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**Lane County Public Information Initiative
Summary of AMR Research
Prepared by CAWOOD
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PURPOSE AND METHODOLOGY: 405 Lane County voters were interviewed on the phone by Advanced Marketing Research from April 7 – 15 to determine their level of awareness of and satisfaction with County services. The random sample was drawn from voting records. CAWOOD prepared this analysis as part of its work on the Lane County Public Information Initiative.

No demographic group was over or under sampled, providing an overall confidence level of 95%. Within each demographic category, sub-sets with 80 respondents have a confidence level of 90%.

OVERVIEW OF FINDINGS: Overall, respondents were not very familiar with Lane County's services. When asked to name a specific service, over one-third could not name one. When respondents did name services, not all were services provided by the County. And, some key services, like the District Attorney's office, were not mentioned at all. It should also be noted that only one-third of respondents reported contacting the County in the past year. Lack of contact may indicate lack of awareness.

Respondents reported greater satisfaction with the County in general than with specific services or attributes of the County. Some 36% indicated their level of satisfaction with the County was excellent or good. Only 12% rated the County overall as poor or very poor, 43% gave the County an average satisfaction rating.

This chart reflects the level of satisfaction with more specific items:

Item	Excellent/ Good	Fair	Poor/ Very Poor	Don't Know
Public health	40%	30%	14%	17%
Public safety	37%	34%	17%	12%
How hard employees work	33%	29%	19%	20%
Responsiveness to public	28%	39%	42%	12%
Spending money responsibly	17%	32%	36%	15%

Two areas stand out: one is the poor rating for the County's responsiveness to the public and the other is poor marks for spending money responsibly.

Interestingly, of those who had contact with Lane County (130 respondents) in the past year, almost three-quarters were extremely satisfied (43%) or satisfied (30%) with that interaction. This suggests that lack of contact, and therefore awareness, results in poorer ratings overall.

In general, polls across the country indicate that citizens are not pleased with how government spends its money. Though the responses to this survey are likely indicative of this general sentiment, they should not be dismissed. It is a real perception.

Though only one-third of the respondents indicated contact with the County in the past year, it is likely the contacts were higher than reported due to the pervasiveness of the County services, e.g. elections, assessment & taxation, Lane Events Center, parks, roads. Respondents may just not have recognized that they had interacted with the County.

Familiarity with the services that Lane County offers

20% of respondents indicated they were familiar or extremely familiar with the County's services, 37% of respondents were somewhat aware, and 41% were not very familiar with the County's services. One percent didn't know or refused to answer the question.

Men and women, as well as owners and renters, mirrored the overall sample. As might be expected, newer residents were less familiar with County services (6%) compared to those who had lived in the County for more than 20 years (23%). Voters under 24 years of age were less familiar (54%) with County services than those who were over 60 (38%). East Lane voters were less familiar (49%) than any other district. Greatest familiarity was expressed by voters in West Lane (29%) and Springfield (25%).

Identify three to five services that Lane County offers (no prompts)

34% of respondents were not able to name any service. 17% could name one service; another 17% could name two services; 22% named 3 services; 10% named between 4 and 6 services.

Services mentioned most often include:

- 27% Sheriff
- 16% Parks
- 16% Public health
- 14% Human/social services
- 12% County roads

Between 9 to 5 percent of respondents mentioned: Courthouse, assessment & taxation, building permits, County dump/waste management or senior services.

Respondents also identified non-County agencies: 20 respondents said FOOD for Lane County; 12 said LTD (buses, transit); 8 said L-COG; 5 said LCC.

Men, homeowners and people over 60 named the Sheriff more often than any other group. Parks were identified most often by those in the North and South districts, as well as by those who've resided in Lane County for less than 10 years and those less than 34 years of age. Public health was named by all groups at about the same level, with the least familiarity among the Springfield district, and those who have lived in Lane County less than 10 years. All groups, in a pattern consistent with the overall response, identified social services and County roads.

Respondents' awareness of services offered by Lane County (prompted)

- 86% Search & Rescue
- 77% Building code compliance
- 74% Childhood disease immunizations
- 68% Disaster emergency preparedness
- 67% Inspection of restaurants, sanitation
- 65% Infectious disease control
- 56% Mental health treatment for at-risk youth
- 51% Funding for city street improvements
- 46% Energy assistance for low-income seniors
- 29% Public swimming pool and hot tub inspections
- 2% None of the above (this was not read as an option)
- 2% Didn't know or refused to answer

Specific demographic responses were not recorded for this question.

Rating specific Lane County services (prompted): Ratings are converted to grades for ease of use.

Item	A	B	C	D	F	DK
Overall	5%	31%	43%	8%	4%	9%
Responsiveness to public	5%	23%	39%	13%	7%	12%
Public health	10%	30%	30%	9%	5%	17%
Public safety	9%	28%	34%	13%	4%	12%
Spending money responsibly	4%	13%	32%	18%	18%	15%
How hard employees work	11%	22%	29%	12%	7%	20%

To analyze response by demographic groups, the chart is converted to excellent, average, poor and don't know. Here's that chart:

Item	Excellent	Average	Poor	DK/Refused
Overall	36%	43%	12%	9%
Responsiveness to public	28%	39%	20%	12%
Public health	40%	30%	14%	17%
Public safety	37%	34%	17%	12%
Spending money responsibly	17%	32%	36%	15%
How hard employees work	33%	29%	19%	20%

Overall ratings were highest among these groups: those living in Lane County less than 10 years (49%), North district (47%), renters (45%), and South district (44%). Poor ratings were more likely from West district (21%) and those over 60 years old (18%).

Excellent ratings for being responsive to the public were given more frequently by these respondents: North district (36%), Springfield District (35%), people here less than 10 years (36%). These respondents rated public responsiveness as poor more often than other respondents: West district (28%), Men (26%) and people over 60 years old (25%).

Ratings for public health were generally consistent among all demographic categories.

Relative to public safety, respondents in the West district were least satisfied (25% poor, 29% excellent) with people in Springfield (43%), and the North and East districts with 41% each being most satisfied. People over 60 years old rated public safety lower than other groups (25% poor).

With respect to spending money responsibly, groups were consistent in excellent ratings. Average ratings were given more often by those in the South district (41%), renters (42%), and those less than 34 (42%). Poor ratings were recorded most often by people in the West district (46%), East district (42%), and those over 60 (43%).

On how hard employees work, renters gave excellent marks most often (45%), as did those who lived in Lane County less than 10 years (44%) and those less than 34 years of age (40%). West district gave more average responses (39%), as did people over 60 years of age (36%).

Contact with Lane County in past year

Two-thirds reported having no contact with the County, with one-third reporting contact. Of the one-third, 19% interacted about building permits, 14% interacted with the Sheriff's department, and 10% reported interactions with assessment and taxation. The Courthouse and public health were contacted by 9%. All other departments were contacted by less than 3% of those having contact with the County.

Demographic categories that reported having contact with the County are too small to be statistically significant.

Satisfaction with interactions

Almost three quarters were extremely satisfied (43%) or satisfied (30%) with their interaction. 16% reported being less than satisfied (10%) or not at all satisfied (6%).

Those most satisfied with their interactions included these groups: Renters (91%), South district (84%), those living in County less than 10 years (83%), Springfield (83%), and less than 34 years of age (82%). Dissatisfaction was highest among those over 60 years of age (25%) and the West district (22%).