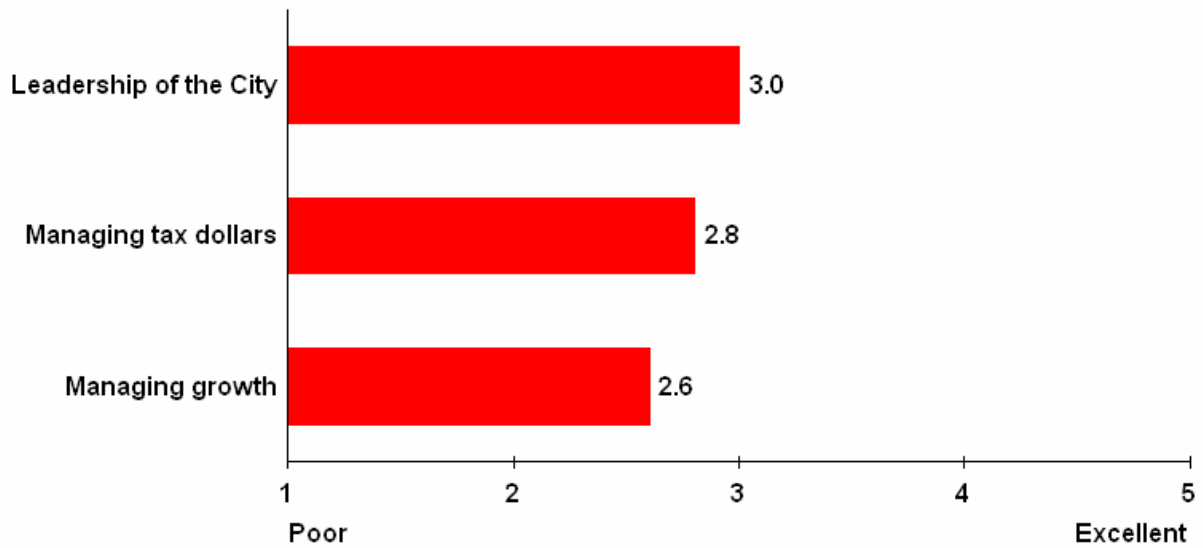
Mean values, scale 1 to 5

## Planning and Development



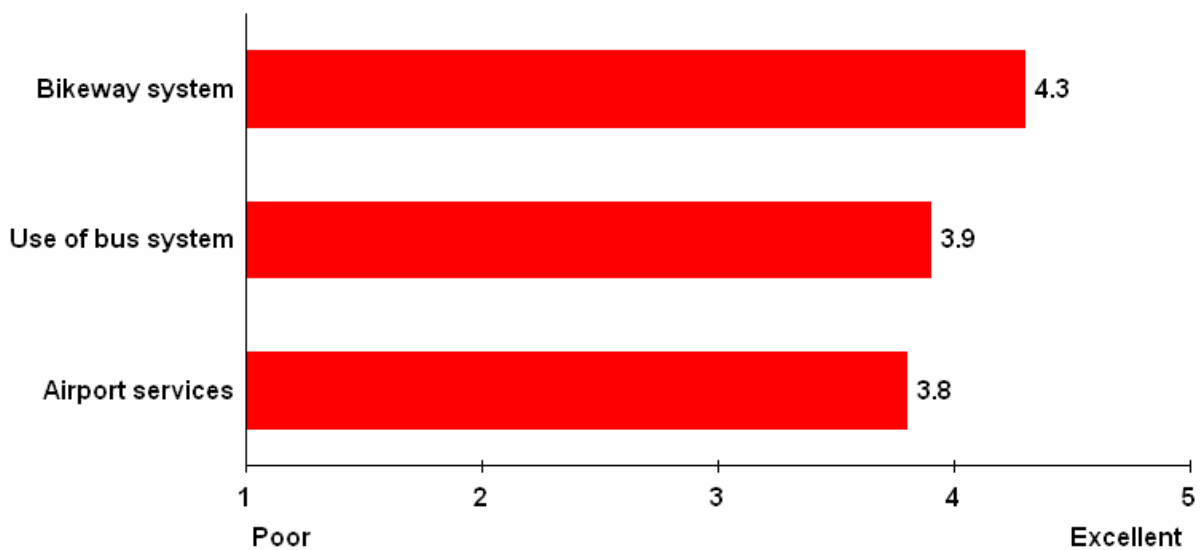
Mean values, scale 1 to 5

## Leadership/Management



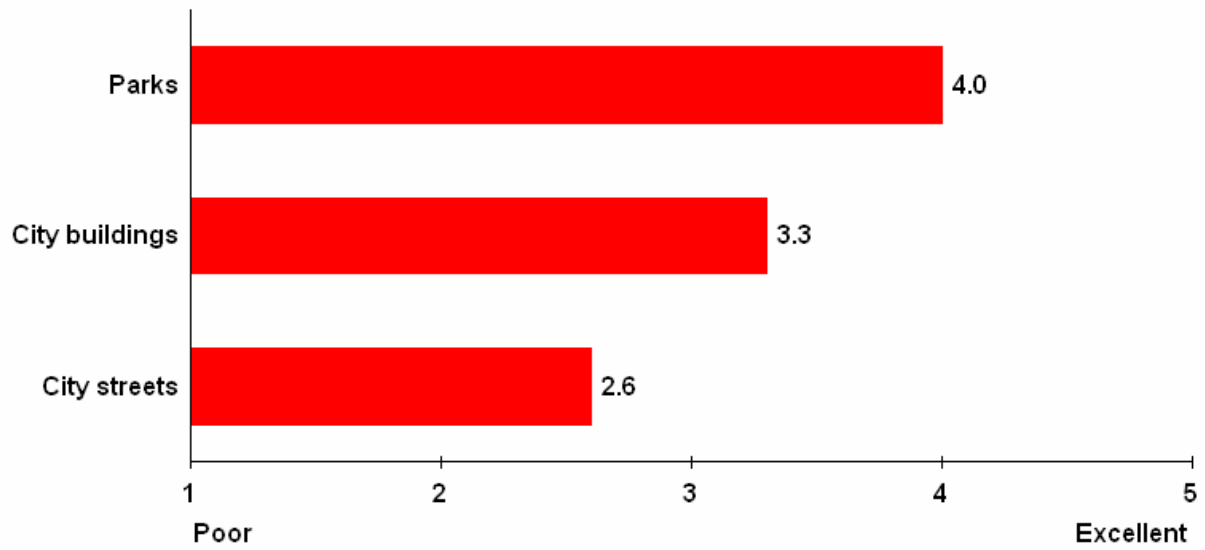
Mean values, scale 1 to 5

## Transportation



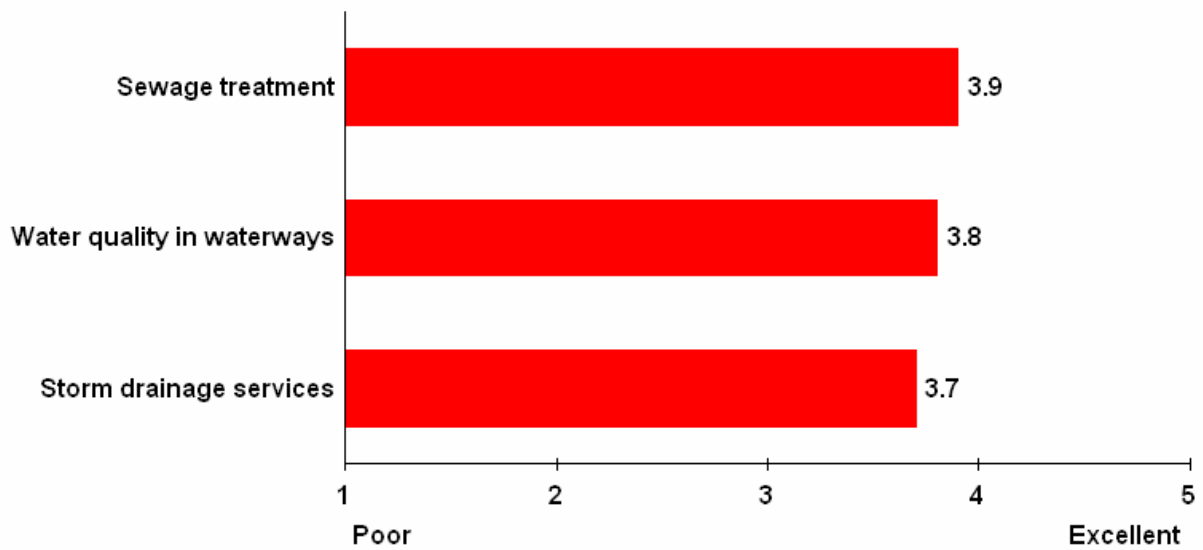
Mean values, scale 1 to 5

## Maintenance



Mean values, scale 1 to 5

## Water Management



Mean values, scale 1 to 5

	<b>MEAN SCORE</b>	<b>ABOVE AVERAGE</b>	<b>AVERAGE</b>	<b>BELOW AVERAGE</b>	<b>DON'T KNOW</b>
<b>Providing a bikeway system</b>					
2007	4.3	83%	8%	2%	6%
2005	4.4	86	7	2	5
2003	4.5	87	9	1	3
2001	4.4	87	9	1	2
1999	4.4	83	7	3	6
1997	4.4	89	6	2	3
1996	4.4	85	8	2	4
1995	4.3	86	7	4	3
1994	4.3	81	11	2	6
1993		85	9	2	3
<b>Library services</b>					
2007	4.3	79%	9%	2%	10%
2005	4.3	80	7	4	9
2003	4.3	81	7	2	10
2001	3.9	64	15	9	12
1999	3.3	38	27	20	14
<b>Fire and rescue services</b>					
2007	4.3	73%	11%	1%	15%
2005	4.2	71	9	3	18
2003	4.3	72	8	1	18
2001	4.4	78	6	1	15
<b>Hult Center for the performing arts</b>					
2007	4.2	75%	11%	2%	12%
2005	4.0	65	14	8	12
2003	4.1	70	13	4	14
2001	4.1	68	14	5	12
<b>Emergency medical services</b>					
2007	4.2	69%	10%	3%	19%
2005	4.0	62	16	4	18
2003	4.3	72	10	1	18
2001	4.2	67	10	3	21

	<b>MEAN SCORE</b>	<b>ABOVE AVERAGE</b>	<b>AVERAGE</b>	<b>BELOW AVERAGE</b>	<b>DON'T KNOW</b>
<b>Recreation programs - children under 12 (under 15 in years prior to 1999)</b>					
2007	4.1	48%	10%	1%	41%
2005	3.9	48	12	6	33
2003	4.1	45	14	1	39
2001	3.8	40	14	7	39
1999	3.6	40	19	8	33
1997	3.2	34	23	20	23
1996	3.7	51	15	9	26
1995	3.6	48	20	11	21
1994	3.4	43	21	16	20
1993		51	20	9	21
<b>Maintaining City parks</b>					
2007	4.0	74%	19%	3%	3%
2005	3.9	70	21	5	4
2003	4.1	79	16	3	2
2001	4.0	73	18	3	5
1999	3.7	58	30	7	3
1997	3.6	57	28	10	6
1996	3.7	63	27	6	4
1995	3.8	67	22	6	5
1994	3.8	69	23	7	2
1993		71	20	8	2
<b>Sewage treatment</b>					
2007	3.9	50%	17%	2%	31%
2005	3.7	44	20	4	31
2003	3.9	44	20	1	35
2001	3.9	49	18	3	31
1999	3.9	48	19	2	31
<b>Encouraging use of the bus system</b>					
2007	3.9	67%	19%	8%	5%
2005	3.5	50	22	17	10
2003	4.0	72	15	7	6
2001	3.7	59	25	10	5
1999	3.7	56	23	13	8
1997	3.6	62	23	12	3
1996	3.4	51	26	19	4
1995	3.4	52	24	19	4
1994	3.6	55	26	13	6
1993		53	26	17	4

	<b>MEAN SCORE</b>	<b>ABOVE AVERAGE</b>	<b>AVERAGE</b>	<b>BELOW AVERAGE</b>	<b>DON'T KNOW</b>
<b>Recreation programs for senior citizens</b>					
2007	3.8	33%	15%	2%	50%
2005	3.8	38	15	5	41
2003	3.9	33	12	2	54
2001	3.9	37	13	3	47
1999	3.9	38	11	5	45
<b>Recreation program – adults 18-54</b>					
2007	3.8	44%	19%	3%	33%
2005	3.7	41	20	8	31
2003	3.8	42	17	4	37
2001	3.6	40	17	10	32
<b>Maintaining &amp; improving water quality in local waterways</b>					
2007	3.8	64%	21%	5%	11%
2005	3.7	52	24	8	14
2003	3.7	53	29	6	13
2001	3.7	54	23	7	15
<b>Providing airport services</b>					
2007	3.8	61%	17%	6%	15%
2005	3.6	47	25	12	16
2003	3.6	43	25	10	24
2001	3.6	48	27	9	15
1999	3.8	60	24	7	8
<b>Cuthbert Amphitheater</b>					
2007	3.8	43%	18%	5%	34%
2005	3.5	35	17	13	36
2003	4.0	52	11	4	32
2001	3.7	41	18	6	35
<b>Recreation programs - children 12-17 (15-18 in years prior to 1999)</b>					
2007	3.8	37%	15%	5%	43%
2005	3.5	34	16	13	37%
2003	3.8	38	14	7	41
2001	3.4	27	22	10	40
1999	3.1	24	20	18	38
1997	2.7	19	24	29	29
1996	3.1	29	19	19	33
1995	3.0	24	22	24	30
1994	2.9	22	29	26	23
1993		22	24	24	30

	<b>MEAN SCORE</b>	<b>ABOVE AVERAGE</b>	<b>AVERAGE</b>	<b>BELOW AVERAGE</b>	<b>DON'T KNOW</b>
<b>Providing storm drainage services</b>					
2007	3.7	57%	23%	8%	13%
2005	3.6	43	25	8	23
2003	3.8	54	26	3	17
2001	3.7	49	23	7	21
<b>Police emergency response</b>					
2007	3.7	53%	22%	7%	18%
2005	3.5	44	22	14	19
2003	3.9	56	19	5	20
2001	3.9	59	14	7	19
1999	3.9	59	16	6	18
<b>Animal control services</b>					
2007	3.6	43%	25%	7%	24%
2005	3.3	33	29	14	23
2003	3.2	32	30	15	23
2001	3.5	41	21	12	26
1999	3.5	42	21	12	25
<b>Traffic enforcement</b>					
2007	3.4	46%	34%	14%	6%
2005	3.1	37	33	23	7
2003	3.5	49	36	10	4
2001	3.4	43	35	15	6
1999	3.3	42	36	16	6
<b>Maintaining City buildings</b>					
2007	3.3	35%	37%	10%	17%
2005	3.4	41	33	11	15
2003	3.6	52	30	6	12
2001	3.5	48	29	9	13
<b>Response to nuisance complaints</b>					
2007	3.3	27%	20%	13%	40%
2005	3.0	22	18	20	39
2003	3.3	26	27	13	35
2001	3.3	29	21	13	36
1999	3.3	26	23	13	38

	<b>MEAN SCORE</b>	<b>ABOVE AVERAGE</b>	<b>AVERAGE</b>	<b>BELOW AVERAGE</b>	<b>DON'T KNOW</b>
<b>Preventing crime</b>					
2007	3.1	31%	44%	16%	8%
2005	2.8	25	32	33	9
2003	3.4	44	41	11	5
2001	3.4	44	37	12	6
1999	3.2	39	38	17	5
1997	3.1	33	43	20	3
1996	3.2	37	44	16	3
1995	2.9	33	37	28	2
1994	3.3	47	31	19	3
1993		40	37	18	5
<b>Providing leadership for the city</b>					
2007	3.0	29%	34%	23%	14%
2005	2.9	28	30	27	15
2003	3.2	33	38	18	11
2001	2.9	26	35	32	7
1999	3.2	38	34	20	7
1997	2.8	25	40	30	5
1996	2.8	26	38	29	8
1995	2.6	18	35	37	10
1994	2.7	25	30	38	7
1993		18	36	40	6
<b>Development of low cost housing</b>					
2007	2.8	18%	26%	27%	29%
2005	3.0	21	30	19	30
2003	3.2	24	29	15	32
2001	3.3	30	22	15	33
1999	3.2	28	24	18	30
1997	3.1	31	31	23	16
1996	3.0	33	29	25	14
1995	2.8	24	31	27	18
1994	2.7	21	29	34	16
1993		14	28	36	22

	<b>MEAN SCORE</b>	<b>ABOVE AVERAGE</b>	<b>AVERAGE</b>	<b>BELOW AVERAGE</b>	<b>DON'T KNOW</b>
<b>Managing your tax dollars</b>					
2007	2.8	17%	33%	29%	20%
2005	2.6	18	30	37	14
2003	2.7	17	37	29	17
2001	2.8	20	33	30	16
1999	2.9	20	44	24	12
1997	2.8	21	41	30	8
1996	2.7	20	36	30	13
1995	2.8	23	39	27	10
1994	2.8	23	35	34	8
1993		14	43	33	10
<b>Planning and managing growth</b>					
2007	2.6	20%	26%	40%	14%
2005	2.6	20	27	41	11
2003	2.9	22	33	30	15
2001	2.5	18	29	48	5
1999	2.8	24	33	35	8
1997	2.7	24	36	36	5
1996	2.8	28	35	32	5
1995	2.6	25	30	39	6
1994	2.9	29	35	30	6
1993		23	36	34	6
<b>Maintaining city streets</b>					
2007	2.6	19%	36%	43%	1%
2005	3.0	31	36	31	1
2003	3.4	48	37	12	1
2001	3.4	48	37	15	1
1999	3.3	42	41	17	0
1997	3.3	48	37	14	0
1996	3.3	51	33	15	1
1995	3.4	48	37	14	1
1994	3.3	43	35	21	1
1993		38	39	21	1
<b>Land use application process</b>					
2007	2.5	9%	12%	26%	52%
2005	2.4	8	18	26	48
2003	2.7	12	20	20	49

	<b>MEAN SCORE</b>	<b>ABOVE AVERAGE</b>	<b>AVERAGE</b>	<b>BELOW AVERAGE</b>	<b>DON'T KNOW</b>
Building permit process					
2007	2.4	8%	13%	25%	53%
2005	2.2	7	15	29	49
2003	2.6	10	18	23	49
2001	2.3	8	12	29	51
1999	2.3	8	14	33	45

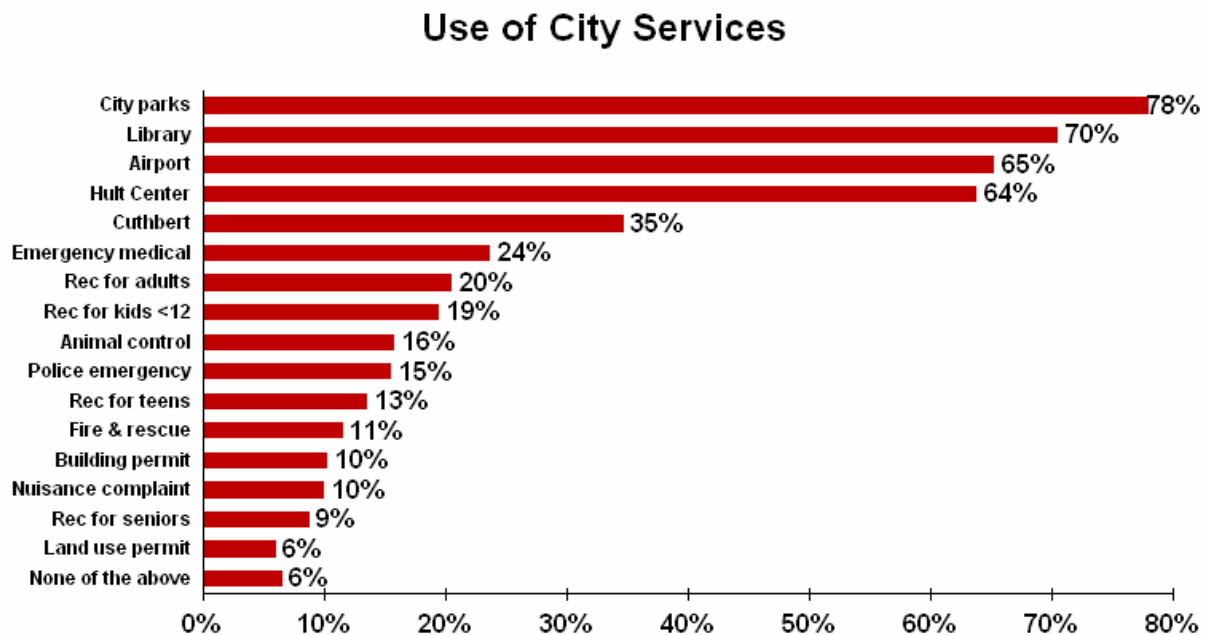
### *Demographic Differences*

35 to 44 year-olds and those earning over \$75,000 are more likely than others to rate recreation programs for youth aged 12 to 17 “excellent.” Those earning \$50,000 to \$74,999, and those with children under twelve are more likely than others to rate recreation programs for adults “excellent.” Females, seniors, those earning \$35,000 to \$49,999, and those who always vote are more likely than others to rate recreation programs for seniors “excellent.” Those with children under twelve are more likely than others to rate library services “excellent.” Those earning \$50,000 to \$74,999 are more likely than others to rate the Hult Center “excellent.” 25 to 34 year-olds, those earning under \$15,000, those who vote half to three-fourths of the time, and renters are more likely than others to rate Cuthbert Amphitheater “excellent.” Seniors are more likely than others to rate police emergency response “excellent.” Seniors and Ward Four residents are more likely than others to rate fire and rescue services “excellent.” Seniors, those with no children, and those who always vote are more likely than others to rate emergency medical services “excellent.” Seniors, those who always vote, and Ward Eight residents are more likely than others to rate sewage treatment “excellent.” Seniors, those who always vote, and Ward Eight residents are more likely than others to rate maintaining and improving water quality in local waterways “excellent.” 18 to 24 year-olds, those earning under \$25,000, those who rarely or never vote, Ward Four residents, and renters are more likely than others to rate encouraging the use of the bus system “excellent.”

Males, 55 to 64 year-olds, those earning over \$75,000, and homeowners are more likely than others to rate the land use application process “poor.” Males, seniors, those earning over \$75,000, those with no children, those who always vote, and homeowners are more likely than others to rate the building permit process “poor.” Males, seniors, those earning over \$75,000, those who always vote, and homeowners are more likely than others to rate providing leadership for the city “poor.” Seniors are more likely than others to rate managing city tax dollars “poor.” Seniors, those who always vote, and homeowners are more likely than others to rate maintaining city streets “poor.” Males and those earning over \$75,000 are more likely than others to rate planning and managing growth of Eugene “poor.”

## REPORTED USE OF CITY SERVICES (Q35)

In the following section of questions, asked in odd-numbered years only, respondents were asked if they or a family member had used various city services in the past year. City parks were the most widely used of the city services on the list, with 78% reporting that they used the parks, followed by library services (70%), Eugene Airport services (65%, up from 58% in 2005), and the Hult Center for the Performing Arts (64%, up from 57% in 2005). 35% used Cuthbert Amphitheater, up from 26% in 2005. 24% used emergency medical services, 20% used recreation services for adults, 19% used recreation services for kids under 12, 16% used animal control services, 15% used police emergency services, 13% used recreation services for teens, 11% used fire and rescue services, 10% used building permit services, 10% filed a nuisance complaint, 9% used recreation services for seniors, 6% needed a land use permit, and 6% used none of these services.



Multiple responses possible.

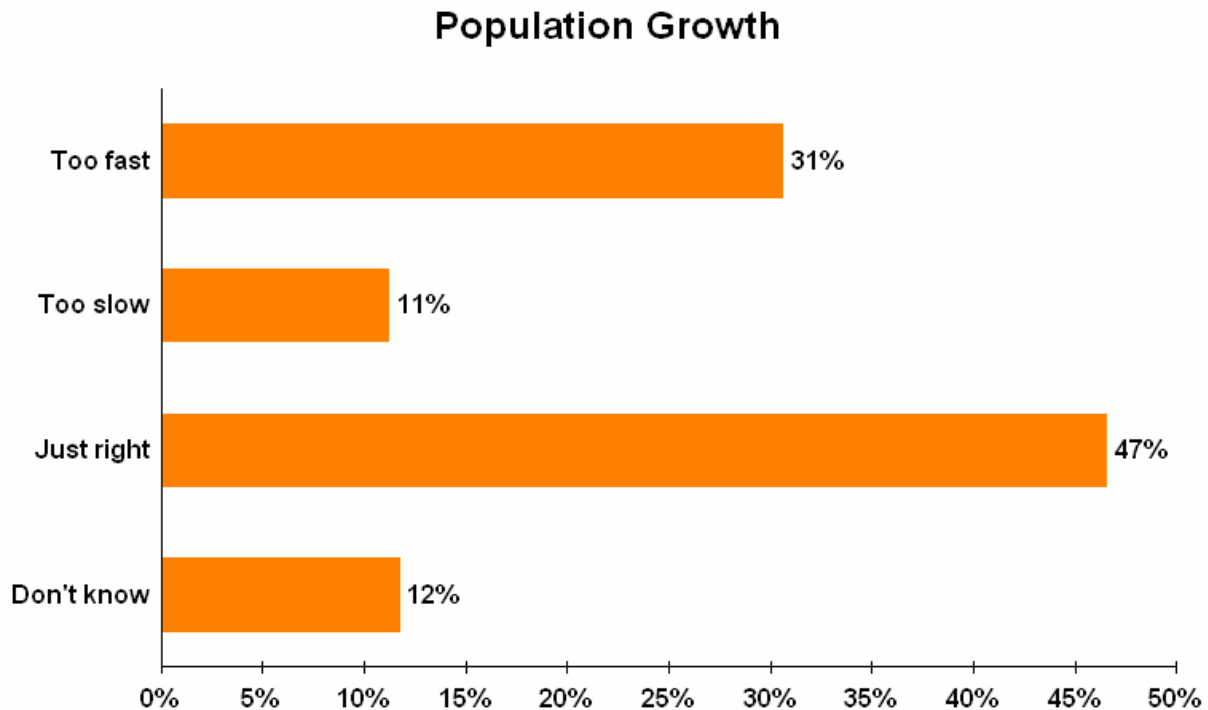
	<u>2007</u>	<u>2005</u>	<u>2003</u>	<u>2001</u>
City Parks	78%	80%	71%	84%
Library	70	71	58	
70				
Airport	65	58	47	68
Hult Center	64	57	46	61
Cuthbert	35	26	33	27
Emergency Medical	24	21	15	16
Rec. for Adults	20	19	16	27
Rec. for Kids Under 12	19	22	16	21
Animal Control	16	13	12	16
Police Emergency	15	19	16	15
Rec. for Teens	13	12	12	14
Fire and Rescue	11	12	7	7
Building Permit	10	9	9	8
Nuisance Complaint	10	10	9	11
Rec. for Seniors	9	11	11	10
Land Use Permit	6	4	5	n.a.

### *Demographic Differences*

25 to 44 year-olds, those earning over \$75,000, those with children, and Ward Three residents are more likely than others to use city parks. 35 to 44 year-olds, those earning over \$75,000, those with children, and Ward Three residents are more likely than others to use library services. Those earning over \$75,000 and homeowners are more likely than others to use Eugene airport services. Those earning over \$50,000 and those with children over eleven are more likely than others to use the Hult Center. 45 to 54 year-olds, those earning over \$75,000, registered voters, and Ward Three residents are more likely than others to use Cuthbert Amphitheater. Males, those earning over \$75,000, those with children under twelve, and those who rarely or never vote are more likely than others to use recreation services for adults. 25 to 44 year-olds and those with children are more likely than others to use recreation services for children under twelve. 35 to 44 year-olds, those earning \$50,000 to \$74,999, those with children over eleven, those who vote half to three-fourths of the time, and homeowners are more likely than others to use animal control services. Those earning over \$75,000, those with children, and those who vote half to three-fourths of the time are more likely than others to use recreation services for teens. Those earning over \$75,000 are more likely than others to obtain a building 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 previous decade saw 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 31% in 2002, where it remains this year (31%) after a temporary rise to 40% in 2005.



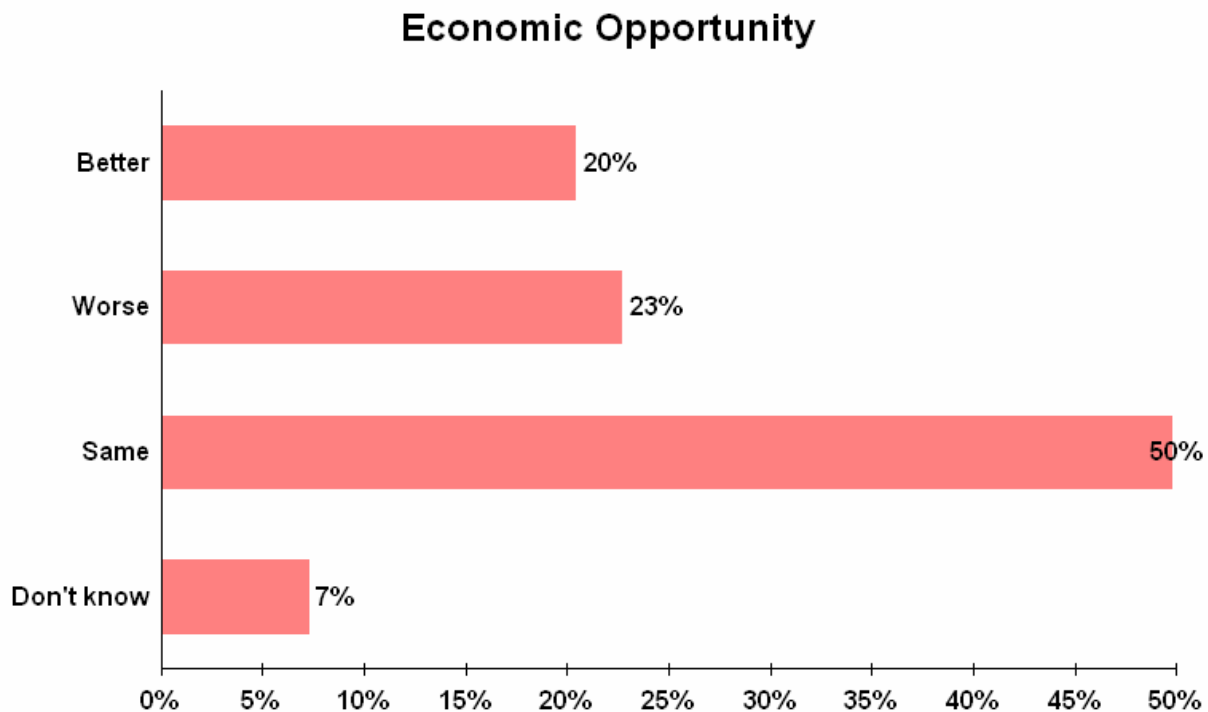
	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Too fast	31%	31%	40%	30%	32%	31%	36%	46%	56%
Just about right	47	50	42	55	49	45	51	42	40
Too slow	11	7	8	9	11	7	6	4	2
Don't know	12	11	10	5	7	17	7	8	3

### *Demographic Differences*

Those earning \$25,000 to \$34,999 are more likely than others to feel population growth in Eugene is too fast. Males, 25 to 34 year-olds, those earning over \$75,000, Ward Two and Ward Five residents, and homeowners are more likely than others to feel population growth is too slow.

## ECONOMIC OPPORTUNITY IN EUGENE (Q37)

70% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 73% in 2006, 65% in 2005, 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 23%, compared with 20% in 2006, 26% in 2005, 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained stable.



	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Better	20%	25%	18%	17%	9%	14%	22%	26%	38%
Worse	23	20	26	36	45	35	31	18	12
Stayed the same	50	48	47	43	41	42	45	51	43
Don't know	7	8	8	4	5	9	3	5	7

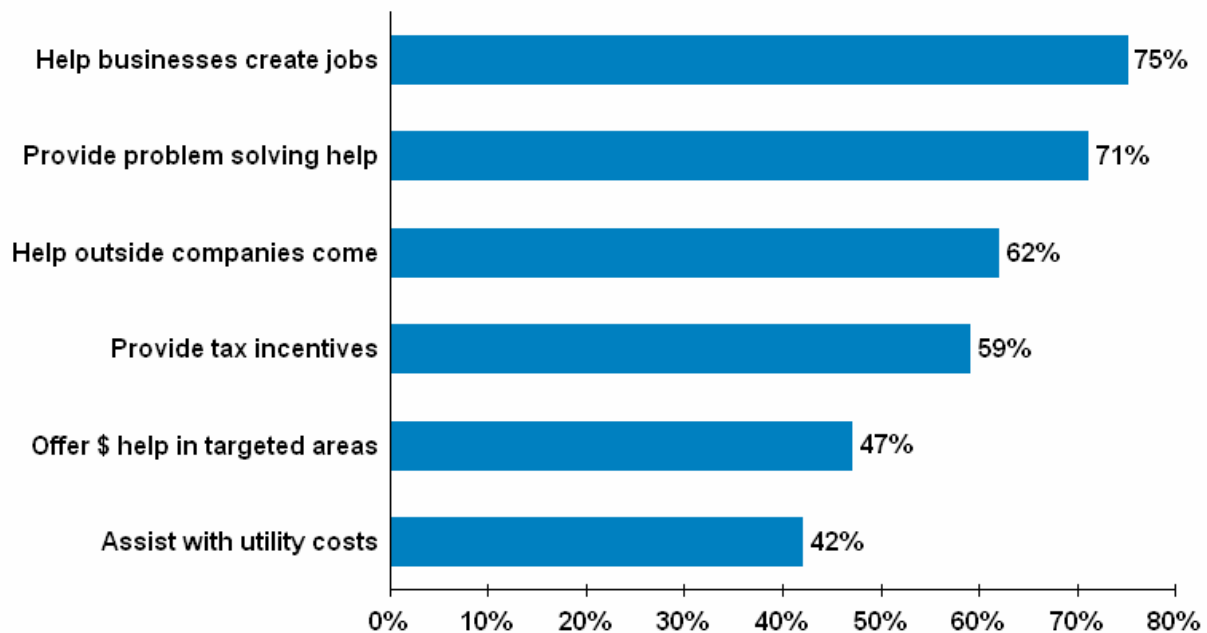
### *Demographic Differences*

Those who rarely or never vote are more likely than others to feel their economic opportunity has gotten *better*. Ward Seven residents are more likely than others to feel their economic opportunity has gotten *worse*. Seniors, those who always vote, and Ward Four residents are more likely than others to feel their economic opportunity has *stayed the same*.

## 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. 75% feel the City should take an active role helping local businesses create and retain jobs (no significant change from 2006). 71% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (down from 79% in 2006). 62% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (down from 69% in 2006). 59% feel the City should provide tax incentives to businesses creating new jobs (no change from 2006). 47% feel the City should provide financial support to businesses in targeted areas, such as Downtown (no change from 2006). 42% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (down from 51% in 2006).

### For Economic Development, the City Should:



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

	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
2007	75%	16%	8%
2006	79	13	8
2005	79	13	8
2004	86	11	3
2003	88	8	4
2002	76	14	11
2001	78	15	8

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

	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
2007	71%	15%	14%
2006	79	12	9
2005	74	14	12
2004	83	12	5
2003	88	8	4
2002	79	14	7
2001	81	11	8

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

	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
2007	62%	23%	14%
2006	69	17	14
2005	62	25	13
2004	80	16	4
2003	66	21	13
2002	70	18	13
2001	72	21	7

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

	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
2007	59%	24%	17%
2006	55	28	18
2005	55	32	13
2004	67	29	4
2003	55	35	10
2002	60	27	12
2001	59	30	11

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

	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
2007	47%	37%	17%
2006	49	38	13
2005	47	38	15
2004	53	41	6
2003	48	43	9
2002	47	41	12
2001	56	35	9

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

	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
2007	42%	40%	18%
2006	51	34	16
2005	50	33	17
2004	60	34	6
2003	59	32	9
2002	56	31	13
2001	52	35	13

***Demographic Differences***

Those earning over \$75,000 are *more* likely than others to feel the city should take an active role helping outside companies come to Eugene in order to increase economic opportunity. Ward Seven residents are *more* likely than others to feel the city should provide problem-solving assistance for siting, permit, and development issues. Males are *more* likely than others to feel the city should provide tax incentives to businesses creating new jobs. 45 to 54 year-olds and those earning over \$75,000 are *more* likely than others to feel the city should provide financial support to businesses in targeted areas, such as Downtown. Those with children under twelve are *more* likely than females to feel the city should provide assistance with road, sewer, and utility costs to new and expanding businesses.

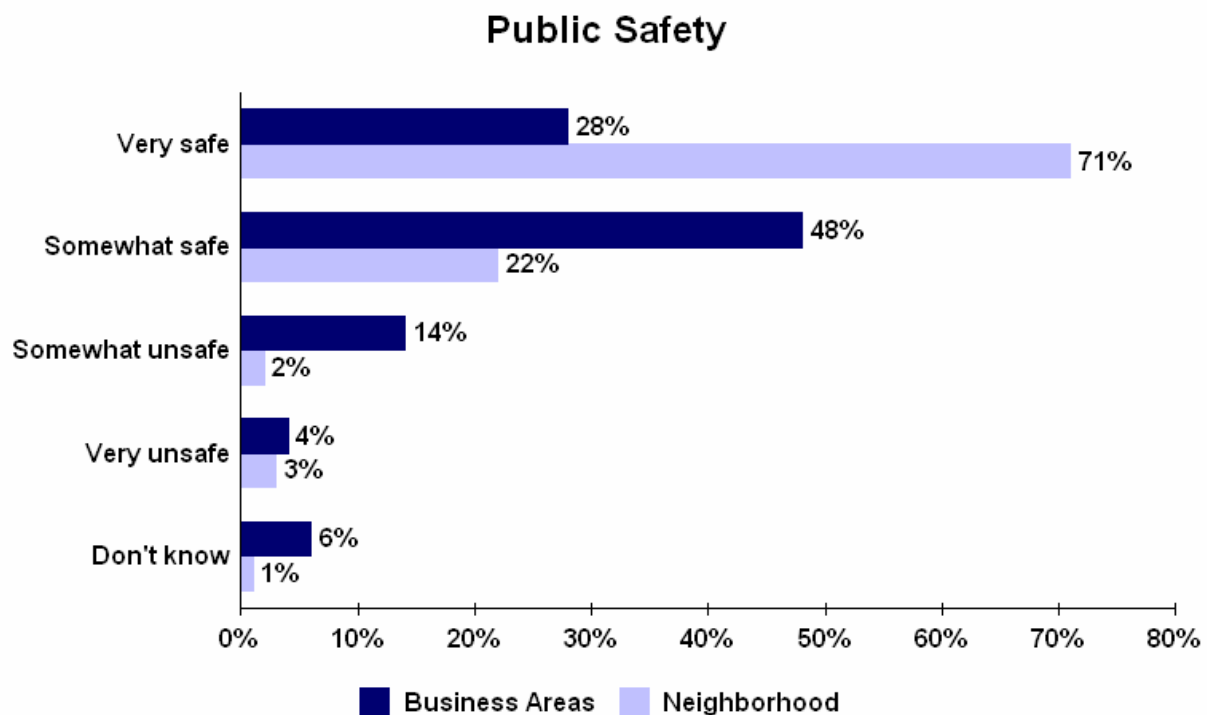
Ward One residents are *less* likely than others to feel the city should take an active role helping outside companies come to Eugene in order to increase economic opportunities.

## PUBLIC SAFETY (Q44-Q47)

93% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 76% feel “very” or “somewhat” safe walking alone in business areas after dark (up from 67% in 2006). 28% feel “very” safe after dark in business areas, up from 18% in 2006. 71% feel “very” safe after dark in their neighborhood, up from 61% in 2006.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=76) mainly cite basic insecurity (39%), youth problems (14%), homeless or transient people (14%), strange people/bad area (14%), or crime/criminals (12%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=21) mainly cite crime/criminals (38%), strange people/bad area (24%), basic insecurity (19%), or lack of street lights (14%).



**Business Areas**

	<b>Very Safe</b>	<b>Somewhat Safe</b>	<b>Somewhat Unsafe</b>	<b>Very Unsafe</b>	<b>Mean Score</b>
2007	28%	48%	14%	4%	3.0
2006	18	49	17	10	2.8
2005	33	33	17	10	3.0
2004	19	44	20	15	2.7
2003	35	37	14	7	3.1
2002	30	38	20	8	2.9
2001	23	40	20	10	2.8

**Neighborhood**

	<b>Very Safe</b>	<b>Somewhat Safe</b>	<b>Somewhat Unsafe</b>	<b>Very Unsafe</b>	<b>Mean Score (Scale 1-4)</b>
2007	71%	22%	2%	3%	3.6
2006	61	30	5	3	3.5
2005	61	26	6	3	3.5
2004	53	34	8	4	3.4
2003	68	22	7	2	3.6
2002	59	27	8	4	3.4
2001	67	21	7	2	3.6

***Demographic Differences***

Females, seniors, those earning \$15,000 to \$24,999, and those earning over \$75,000 are more likely than others to feel very unsafe walking alone in **business areas** after dark.

Females and Ward Seven residents are more likely than others to feel very unsafe walking alone in **their neighborhood** after dark.

## NEIGHBORHOOD ASSOCIATIONS (Q48-Q49)

60% are aware of their neighborhood association, down from 67% in 2006. An additional 3% are aware of neighborhood associations, but report that theirs is inactive. 37% are not aware of their neighborhood association.

74% of those who are aware of an active neighborhood association (n=240) feel the neighborhood association is having a positive impact on their neighborhood. 12% do not feel there is a positive impact, while 14% are unsure.

	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Aware	60%	67%	54%	62%	54%	47%	62%	59%
Aware, but inactive	3	2	4	8	1	10	8	7
Unaware	37	31	41	29	44	43	28	31
Positive impact	74%	70%	64%	73%	66%	61%	76%	70%
No positive impact	12	14	17	14	11	16	6	12
Unsure	14	16	19	11	24	23	18	18

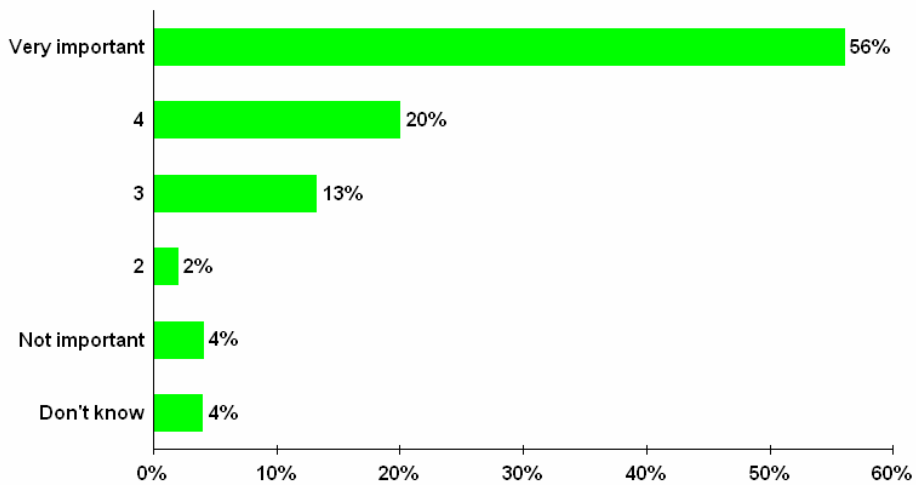
### *Demographic Differences*

35 to 44 year-olds, seniors, those earning over \$75,000, those with children over eleven, registered voters, those who always vote, Ward One residents, Ward Two residents, and homeowners are more likely than others to be aware of their neighborhood association. Females, 18 to 24 year-olds, those earning under \$25,000, those who are not registered to vote, Ward Six residents, and renters are more likely than others to not be aware of their neighborhood association.

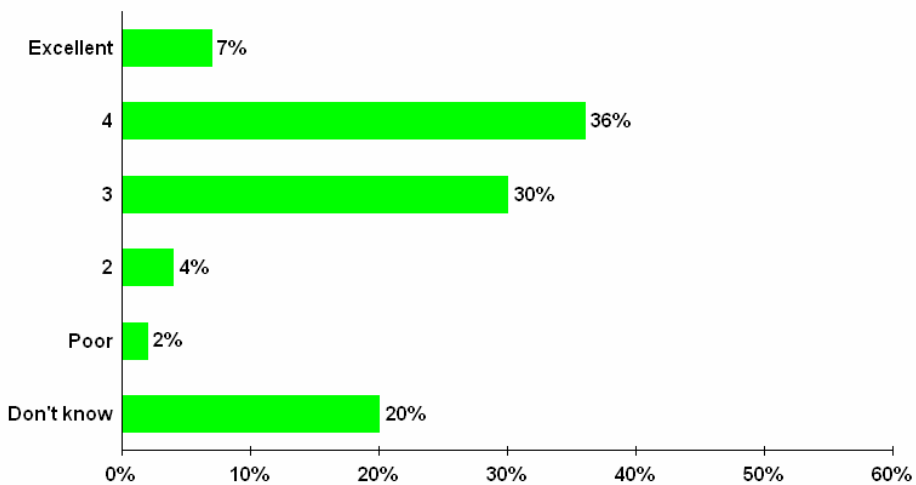
## CITY'S ENVIRONMENTAL PRACTICES (Q50-Q51)

Over half (56%) of respondents say that it is very important that the city engage in environmentally sustainable practices (up from 48% in 2006), while only 7% feel that the city is doing an “excellent” job of employing such practices. The importance of the city engaging in sustainable practices has a mean rating of 4.3, compared to a mean rating of 3.5 for the city’s performance in this category.

### Importance: Environmentally Sustainable Practices



### Performance: Environmentally Sustainable Practices



**City's environmental practices**

	<b>Importance</b>	<b>Performance</b>	<b>Difference</b>
2007	4.3	3.5	0.8
2006	4.2	3.5	0.7
2005	4.3	3.3	1.0
2004	4.2	3.4	0.8

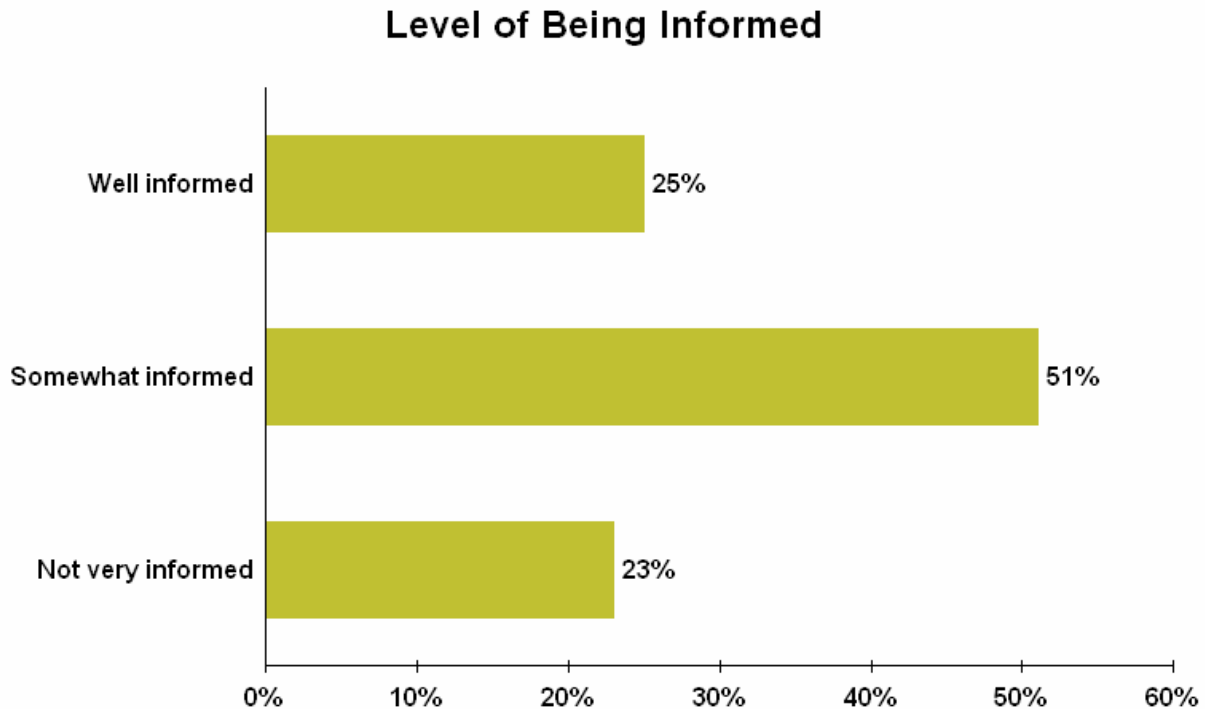
***Demographic Differences***

Renters are more likely than others to feel it is very important that the city engage in environmentally sustainable practices.

Ward Eight residents are more likely than others to say the city is doing an excellent job engaging in environmentally sustainable practices.

## LEVEL OF BEING INFORMED (Q52)

76% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 25% feel they are “well informed.”



	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Well informed	25%	21%	21%	22%	20%	18%	29%	32%	32%
Somewhat informed	51	52	50	57	52	59	54	54	55
Not very informed	23	26	27	20	27	22	17	14	12
Don't know	0	1	1	1	1	1	0	0	0

### *Demographic Differences*

Males, seniors, those earning over \$75,000, those with no children, and those who always vote are more likely than others to feel “well informed.” Females, those earning under \$15,000, those not registered to vote, and renters are more likely than others to feel “not very informed.” 25 to 34 year-olds and those with children under twelve are more likely than others to feel “somewhat informed.”

## SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q53-Q57)

47% of respondents read their neighborhood newsletter in the past year, down from 56% in 2006. 38% visited the City Website on the internet in the past year. 28% watched government access TV in the past year. 10% watched “Working City.” 35% did none of the above activities (up from 26% in 2006).

	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
Read neighborhood newsletter	47%	56%	46%	65%	40%	44%	67%
Visited City Website	38	36	24	35	17	26	22
Watched government access TV	28	30	37	35	37	37	49
Watched “Working City”	10	13	14	12	--	--	--
None of the above	35	26	31	17	42	29	17

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.

	<b>FREQUENTLY</b>	<b>OCCASIONALLY</b>	<b>SELDOM</b>
<b>Government Access TV</b>			
2007	12%	51%	37%
2006	7	49	44
2005	17	44	39
2004	13	42	45
2003	12	52	36
2002	11	49	40
2001	18	50	32
2000	17	62	21
1999	13	50	37
<b>Neighborhood Newsletter</b>			
2007	62%	32%	6%
2006	60	31	9
2005	52	38	11
2004	50	33	17
2003	53	37	9
2002	44	36	20
2001	64	24	11
2000	50	38	11
1999	66	28	7
<b>Visited City Website</b>			
2007	14%	54%	33%
2006	14	51	35
2005	15	46	39
2004	9	40	51
2003	9	49	41
2002	14	42	43
2001	9	48	43
2000	14	51	35
1999	12	49	39

	FREQUENTLY	OCCASIONALLY	SELDOM
Watched "Working City"			
2007	10%	49%	41
2006	4	59	37
2005	16	40	44
2004	13	52	35

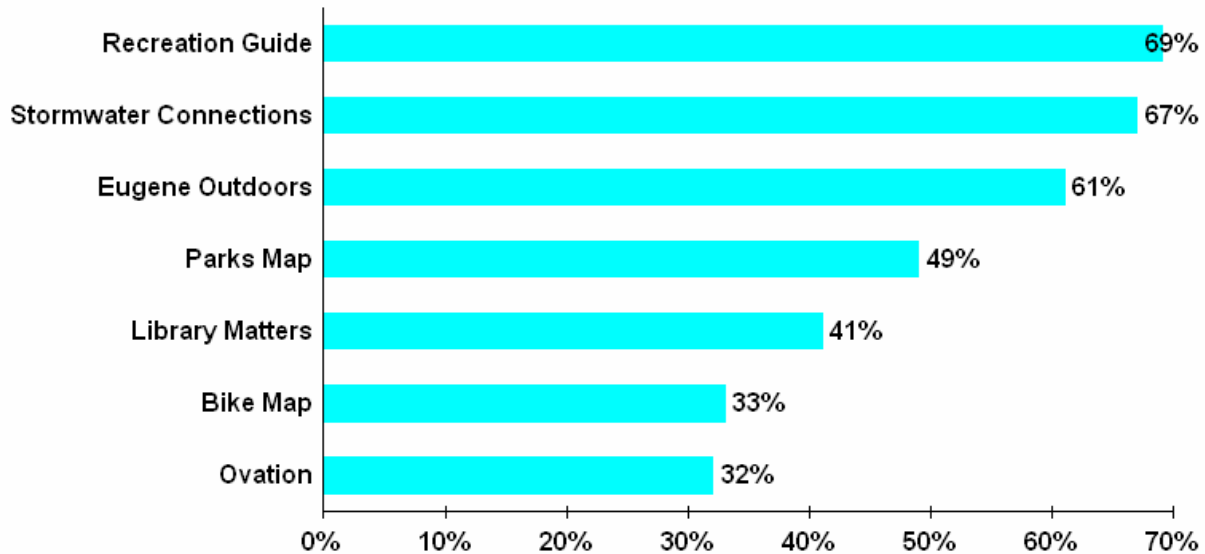
### *Demographic Differences*

Seniors, those earning over \$75,000, registered voters, those who always vote, Ward Two residents, and homeowners are more likely than others to read their neighborhood newsletter. Males, registered voters, and those earning over \$75,000 are more likely than others to visit the City Website on the internet. 55 to 64 year-olds, those earning over \$50,000, and Ward Eight residents are more likely than others to watch government access TV. 55 to 64 year-olds, and those earning over \$75,000 are more likely than others to watch "Working City" on government access TV. Females, 18 to 24 year-olds, those earning under \$15,000, those not registered to vote, Ward Five residents, and renters are more likely than others to engage in none of the above activities.

## CITY PUBLICATIONS (Q58-Q64)

69% of the respondents said they received the City's *Recreation Guide* in the past year (down from 81% in 2006), 67% said they received *Stormwater Connections*, 61% reported receiving *Eugene Outdoors*, 49% reported receiving the *Parks Map* (up from 34% in 2006), 41% said they received *Library Matters*, 33% said they received the *Bike Map*, and 32% said they received *Ovation*.

### Percent Receiving Publications



Multiple responses possible.

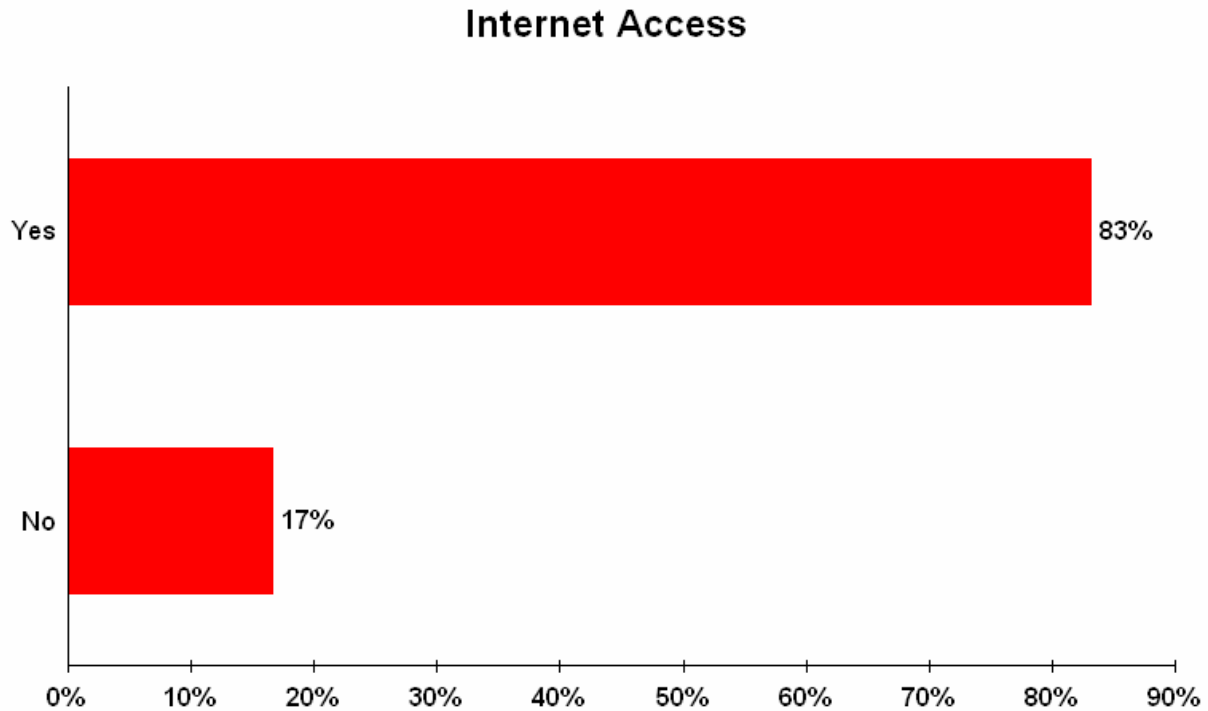
	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Recreation Guide	69%	81%	75%	85%	62%
Stormwater Connections	67	62	56	56	50
Eugene Outdoors	61	59	55	59	51
Parks Map	49	34	43	30	39
Library Matters	41	42	41	36	42
Bike Map	33	27	34	30	35
Ovation	32	37	27	24	13

### Demographic Differences

Those earning over \$75,000, those who always vote, and homeowners are more likely than others to have received *Ovation*. 35 to 44 year-olds are more likely than others to have received *Library Matters*. Registered voters, those who always vote, and homeowners are more likely than others to have received *Eugene Outdoors*. Those who always vote and homeowners are more likely than others to have received *Stormwater Connections*. 55 to 64 year-olds, those earning over \$75,000, registered voters, those who always vote, and homeowners are more likely than others to have received the City's *Recreation Guide*.

## INTERNET ACCESS (Q65)

83% of respondents have internet access at home; 17% do not.



	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Yes	83%	79%	64%	77%	70%
No	17	21	36	23	29

### *Demographic Differences*

Males, those earning over \$50,000, those with children over eleven, registered voters, and homeowners are *more* likely than others to have internet access at home. Females, seniors, those earning under \$25,000, those with no children, those not registered to vote, and renters are *less* likely than others to have internet access at home.

## CITIZEN PARTICIPATION (Q66)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 70% of the respondents are “very” or “somewhat” satisfied with the opportunities provided for citizen input. 25% are “very” satisfied, up from 16% in 2006.

	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Very satisfied	25%	16%	13%	13%	20%	19%	26%	30%
Somewhat satisfied	45	49	49	60	50	47	42	46
Somewhat dissatisfied	7	10	10	17	8	16	16	11
Very dissatisfied	6	7	7	6	8	6	6	6
Don't know	18	18	21	4	13	12	9	7
Very or Somewhat Satisfied	70%	65%	62%	73%	70%	66%	68%	76%
Very or Somewhat Dissatisfied	13%	17%	17%	23%	16%	22%	22%	17%

## CITY GOVERNMENT (Q67)

Respondents were asked if they are satisfied with city government in Eugene. 65% say they are “very” or “somewhat” satisfied with city government in Eugene. 26% are “very” or “somewhat” dissatisfied with city government in Eugene. There are no significant changes from 2006 data.

	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Very satisfied	14%	9%	9%	7%	16%	11%	13%	21%
Somewhat satisfied	51	52	50	54	48	51	45	50
Somewhat dissatisfied	15	15	17	26	19	23	26	19
Very dissatisfied	11	12	12	11	8	9	12	6
Don't know	9	11	13	2	9	5	5	3
Very or Somewhat Satisfied	65%	61%	59%	61%	64%	62%	58%	71%
Very or Somewhat Dissatisfied	26%	27%	29%	37%	27%	32%	38%	25%

### *Demographic Differences*

55 to 64 year-olds, those earning over \$75,000, and homeowners are more likely than others to be “very dissatisfied” with city government.

## DOWNTOWN EUGENE (Q68)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 31% are “very” or “somewhat” satisfied with Downtown Eugene, and 62% are “very” or “somewhat” dissatisfied.

	<b><u>2007</u></b>	<b><u>2006</u></b>	<b><u>2005</u></b>	<b><u>2004</u></b>	<b><u>2003</u></b>	<b><u>2002</u></b>	<b><u>2001</u></b>	<b><u>2000</u></b>
Very satisfied	6%	5%	9%	10%	14%	12%	3%	8%
Somewhat satisfied	25	31	40	39	42	44	24	23
Somewhat dissatisfied	28	27	24	35	24	23	40	27
Very dissatisfied	34	29	20	13	15	12	30	36
Don't know	7	7	7	3	5	9	3	5
Very or Somewhat Satisfied	31%	36%	49%	49%	56%	56%	27%	31%
Very or Somewhat Dissatisfied	62%	56%	44%	48%	39%	35%	70%	63%

### *Demographic Differences*

55 to 64 year-olds, those who always vote, and Ward Two residents are more likely than others to say they are “very dissatisfied” with Downtown Eugene.

## **QUESTIONNAIRE INSTRUMENT**

## EUGENE COMMUNITY SURVEY – 2007

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.

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

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

35. In the past year, have you or a family member used the following city services? (READ EACH; CODE ALL "YES" ANSWERS)
- 01( ) City recreation programs for children 11 and younger
  - 02( ) City recreation programs for young people 12 to 17
  - 03( ) City recreation programs for adults aged 18-54
  - 04( ) City recreation programs for senior citizens
  - 05( ) Library services
  - 06( ) Hult Center for the Performing Arts
  - 07( ) Cuthbert amphitheater
  - 08( ) City parks
  - 09( ) Eugene airport services
  - 10( ) Applied for a land use permit
  - 11( ) Obtained a building permit
  - 12( ) Filed a nuisance complaint (abandoned cars, junk in yards)
  - 13( ) Police emergency services
  - 14( ) Fire and rescue services
  - 15( ) Emergency medical services
  - 16( ) Animal control services
  - 17( ) NONE OF THE ABOVE
  - 18( ) DON'T KNOW/REFUSED
36. Do you believe POPULATION growth and development in Eugene during the past 5 years has been too fast, too slow, or just about right?
- 1( ) Too fast    2( ) Too slow    3( ) Just about right    4( ) Don't know/Refused
37. Do you believe your ECONOMIC opportunity in Eugene during the past 5 years has gotten better, worse, or stayed the same?
- 1( ) Better    2( ) Worse    3( ) Stayed the same    4( ) Don't know/Refused
38. Should the City take an active role helping local businesses create and retain jobs?
- 1( ) Yes            2( ) No            3( ) Don't know
39. Should the City take an active role helping outside companies come to Eugene in order to increase economic opportunities?
- 1( ) Yes            2( ) No            3( ) Don't know
- In order to provide more jobs in the community, should the City:
- |  |     |    |    |
|--|-----|----|----|
| 40. Provide problem-solving assistance to businesses for siting, permit, and development issues? | Yes | No | DK |
| 41. Provide tax incentives to businesses creating new jobs?                                      | Yes | No | DK |
| 42. Provide financial support to businesses in targeted areas, such as Downtown?                 | Yes | No | DK |
| 43. Provide assistance with road, sewer, and utility costs to new and expanding businesses?      | Yes | No | DK |
44. How safe do you feel walking alone in business areas after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe?
- 1( ) Very unsafe    2( ) Somewhat unsafe    3( ) Somewhat safe    4( ) Very safe    5( ) Don't know
45. (IF 1 or 2 to Q44) Why do you feel unsafe?
- 
46. How safe do you feel walking alone in your neighborhood after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe?
- 1( ) Very unsafe    2( ) Somewhat unsafe    3( ) Somewhat safe    4( ) Very safe    5( ) Don't know

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

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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. On a scale of 1 to 5, where 1 is not important and 5 is very important, how important is it to you that the City engage in environmentally sustainable practices?

- 1() Not important    2()    3()    4()    5() Very important    6() Don't know

51. On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate the City's performance on engaging in environmentally sustainable practices?

- 1() Poor    2()    3()    4()    5() Excellent    6() Don't know

52. Regarding Eugene City government issues, do you feel you are well informed, somewhat informed, or not very informed?

- 1() Not very informed    2() Somewhat informed    3() Well informed    4() Don't know

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

- 1() Watched government access TV  
2() Read your neighborhood association newsletter  
3() Visited the City Website on the Internet  
4() Watched "Working City" on government access TV  
5() NONE OF THE ABOVE  
6() DON'T KNOW

FOR ALL "YES" ANSWERS TO Q53, ASK:

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

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

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

57. Do you watch "Working City" on government access TV frequently, occasionally, or seldom?

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

- |                            |         |        |                |
|----------------------------|---------|--------|----------------|
| 58. Ovation                | 1() Yes | 2() No | 3() Don't Know |
| 59. Library Matters        | 1() Yes | 2() No | 3() Don't Know |
| 60. Eugene Outdoors        | 1() Yes | 2() No | 3() Don't Know |
| 61. Stormwater Connections | 1() Yes | 2() No | 3() Don't Know |
| 62. Recreation guide       | 1() Yes | 2() No | 3() Don't Know |
| 63. Bike map               | 1() Yes | 2() No | 3() Don't Know |
| 64. Parks map              | 1() Yes | 2() No | 3() Don't Know |

65. Do you have Internet access at home?

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

66. Generally speaking, are you satisfied or dissatisfied with the opportunities provided to Eugene residents 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

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

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

68. Thinking about Downtown Eugene, would you say you are satisfied or dissatisfied with Downtown Eugene the way it is today? (Then ask:) Is that VERY or SOMEWHAT (satisfied/dissatisfied)?  
1( ) Very dissatisfied 2( ) Somewhat dissatisfied 3( ) Somewhat satisfied 4( ) Very satisfied  
5( ) Don't know/Refused

69. Please tell me when I read the category that contains your age:  
1( ) 18-24 2( ) 25-34 3( ) 35-44 4( ) 45-54 5( ) 55-64 6( ) 65 and over 7( ) REFUSED

70. Do you own or rent your home?  
1( ) Own 2( ) Rent 3( ) Don't know/Refused

71. How many people in your household are under age 12? \_\_\_\_\_

72. How many people in your household are age 12 to 17? \_\_\_\_\_

73. Please tell me when I read the racial or ethnic group to which you belong:  
1( ) White/Caucasian 5( ) Middle Eastern 9( ) REFUSED  
2( ) Asian/Pacific Islander 6( ) Hispanic  
3( ) American Indian/Alaskan Native 7( ) Multi-Racial  
4( ) African American 8( ) OTHER

74. Please tell me when I read the category that best represents your total household income before taxes:  
1( ) Under \$15,000 4( ) \$35,000-\$49,999 7( ) \$100,000 or more  
2( ) \$15,000-\$24,999 5( ) \$50,000-\$74,999 8( ) Don't know/Refused  
3( ) \$25,000-\$34,999 6( ) \$75,000-\$99,999

75. Would you be willing to participate in occasional brief Internet surveys on City issues?  
1( ) Yes 2( ) No – SKIP TO Q77 3( ) Don't know/Refused – SKIP TO Q77

76. What is your e-mail address? (IF PERSON ASKS FOR A CITY CONTACT:  
[serviceimprovement@ci.eugene.or.us](mailto:serviceimprovement@ci.eugene.or.us)) \_\_\_\_\_

77. THANK YOU FOR YOUR TIME! RECORD THE FOLLOWING FROM THE LIST:  
Gender: 1( ) Male 2( ) Female

78. Ward: \_\_\_\_\_

79. Registered voter?  
1( ) Yes 2( ) No – SKIP TO Q82

80. Number of elections voted in out of the last four:  
1( ) One 2( ) Two 3( ) Three 4( ) Four 5( ) NONE

81. Political Party  
1( ) Republican 2( ) Democrat 3( ) Other

82. Phone # \_\_\_\_\_

83. Interviewer: \_\_\_\_\_