



PREPARED FOR:

THE CITY OF EUGENE PARKS & RECREATION

Telephone Survey

July 2015

PREPARED BY:

DHM RESEARCH

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1. | INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in the City of Eugene. The objective of the survey was to gauge public preferences for parks and recreation services.

Research Design: Between June 26th and June 29th, 2015, DHM Research conducted a telephone survey of 400 residents living in Eugene. The survey took an average of 15 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

Residents were contacted randomly using multiple samples including listed, cell phone, and voter samples. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations.

For a representative sample, quotas were set by age, gender, and City Council ward. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 400, the margin of error would fall within +/-2.9% and +/-4.9% at the 95% confidence level. The reason for the difference lies in the fact that, when response categories are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

2. | SUMMARY & OBSERVATIONS

The majority of residents believe park and recreation services contribute value to their quality of life.

- 90% view park and recreation services as “very” or “somewhat important” to Eugene’s quality of life.
- The primary reasons residents value Eugene’s parks, community centers, and pools are:
 - *Enjoyment of beauty and nature in parks* (48%)
 - *Places for kids to play and have fun* (38%)
 - *Exercise and fitness* (37%)
- Over nine in ten (92%) residents are satisfied with Eugene’s parks, community centers, and pools.

One-half of residents visit parks or natural areas or participate in recreation activities.

- Approximately 50% visit a *park* or *natural area* at least weekly while 73% visit at least monthly. One in ten rarely or never visit a *park* or *natural area*.
 - More women than men (18% vs. 12%) visit daily. More residents with children under the age of 18 visit weekly (49% vs. 29% of those without).
- Two in ten residents (19%) visit a *community center* or *pool* at least weekly. One-half (49%) rarely or never visit these facilities.
 - Of those visiting weekly, women outnumber men (20% vs. 12%). Twice as many residents with children also visit weekly (24% vs. 12%).

Parks are ranked highest (43%) among recreation places, facilities or activity type bringing enjoyment to residents or members of their household.

- *Cycling* is ranked second at 17%, *city pools* are ranked third at 15%, and *hiking* is ranked fourth at 14%.
- No other amenity exceeded 10%.
- Residents with children under the age of 18 in the household were more likely to cite parks than those without (55% vs. 40%). The same trend was observed for city pools (26% vs. 10%).

Strong majorities of residents have favorable perceptions of community centers and pool facilities.

- The facilities “somewhat” or “strongly” meet the needs of resident households (78%)
- They are easily accessible to resident households (88%)
- They are well maintained (83%) and safe to use (89%)
 - Residents feeling unsafe cite *lack of safety* (39%) and *inappropriate things* (22%) as primary reasons.

Strong majorities of residents also have favorable perceptions of parks and natural areas.

- Over nine in ten residents (92%) “somewhat” or “strongly” believe that parks and natural areas meet the needs of resident households.
- They are easily accessible to resident households (93%)
- They are well maintained (87%) and safe to use (86%)
 - Residents feeling unsafe cite the *homeless population* (63%) and *safety concerns* (33%) as primary reasons.
 - Later in the survey, a strong majority of residents (82%) said they were “somewhat” or “very concerned” about the *impacts of illegal camping and vandalism* in Eugene’s parks.

Eight of eighteen amenities listed including *natural areas, small neighborhood and large community parks, safe river access, paved multiuse paths in parks, playgrounds, restrooms, and unpaved trails* are rated as “very important” (8-10 on a 10-point scale) by at least half of Eugene residents.

- When asked if any additional park and recreation facilities are desired, one-half of residents (50%) responded that they were satisfied or that no additions were necessary.
- Later in the survey, residents tended to prioritize improvements and repairs to existing facilities (including parks, pools, and community centers) over new building and construction. This prioritization of maintenance over new construction is a trend that DHM Research has observed in other surveys, including on the topics of transportation and school funding.

3. | KEY FINDINGS

3.1 | Use and Needs

Residents were asked—using an open-ended format—what type of recreational places, facilities or activities they, or members of their household, enjoy in Eugene (Q1).

Table 1
Types of Recreational Places, Facilities or Activities

Response Category	N=400
Parks	43%
Cycling	17%
City pools	15%
Hiking	14%
River	10%
Swimming	8%
Walking (general)	8%
Sporting events	7%
Library	6%
Movies	6%
Outdoor activities (general)	5%
Golfing	5%
Running	4%
Trails	3%
Walk along the river	3%
Fitness	3%
Camping	3%
All other responses	2% or less
None/nothing	7%
(Don't read) Don't know	2%

Source: DHM Research, June 2015

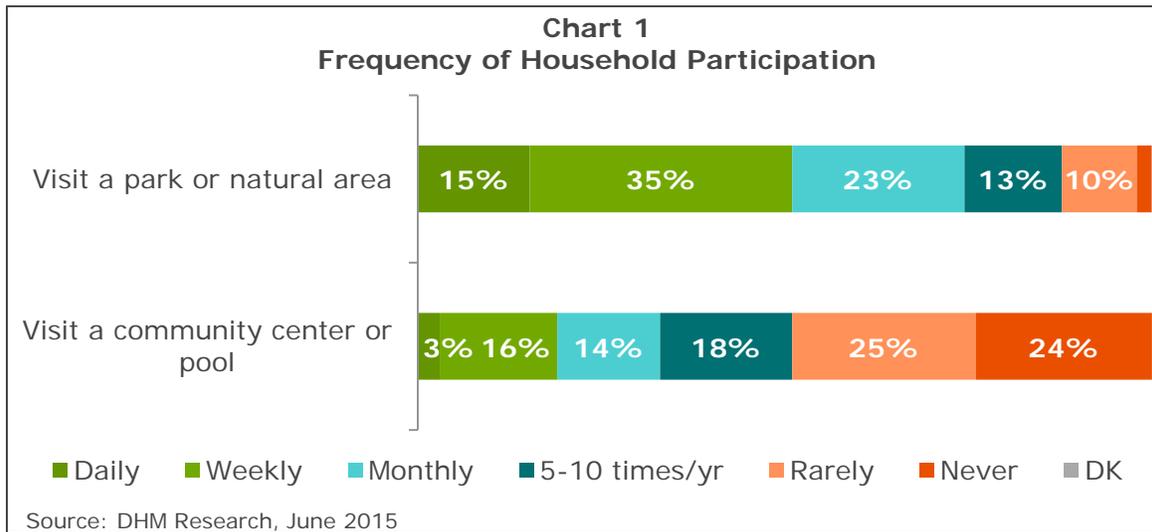
At 43%, parks are ranked as the highest source of enjoyment for residents or members of their household.

Ten items registered over 5%. *Cycling* is ranked second at 17% and *city pools* are ranked third at 15%. Of the ten items, four (*city pools*, *hiking*, *swimming*, and *library*) rankings increased with the age 35-54 subgroup.

Residents mentioned 45 distinct items in response to this question. Only 7% responded *none/nothing*.

Demographic Differences: Residents with children under the age of 18 in the household were more likely to cite parks than those without (55% vs. 40%). The same trend was observed for city pools (26% vs. 10%).

Residents were asked how often they, or members of their household, visit a Eugene park or natural area (Q2) or community center or pool (Q3).



Half (50%) of all residents visit a park or natural area “at least weekly”, 73% visit “at least monthly”, and 12% “rarely or never” visit such outdoor areas.

Less than two in ten (19%) visit a community center or pool “at least weekly” and roughly half (49%) “rarely or never” visit such facilities.

Demographic differences: More women than men (18% vs. 12%) visit parks or natural areas daily. More households with children under the age of 18 visit weekly (49% vs. 29%).

Of those visiting community centers or pools weekly, women outnumber men (20% vs. 12%). Twice as many households with children under the age of 18 visit weekly (24% vs. 12%).

Residents who rarely or never visit a Eugene park or natural area were asked—using an open-ended format—why they did not do so (Q4).

Table 2
Reasons Residents Don't Use/Visit Eugene's Parks or Natural Areas

Response Category	N=49
Too busy	18%
Senior citizen	16%
No interest	15%
Don't get out much	14%
Too many homeless	10%
Lack of transportation	8%
Stay home/rather use my yard	5%
Dislike being around people/children	5%
Health issues	4%
Nobody to go with	4%
Other	5%
None/nothing	5%
(Don't read) Don't know	4%

Source: DHM Research, June 2015

Demographic differences: There were no significant demographic differences.

Residents who rarely or never visited a Eugene community center or pool were asked—using an open-ended format—why they did not do so (Q5).

Table 3
Reasons Residents Don't Use/Visit Eugene's Community Centers or Pools

Response Category	N=194
Not interested	28%
Don't have time/busy	13%
Don't swim	6%
Expensive	6%
Too old	6%
Rather use river/lake	6%
Don't have children	6%
Too crowded/crowded	6%
Wasn't aware of pool/activities	4%
I have a pool at home	4%
None close by	4%
Not clean	3%
Use the private/country club pool	3%
All other responses	2% or less
None/nothing	1%
(Don't read) Don't know	3%

Source: DHM Research, June 2015

Demographic differences: Men *not interested* in visiting community centers or pools outnumbered women by over 2 to 1 (38% vs. 17%).

Residents were asked which two reasons best explain what they value about Eugene’s parks, community centers, and pools (Q6).

Table 4
Top Reasons to Value Eugene’s Parks, Community Centers & Pools

Response Category	N=400
Enjoy beauty and nature in parks	48%
Places for kids to play and have fun	38%
Exercise and fitness	37%
Socialize with family and neighbors	27%
Conserve the natural environment	23%
Learn new skills	5%
All the above	1%
(Don’t read) Other (record)	0%
(Don’t read) Don’t know	2%

Source: DHM Research, June 2015

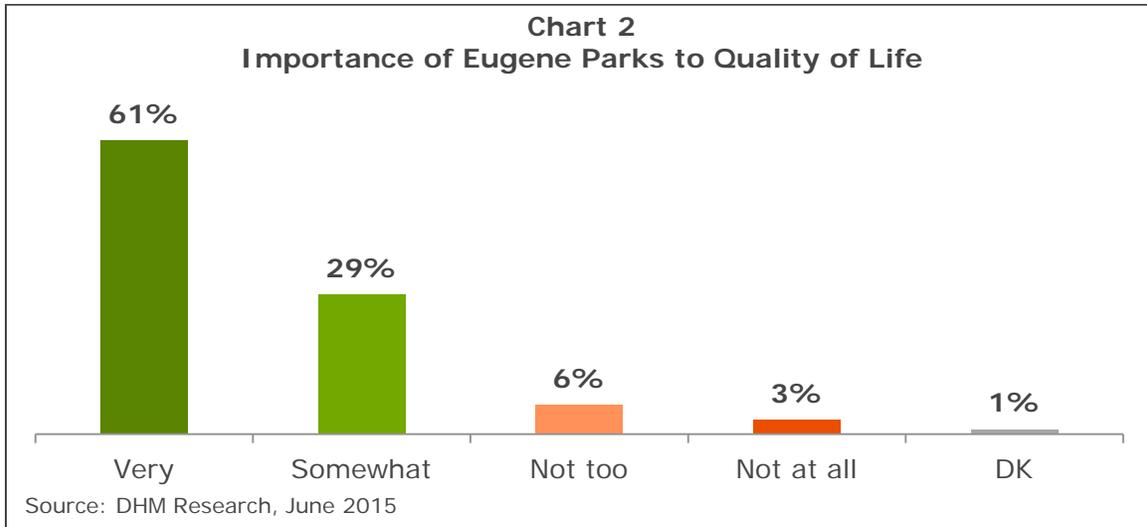
The top reasons cited by residents to best explain what they value about Eugene’s parks, community centers, and pools are:

- Enjoyment of beauty and nature in parks (48%)
- Places for kids to play and have fun (38%)
- Exercise and fitness (37%)

Demographic differences: All attributes remained constant across age subgroups, with the exception of a decline in *socializing with family and neighbors* (18-34: 35%; 35-54: 23%; 55+: 21%) and variations for *places for kids to play and have fun* (18-34: 38%; 35-54: 47%; 55+: 30%). Female residents value *socializing with family and neighbors* far more than men (34% vs. 19%), and male residents value *exercise and fitness* more than women (42% vs. 32%).

3.2 | Importance & Satisfaction

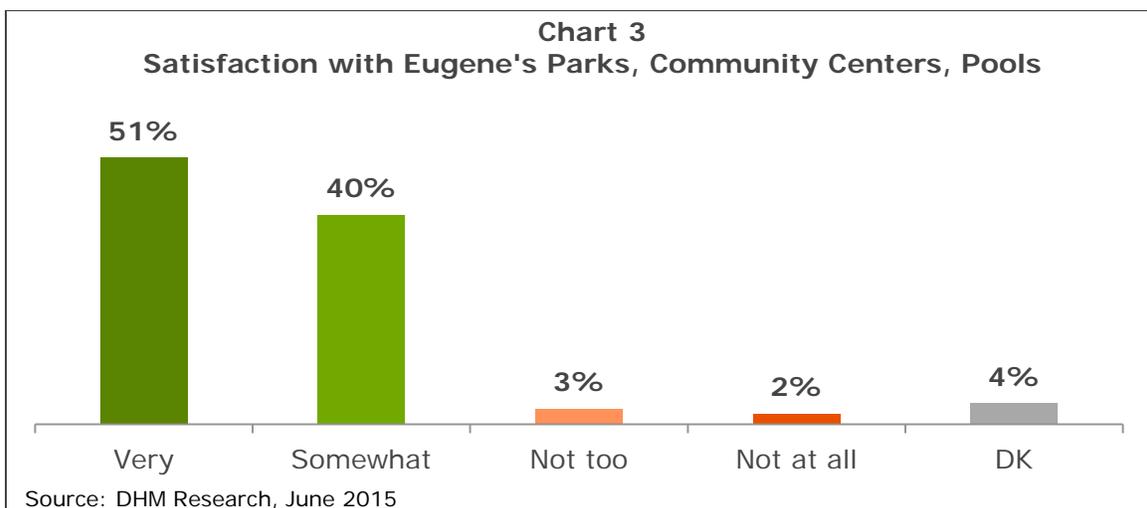
Residents were asked how important Eugene's Park and Recreation services and facilities are to their quality of life (Q7).



A strong majority of residents believe park and recreation services contribute value to their quality of life. Nine in ten (90%) rate park and recreation services as "very" or "somewhat important" to their quality of life.

Demographic differences: Ratings are consistent across all age subgroups. Women and residents with children under the age of 18 in the household report slightly higher quality of life scores (females at 93% vs. men at 86%) and (households with children at 94% vs. those without at 87%).

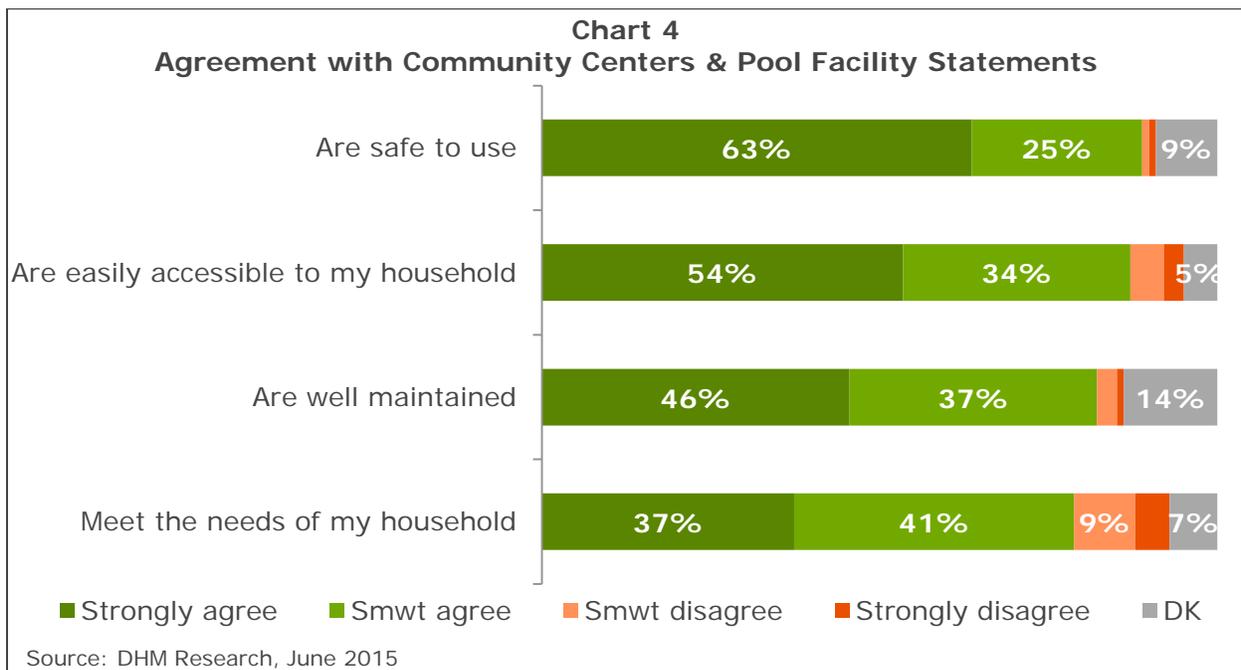
Residents were asked to rate their satisfaction with Eugene's parks, community centers, and pools (Q8).



Again, a strong majority of residents are satisfied with Eugene’s parks, community centers, and pools. Over nine in ten residents (91%) are either “very” or “somewhat” satisfied with parks and recreation services in Eugene. Only 5% reported being “not too” or “not at all” satisfied and 4% were unsure.

Demographic difference: Satisfaction was consistently high across all demographic subgroups.

Residents were asked whether they strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about Eugene’s community centers and pool facilities (Q9-12).



The majority of residents have favorable perceptions of *community centers and pool facilities*.

- Facilities are “somewhat” or “strongly” *safe to use* (88%).
- Facilities are “somewhat” or “strongly” *easily accessible to their household* (88%).
- Facilities are “somewhat” or “strongly” *well maintained* (83%).
- Facilities “somewhat” or “strongly” *meet the needs of households* (78%).

Demographic differences: Overall, 70% or more of all demographic subgroups “somewhat” or “strongly agree” with all of the statements above. Residents with children under the age of 18 in the household were more likely to agree with all of the statements above than their counterparts.

Geographic Differences: Overall agreement (somewhat/strongly) that community centers and pool facilities are *easily accessible to their household* (Q10) was highest among residents of City Council Wards 2, 3, and 6 (95-96%) and was lowest among residents of

City Council Wards 8 (76%) and 1, 4 (82-83%). “Strong agreement” was notably high among residents of City Council Wards 2 and 3 (73-74%; compared to less than 60% across all other Wards) and was notably low among residents of City Council Ward 8 (39%).

Residents who “somewhat” or “strongly” disagreed with the above statements were asked—using an open-ended format—to state reasons for feeling unsafe in Eugene’s community centers or pool facilities (Q17).

Table 5
Reasons for Feeling Unsafe in Eugene’s Community Centers or Pool Facilities

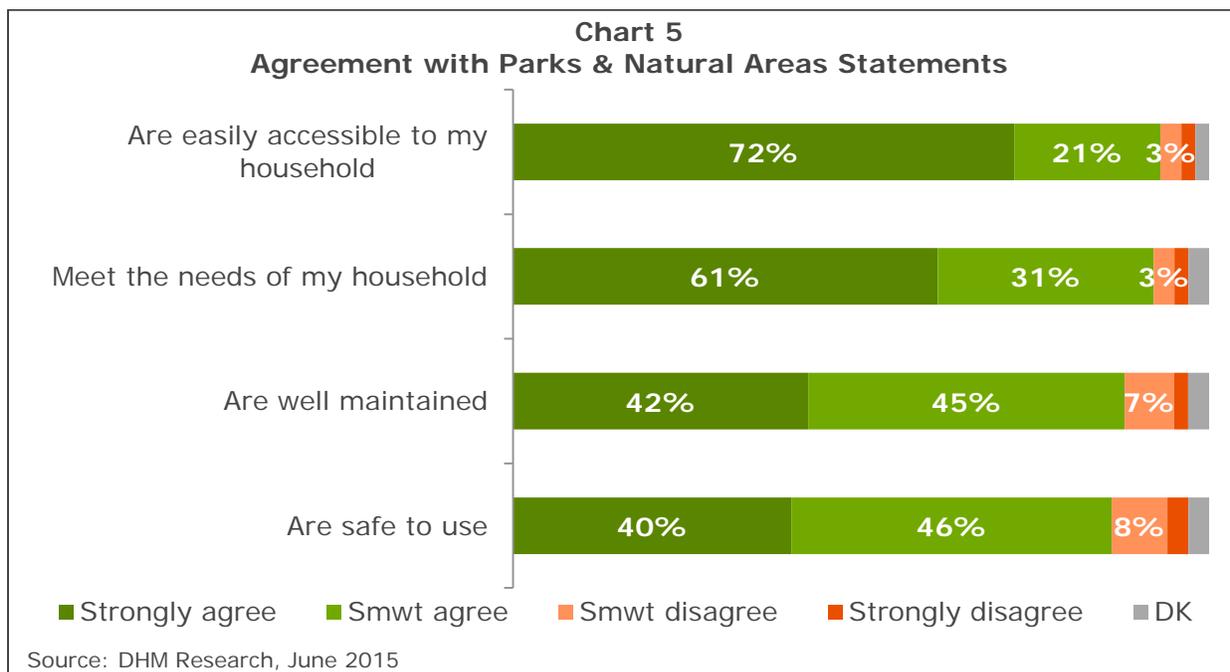
Response Category	N=8
Lack of safety	39%
Inappropriate things	22%
Health issues	19%
Type of people that go there	19%
Crime	17%
Care about money more	12%
Homeless	8%

Source: DHM Research, June 2015

Those feeling unsafe in Eugene’s community centers or pools cite *lack of safety* (39%) and *inappropriate things* (22%) as primary reasons.

Demographic differences: There were no significant demographic differences.

Residents were asked whether they strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about Eugene’s parks and natural areas (Q13-16).



The majority of residents have favorable perceptions of parks and natural areas.

- Areas are “somewhat” or “strongly” *easily accessible to their household* (93%).
- Areas “somewhat” or “strongly” *meet the needs of their households* (92%).
- Areas are “somewhat” or “strongly” *well maintained* (87%).
- Areas are “somewhat” or “strongly” *safe to use* (86%).

Demographic differences: Overall, 75% or more of residents across all demographic subgroups “somewhat” or “strongly agree” with the statements above. Agreement with all of the statements tended to decrease with age.

Geographic Differences: Overall agreement (somewhat/strongly) that parks and natural areas are *easily accessible to their household* (Q14) was highest among residents of City Council Ward 6 (99%) and was lowest among residents of City Council Ward 4 (89%). Total agreement was consistently high across all Wards.

Residents who “somewhat” or “strongly” disagreed with the above statements were asked—using an open-ended format—to state reasons for feeling unsafe in Eugene’s parks or natural areas (Q18).

Table 6
Reasons to Feel Unsafe in Eugene’s Parks or Natural Areas

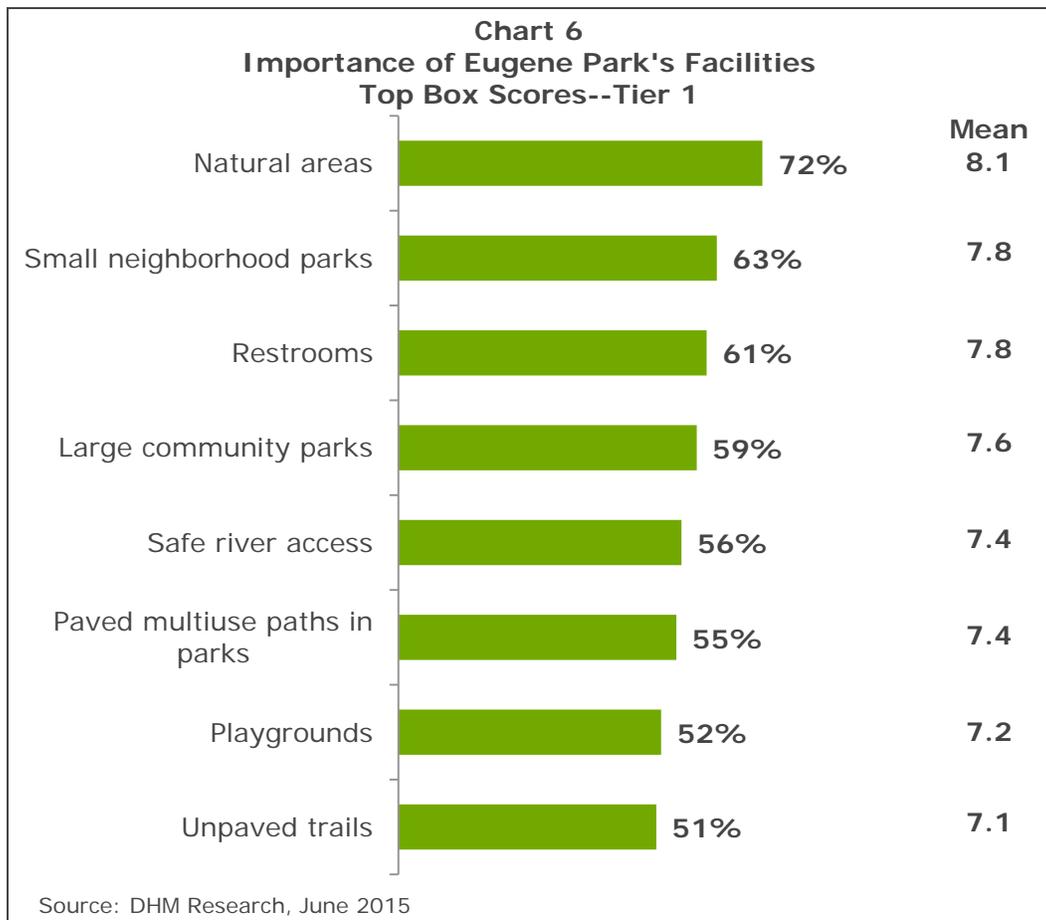
Response Category	N=44
Homeless	63%
Safety concerns	33%
Drug abuse	23%
Crime	14%
Lack of police patrol	5%
Littering	4%
Other	6%
None/nothing	2%
(Don’t read) Don’t know	2%

Source: DHM Research, June 2015

Those feeling unsafe in parks or natural areas cite the *homeless population* (63%) and *safety concerns* (33%) as primary reasons.

Demographic differences: There were no significant demographic differences.

Residents were asked to rate on a scale of 1-10 (with 10 being the highest), the importance to them and their family of each of the following parks facilities. (Results reported on Charts 6, 7, and 8). Note: "Top-box" indicates a score of 8-10. (Q19-36).

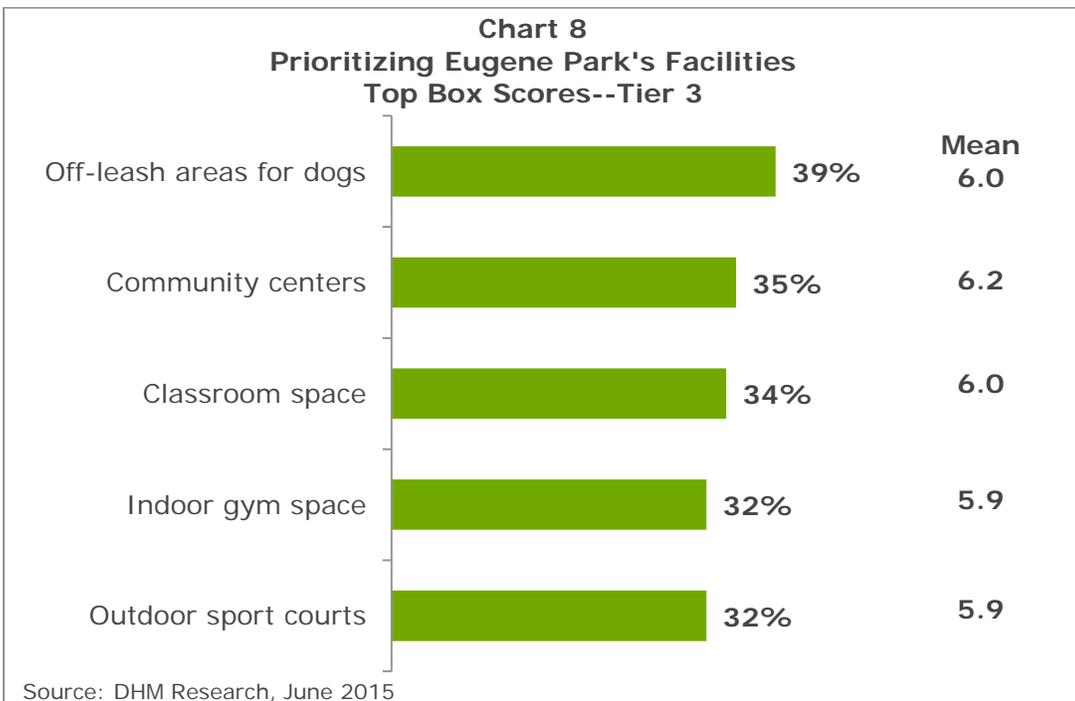
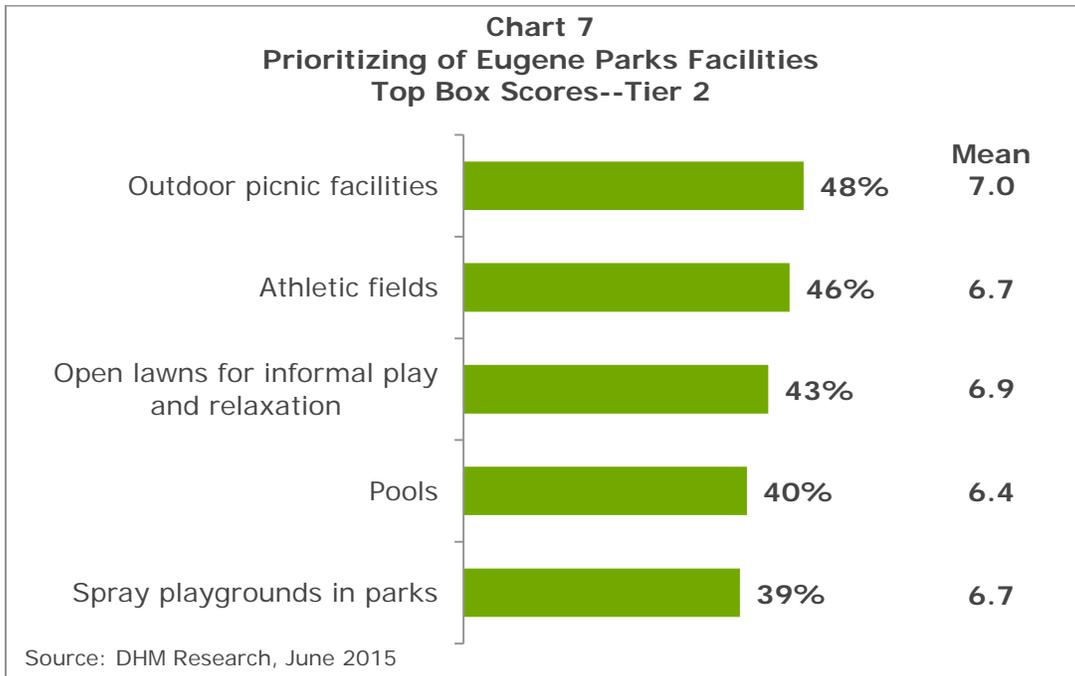


All eight amenities listed in Chart 6 above – *natural areas*, *small neighborhood and large community parks*, *safe river access*, *paved multiuse paths in parks*, *playgrounds*, *restrooms*, and *unpaved trails* – are rated as "very important" (top-box score of 8-10 on a 10-point scale) by at least half of Eugene residents.

Demographic differences: Facilities rated more important by women than men include: *paved multiuse paths in parks*, *playgrounds*, *outdoor picnic facilities*, *pools*, *athletic fields*, *restrooms*, *community centers*, *indoor gym space*, and *off-leash areas for dogs*. Generally, top-box ratings for most facilities tended to decrease with age.

Demographic differences specifically between *natural areas* and *small neighborhood parks* included a higher mean score provided by those ages 18-34 for *natural areas* (8.7) than for *small neighborhood parks* (8.1); a higher mean score provided by non-Whites for *natural areas* (8.2) than for *small neighborhood parks* (7.5); and a higher mean score provided by residents of Council Wards 2 and 3 for *natural areas* (8.9 and 8.6) than for *small neighborhood parks* (7.8 and 7.9).

Almost twice as many women (45%) rated *restrooms* as “very important” compared to men at 28%. The largest difference between households with and without children under 18 years of age occurred in rating the importance of *playgrounds* (72% with vs. 45% without).



Residents were asked—using an open-ended format—what, if any additional park and recreation facilities were desired (Q37).

Table 7
Additional Park and Recreation Facilities Desired in Eugene

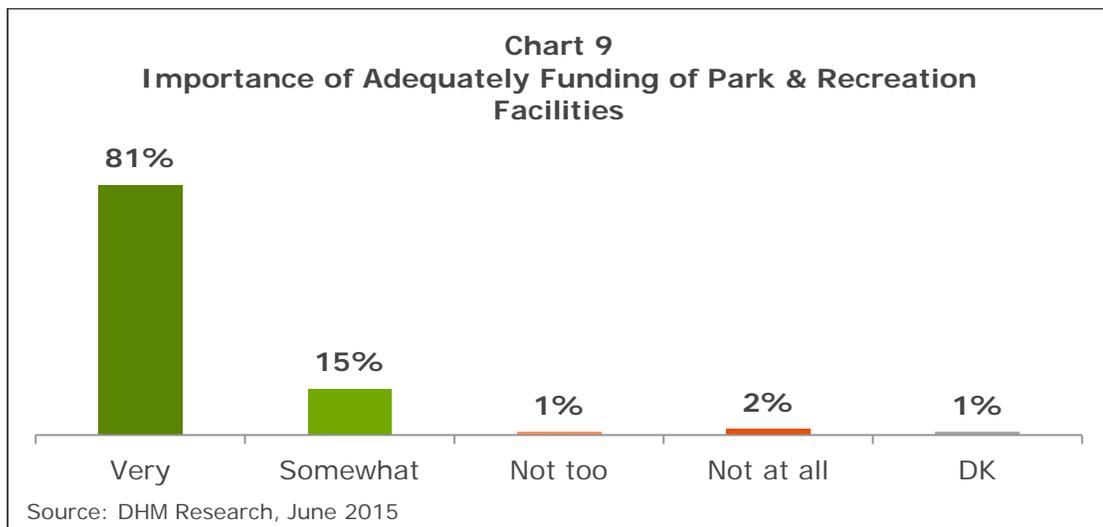
Response Category	N=400
Satisfied	8%
More security	4%
More parks	3%
Frisbee/Frisbee golf	2%
More natural areas	2%
More pools	2%
More trails	2%
More bike paths	2%
Sports complex	2%
Maintenance	2%
All other responses	1% or less
None/nothing	42%
(Don't read) Don't know	13%

Source: DHM Research, June 2015

One-half of residents (50%) responded that they were satisfied or that no additions were necessary. All other suggestions were rated at 4% or lower.

Demographic differences: There were no significant demographic differences, including by City Council Ward.

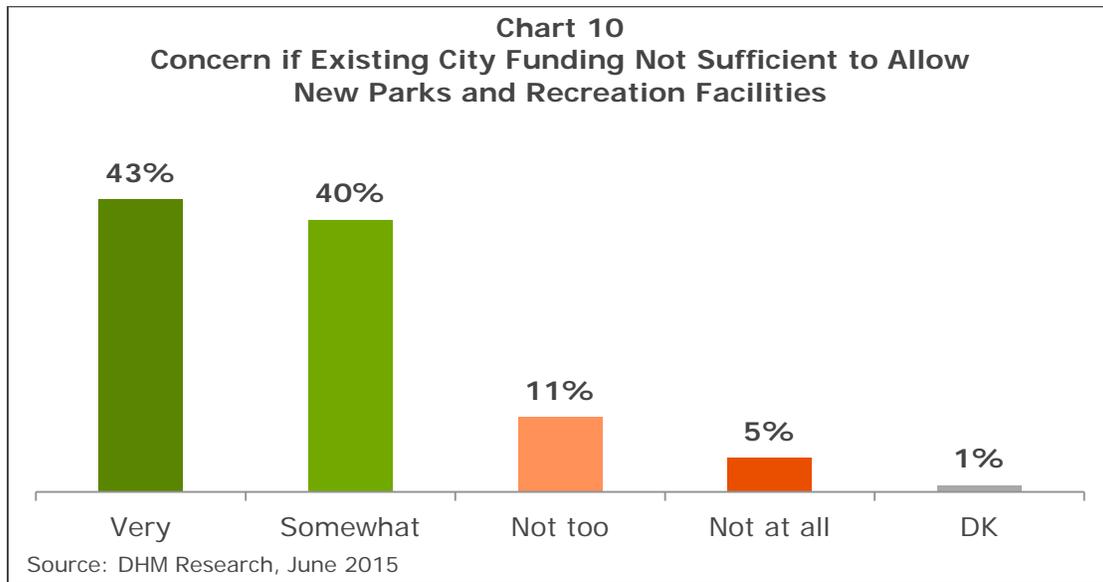
Residents were asked to rate how important it is for the City to adequately fund maintenance of park and recreation facilities so that they remain safe, accessible, usable, and attractive (Q38).



The vast majority of residents believe the availability of funds to adequately maintain park and recreation facilities so that they remain safe, accessible, usable, and attractive is “very important” (81%; 96% overall).

Demographic differences: Very little variance existed among age subgroups (18-34: 98%; 35-54: 97%; 55+: 93% overall importance). Almost unanimously, women (at 99%) felt it was important to maintain availability of funds (vs. 92% for men) and households with and without children under the age of 18 responded evenly at 96%.

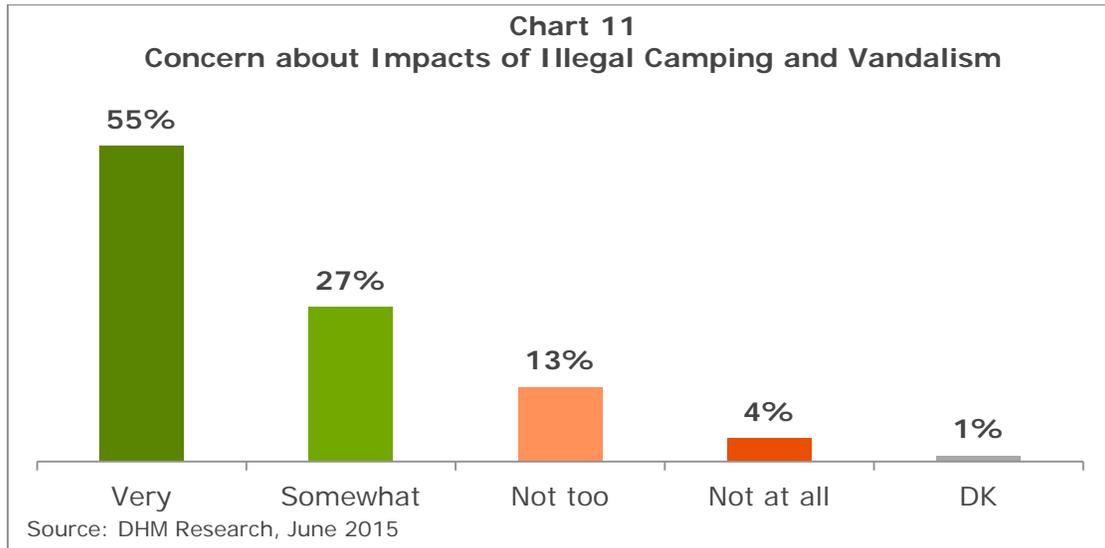
Residents were asked to rate how concerned they would be if existing city funding for maintenance was not sufficient to allow new parks and recreation facilities to be added in the future (Q39).



Although residents expressed slightly less concern for the city’s ability to maintain future parks and recreation facilities, concern remained high at 83%.

Demographic differences: Concern generally tended to decrease with age (18-34: 88%; 35-54: 84%; 55+: 74%). Other demographic differences were minimal.

Residents were asked to rate their concern regarding the impacts of illegal camping and vandalism in Eugene’s parks (Q40).

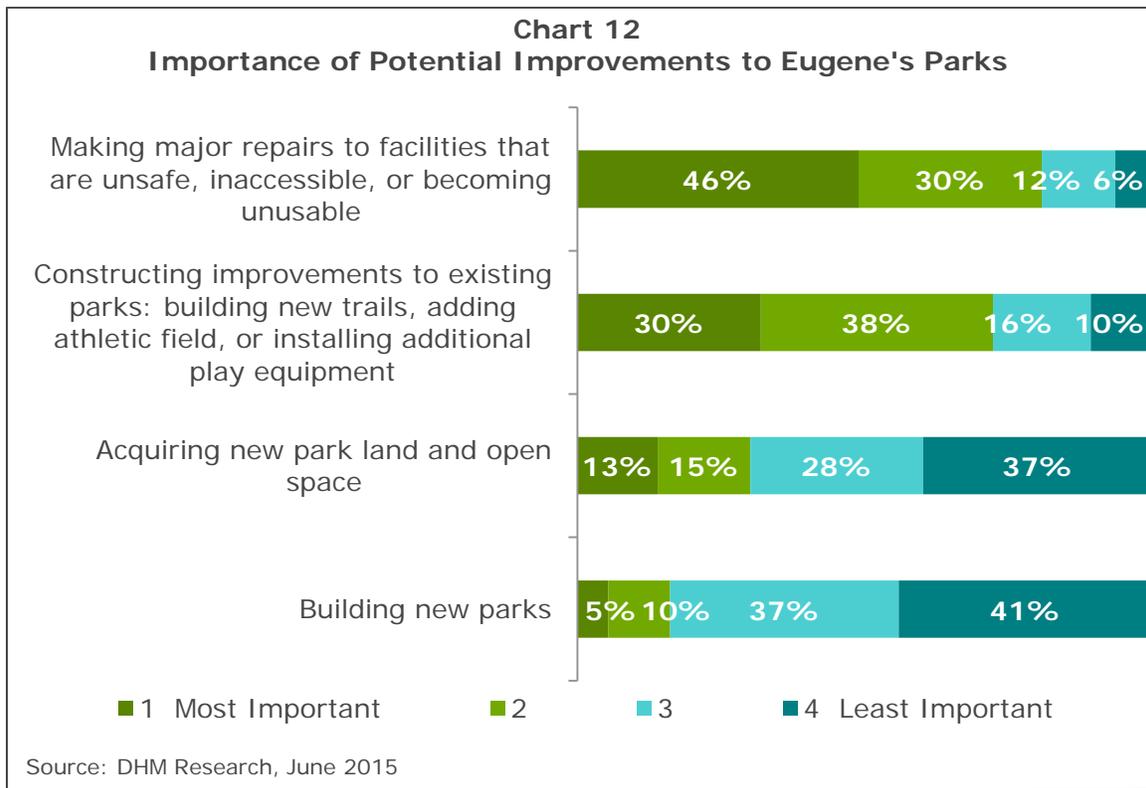


The majority of residents (82%) are “somewhat” or “very concerned” about the *impacts of illegal camping and vandalism* in Eugene’s parks.

Demographic differences: Concern with *impacts of illegal camping and vandalism* was consistent across ethnicities, genders, and households with children under the age of 18, but rose with increasing age subgroups (18-34: 77%; 35-54: 82%; 55+: 88%).

3.3 | Potential Improvements

Residents were provided a list of four potential improvements to Eugene's parks and facilities and asked to rank them on a scale of 1-4 in order of personal importance (with 1 being most important) (Q41).

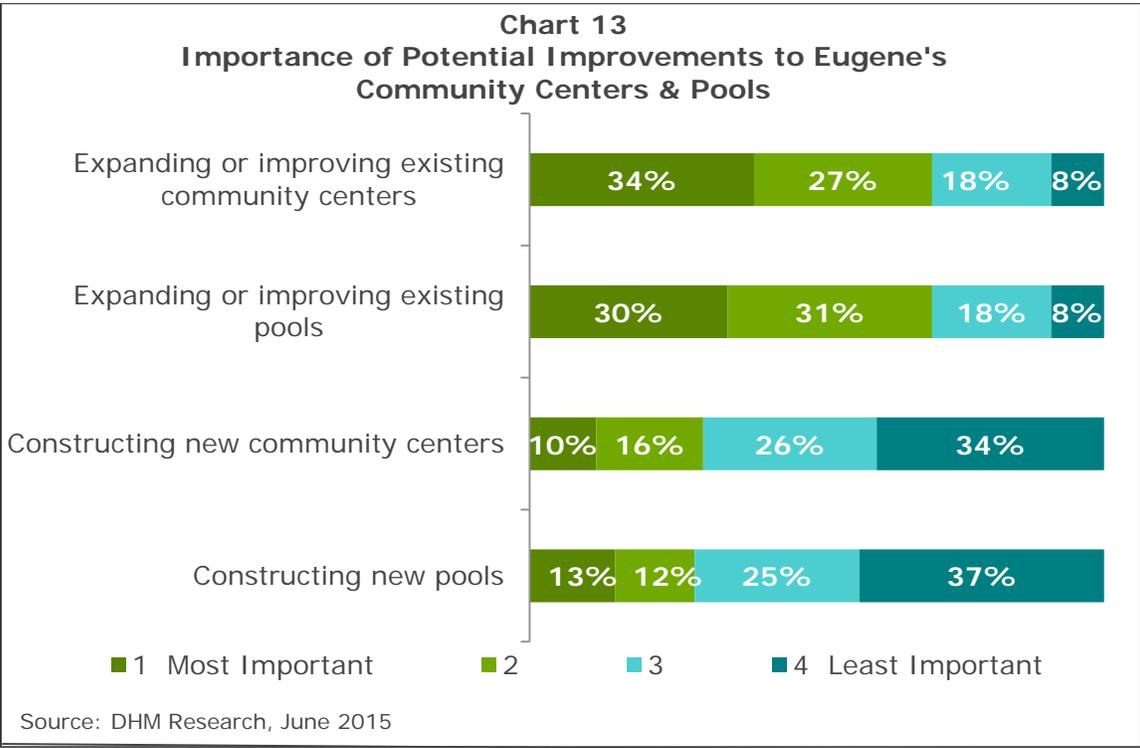


Residents expressed a clear preference for *making major repairs to facilities that are unsafe* (46% #1 ratings) and *constructing improvements to existing parks* (30% #1 ratings), versus *acquiring new parkland and open space* (13% #1 ratings) and *building new parks* (5% #1 ratings).

Demographic differences: When it came to #1 ratings, slight variations occurred across all demographic subgroups, with a few exceptions: Longer-term residents and those with a college degree or more education tended to place even stronger emphasis on *making major repairs to facilities that are unsafe*.

Geographic Differences: #1 ratings tended to be generally consistent across all City Council Wards, with particularly high #1 ratings for *constructing improvements to existing parks...* among residents of City Council Ward 4 (37%; compared to 30% overall); and high #1 ratings for *acquiring new park land and open space* among residents of City Council Ward 1 (21%; compared to 13% overall).

Residents were provided a list of four potential improvements for Eugene’s community centers and pools and asked to rank them on a scale of 1-4 in order of personal importance (with 1 being most important) (Q42).



Similar to residents’ stated preference to upgrade existing parks and facilities, the majority of residents believe that *expanding or improving existing community centers* (34% #1 ratings) and *pools* (30% #1 ratings) are much better options than new construction.

Demographic differences: When it came to #1 ratings for *expanding or improving existing community centers*, variations existed across age subgroups (18-34: 43%; 35-54: 29%; 55+: 29%); gender (men: 26%; women: 41%); and households with and without children under the age of 18 (with: 38% vs. without: 33%). Other demographic differences tended to be minimal.

Geographic Differences: #1 ratings tended to be generally consistent across all City Council Wards, with particularly high #1 ratings for *expanding or improving existing community centers* among residents of City Council Ward 1 (43%; compared to 34% overall); high #1 ratings for *expanding or improving existing pools* among residents of City Council Wards 4 and 8 (38% and 37%; compared to 30% overall); and high #1 ratings for *constructing new pools* among residents of City Council Ward 3 (21%; compared to 13% overall).

Lastly, residents were asked—using an open-ended format—how they receive information about parks programs, activities, or facilities (Q43).

Table 8
Information Sources about Parks Programs, Activities, Facilities

Response Category	N=400
Internet	25%
Word of mouth	19%
Mail	18%
Newspaper	17%
Flyer	10%
City of Eugene website	6%
Facility/Eugene parks and rec	6%
Newsletter	5%
Television	5%
Rec guide	4%
News (general)	3%
Radio	3%
Email	3%
Signs/billboards	3%
Facebook	3%
All other responses	2% or less
None/nothing	7%
(Don't read) Don't know	1%

Source: DHM Research, June 2015

Residents use traditional methods to learn about park programs, activities, and facilities at only a slightly lower rate than the internet (25%). Below are the top information sources:

- Internet (25%)
- Word of mouth (19%)
- Mail (18%)
- Newspaper (17%)

Demographic differences: As expected, use of the internet as a primary source of information decreases for those age 55+ (18-34: 27%; 35-54: 28%; 55+: 19%). Females (30% vs. 20% of men) and households with children under the age of 18 (37% vs. 21% of those without) use the internet more frequently to access parks and recreation information. Use of the newspaper tended to increase with age (18-34: 9%; 35-54: 12%; 55+: 29%).

4. | ANNOTATED QUESTIONNAIRE

Eugene Parks Survey
June 2015; City of Eugene General Population
15 minutes; N=400; Margin of Error: +/-4.9%

INTRODUCTION

Hi, my name is ___ and I'm calling from DHM Research, a public opinion research firm from in the Pacific Northwest. I'd like to ask you about important issues in your community; I'm not trying to sell you anything. May I please speak with someone ages 18 or older?

SECTION 1: USE & NEEDS

1. What types of recreational places, facilities, or activities do you or members of your household enjoy in Eugene? **(Open, record up to three)**

Response Category	N=400
Parks	43%
Cycling	17%
City pools	15%
Hiking	14%
River	10%
Swimming	8%
Walking (general)	8%
Sporting events	7%
Library	6%
Movies	6%
Outdoor activities (general)	5%
Golfing	5%
Running	4%
Trails	3%
Walk along the river	3%
Fitness	3%
Camping	3%
All other responses	2% or less
None/nothing	7%
(Don't read) Don't know	2%

How often do you or members of your household participate in each of the following activities in Eugene: daily, weekly, monthly, 5-10 times per year, or more rarely? If you've never done something, just let me know. **(Randomize 2-3; re-read response options if necessary)**

Response category	Daily	Weekly	Monthly	5-10 times/yr	Rarely	Never	DK
2. Visit a park or natural area	15%	35%	23%	13%	10%	2%	1%
3. Visit a community center or pool	3%	16%	14%	18%	25%	24%	1%

4. **(If “rarely” or “never” to Q2)** Why don't you use or visit Eugene's parks or natural areas more often? **(Open)**

Response Category	N=49
Too busy	18%
Senior citizen	16%
No interest	15%
Don't get out much	14%
Too many homeless	10%
Lack of transportation	8%
Stay home/rather use my yard	5%
Dislike being around people/children	5%
Health issues	4%
Nobody to go with	4%
Other	5%
None/nothing	5%
(Don't read) Don't know	4%

5. **(If “rarely” or “never” to Q3)** Why don't you use or visit Eugene's community centers or pools more often? **(Open)**

Response Category	N=194
Not interested	28%
Don't have time/busy	13%
Don't swim	6%
Expensive	6%
Too old	6%
Rather use river/lake	6%
Don't have children	6%
Too crowded/crowded	6%
Wasn't aware of pool/activities	4%
I have a pool at home	4%
None close by	4%
Not clean	3%
Use the private/country club pool	3%

Response Category	N=194
All other responses	2% or less
None/nothing	1%
(Don't read) Don't know	3%

6. **(Ask all)** Which two of the following reasons best explain what you value about Eugene's parks, community centers, and pools? **(Randomize 1-6. Read list, accept two)**

Response Category	N=400
Enjoy beauty and nature in parks	48%
Places for kids to play and have fun	38%
Exercise and fitness	37%
Socialize with family and neighbors	27%
Conserve the natural environment	23%
Learn new skills	5%
All the above	1%
(Don't read) Other (record)	0%
(Don't read) Don't know	2%

SECTION 2: IMPORTANCE & SATISFACTION

7. How important are Eugene's Park and Recreation services and facilities to your quality of life in Eugene: very important, somewhat important, not too important, or not at all important?

Response Category	N=400
Very important	61%
Somewhat important	29%
Not too important	6%
Not at all important	3%
(Don't read) Don't know	1%

8. Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with Eugene's parks, community centers, and pools?

Response Category	N=400
Very satisfied	51%
Somewhat satisfied	40%
Not too satisfied	3%
Not at all satisfied	2%
(Don't read) Don't know	4%

Here are some statements about Eugene’s parks, community centers, and pools. For each, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement? **(Read in order)**

Response Category	Strong agree	Smwt agree	Smwt disagree	Strong disagree	DK
9. Community centers and pool facilities meet the needs of my household	37%	41%	9%	5%	7%
10. Community centers and pool facilities are easily accessible to my household	54%	34%	5%	3%	5%
11. Community centers and pool facilities are safe to use	63%	25%	1%	1%	9%
12. Community centers and pool facilities are well maintained	46%	37%	3%	1%	14%
13. Parks and natural areas meet the needs of my household	61%	31%	3%	2%	3%
14. Parks and natural areas are easily accessible to my household	72%	21%	3%	2%	2%
15. Parks and natural areas are safe	40%	46%	8%	3%	3%
16. Parks and natural areas are well-maintained	42%	45%	7%	2%	3%

17. **(If “somewhat disagree” or “strongly disagree” to Q11)** Why do you feel unsafe in Eugene community centers or pool facilities?

Response Category	N=8
Lack of safety	39%
Inappropriate things	22%
Health issues	19%
Type of people that go there	19%
Crime	17%
Care about money more	12%
Homeless	8%

18. **(If “somewhat disagree” or “strongly disagree” to Q15)** Why do you feel unsafe in Eugene parks or natural areas?

Response Category	N=44
Homeless	63%
Safety concerns	33%
Drug abuse	23%
Crime	14%
Lack of police patrol	5%
Littering	4%
Other	6%
None/nothing	2%
(Don’t read) Don’t know	2%

(Ask all) Resources for all public facilities are limited and it's necessary to prioritize. I will now read to you a list of facilities provided by Eugene's Parks and Recreation organization and would like to know how important each facility is to you and your family. Please use a scale where 1 means it is not at all important and 10 means it is very important. If you've never heard of this program or place, just let me know. Please be selective in your ratings. You can use any number from 1 to 10 **(Randomize 19-36)**

Response Category	Top Box (8-10)	Mean	DK
19. Small neighborhood parks	63%	7.8	0%
20. Large community parks	59%	7.6	1%
21. Natural areas	72%	8.1	1%
22. Unpaved trails	51%	7.1	3%
23. Paved multiuse paths in parks	55%	7.4	3%
24. Playgrounds	52%	7.2	2%
25. Outdoor picnic facilities	48%	7.0	0%
26. Pools	40%	6.4	2%
27. Spray playgrounds in parks	39%	6.7	14%
28. Athletic fields	46%	6.7	3%
29. Outdoor sport courts, such as basketball or tennis	32%	5.9	3%
30. Restrooms	61%	7.8	2%
31. Open lawns for informal play and relaxation	43%	6.9	2%
32. Community centers	35%	6.2	2%
33. Safe river access	56%	7.4	2%
34. Indoor gym space	32%	5.9	6%
35. Classroom space	34%	6.0	9%
36. Off-leash areas for dogs	39%	6.0	4%

37. Are there any additional facilities that you would like to see offered by Eugene's Parks and Recreation organization? This could include ones that I did not mention or more of an existing type of facility. **(Open; accept two)**

Response Category	N=400
Satisfied	8%
More security	4%
More parks	3%
Frisbee/Frisbee golf	2%
More natural areas	2%
More pools	2%
More trails	2%
More bike paths	2%
Sports complex	2%
Maintenance	2%
All other responses	1% or less
None/nothing	42%
(Don't read) Don't know	13%

38. How important to you is it that the City adequately funds maintenance of park and recreation facilities so that they remain safe, accessible, usable, and attractive: very important, somewhat important, not too important, or not at all important?

Response Category	N=400
Very important	81%
Somewhat important	15%
Not too important	1%
Not at all important	2%
(Don't read) Don't know	1%

39. How concerned would you be if existing city funding for maintenance was not sufficient to allow new parks and recreation facilities to be added in the future: very concerned, somewhat concerned, not too concerned, or not at all concerned?

Response Category	N=400
Very concerned	43%
Somewhat concerned	40%
Not too concerned	11%
Not at all concerned	5%
(Don't read) Don't know	1%

40. How concerned are you about the impacts of illegal camping and vandalism in Eugene's Parks: very concerned, somewhat concerned, not too concerned, or not at all concerned?

Response Category	N=400
Very concerned	55%
Somewhat concerned	27%
Not too concerned	13%
Not at all concerned	4%
(Don't read) Don't know	1%

SECTION 3: POTENTIAL IMPROVEMENTS

41. I'm going to read you four possible improvements for Eugene's parks. Please rank these from 1 to 4 in order of importance for you personally, where 1 means most important and 4 means least important. There may be other important improvements to you, but let's rank only these ones for now. **(Randomize; please read full list before accepting answers) (DK=5 First mention DK; skip to next question)**

Response Category	1	2	3	4
Constructing improvements to existing parks, such as building new trails, adding an athletic field, or installing additional play equipment	30%	38%	16%	10%
Making major repairs to facilities that are unsafe, inaccessible, or becoming unusable	46%	30%	12%	6%
Building new parks	5%	10%	37%	41%
Acquiring new park land and open space	13%	15%	28%	37%

42. Now I'm going to read you four possible improvements for Eugene's community centers and pools. Please rank these from 1 to 4 in order of importance for you personally, where 1 means most important and 4 means least important. Again, there may be other important improvements to you, but let's rank only these ones for now. **(Randomize; please read full list before accepting answers) (DK=5; First mention DK skip to next question)**

Response Category	1	2	3	4
Expanding or improving existing community centers	34%	27%	18%	8%
Constructing new community centers	10%	16%	26%	34%
Expanding or improving existing pools	30%	31%	18%	8%
Constructing new pools	13%	12%	25%	37%

43. How do you get information about Parks programs, activities or facilities? **(Open; record up to three)**

Response Category	N=400
Internet	25%
Word of mouth	19%
Mail	18%
Newspaper	17%
Flyer	10%
City of Eugene website	6%
Facility/Eugene parks and rec	6%
Newsletter	5%
Television	5%
Rec guide	4%
News (general)	3%
Radio	3%
Email	3%
Signs/billboards	3%
Facebook	3%
All other responses	2% or less
None/nothing	7%
(Don't read) Don't know	1%

DEMOGRAPHICS

The following questions are for demographic purposes only.

44. What year were you born? **(collect open-end)** _____

Response Category	N=400
18-24	18%
25-34	20%
35-54	30%
55-64	12%
65+	20%
(Don't read) Refused	1%

45. How many years have you lived in Eugene? **(collect open-end)** _____

Response Category	N= 400
Less than 5 years	3%
5-10 years	11%
11-20 years	28%
More than 20 years	55%
(Don't read) Don't know	1%
(Don't read) Refused	2%

46. Gender **(By observation only)**

Response Category	N= 400
Male	48%
Female	52%

47. Do you have children under the age of 18 living in your household?

Response Category	N= 400
Yes	31%
No	65%
(Don't read) Don't know	1%
(Don't read) Refused	4%

48. **(If "yes" on Q47)** In what age categories do your children fall? **(Accept multiple responses)**

Response Category	N= 123
0-4	29%
5-11	51%
12-17	40%
(Don't read) Don't know	1%

49. Which of the following best describes your race or ethnicity? **(Accept multiple responses)**

Response Category	N= 400
White/Caucasian	81%
African American/Black	1%
Hispanic/Latino	3%
Asian	2%
American Indian/Alaska native	1%
Other	6%
(Don't read) Refused	8%

50. What is the highest level of education you have completed?

Response Category	N=400
Less than high school	1%
High school degree/GED	17%
2-year degree/some college	27%
4-year degree/Bachelors	31%
Graduate degree	20%
(Don't read) Refused	5%

51. Which category best describes your 2014 gross household income, before taxes?
Remember to include everyone living in your household. Your best estimate will do.

Response Category	N=400
Less than \$25,000	15%
\$25,000 to less than \$40,000	13%
\$40,000 to less than \$50,000	8%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	11%
\$100,000 to less than \$150,000	9%
\$150,000 to less than \$200,000	3%
\$200,000 or more	3%
(Don't read) Don't know	6%
(Don't read) Refused	13%

52. Are you registered to vote?

Response Category	N=400
Yes	90%
No	4%
(Don't Read) Refused	6%

53. **(If yes to Q52)** Which is political party are you registered with?

Response Category	N=360
Democrat	45%
Republican	17%
Independent	17%
Another party	3%
Non-affiliated	12%
(Don't read) Don't know	2%
(Don't read) Refused	4%

54. Cell phone **(From sample)**

Response Category	N=400
Yes	35%
No	65%

55. Zip code **(From sample)**

56. Voter precinct **(From sample)**

57. City Council ward **(From sample)**

Response Category	N=400
Ward 1	13%
Ward 2	14%
Ward 3	11%
Ward 4	12%
Ward 5	14%
Ward 6	12%
Ward 7	12%
Ward 8	12%