



City of Central Point Community Survey

October 2010

Research Team Members

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Research Goal and Objectives

- Evaluated overall quality of life.
- Evaluated satisfaction with city services.
- Identified spending priorities.
- Determined preferred communication sources.
- Assessed what residents consider the greatest concern in the city.
- Identified usage of city departments.
- Determined satisfaction with city attributes.
- Measured support for charging an additional fee on the water bill.

Methodology

- Residents of Central Point, n = 366
- Response Rate was 90.0%
- Estimated maximum margin of error: +/- 4.9%
- Data was weighted to match the U.S. Census Bureau on age and gender
- Multivariate Analysis
 - Age
 - Gender
 - Years lived in Central Point
 - Home owners and renters

Respondent Profile

Gender of Respondents Weighted	
Gender	Percentage
Male	47.2%
Female	52.8%

Age of Respondents Weighted	
Age	Percentage
18 to 24	11.6%
25 to 34	17.2%
35 to 44	19.5%
45 to 54	18.2%
55 to 64	11.2%
65 and Older	22.3%
Mean	47.92

Years Lived in Central Point	
Years	Percentage
1 to 5	26.3%
6 to 10	29.3%
11 to 20	21.1%
21 or more	23.3%
Mean	14.93

Type of Housing Lived In	
Housing	Percentage
Multifamily Housing	12.3%
Single Family	87.7%

Own or Rent Home	
Response	Percentage
Own	81.3%
Rent	18.7%

Ethnicity	
Response	Percentage
White (Caucasian)	86.5%
Black (African American)	0.2%
American Indian or Alaskan Native	1.0%
Asian	0.2%
Hispanic/Latino	3.4%
Don't Know/Refused	7.8%
Other	1.0%

Reasons for Living in Central Point

Most Enjoyable Aspect for Living in Central Point	
Reason	Percentage
Quiet Neighborhoods	20.1%
Scenery and Environment	6.3%
Small Town Feel	44.4%
Safety	2.8%
Schools	5.2%
Parks and Recreation	4.2%
Community Events	1.0%
Other	16.0%

Improvements to Central Point

Improvements to the Community	
Improvement	Percentage
Improved Roads and Streets	23.5%
More Businesses and Economic Growth	23.4%
More Recreational and Cultural Opportunities	7.6%
Traffic Congestion	5.1%
More Sidewalks and Streetscapes	4.9%
Increase of Crime Reduction and Safety	4.8%
More Parks	2.2%
Increased Public Transit	1.4%
Increased Availability of Parking	0.9%
Other	26.2%

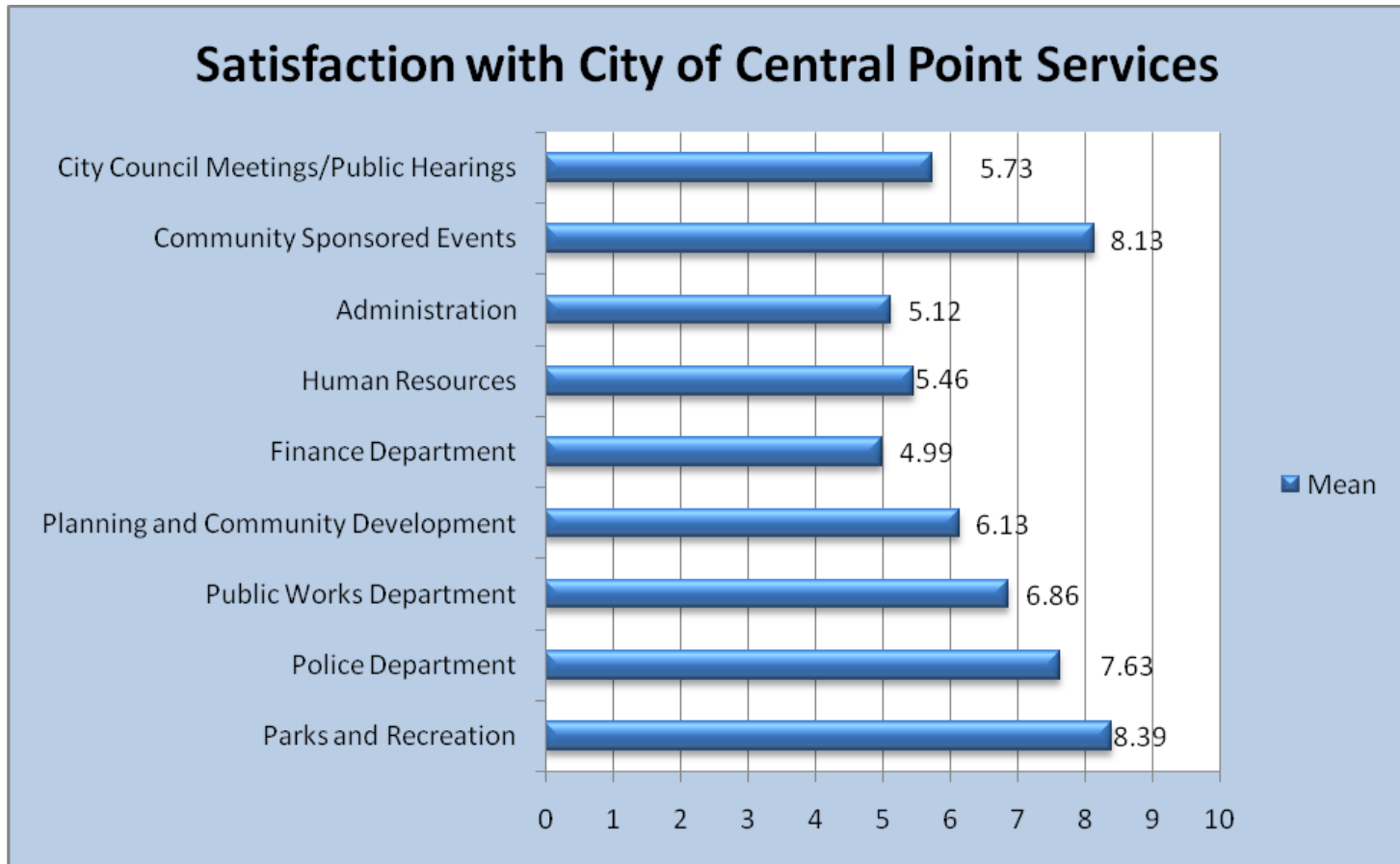
Number of Times Attended City Services and Activities

Times Used City Services in the Last 12 months									
No.	Parks and Recreation	Police	Public Works	Planning	Finance	Human Resources	Administration	Community Events	City Council/Public Hearings
0	22.2%	66.8%	82.4%	89.1%	96.1%	94.0%	93.2%	32.0%	89.3%
1 to 5	30.6%	30.9%	15.8%	8.6%	2.5%	4.8%	4.7%	52.2%	8.8%
6 to 10	12.1%	1.2%	0.6%	1.3%	0.1%	0.0%	0.7%	10.7%	0.9%
11 or More	35.1%	1.1%	1.2%	1.0%	1.2%	1.3%	2.2%	4.5%	0.9%
Mean	29.75	0.84	0.65	0.43	0.20	0.37	0.39	3.18	0.39

Respondents 34 years of age and younger were significantly more likely to have used Parks and Recreation than were respondents 35 years of age and older ($p = 0.003$, $\eta^2 = 0.048$).

Age	Mean
18 to 24	41.26
25 to 34	56.31
35 to 44	18.57
45 to 54	21.50
55 to 64	17.82
65 and Older	22.17

Satisfaction with City of Central Point Services



Satisfaction with City of Central Point Services (Significant Findings)

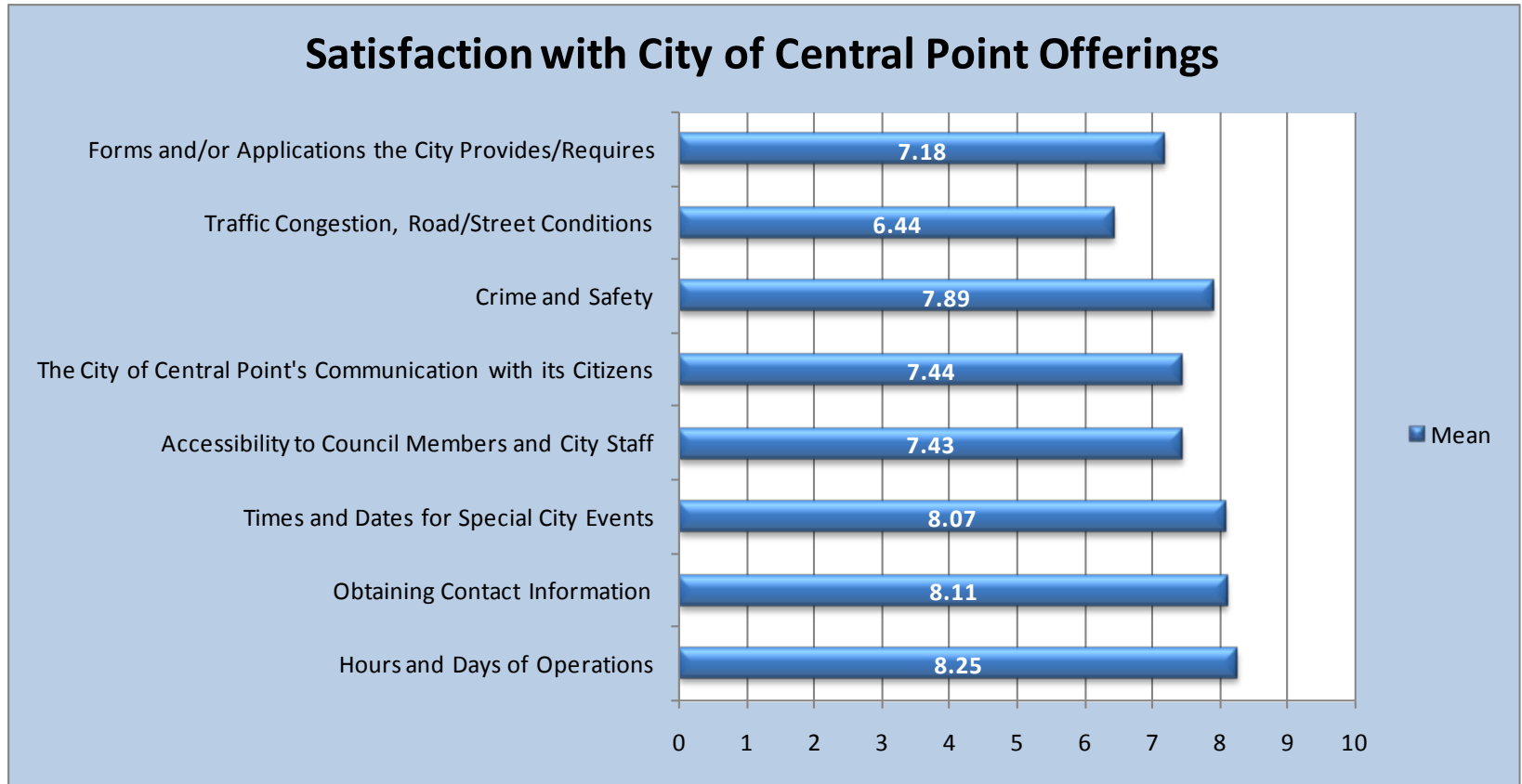
Respondents who were younger were significantly more satisfied with the Public Works Department. As respondents move into higher age categories, their satisfaction diminishes ($p = 0.048$, $\eta^2 = 0.124$).

Age	Mean
18 to 24	8.75
25 to 34	8.43
35 to 44	6.18
45 to 54	7.80
55 to 64	5.74
65 and Older	5.67

Respondents between the ages of 35 to 44 were significantly less satisfied with community sponsored events (fairs, festivals, etc.) than were the other age groups ($p = 0.023$, $\eta^2 = 0.051$).

Age	Mean
18 to 24	8.46
25 to 34	8.59
35 to 44	7.43
45 to 54	8.10
55 to 64	8.55
65 and Older	8.05

Satisfaction with City of Central Point Offerings



Satisfaction with City of Central Point Offerings (Significant Findings)

Women were significantly more satisfied with hours and days of operations than were men ($p = 0.009$, $eta^2 = 0.024$).

Gender	Mean
Male	7.95
Female	8.50

Women were significantly more satisfied with obtaining city contact information than men were ($p = 0.036$, $eta^2 = 0.016$).

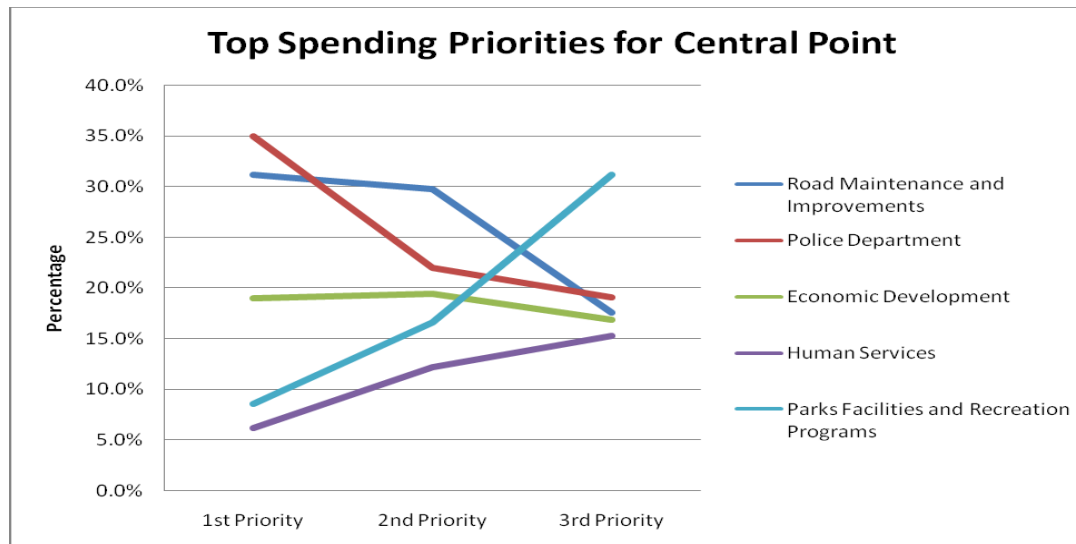
Gender	Mean
Male	7.86
Female	8.35

Women were also significantly more satisfied with times and dates for special city events than men were ($p = 0.001$, $eta^2 = 0.037$).

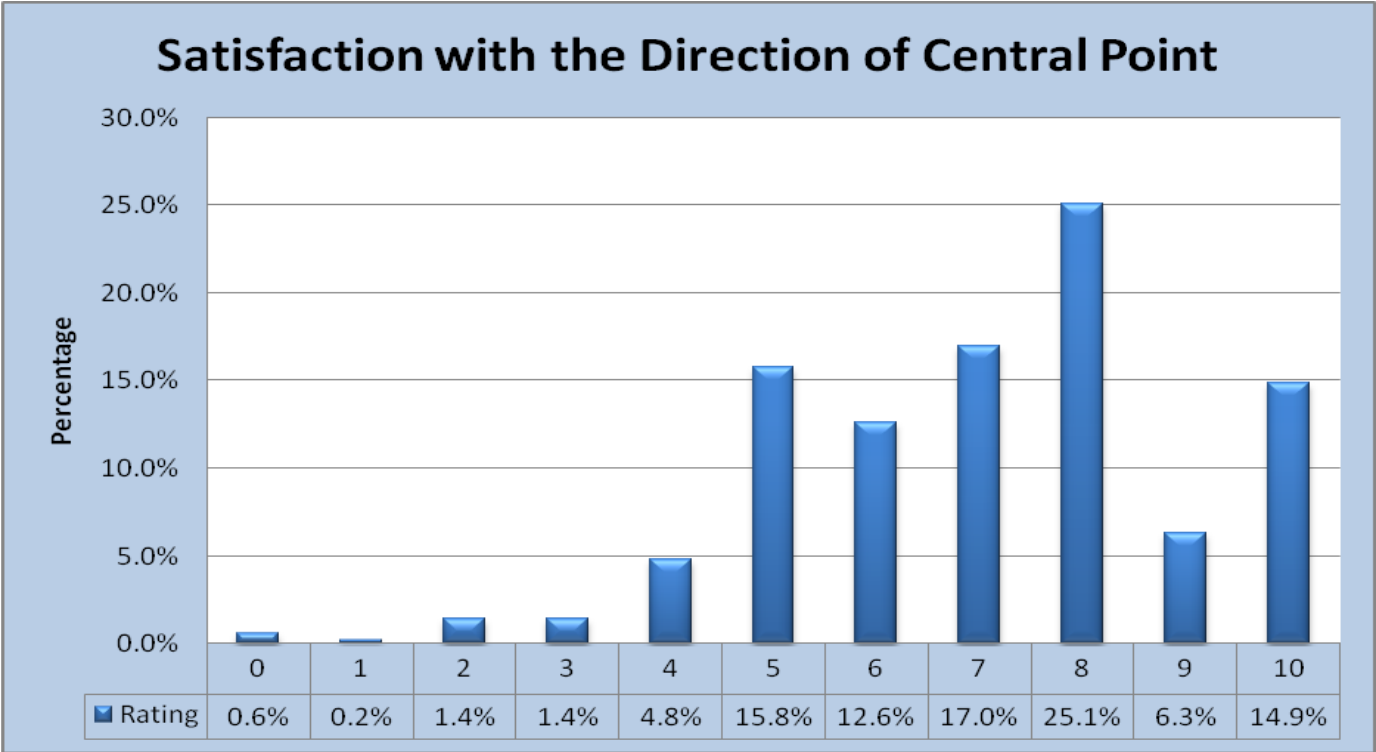
Gender	Mean
Male	7.70
Female	8.40

Top Spending Priorities for the City of Central Point

Top Spending Priorities for Central Point's Local Government Programs			
Priority	1st Priority	2nd Priority	3rd Priority
Road Maintenance and Improvements	31.2%	29.8%	17.6%
Police Department	35.0%	22.0%	19.1%
Economic Development	19.0%	19.4%	16.9%
Human Services	6.2%	12.2%	15.3%
Parks Facilities and Recreation Programs	8.6%	16.6%	31.2%



Satisfaction with the Direction Central Point is Heading

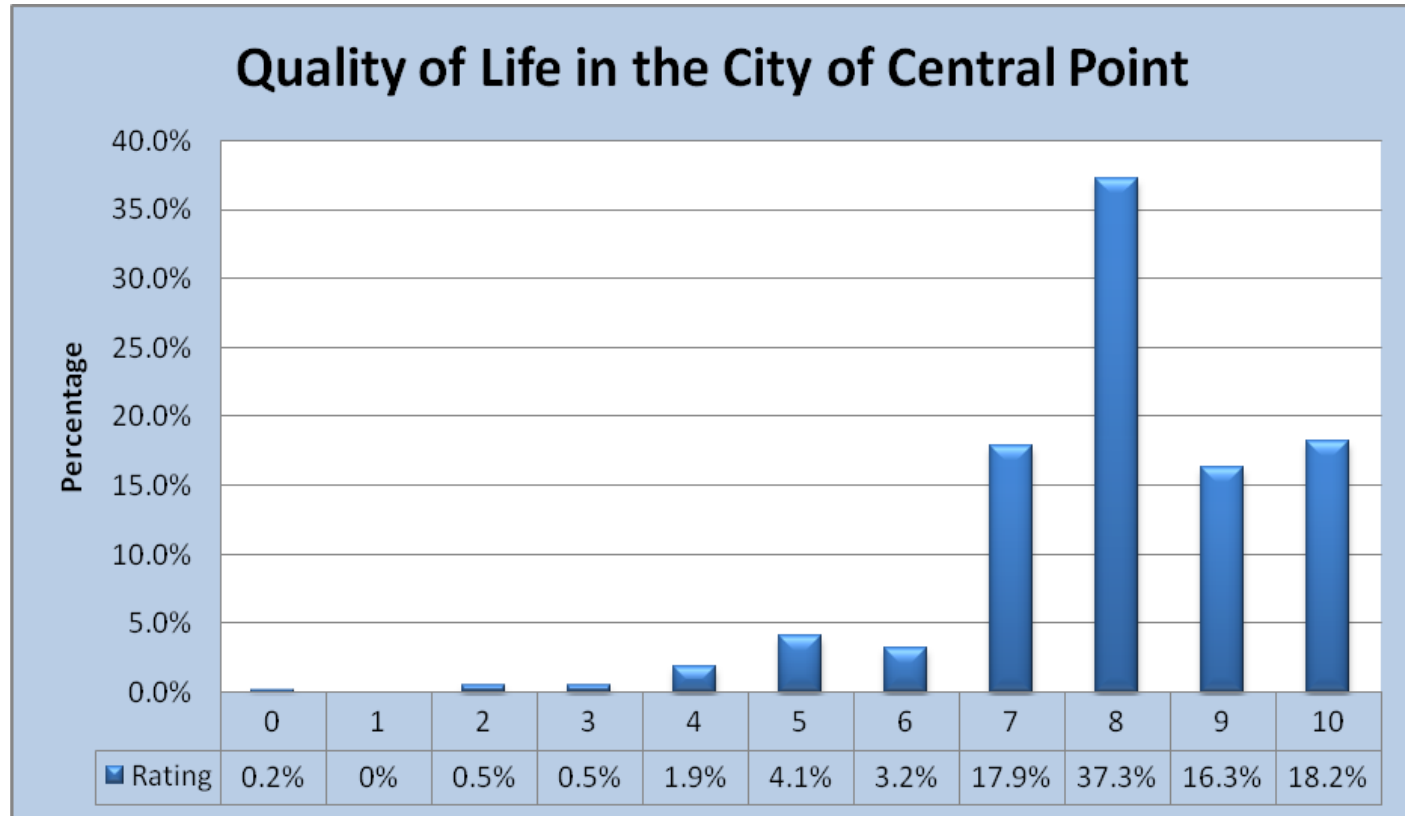


Mean: 7.06

Standard Deviation: 1.990

Kurtosis: 0.156

Quality of Life in Central Point



Mean: 8.02

Standard Deviation: 1.513

Kurtosis: 2.619

Improvements to the Quality of Life

Respondents were also asked what they think the City of Central Point can do to improve the quality of life. The following were the most common themes which emerged.

- *Bring in a Wal-Mart (n=8)*
- *Economic development (n=28)*
- *Fix the roads (n=22)*
- *Get a recreation center with a pool (n=4)*
- *More parks for kids (n=7)*
- *More City sponsored events (n=5)*
- *Keep it quiet and small (n=2)*
- *Lower the taxes (n=12)*
- *More programs for seniors (n=4)*
- *Improve the sidewalks (n=9)*
- *Continue doing what they are doing (n=8)*

Sources of Information Utilized to Find out Information

Sources of Information Used	
Source	Percentage
City Newsletter	64.7%
Local Newspaper	50.1%
Word of Mouth	45.3%
Parks and Recreation Activity Guide	45.3%
Local Television Channels	42.6%
City Website	28.8%
Community Events	21.6%
Local Radio	19.1%
Community Organizations	10.3%
City Hall	9.0%
Business Organizations	8.1%
Social Networking Sites	7.9%

Specific Media Used to Find Information

Newspapers

The overwhelming majority of respondents reported that the newspaper they primarily read is *The Medford Mail Tribune* with 97.4%. Additionally, 5.3% reported that they read the Central Point Times.

Local Television

Television Stations Watched for Information	
Station	Percentage
KDRV 12	75.7%
KTVL 10	71.6%
KOBI 5	36.9%
KMVU 26	5.0%

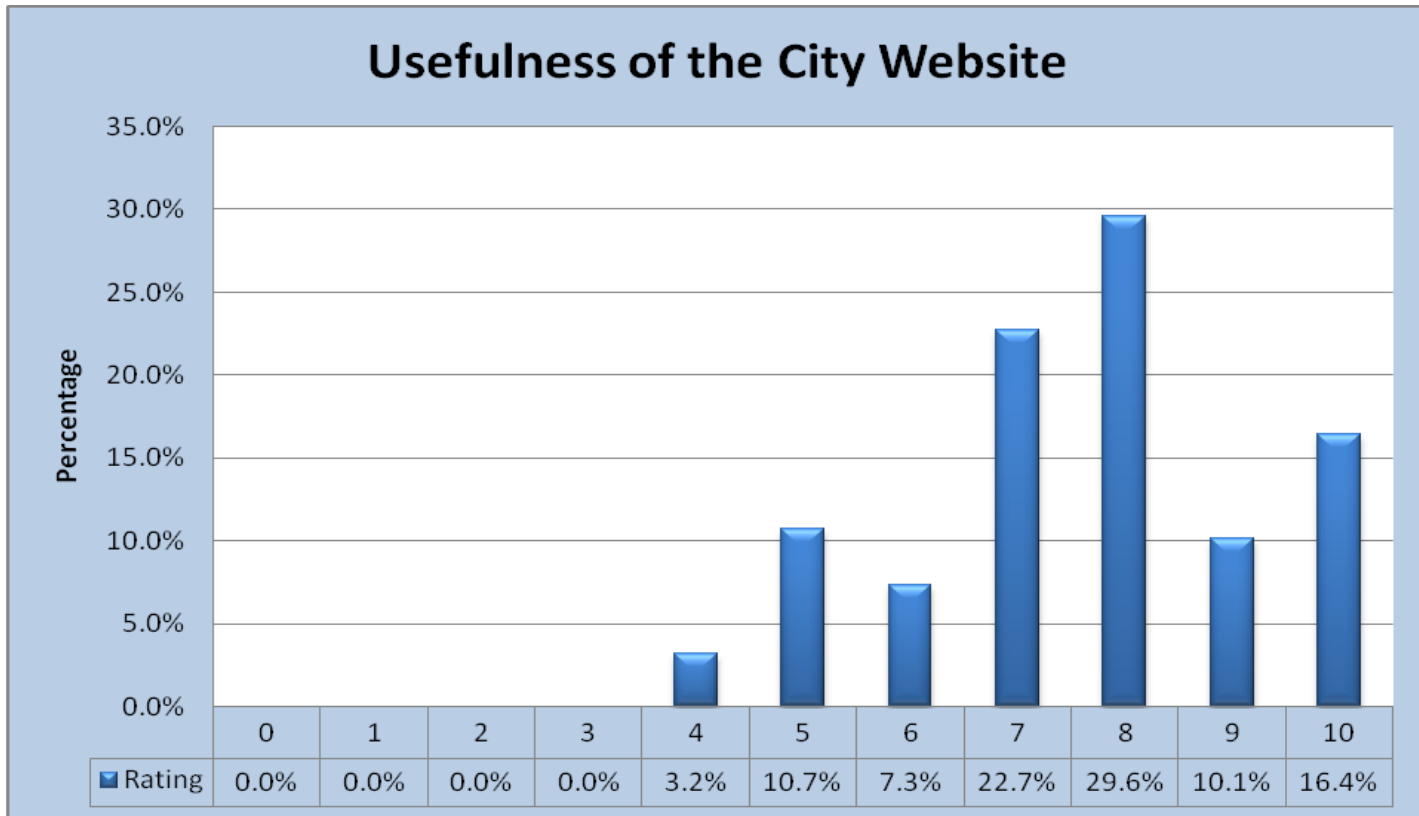
Social Networking

For the 7.9% of respondents who reported using social networking as a source of information to find out what is happening in the City of Central Point, 100% of the respondents reported that they use Facebook.

Local Radio

Radio Stations Listened to for Information	
Station	Percentage
KRWQ 100.3	21.7%
KCMX 880	13.3%
KDOV 91.7	11.7%
KCNA 102.7	8.3%
KMED 1440	8.3%
KOOL 103.5	5.0%
KTSL 101.9	3.3%
KTVL	3.3%
Other	25.0%

Usefulness of the City of Central Point's Website



Mean: 7.61

Standard Deviation: 1.620

Kurtosis: -0.500

Information Wanted or Needed Over the Past Three Months

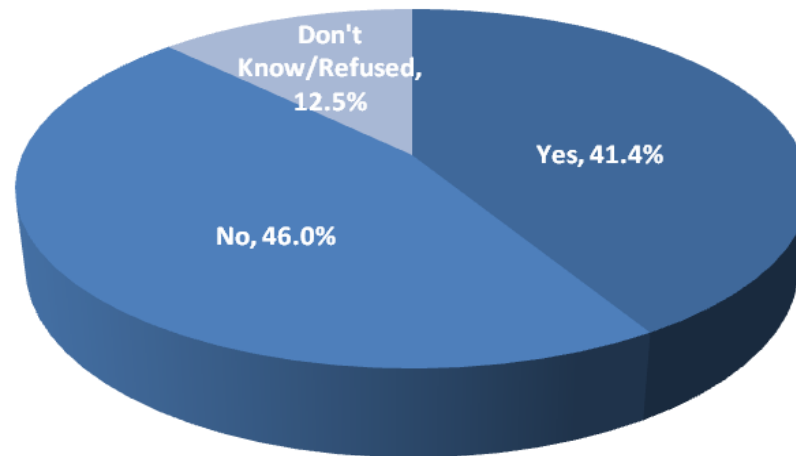
Information Wanted or Needed	
Information	Percentage
Hours for City Departments	20.1%
Driving Directions to City Hall	2.2%
Contact Information	34.0%
Times/Dates/Calendar for Events	56.1%
Hours of Operations for City Parks, Recreation Areas, etc.	24.2%
Application and/or Form Process	11.4%
Other	21.9%

Most Trustworthy Sources of Information

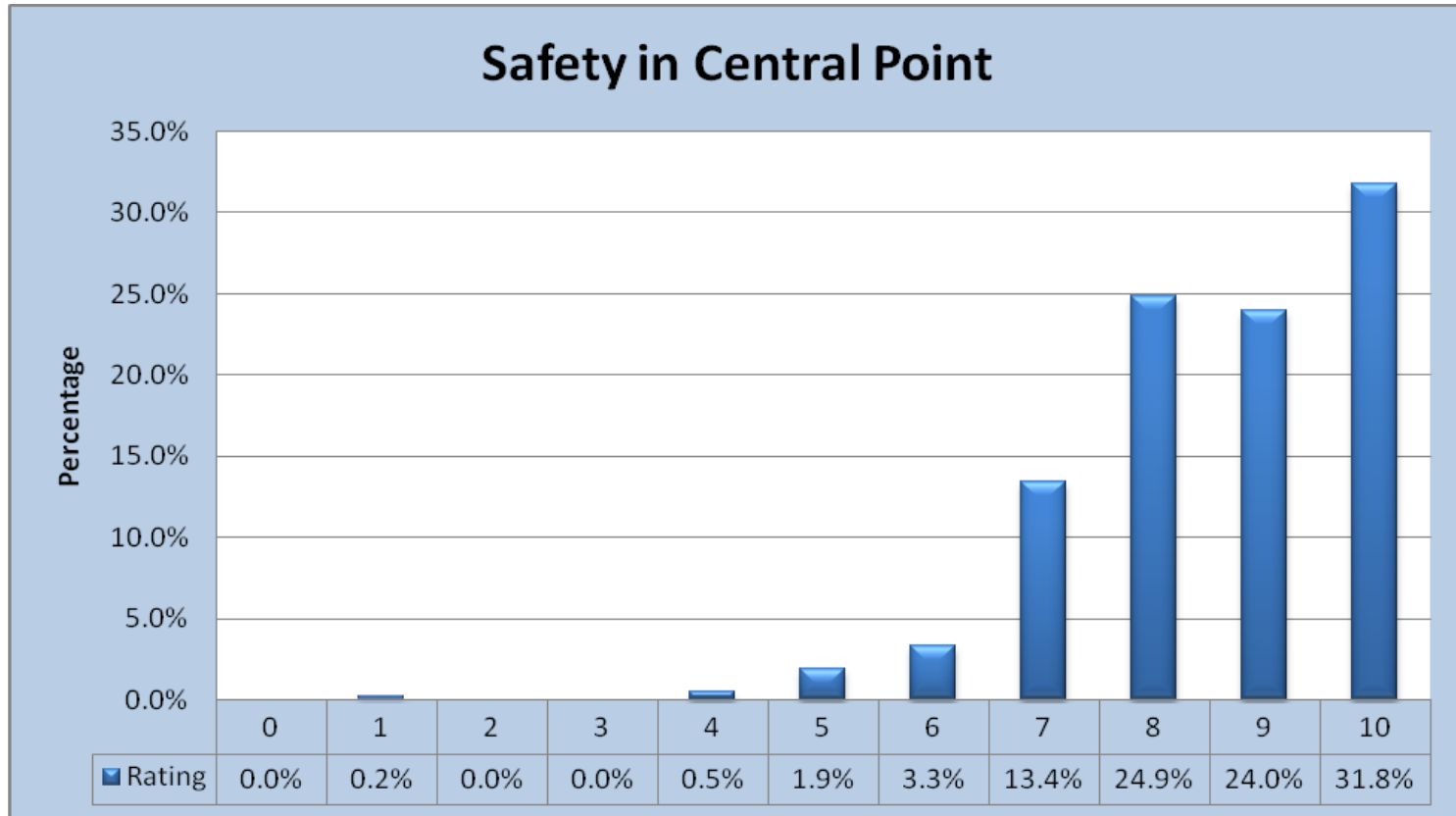
Most Trustworthy Source of Information	
Source	Percentage
City Newsletter	54.9%
Media (reports/bulletins, newspaper articles, radio, television, etc.)	37.9%
City of Central Point Elected Officials	9.2%
City of Central Point Employees and Staff	27.1%
Neighbors/Residents	31.3%
Business Owners	26.2%
Other	7.6%

Support for Additional Fee on Water Bill

Support of \$6.00 Fee on Water Bill	
Response	Percentage
Yes	41.4%
No	46.0%
Don't Know/Refused	12.5%



Safety in the City of Central Point



Mean: 8.59

Standard Deviation: 1.327

Kurtosis: 1.574

Comparison with Previous Years

In a 2008 community issues survey, respondents were read several statements and asked to rate their level of agreement with the following. The current year's research also asked these questions in order to make comparisons, however, a 0 to 10 scale was used. For the purposes of this analysis, the 0 to 10 scale has been converted to the following scale:

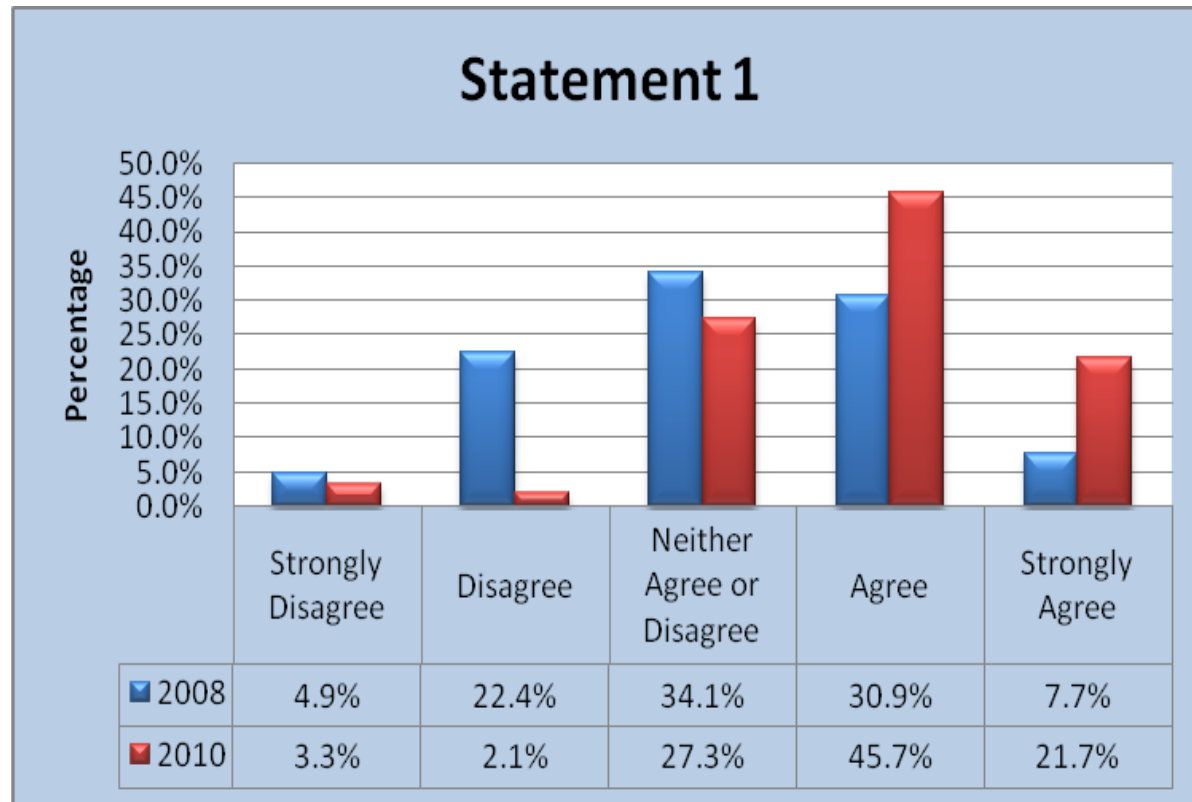
Rating	Agreement
0 to 1	Strongly Disagree
2 to 3	Disagree
4 to 6	Neither Agree or Disagree
7 to 8	Agree
9 to 10	Strongly Agree

Additionally, responses of “no answer” have been removed from the 2008 community survey. This allows comparisons to be made among respondents who successfully answered the questions.

As can be seen by the following graphs, respondents in the 2010 survey were more likely to agree with all of the six statements that were tested. Although the scale used to rank the questions was different, it is clear that respondents are more satisfied in 2010 than they were in 2008.

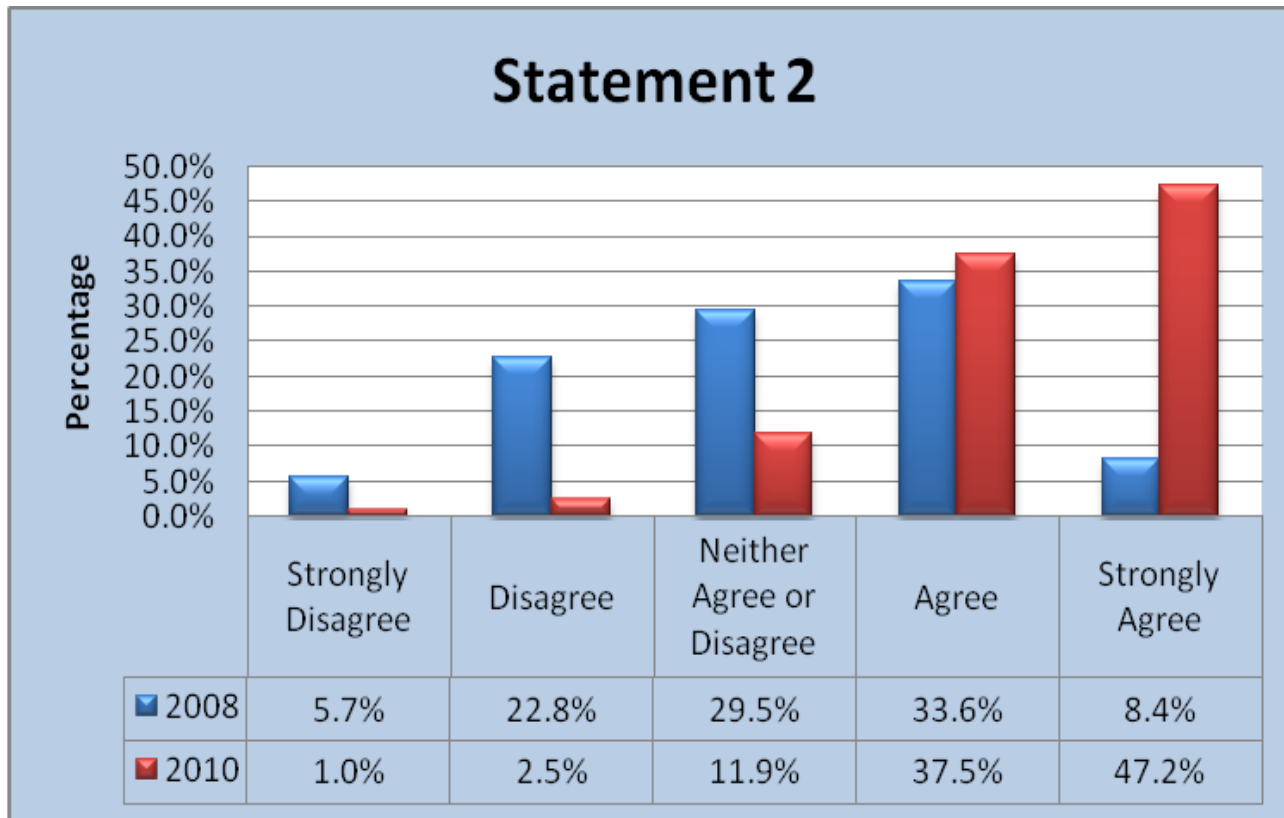
Statement 1

Statement 1: I believe the City of Central Point has been effectively carrying out their plan to manage growth and support services in our community.



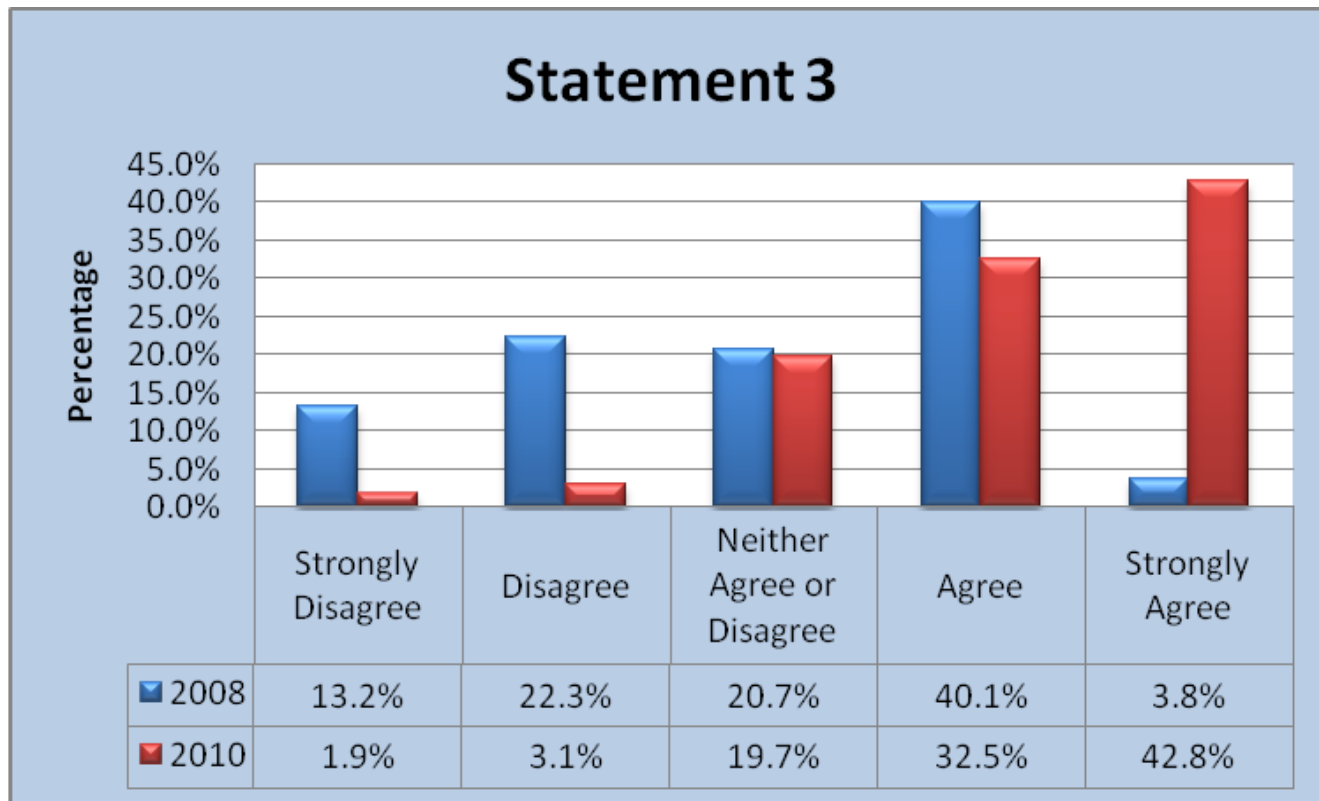
Statement 2

Statement 2: The Central Point Police Department meets our needs.



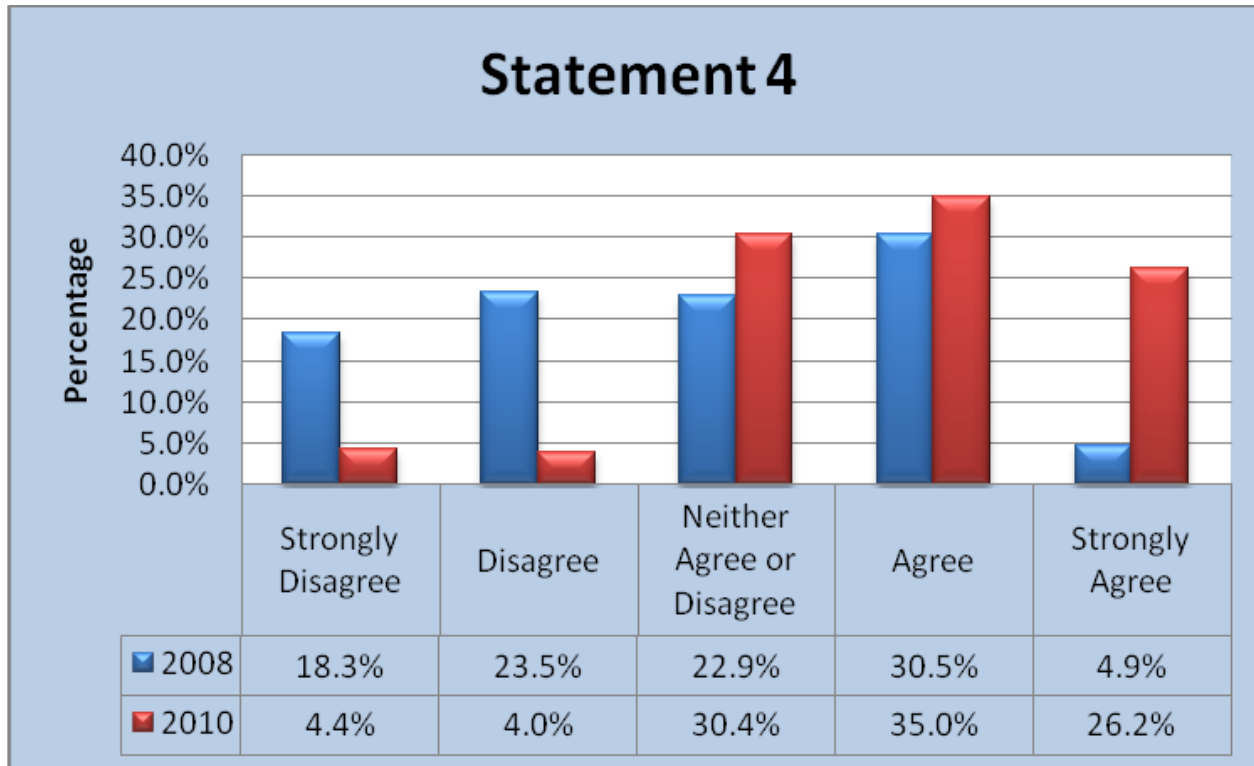
Statement 3

Statement 3: The City's downtown improvements including widening sidewalks, planting trees, and installing ornamental lighting have helped create a safe and attractive business environment.



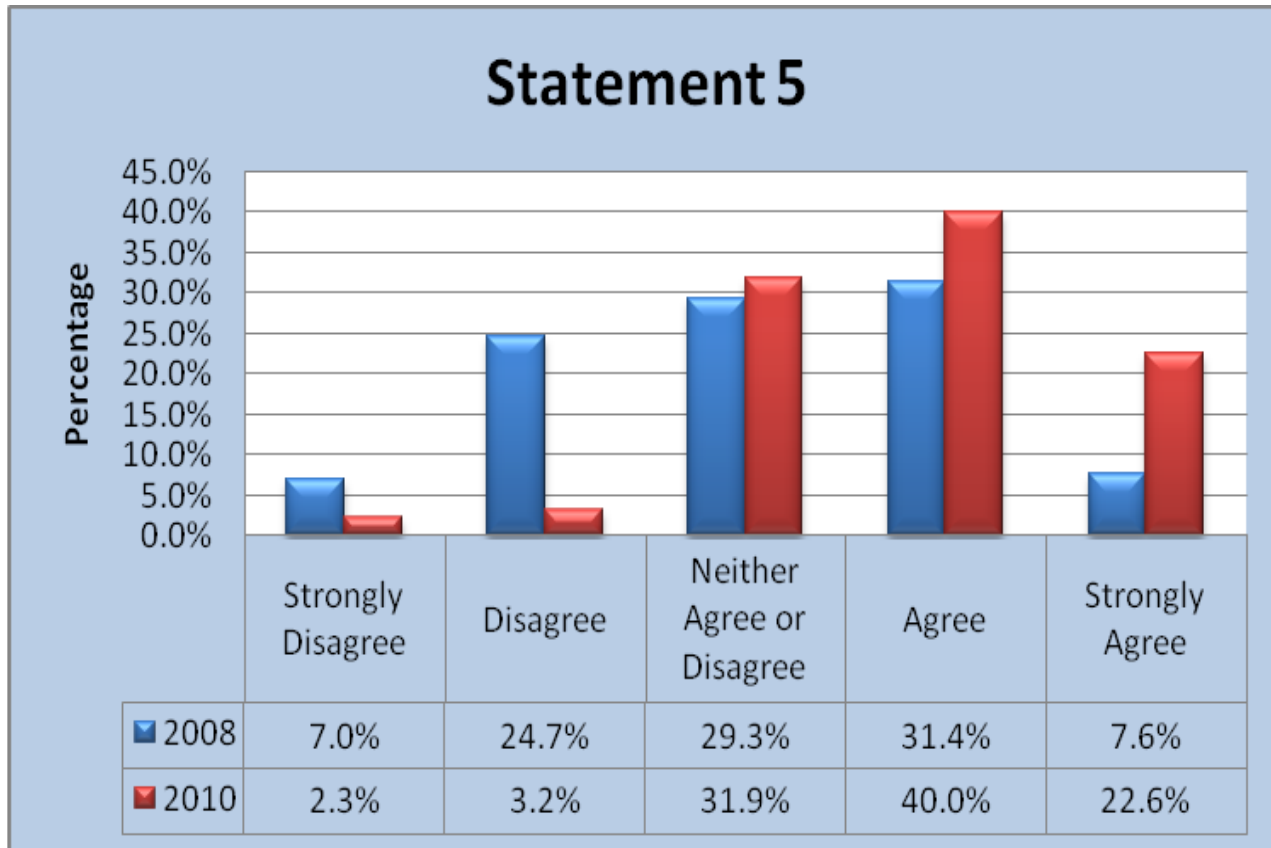
Statement 4

Statement 4: I am pleased with the City's efforts to provide greater variety of housing by developing townhouses, apartments and traditional housing in single family neighborhoods.



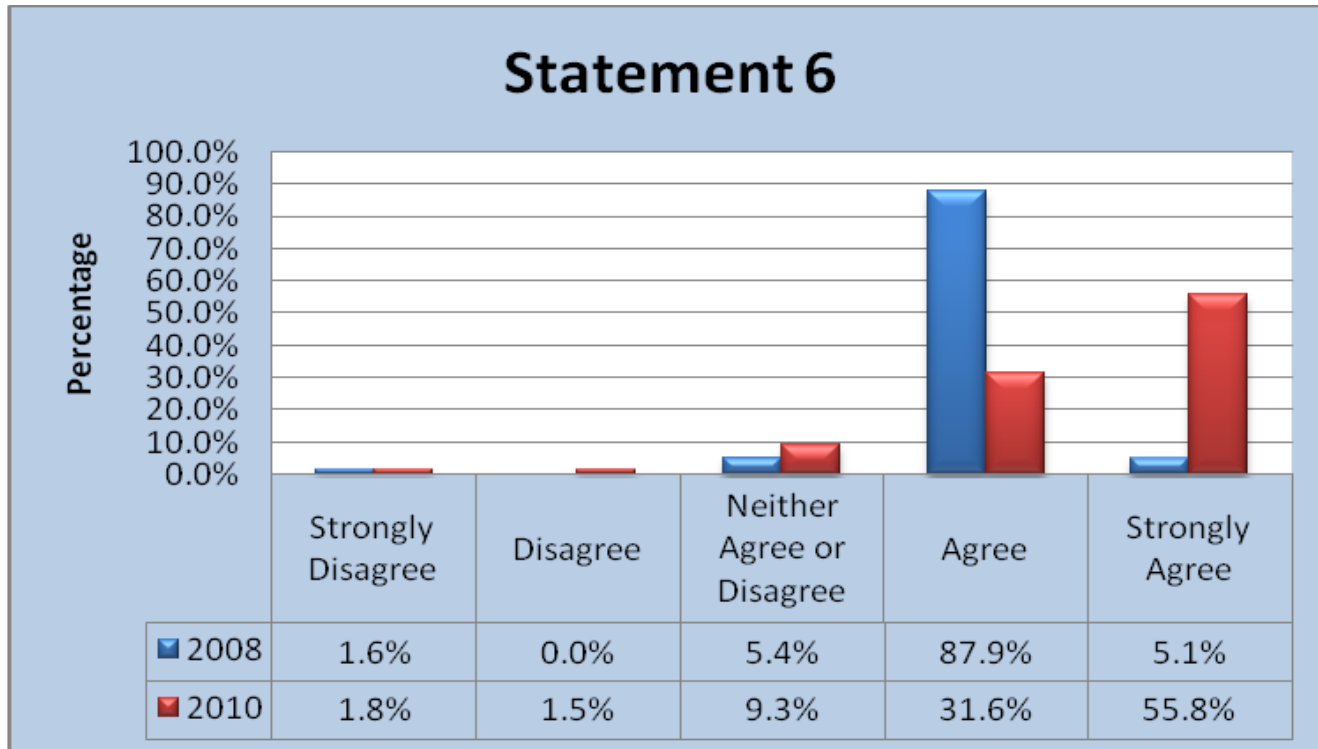
Statement 5

Statement 5: The City is doing an excellent job of keeping citizens informed about city issues.



Statement 6

Statement 6: I would recommend Central Point to my friends as a good place to live.



Conclusions

1. Nearly half (44.1%) of the respondents reported that the number one reason they like living in Central Point is because of the small town feel.
2. There are two areas that respondents clearly identified that the City of Central Point can improve to make the community more livable; improving the roads and streets, and having/encouraging more businesses and economic growth in the community.
3. Respondents were more likely to be satisfied with the City of Central Point's services they more frequently utilized. For instance, Parks and Recreation received the highest average satisfaction rating of 8.39 and was the most frequently utilized. The Finance Department received the lowest average satisfaction rating of 4.99 and was the least frequently utilized.
4. Overall, respondents are highly satisfied with the direction the City of Central Point is heading and reported an average rating of 7.06.
5. Additionally, respondents reported that they experience a high quality of life in Central Point with an average rating of 8.02.
6. It is clear that respondents feel very safe in the City of Central Point and reported an average rating of 8.59.