

March 30, 2007

TO: Jenny Ulum
THE ULUM GROUP

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RE: EUGENE POLL 2007

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APPENDIX: Questionnaire

EXECUTIVE OVERVIEW

- % Respondents were asked if they thought Eugene was heading in the right or wrong direction in both 2006 and 2007. There appears to be a slight downward trend from 2006, of those who felt it was going the right direction¹:

	2007	2006
Right direction	42%	47%
Neutral/ unsure	22	19
Wrong direction	36	32

- % Support for select officials was only slightly changed from 2006 to 2007. Though none of the changes were statistically significant, the favorable ratings appear to have a slight downward trend, while neutral or unsure ratings seem to be increasing:

Eugene City Council	2007	2006
Favorable	41%	44%
Neutral/ unsure	20	15
Unfavorable	39	42
Mayor Kitty Piercy		
Favorable	48	53
Neutral/ unsure	16	13
Unfavorable	36	34

- % Voters were asked to name their top three priorities from the list of issues the Eugene City Council had chosen. Nearly half chose strong neighborhoods and the homeless as their top priorities, while a new city hall was considered the lowest priority:

Priority	2007
Strong neighborhoods	48%
The homeless	48
Police review process	35
Improved race relations	32
Arts and outdoors	26
New hospital	25
New city hall	14
Other priority	10

- % Most participants felt that a strong downtown was important (81%), with 50% of those feeling it was 'very important.' Only 16% felt it was unimportant (3% were unsure).

- % Respondents were polarized on the idea of expanding Eugene's urban growth boundary, with 44% favoring it, 43% opposing it, and 13% unsure. While those who supported it were nearly evenly divided between strongly and somewhat, those who opposed it tended to strongly oppose it.

¹ A 5% shift is just within the statistical margin of error for the survey (+/- 5.43%).

INTRODUCTION

The Ulum Group was interested in conducting a poll among Eugene registered voters regarding various issues of local interest. The goal was to gain insight into the opinions and satisfaction with several issues specific to Eugene, and to compare select questions to 2006 benchmark results.

METHODOLOGY

Riley Research used a scientific telephone survey to poll registered voters, and ensured that a random and representative cross section of Eugene residents was reached. Fielding took place from 5-9 pm, March 21-28, 2007.

A total of 325* registered voters participated. This sample size provides a margin of error of +/-5.43% at a 95% confidence level. This means that if we were to conduct this survey again with the same sample size, 95 out of 100 times the results would be within roughly 5.43% of the original study.

The results are displayed in a question-by-question format, including numeric tables and analysis, with the 2006 results added for comparison where comparisons could be made. A cross tabulation report is bound separately.

* Because our survey program rounds percentages to the nearest whole number, results may not always add up to exactly 100%.

RESULTS

Q1. Generally, do you think things in Eugene are going in the right direction or the wrong direction?

	Total <u>2007</u>	Total <u>2006</u>
Total Participants	325	304
Right direction	42%	47%
Neutral / Unsure	22	-
Wrong direction	36	32
Don't know	-	19
Refused	0	1

Q2. We'd like to know whether you have a favorable or unfavorable opinion of the job being done by the following list of officials. What about...

The Eugene City Council as a whole?

	Total <u>2007</u>		Total <u>2006</u>
Total Participants	325	Total Participants	304
<u>Favorable</u>	41%	<u>Favorable</u>	44%
Strongly favorable	9	Strongly favorable	8
Somewhat favorable	32	Somewhat favorable	36
<u>Unfavorable</u>	39%	<u>Unfavorable</u>	42%
Somewhat unfavorable	18	Somewhat unfavorable	23
Strongly unfavorable	22	Strongly unfavorable	19
<u>Neutral / Unsure</u>	20%	<u>Neutral</u>	8%
Neutral / Unsure	19	<u>Don't know / Refused</u>	7%
Refused	1	Don't know	6
		Refused	0

Q2. We'd like to know whether you have a favorable or unfavorable opinion of the job being done by the following list of officials. What about... (Continued)

Mayor Kitty Piercy

	Total <u>2007</u>		Total <u>2006</u>
Total Participants	325	Total Participants	304
<u>Favorable</u>	48%	<u>Favorable</u>	53%
Strongly favorable	22	Strongly favorable	22
Somewhat favorable	26	Somewhat favorable	31
<u>Unfavorable</u>	36%	<u>Unfavorable</u>	34%
Somewhat unfavorable	14	Somewhat unfavorable	17
Strongly unfavorable	22	Strongly unfavorable	16
<u>Neutral / Unsure</u>	16%	<u>Neutral</u>	5%
Neutral / Unsure	15		
Refused	1	<u>Don't know / Refused</u>	8%
		Don't know	8
		Refused	0

Q3. We'd also like to hear your opinion of the priorities of the Eugene City Council. I'm going to read a list of the priorities they have identified and ask which three, if any, would be your top priorities. Ok? Here's the list: (Aided / Top Three Mentions)

	<u>Total</u>
Total Participants	325
Strong neighborhoods	48%
The homeless	48
A police review process	35
Improved race relations	32
Arts and outdoors	26
A new hospital	25
A new City Hall	14
Miscellaneous	10
Refused	5

Q4. How important to you is it that Eugene has a thriving, active downtown? Would you say, very important, somewhat important, not very important, or not important at all?

	<u>Total</u>
Total Participants	325
<u>Important</u>	81%
Very important	50
Somewhat important	31
<u>Unimportant</u>	16%
Not very important	9
Not important at all	7
<u>Neutral / Unsure</u>	3%
Neutral / Unsure	2
Refused	1

Q5. Eugene's land supply is shrinking. Would you favor or oppose expanding Eugene's urban growth boundary to bring more land into the city?

	<u>Total</u>
Total Participants	325
<u>Favor</u>	44%
Favor strongly	24
Favor Somewhat	20
<u>Oppose</u>	43%
Oppose somewhat	14
Oppose strongly	29
<u>Neutral / Unsure</u>	13%
Neutral / Unsure	10
Refused	2

Gender

	<u>Total</u>
Total Participants	325
Female	54%
Male	46

Age

	<u>Total</u>
Total Participants	325
18-39	19%
40-59	39
60+	42

Political party

	<u>Total</u>
Total Participants	325
Democrat	48%
Republican	30
Other	22

Zip code

	<u>Total</u>
Total Participants	325
97405	33%
97402	29
97401	23
97404	6
97408	5
97403	4