# City of Central Point:

# 2015 Residential Satisfaction Survey

February 26, 2015

Prepared by
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# Research Goal

Determine the overall satisfaction of the city services and quality of life in the city.

Conduct a multiyear comparative analysis to identify longitudinal changes.

# Research Objectives
## (Demographics)

- Measure length of Residency in Central Point
- Identify:
  - Housing type
  - Rent / own
  - Gender
  - Education level

# Methodology

- Stratified probability sample
  - True Probability Sample
  - Residents Within Central Point Incorporated Area
- Data collected using an Interactive Voice Survey
- Univariate analysis
- Multivariate Analysis
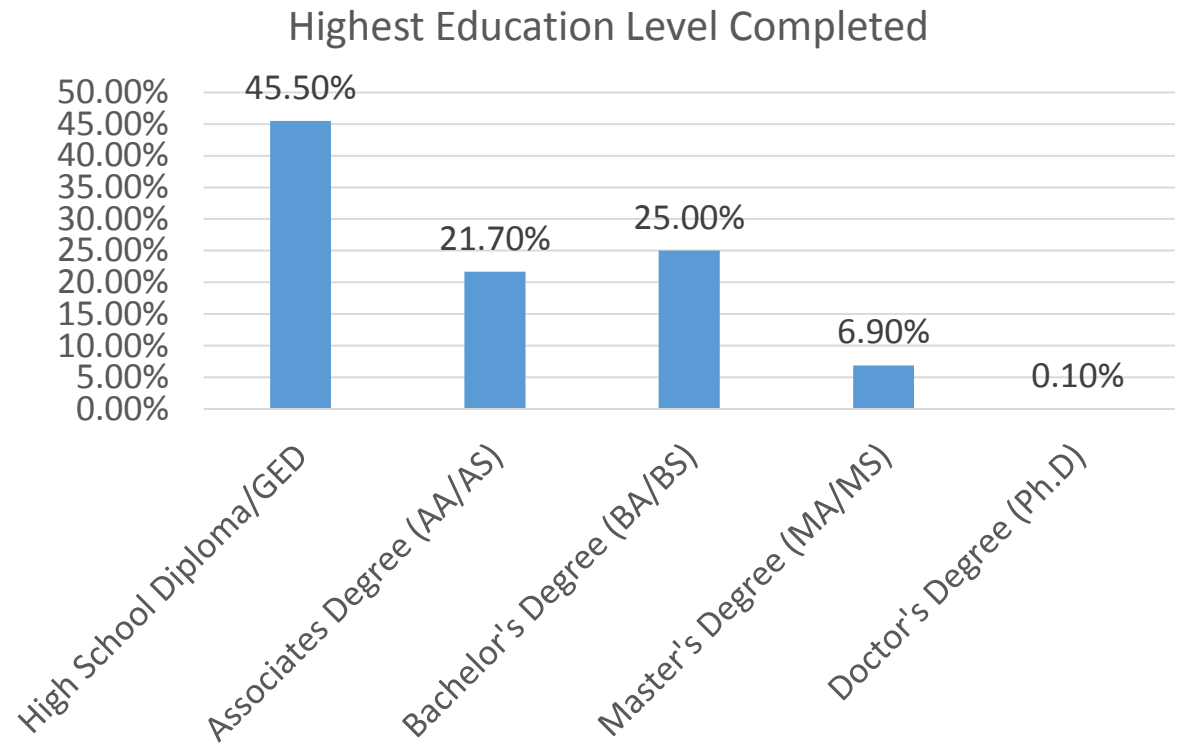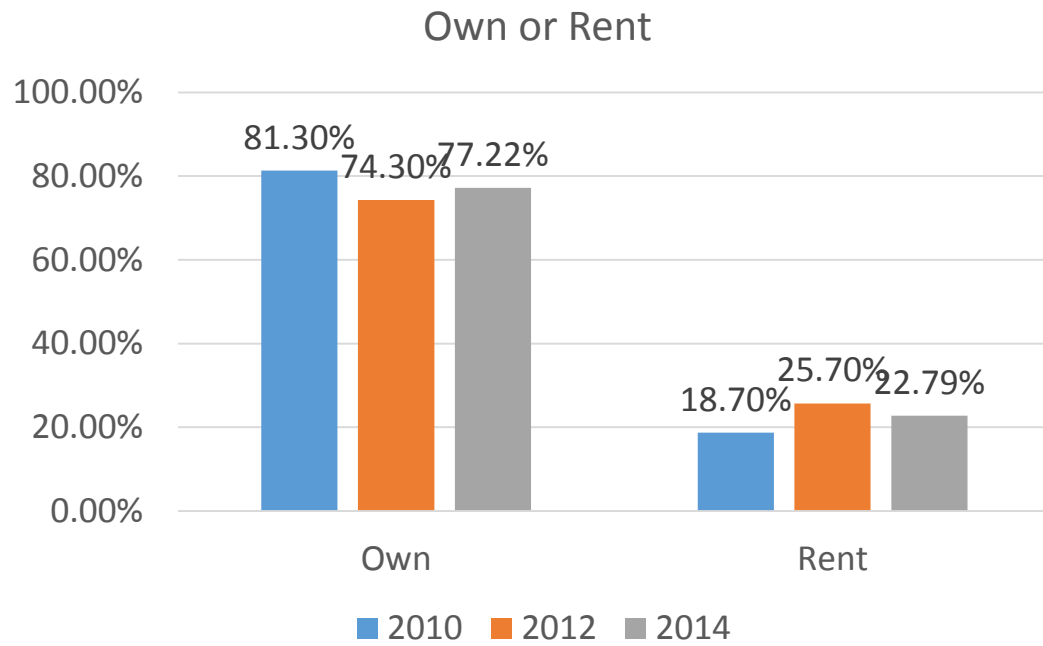- Margin of Error
  - ± 5.0% at 95% Confidence Level

# Respondent Profile

| Gender | | | |
|--------|------|------|------|
| Gender | 2010 | 2012 | 2014 |
| Female | 58.50% | 61.50% | 58.10% |
| Male | 41.50% | 38.50% | 41.90% |
| Significance | 0.589 | | |

| Years Lived in Central Point | | | |
|--------|------|------|------|
| Statistic | 2010 | 2012 | 2014 |
| Mean | 16.2 | 19.47 | 23.86 |
| Standard Deviation | 14.515 | 16.527 | 17.34 |
| Significance | 0.067 | | |

| Weighted Age Distribution | | | |
|-----------|------|------|------|
| Age Range | 2010 | 2012 | 2014 |
| 18 to 24 | 11.0% | 11.0% | 11.0% |
| 25 to 34 | 20.2% | 20.2% | 17.0% |
| 35 to 44 | 20.7% | 20.7% | 20.4% |
| 45 to 54 | 16.9% | 16.9% | 12.3% |
| 55 to 64 | 11.3% | 11.3% | 20.1% |
| 65 and Older | 19.9% | 19.9% | 19.2% |

# Respondent Profile

## Own or Rent



| | 2010 | 2012 | 2014 |
|------|--------|--------|--------|
| Own | 81.30% | 74.30% | 77.22% |
| Rent | 18.70% | 25.70% | 22.79% |

## Highest Education Level Completed



| Education Level | Percentage |
|------|------|
| High School Diploma/GED | 45.50% |
| Associates Degree (AA/AS) | 21.70% |
| Bachelor's Degree (BA/BS) | 25.00% |
| Master's Degree (MA/MS) | 6.90% |
| Doctor's Degree (Ph.D) | 0.10% |

# Most Enjoyable Aspect of Living in Central Point

| Most Enjoyable Aspect of Living in Central Point | | | | |
|---|---|---|---|---|
| **Reason** | **2010** | **2012** | **2014** | **Sig.** |
| Quiet Neighborhoods | 20.1% | 25.9% | 11.5% | *.123* |
| Scenery and Environment | 6.3% | 3.0% | 9.3% | *< .001* |
| Small Town Feel | 44.4% | 37.6% | 24.4% | *.025* |
| Safety | 2.8% | 4.1% | 8.3% | *< .001* |
| Schools | 5.2% | 5.9% | 2.3% | *.520* |
| Parks and Recreation | 4.2% | 6.3% | 5.8% | *.764* |
| Community Events | 1.0% | 0.1% | 2.0% | *< .001* |
| Other | 16.0% | 17.3% | 33.2% | *< .001* |

# Improvements to Central Point

| What Improvement Would Make Central Point More Livable | | | | |
|---|---|---|---|---|
| Reason | 2010 | 2012 | 2014 | Sig. |
| Improved Roads & Streets | 23.50% | 9.70% | 13.80% | <.001 |
| More Businesses and Economic Growth | 23.40% | 17.10% | 27.10% | <.001 |
| More Recreational & Cultural Opportunities | 7.60% | 3.40% | 3.80% | .146 |
| Traffic Congestion | 5.10% | 7.10% | 14.10% | <.001 |
| More Sidewalks and Streetscapes | 4.90% | 11.80% | 8.00% | .007 |
| Increase of Crime Reduction and Safety | 4.80% | 5.10% | 1.80% | .202 |
| More Parks | 2.20% | 2.10% | 3.30% | .038 |
| Increased Public Transit | 1.40% | 0.00% | 0.90% | <.001 |
| Increased Availability of Parking | 0.90% | 1.20% | 0.50% | .519 |
| Other | 26.20% | 42.60% | 26.70% | .194 |

# Satisfaction – Dates & Times for Special City Events
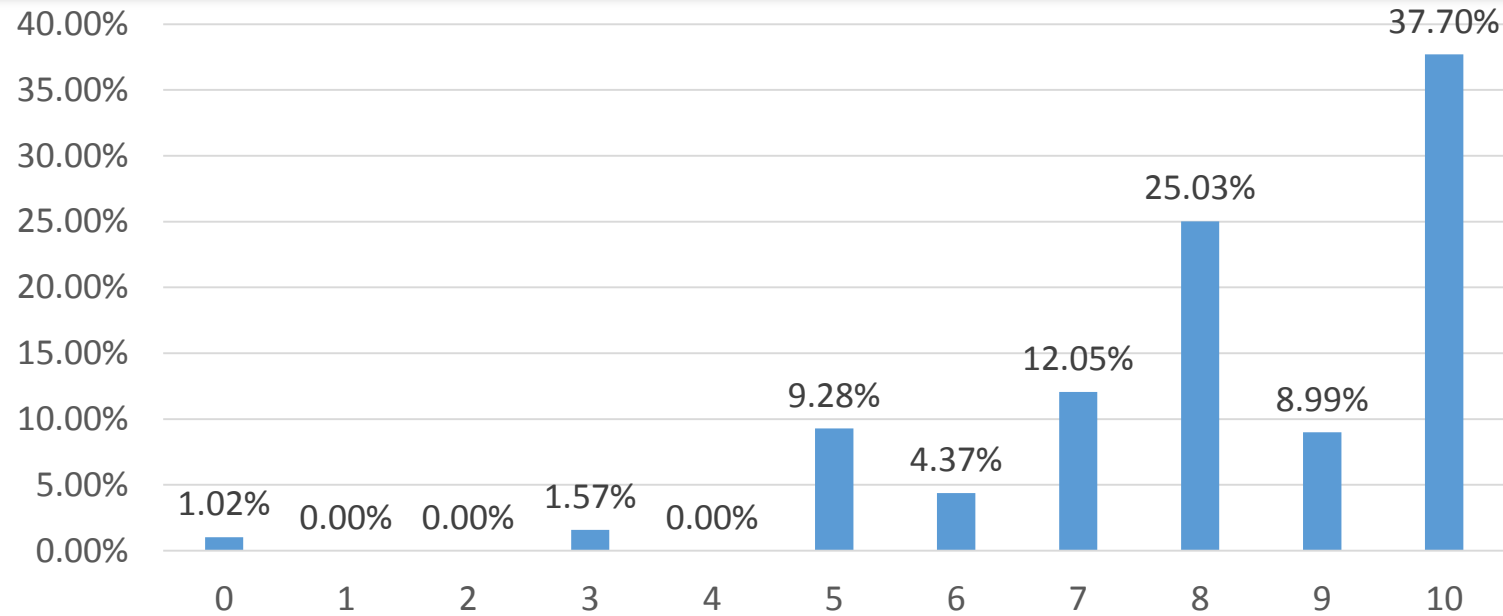


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 8.20 |
| Standard Deviation | 1.936 |
| Kurtosis | 2.267 |

# Satisfaction – Accessibility to Council Members
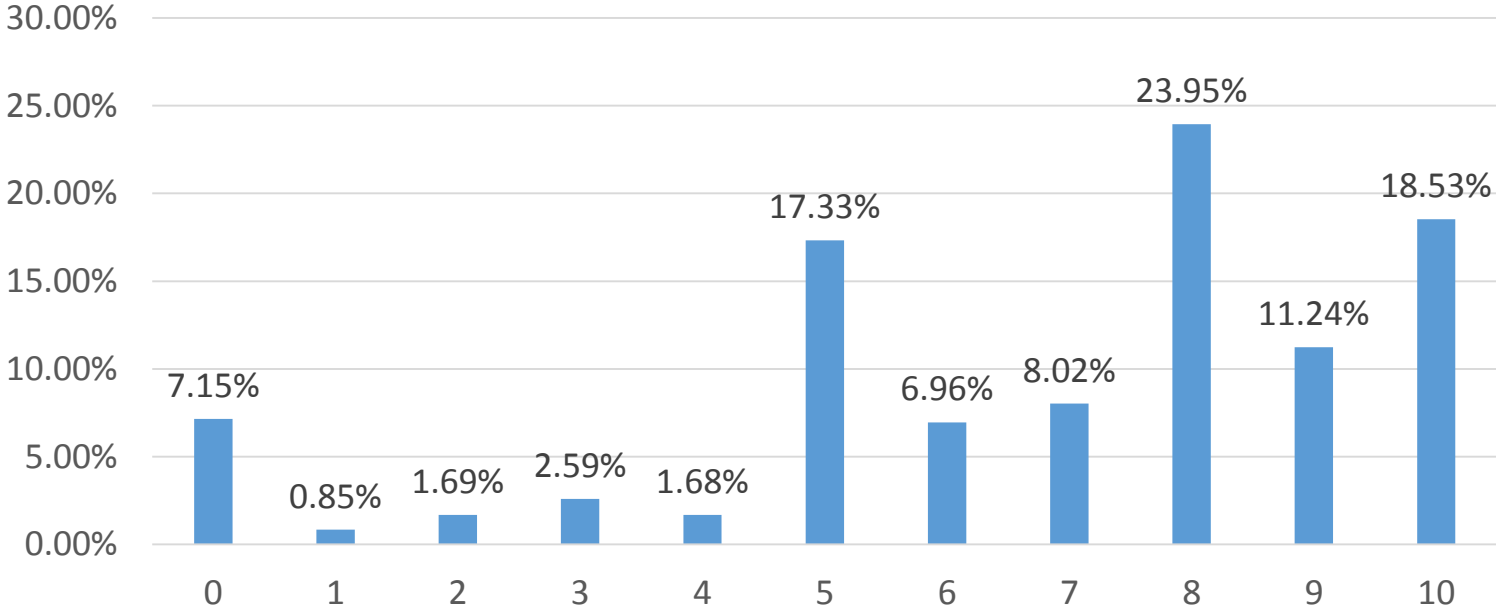


| Descriptive Statistics | |
| --- | --- |
| **Statistic** | **2014** |
| Mean | 6.81 |
| Standard Deviation | 2.817 |
| Kurtosis | 0.325 |

# Satisfaction – City Communication with its Residents
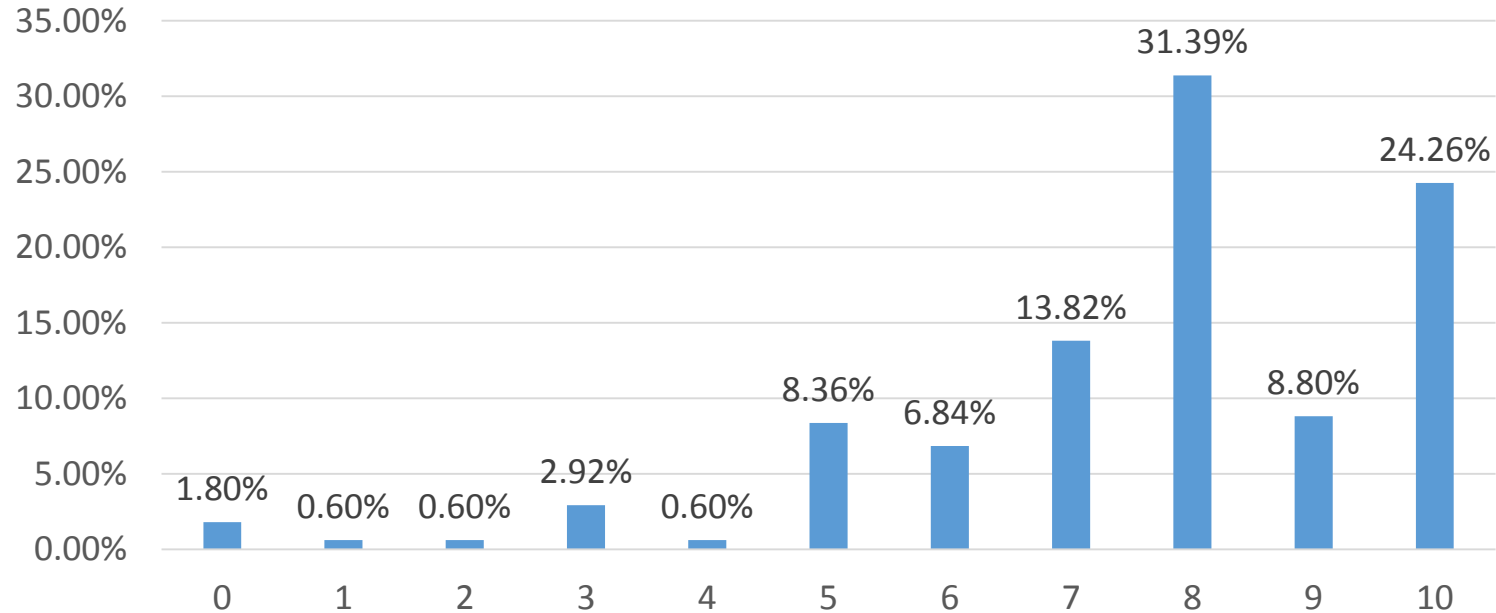


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 7.65 |
| Standard Deviation | 2.148 |
| Kurtosis | 2.127 |

# Satisfaction - Traffic Congestion in Central Point
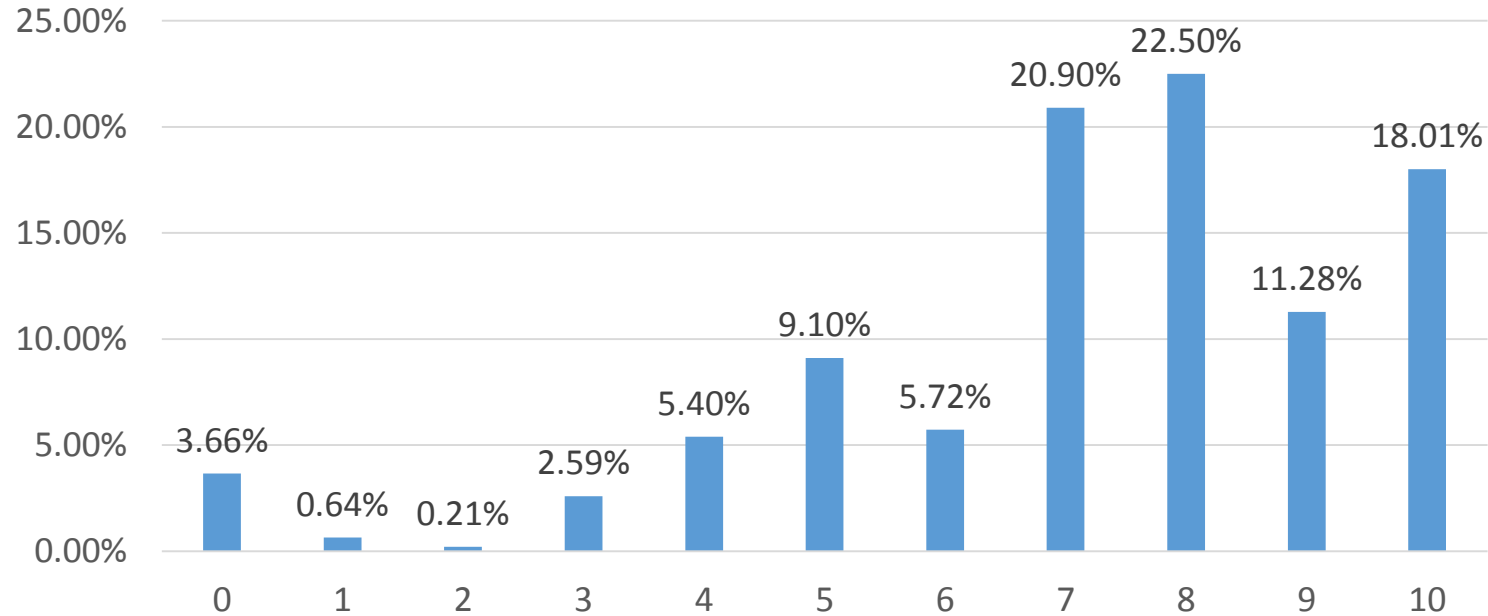


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 7.18 |
| Standard Deviation | 2.383 |
| Kurtosis | 1.299 |

# Satisfaction – Road/Street Conditions
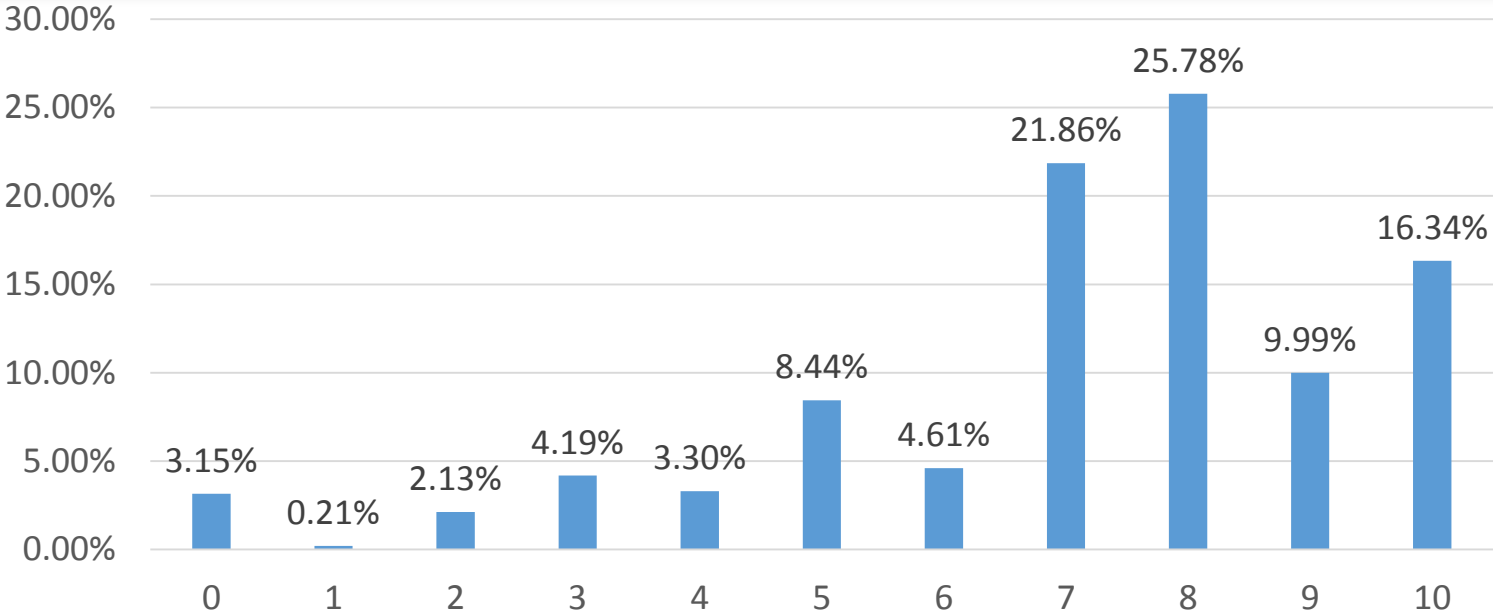


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 7.13 |
| Standard Deviation | 2.374 |
| Kurtosis | 1.117 |

# Satisfaction – Accessibility of Forms and/or Applications
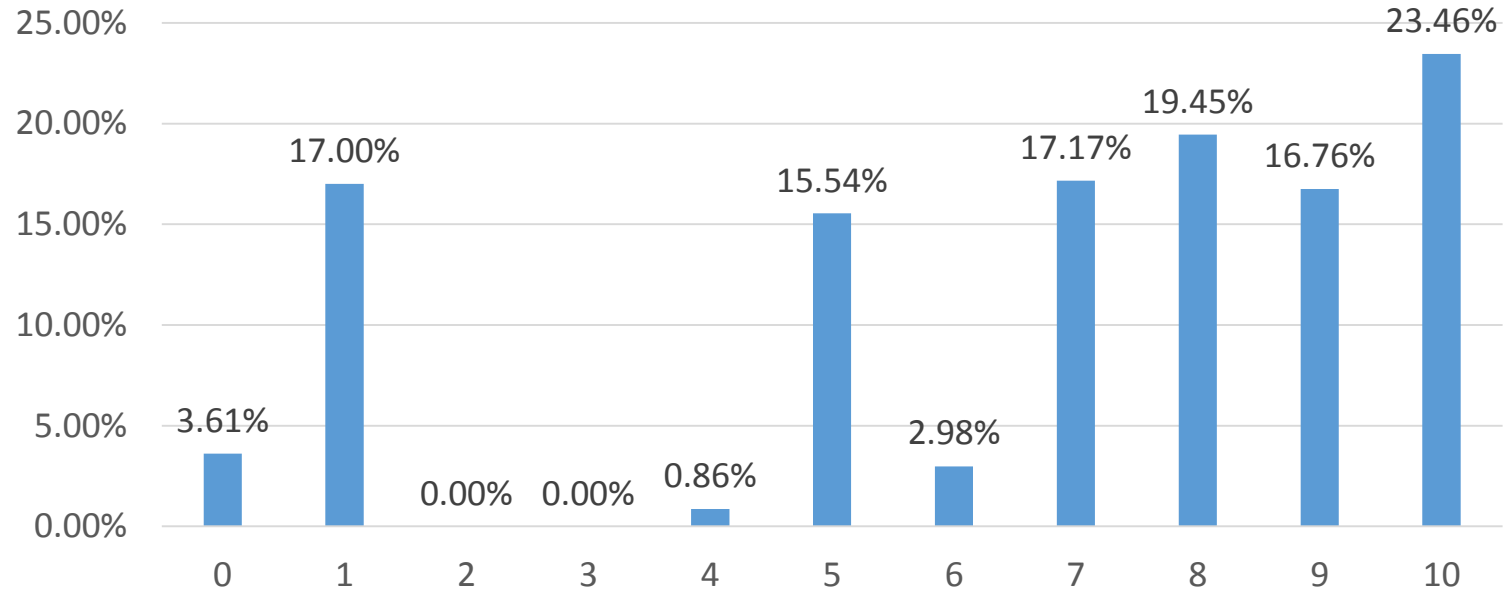


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 7.60 |
| Standard Deviation | 2.280 |
| Kurtosis | 2.376 |

# City Satisfaction Summary

| Satisfaction with Central Point | | | | |
|---|---|---|---|---|
| Reason | 2010 | 2012 | 2014 | Sig. |
| Times and Dates for Special Events | 8.07 | 8.00 | 8.20 | *.841* |
| Accessibility to Council Members | 7.43 | 6.76 | 6.81 | *.001* |
| City's Level of Communication with Residents | 7.44 | 7.13 | 7.65 | *.816* |
| Traffic Congestion | 6.44 | 6.62 | 7.18 | *.013* |
| Road/Street Conditions | | | 7.13 | *.026* |
| Accessibility of Forms/Applications | 7.18 | 6.18 | 7.60 | *.117* |

# Values Important to Quality of Life in Central Point
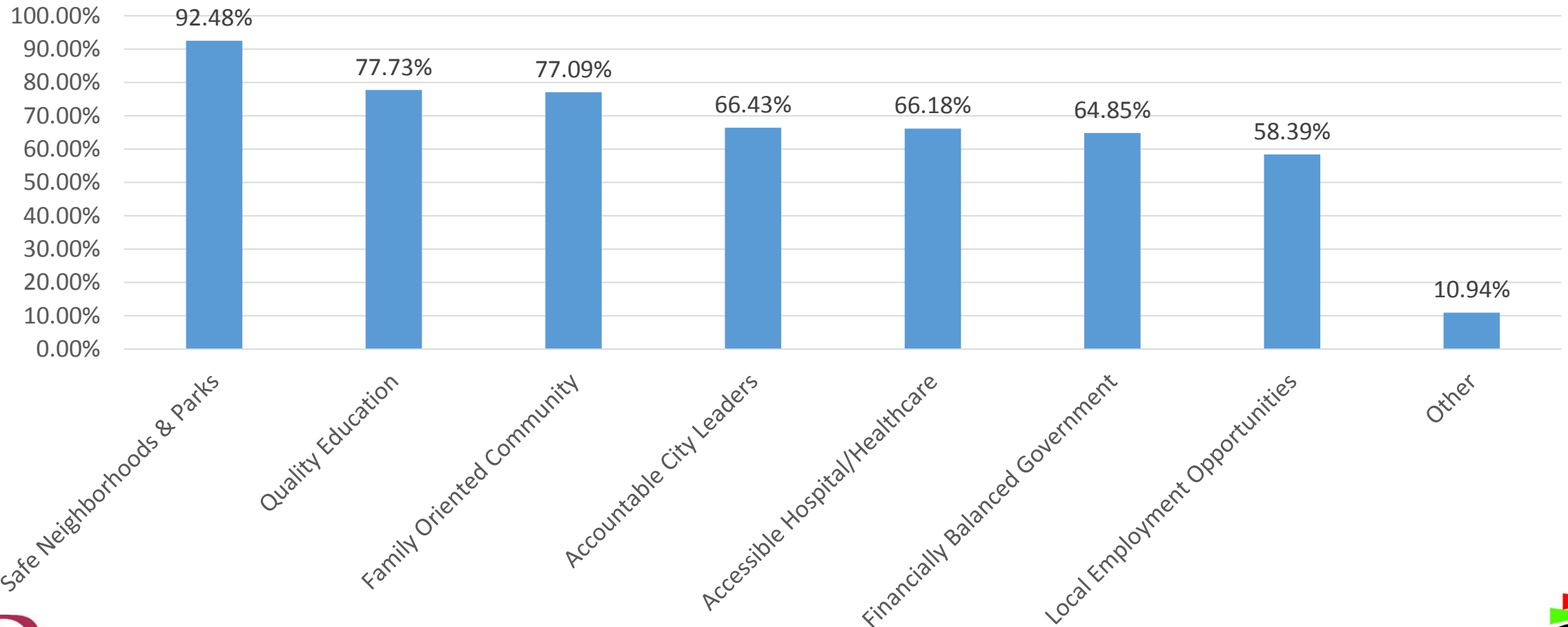
# Importance of Downtown to Overall Development and Image of the City



| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ■ 2012 | 2.0% | 0.7% | 1.6% | 4.2% | 1.3% | 13.2% | 9.7% | 15.0% | 20.3% | 8.5% | 23.5% |
| ■ 2014 | 1.0% | 0.5% | 0.8% | 1.4% | 1.2% | 6.0% | 5.3% | 18.1% | 17.0% | 10.8% | 38.0% |
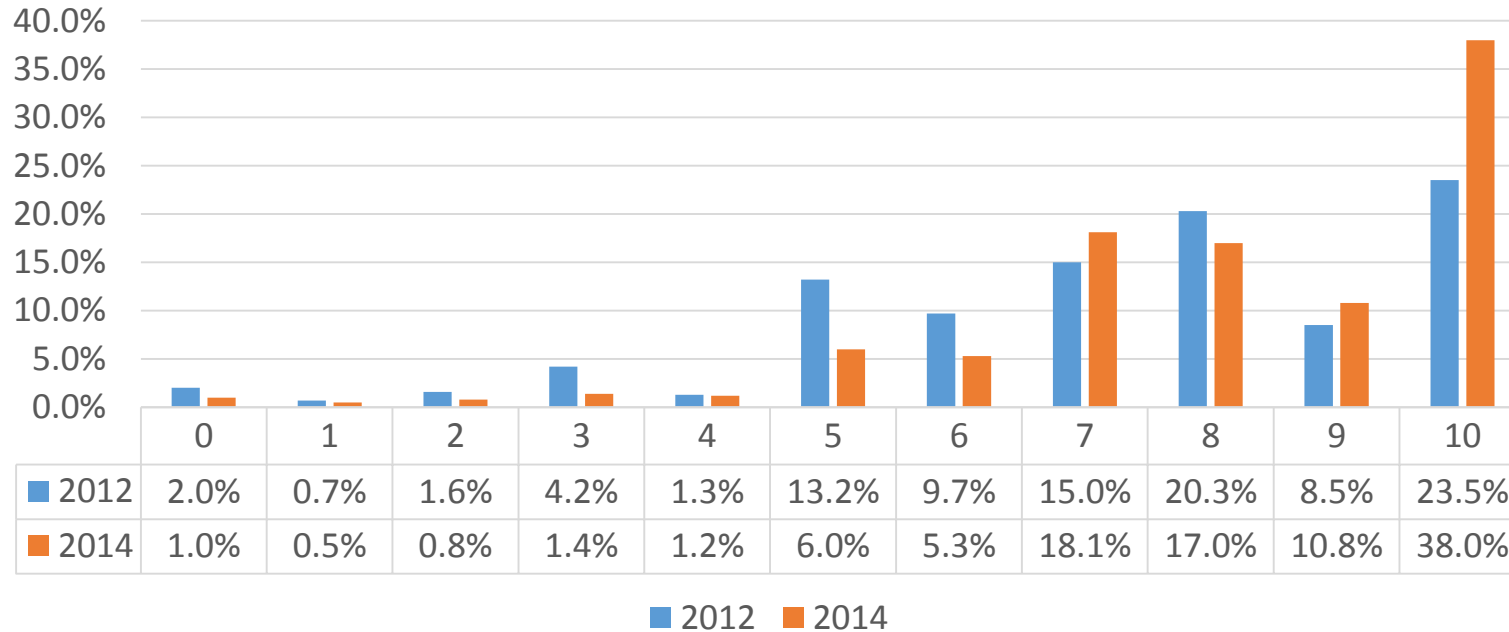
■ 2012  ■ 2014

| Descriptive Statistics | | |
|---|---|---|
| **Statistic** | **2012** | **2014** |
| Mean | 7.25 | 8.12 |
| Standard Deviation | 2.374 | 2.062 |
| Kurtosis | 0.511 | 2.148 |
| Significance | p = .001 | |

# Discriminant Analysis – Importance of Downtown

| Importance of Central Point's Downtown to the Overall Development and Image of the City | |
|---|---|
| **Variable** | **Function** |
| Importance of Supporting Local Business Development | .749 |
| Age | .484 |
| Satisfaction – Road/Street Conditions | .309 |
| Satisfaction – Dates and Times for City Events | .301 |
| Satisfaction – City Communication with Residents | .271 |
| Home Ownership | .221 |
| Gender | .143 |
| Satisfaction – Traffic Congestion | .132 |
| Importance – Expand Outreach Efforts | .103 |
| Satisfaction – Accessibility of Forms and/or Applications | -.062 |
| Satisfaction – Accessibility to Council Members | .017 |
| Length of Central Point Residency | .014 |

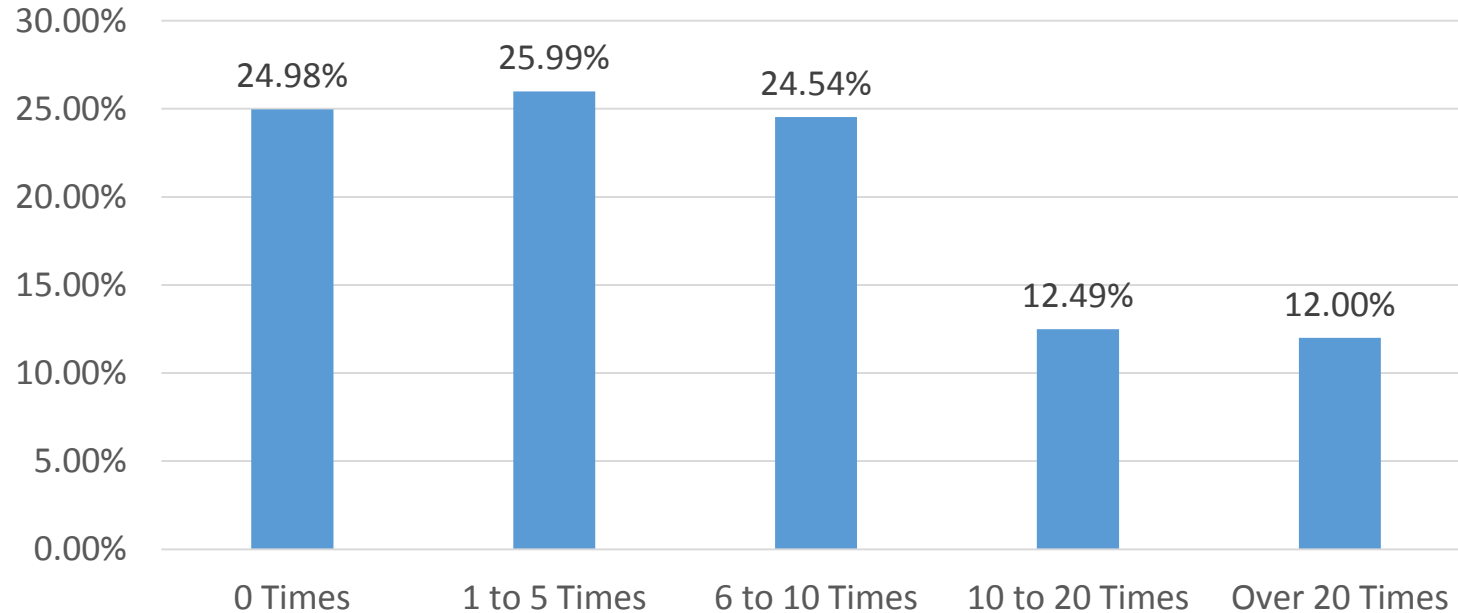# Importance – Support Local Business Development Through Programs Such as Destination Business Training
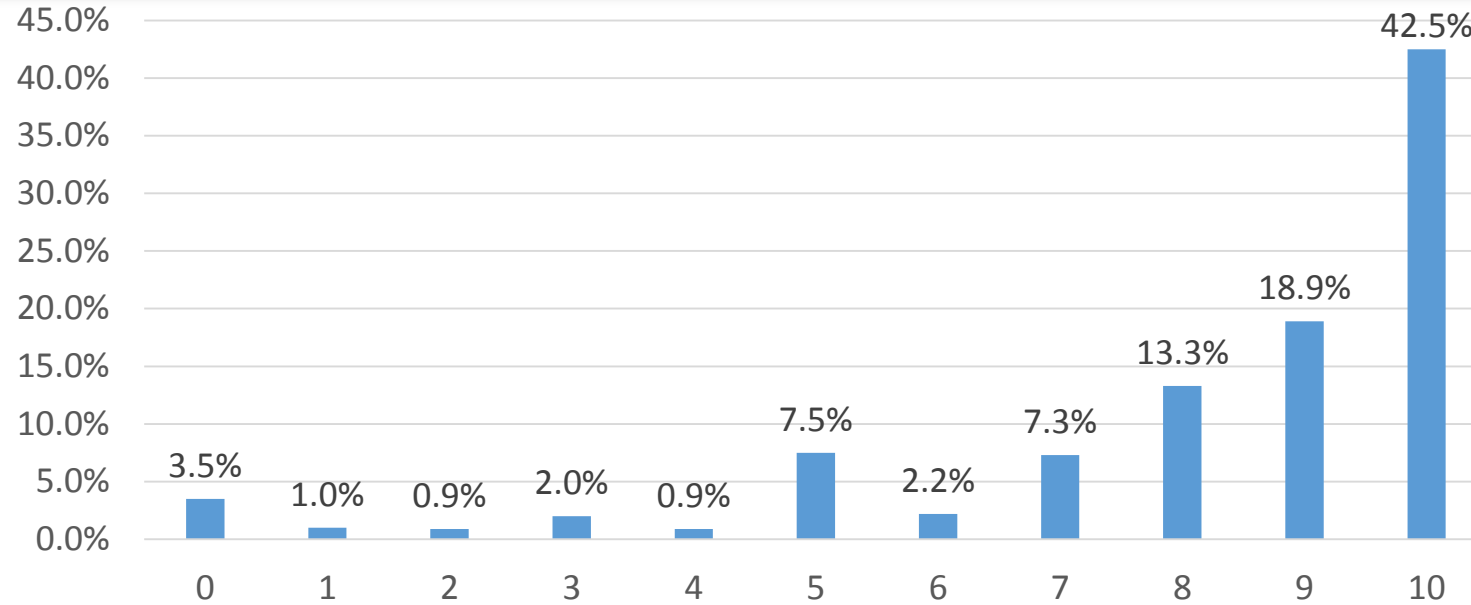


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 8.16 |
| Standard Deviation | 2.525 |
| Kurtosis | 2.568 |

# Where to Focus Revitalization Efforts
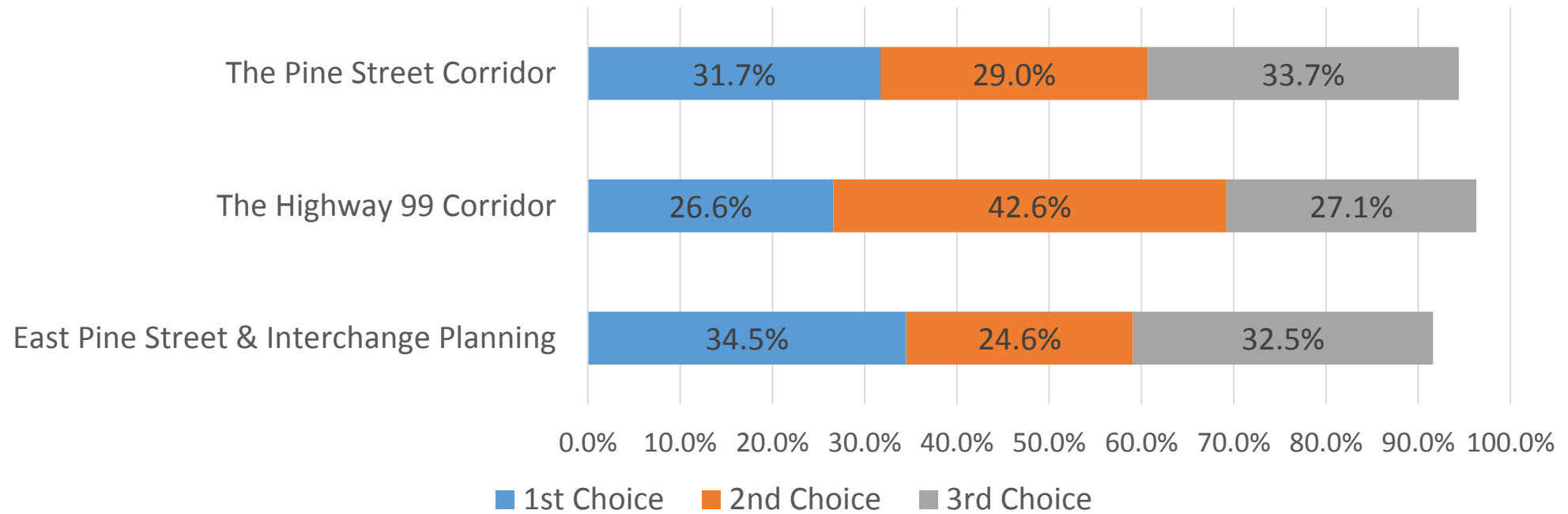
# Parks & Recreation Facilities & Services Use



| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 11.17 |
| Standard Deviation | 17.602 |
| Kurtosis | 7.333 |

# Satisfaction with Parks & Recreation Facilities and Services
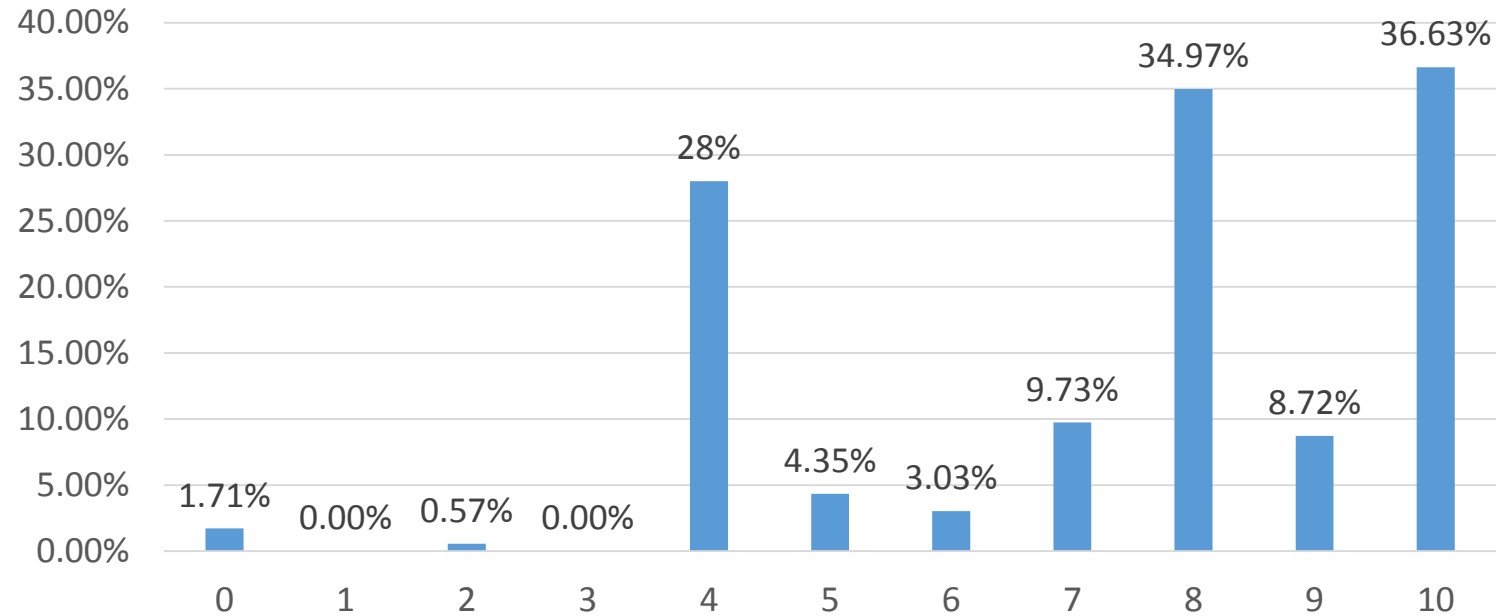


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 8.35 |
| Standard Deviation | 1.844 |
| Kurtosis | 6.134 |

# Frequency of Use – City Sponsored Events

| Descriptive Statistics | | | | | | |
|---|---|---|---|---|---|---|
| **Statistic** | **Friday Night Festivals** | **Battle of the Bones** | **4th of July Parade** | **Bike Fair** | **Community Christmas & Lights Parade** | **Recreate Guide Classes** |
| Mean | 1.04 | 0.53 | 0.74 | 0.19 | 0.64 | 0.12 |
| Standard Deviation | 2.862 | 1.018 | 1.747 | 0.528 | 1.295 | 0.721 |
| Kurtosis | 8.800 | 51.730 | 681.157 | 22.479 | 36.427 | 138.135 |

| Proportion That Have Attended | | | | | | |
|---|---|---|---|---|---|---|
| **Statistic** | **Friday Night Festivals** | **Battle of the Bones** | **4th of July Parade** | **Bike Fair** | **Community Christmas & Lights Parade** | **Recreate Guide Classes** |
| Proportion | 20.5% | 40.0% | 64.3% | 14.8% | 46.8% | 6.4% |

HR

CENTRAL POINT
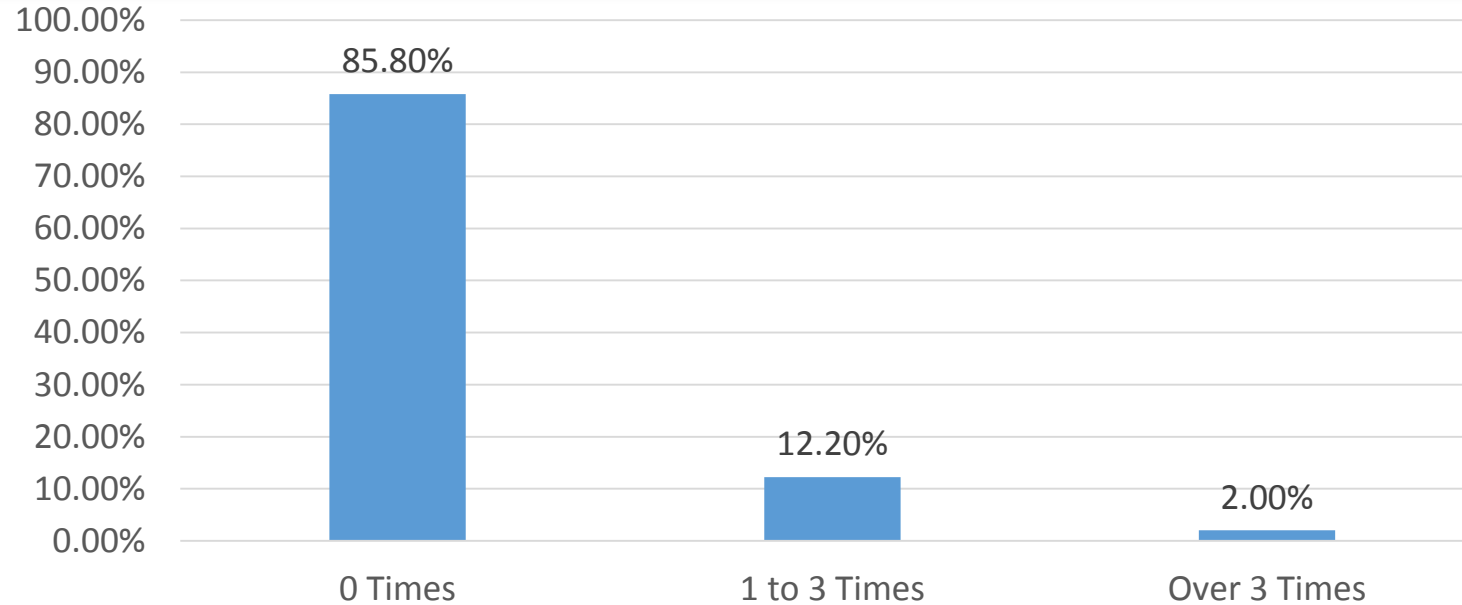
# Satisfaction with City Sponsored Events

| Statistic | Friday Night Festivals | Battle of the Bones | 4th of July Parade | Bike Fair | Community Christmas & Lights Parade | Recreate Guide Classes |
|---|---|---|---|---|---|---|
| **Descriptive Statistics** | | | | | | |
| Mean | 4.02 | 5.39 | 7.52 | 3.08 | 6.97 | 2.03 |
| Standard Deviation | 4.051 | 3.983 | 3.119 | 3.587 | 3.422 | 3.682 |
| Kurtosis | -1.772 | -1.572 | 0.549 | -1.555 | -0.321 | 0.410 |

# Frequency of Attending City Sponsored Meetings



| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 0.34 |
| Standard Deviation | 1.299 |
| Kurtosis | 89.008 |

# Overall Satisfaction with City Sponsored Meetings
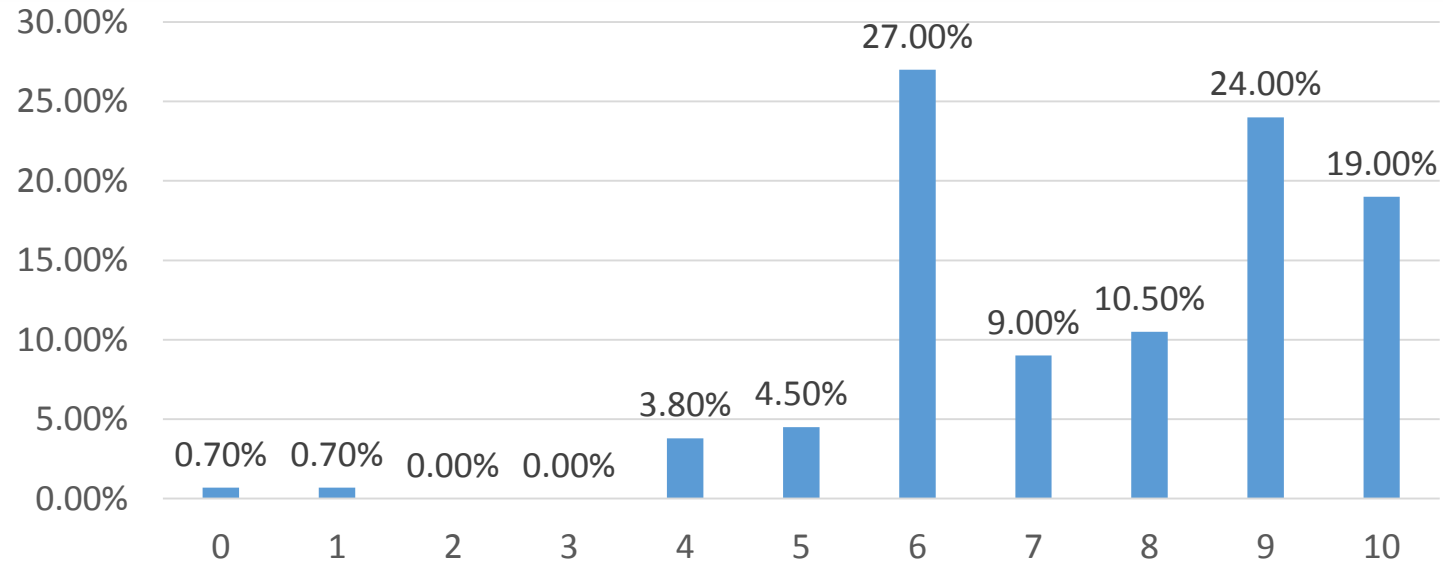


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 7.55 |
| Standard Deviation | 2.026 |
| Kurtosis | 0.893 |

# Overall Satisfaction with Police Department

| Descriptive Statistics | | |
|---|---|---|
| **Statistic** | **Professionalism** | **Approachability** |
| Mean | 8.58 | 8.46 |
| Standard Deviation | 1.949 | 2.092 |
| Kurtosis | 3.237 | 2.759 |

| Overall Satisfaction with Police Department | | | |
|---|---|---|---|
| **Statistic** | **2010** | **2012** | **2014** |
| Mean | 7.60 | 7.66 | 8.52 |
| Standard Deviation | 2.945 | 2.899 | 1.484 |
| Significance | < 0.001 | | |

# Overall Sense of Safety
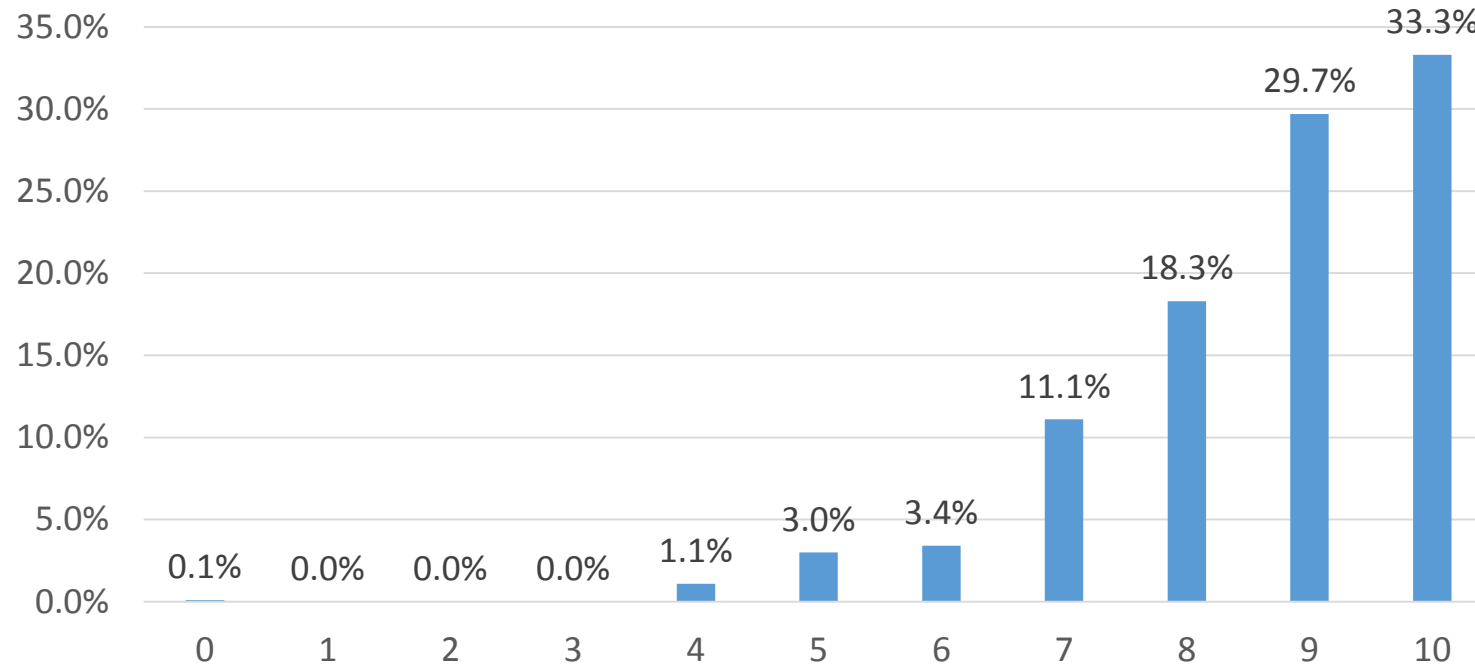


| Overall Sense of Safety in Central Point | | | |
|---|---|---|---|
| **Statistic** | **2010** | **2012** | **2014** |
| Mean | 8.62 | 8.51 | 8.74 |
| Standard Deviation | 1.368 | 1.707 | 1.484 |
| Significance | .152 | | |

# Parks & Recreation Facilities Desired
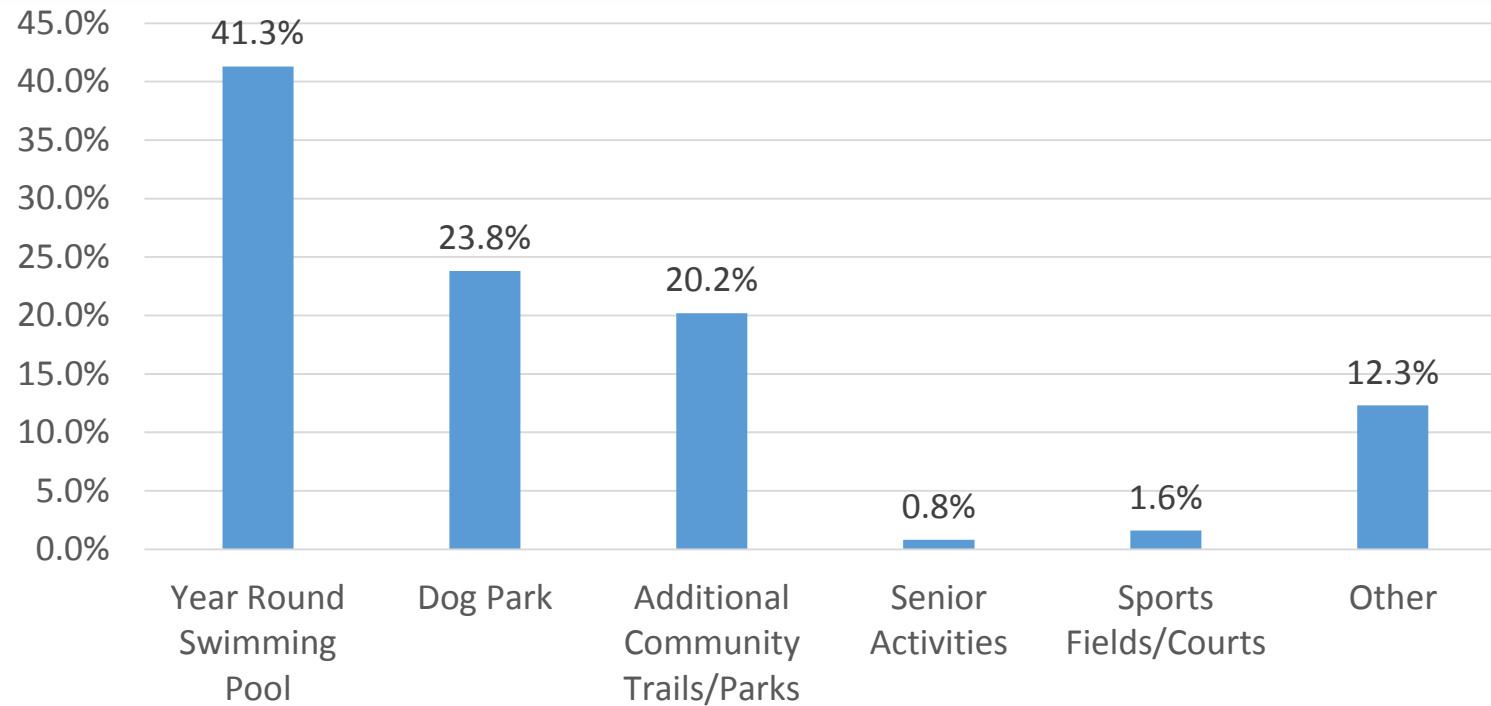
# Top 3 Spending Priorities for Local Government Programs
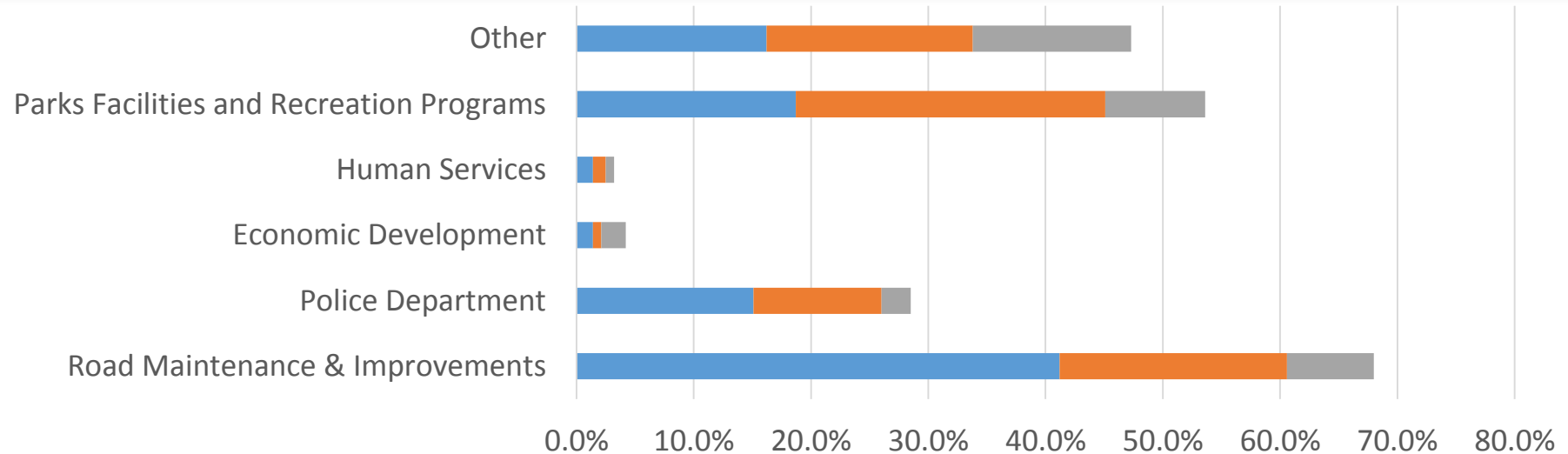


|  | Road Maintenance & Improvements | Police Department | Economic Development | Human Services | Parks Facilities and Recreation Programs | Other |
|---|---|---|---|---|---|---|
| ■ 1st Choice | 41.2% | 15.1% | 1.4% | 1.4% | 18.7% | 16.2% |
| ■ 2nd Choice | 19.4% | 10.9% | 0.7% | 1.1% | 26.4% | 17.6% |
| ■ 3rd Choice | 7.4% | 2.5% | 2.1% | 0.7% | 8.5% | 13.5% |

■ 1st Choice   ■ 2nd Choice   ■ 3rd Choice

# Level of Funding for Jackson County Expo
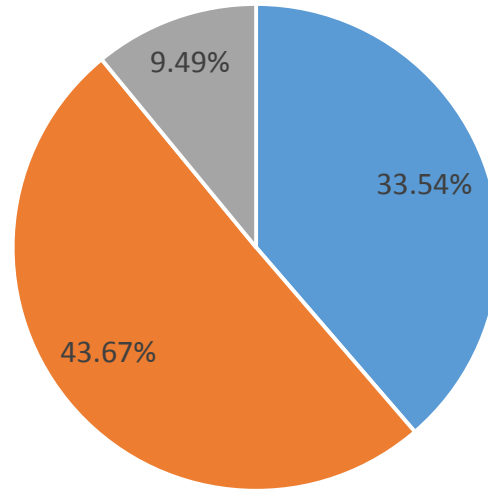


Pie chart with legend: More Funding, Maintain Current Funding, Less Funding

Pie chart values: 33.54%, 43.67%, 9.49%

| Level of Support for Jackson County Expo | | |
|---|---|---|
| | **2012** | **2014** |
| More Funding | 16.99% | 33.54% |
| Maintain Current Funding | 64.81% | 43.67% |
| Less Funding | 11.65% | 9.49% |
| Significance | < .001 | |

# Support for Monthly Fee to Maintain Current Service Levels

| Support to Fee Maintain Current Service Levels | $6 | $4 | $2 |
|---|---|---|---|
| Parks & Maintenance Including Repair, Replacement of Playground Equipment | 6.75 | 6.46 | 6.53 |
| Recreation Programs Including City Sponsored Events | 5.48 | 6.17 | 6.16 |
| Public Safety & Police Protection | 6.24 | 6.84 | 6.65 |

# Importance of Expanding Outreach Efforts
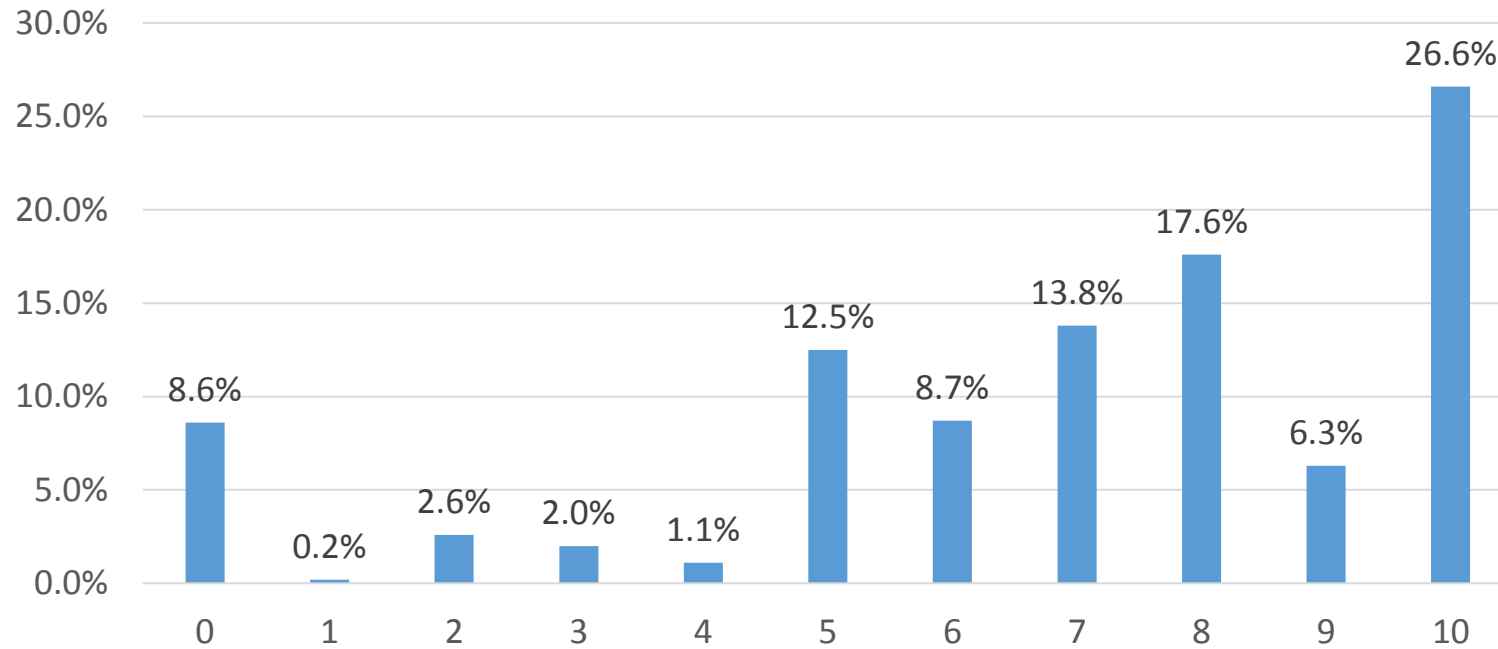


| Descriptive Statistics | |
|---|---|
| **Statistic** | **2014** |
| Mean | 6.90 |
| Standard Deviation | 2.967 |
| Kurtosis | 0.228 |

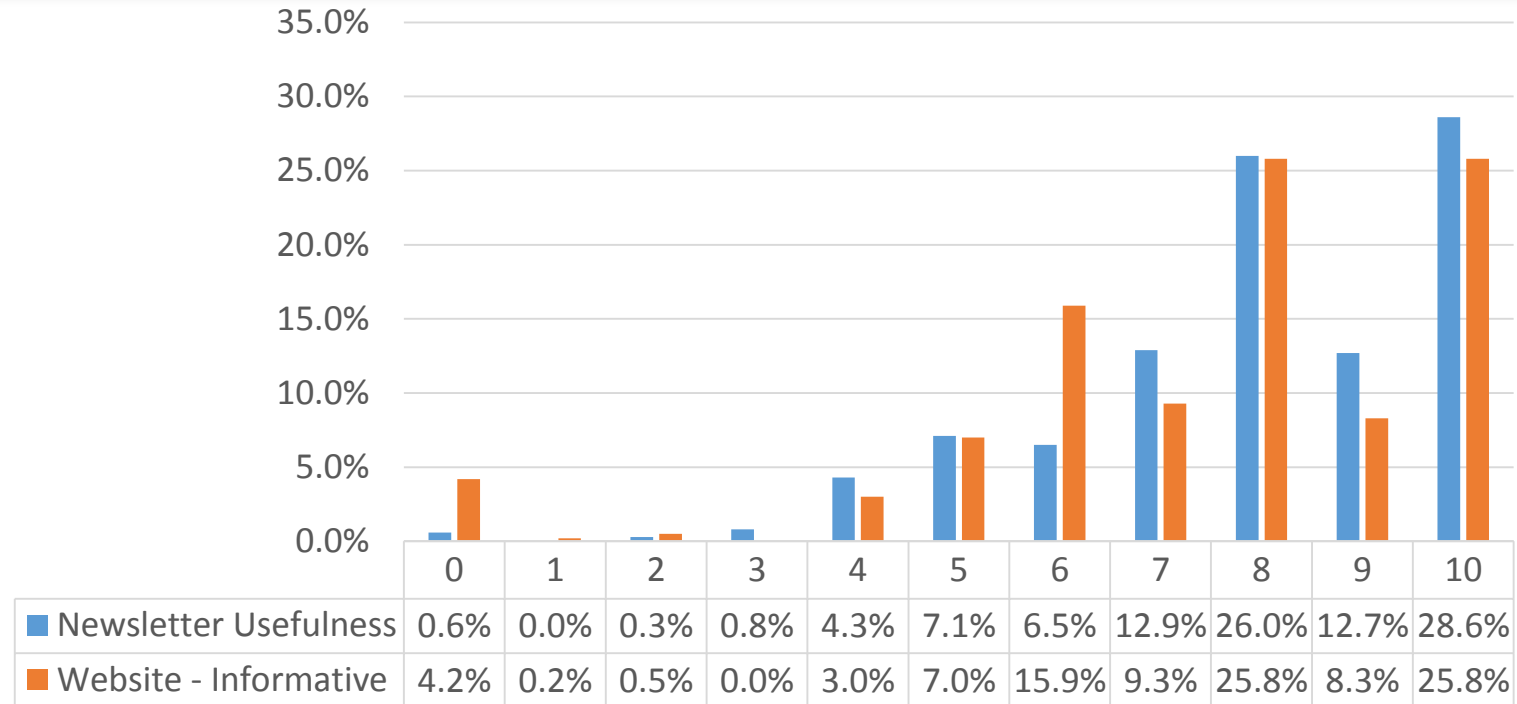# Frequency of Use – Sources of Information
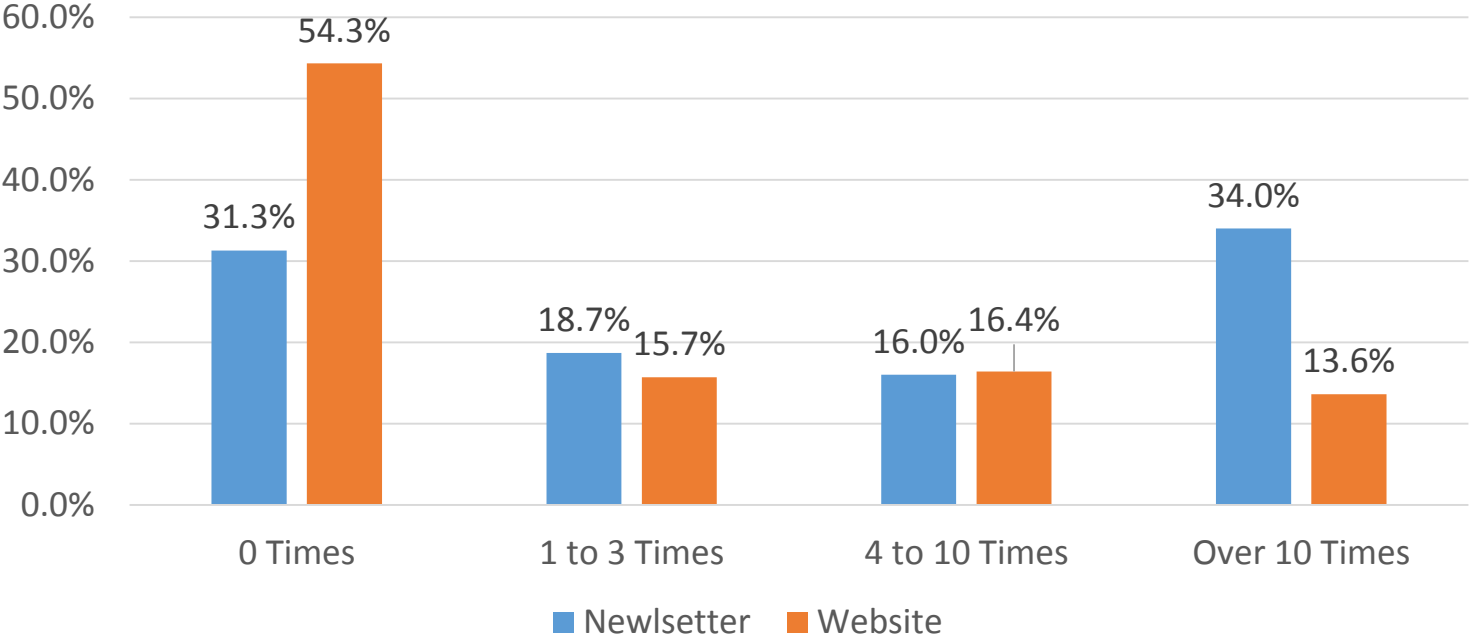
# Rating City Information Sources



| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ■ Newsletter Usefulness | 0.6% | 0.0% | 0.3% | 0.8% | 4.3% | 7.1% | 6.5% | 12.9% | 26.0% | 12.7% | 28.6% |
| ■ Website - Informative | 4.2% | 0.2% | 0.5% | 0.0% | 3.0% | 7.0% | 15.9% | 9.3% | 25.8% | 8.3% | 25.8% |

| Descriptive Statistics | | |
|---|---|---|
| **Statistic** | **Newsletter Usefulness** | **Website - Informative** |
| Mean | 7.94 | 7.48 |
| Standard Deviation | 1.929 | 2.387 |
| Kurtosis | 1.123 | 2.077 |

# Sources of Information Utilized

| Sources of Information Utilized | | | | |
|---|---|---|---|---|
| **Source** | **2010** | **2012** | **2014** | **Sig.** |
| Word of Mouth | 43.8% | 35.7% | 27.2% | < .001 |
| City Newsletter | 62.8% | 64.3% | 50.2% | < .001 |
| Parks & recreation Activity Guide | 43.5% | 37.7% | 4.2% | < .001 |
| City Hall | 9.2% | 5.9% | 1.9% | < .001 |
| Local Newspaper | 53.3% | 45.2% | 19.8% | < .001 |
| City Website | 26.6% | 20.0% | 13.4% | < .001 |
| Business Organizations | 7.3% | 4.4% | 1.3% | .001 |
| Community Organizations | 10.1% | 4.6% | 1.3% | < .001 |
| Local Television | 44.8% | 44.5% | 12.8% | < .001 |
| Local Radio | 20.7% | 17.1% | 1.9% | < .001 |
| Social Networking Sites | 6.5% | 8.3% | 7.0% | .614 |
| Community Events | 22.0% | 15.4% | 1.3% | < .001 |

# Most Trustworthy Source of Information

| Most Trustworthy Source of Information | | | | |
|---|---|---|---|---|
| **Source** | **2010** | **2012** | **2014** | **Sig.** |
| City Newsletter | 50.8% | 55.0% | 47.6% | .134 |
| Media | 35.5% | 30.2% | 41.1% | .010 |
| City of Central Point Elected Officials | 9.8% | 12.5% | 4.9% | .002 |
| City of Central Point Employees & Staff | 24.6% | 21.9% | 3.6% | < .001 |
| Neighbors/Residents | 29.2% | 30.5% | 21.4% | .017 |
| Business Owners | 26.2% | 20.9% | 1.9% | < .001 |
| Other | 7.1% | 6.9% | 4.2% | .229 |

# Conclusions