



Oregon Citizen Survey

Survey Research Center
University of Wisconsin – River Falls
University of Wisconsin – Extension
October 19, 2010

Survey Purpose & Methodology

- Gather public input for the Village's Strategic Planning Process
- Mail questionnaire: 1,488 households in 53575 ZIP code
- 401 returned surveys (27%)
- Confidence interval = 4.8%

Profile of Respondents

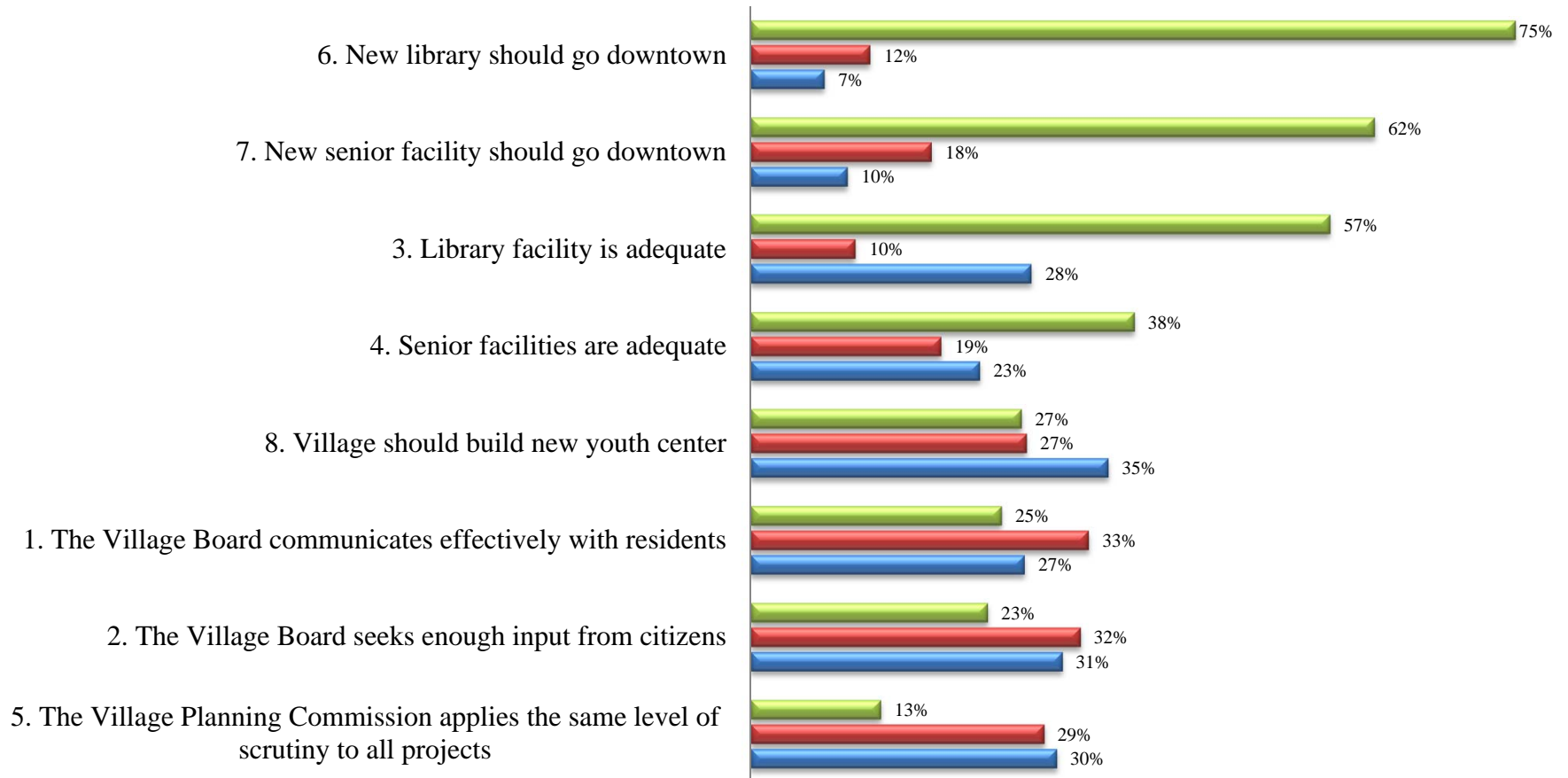
- Sample closely matches place of residence, employment status, and presence of children in household
- Fewer respondents under age 35 and renters
- Higher levels of formal education and income
- Substantially more men (66%) in sample than women (34%). Eight questions where difference large enough to affect interpretation of the question

Survey Overview

- 44 questions on 9 topics regarding Village issues and policy options
- Response scale: Strongly disagree to strongly agree, plus neutral and no opinion
- “Neutral” responses averaged 22% (min. 10% to max. 35%)
- 23 of 44 questions have neither a majority in agreement nor a majority who disagree (52%)

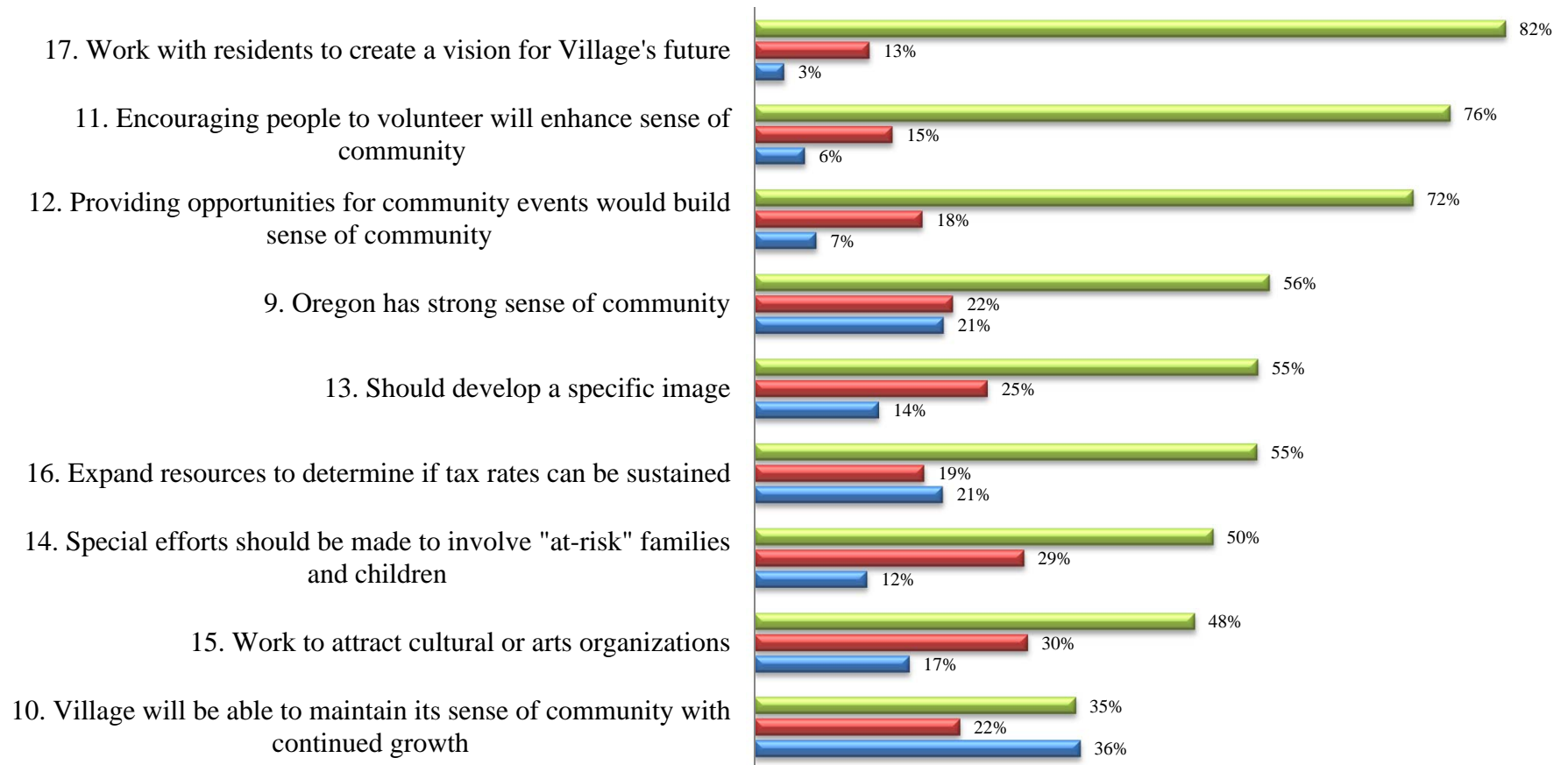
Community Services & Local Government

■ Strongly Agree + Agree
 ■ Neutral
 ■ Disagree + Strongly Disagree



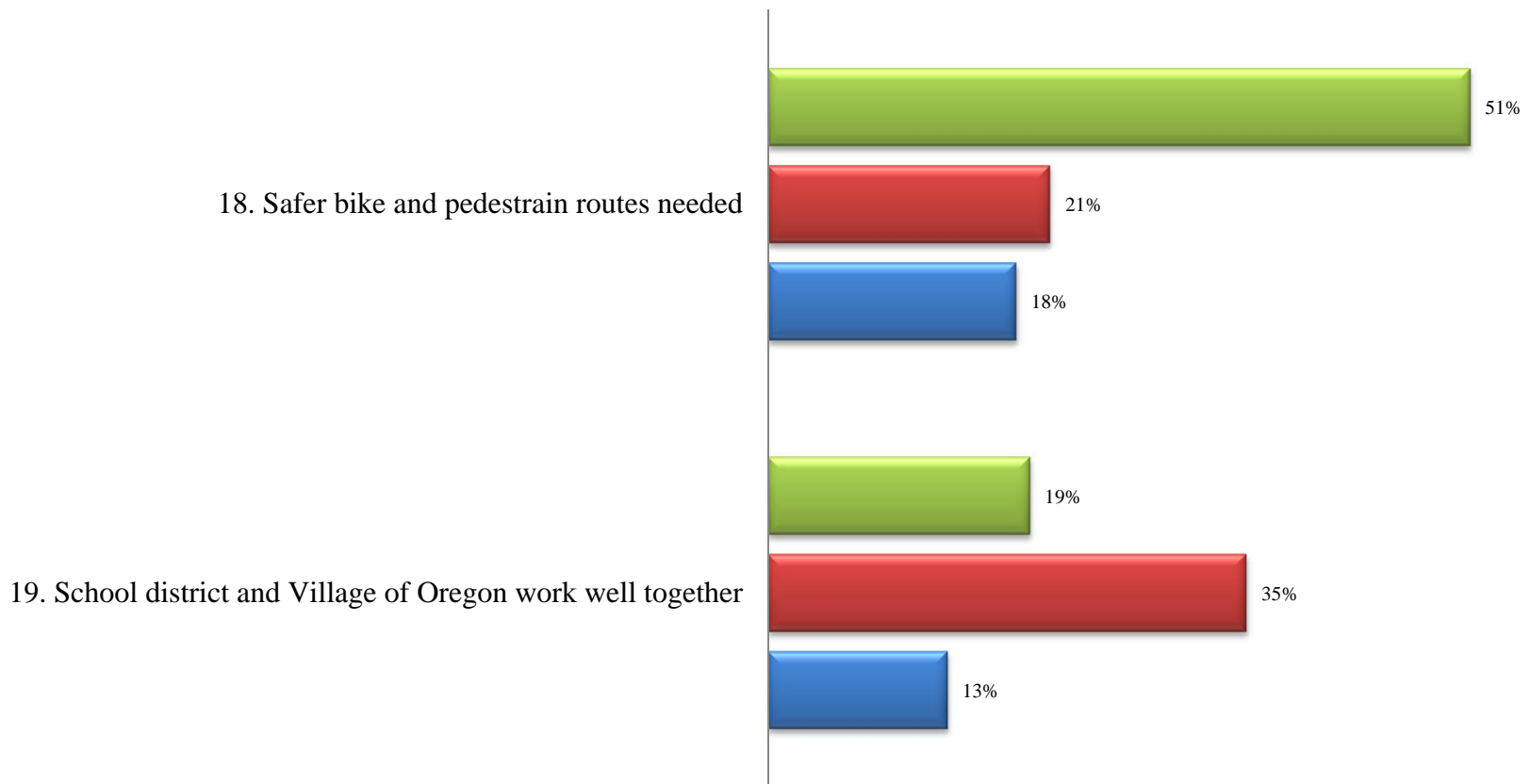
Sense of Community

■ Strongly Agree + Agree
 ■ Neutral
 ■ Disagree + Strongly Disagree



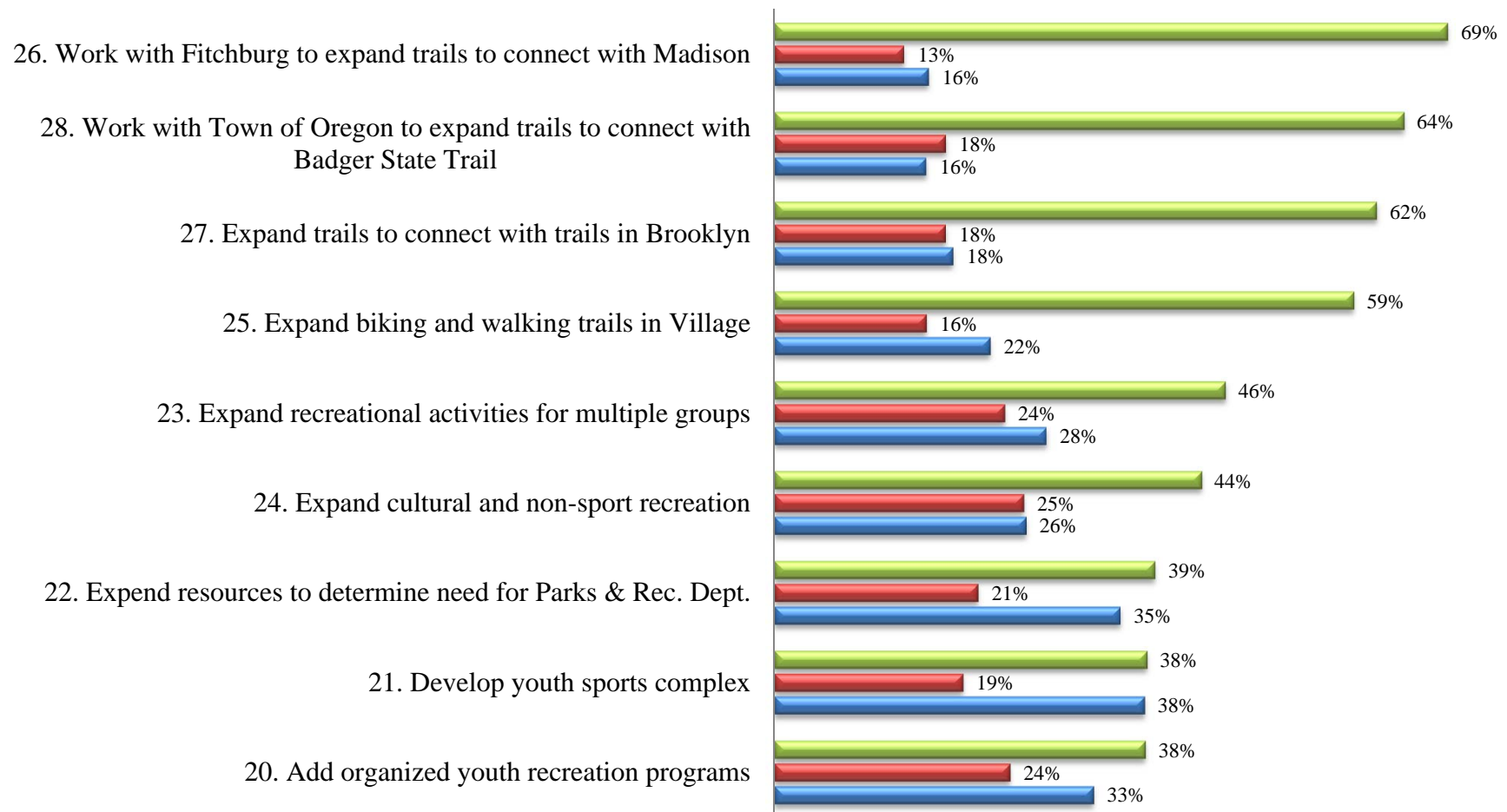
Schools & Education

■ Strongly Agree + Agree ■ Neutral ■ Disagree + Strongly Disagree



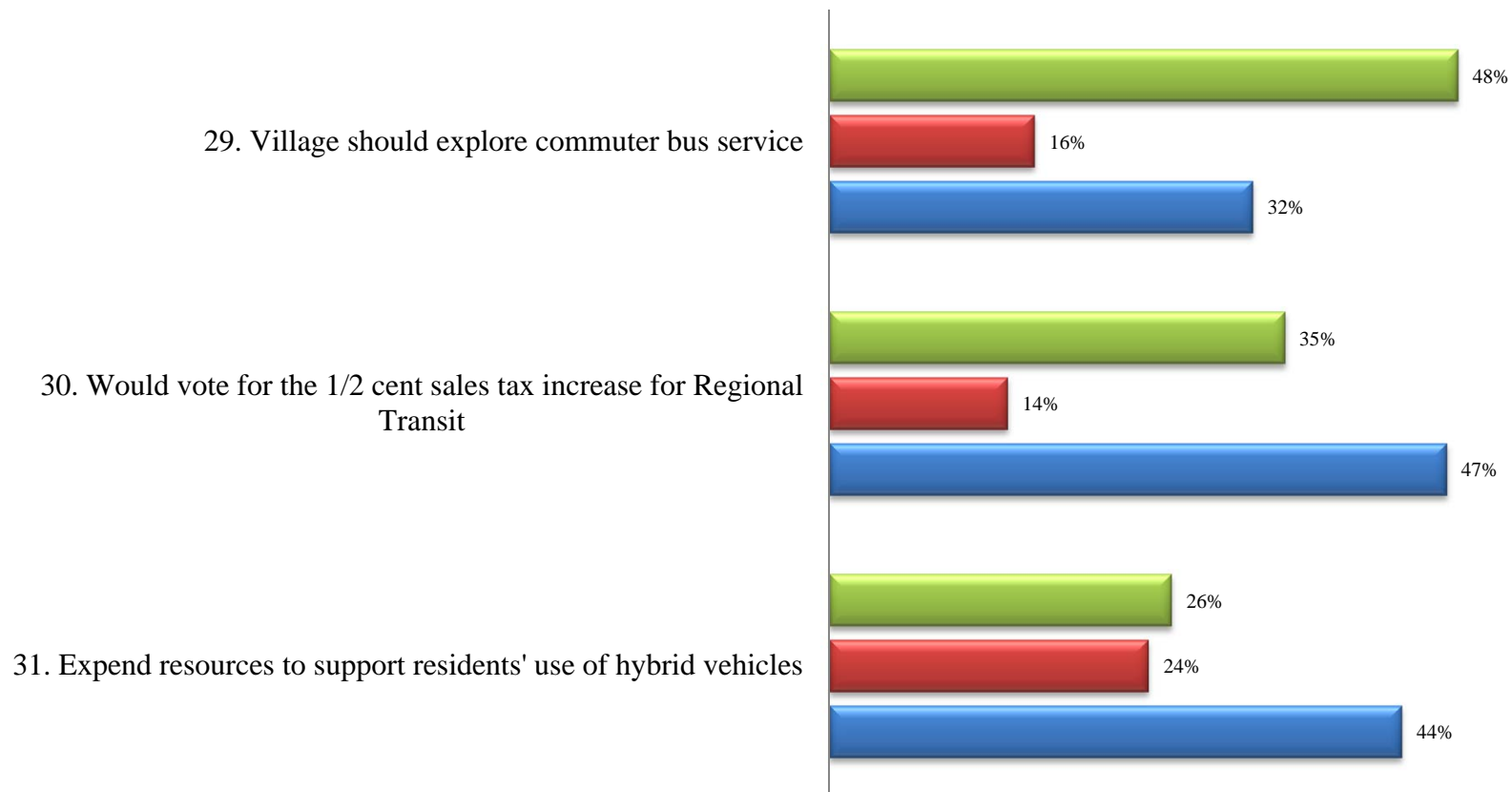
Recreational Offerings & Facilities

■ Strongly Agree + Agree
 ■ Neutral
 ■ Disagree + Strongly Disagree



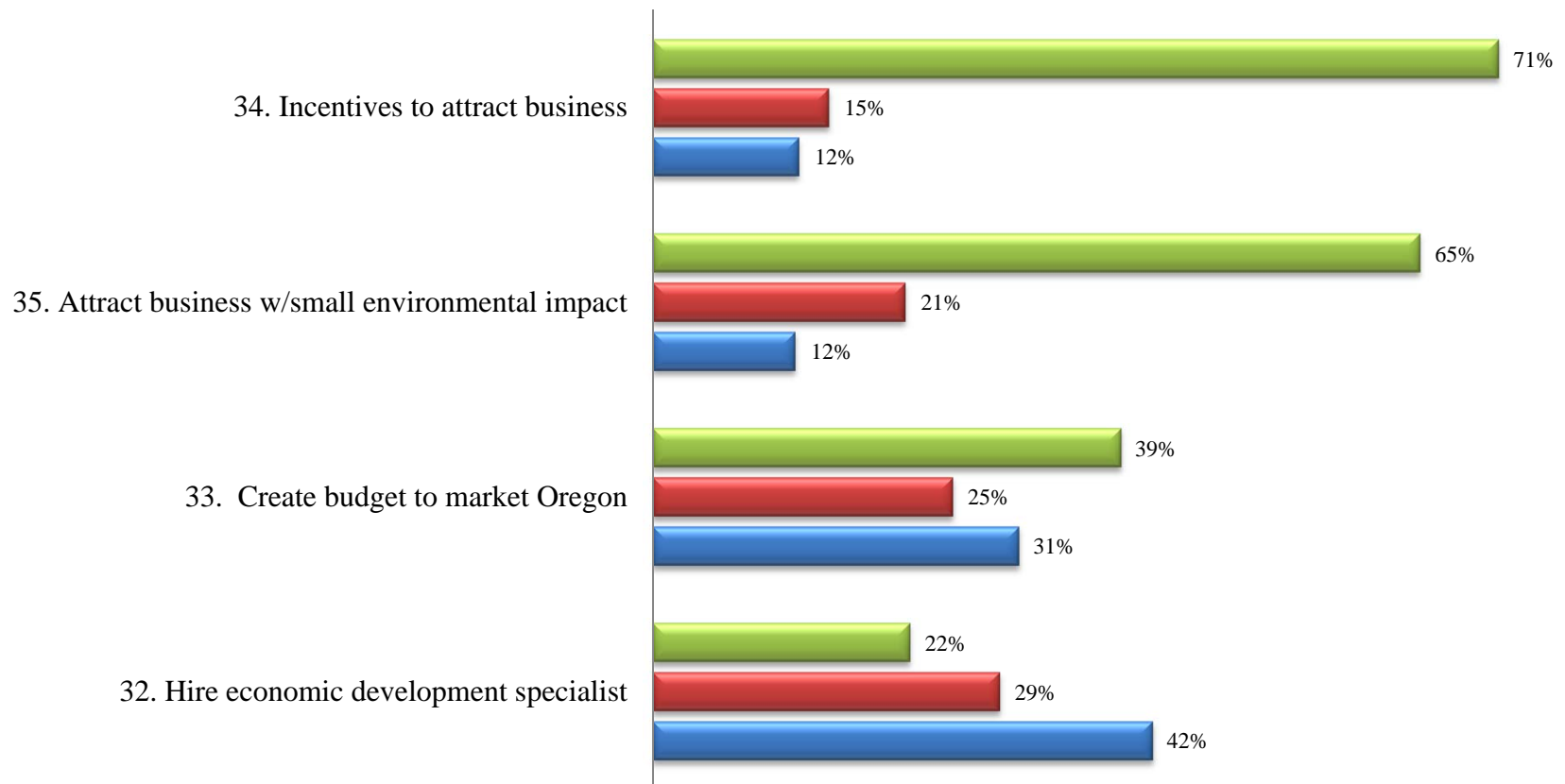
Public Transportation

■ Strongly Agree + Agree ■ Neutral ■ Disagree + Strongly Disagree



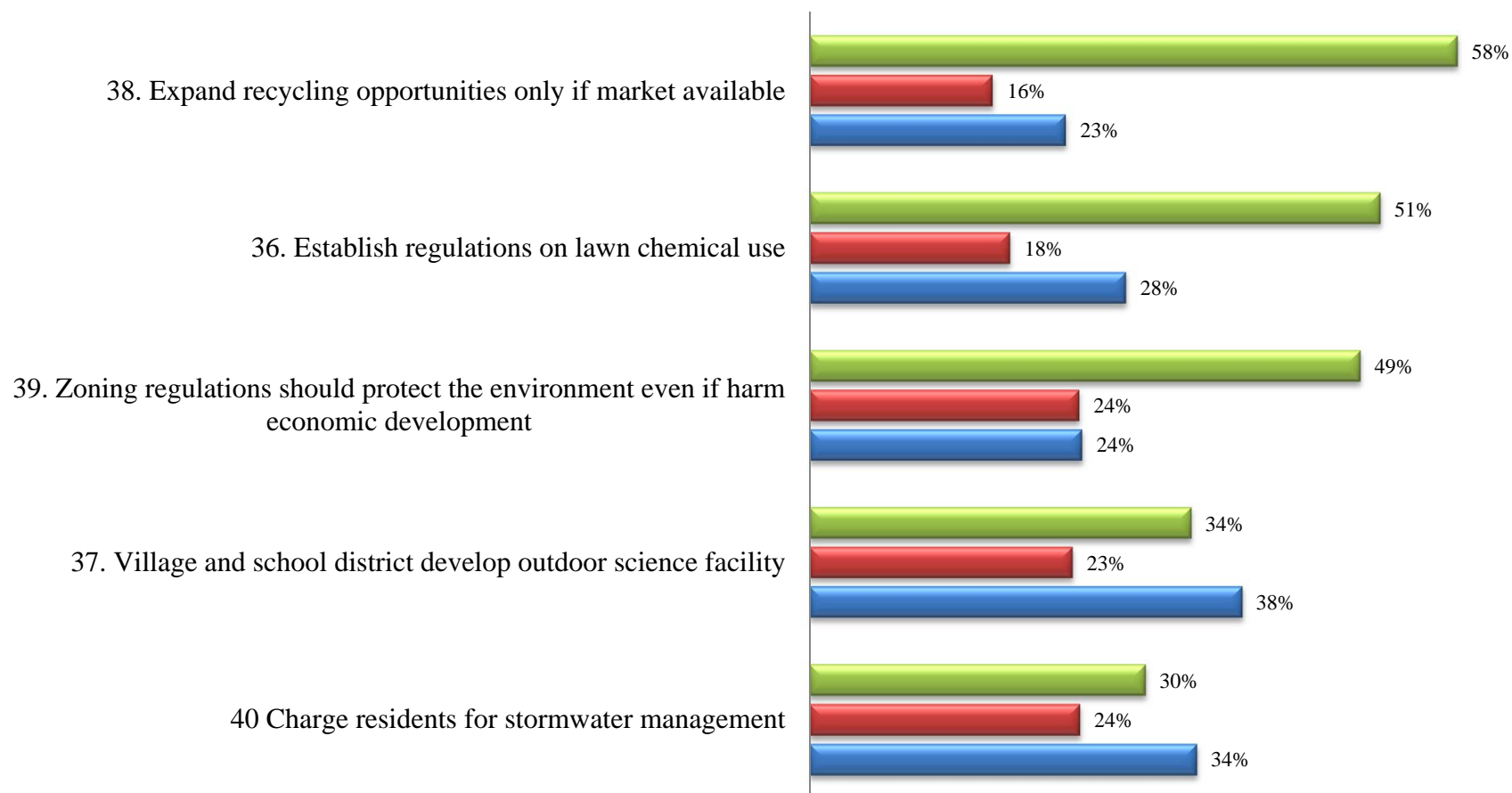
Economic Development

■ Strongly Agree + Agree ■ Neutral ■ Disagree + Strongly Disagree



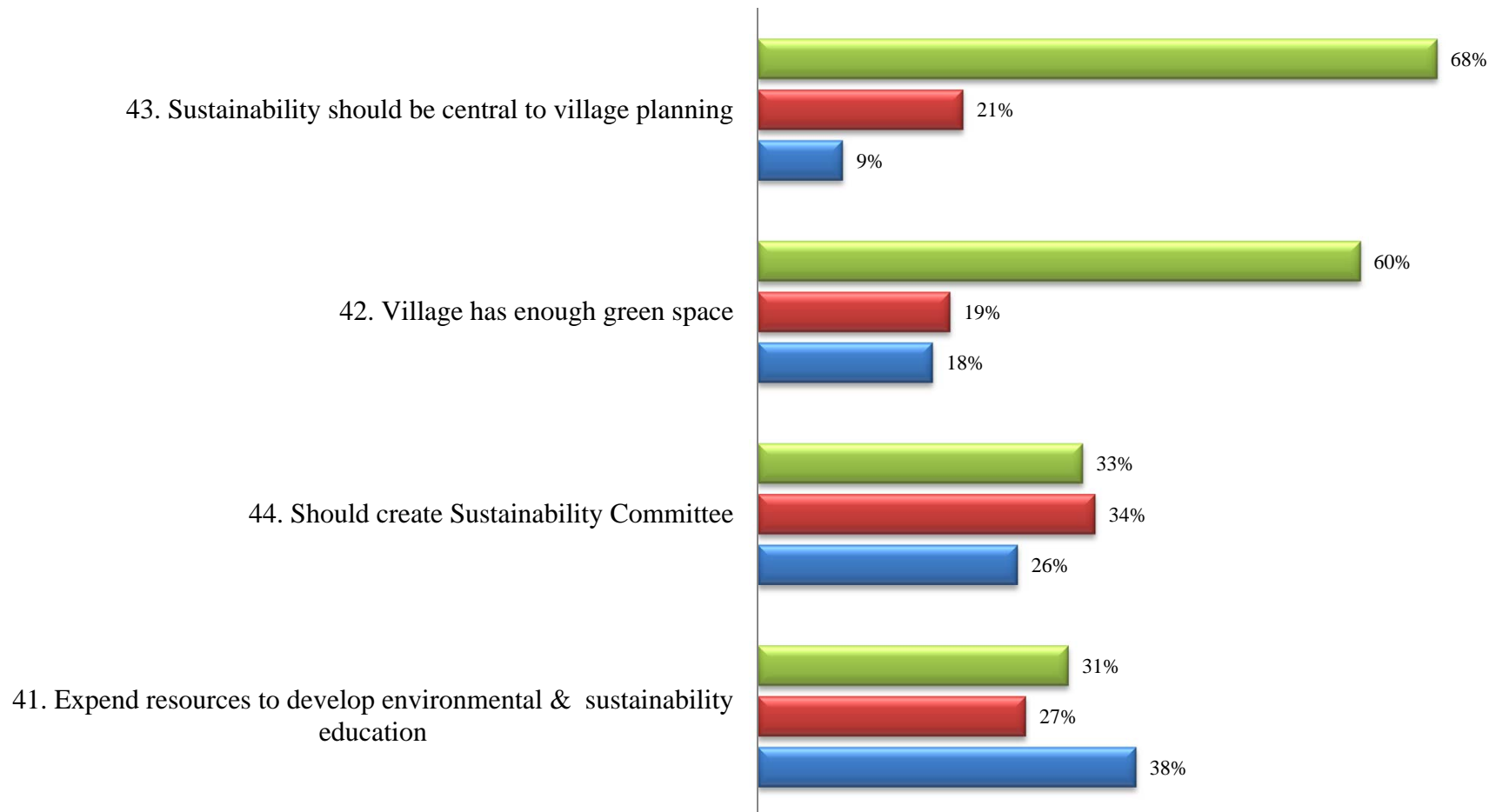
Environmental Protection

■ Strongly Agree + Agree ■ Neutral ■ Disagree + Strongly Disagree



Sustainability

■ Strongly Agree + Agree ■ Neutral ■ Disagree + Strongly Disagree



Sample Issues - Men vs. Women

- Men
 - Library and senior center adequate for 5 years
 - Don't increase sales tax for public transit
- Women
 - Attract cultural and arts groups
 - Expand recreational opportunities for novices, etc.
 - Expand cultural/non-sports rec opportunities
 - Explore commuter bus option

Sample Issues – Oregon Res vs. Others

- Village of Oregon Residents More Likely to say
 - Board doesn't seek enough input (Non-OR = Don't Know)
 - Don't build youth center (Non-OR = Don't Know)
 - Don't org youth activities (e.g. tennis) (Non-OR = Do org.)
 - Don't explore commuter bus (Non-OR = Do explore)
 - Don't support hybrids (Non-OR = Do support)
 - Don't regulate lawn chemicals (Non-OR = Do regulate)
 - Sustainability not central (Non-OR = Sustainability central)

Conclusions

- **Clearest consensus (60%+):** downtown preference for Library and Sr. Center (Q7-8), civic engagement & community events (Q11, 12, 17), trail expansion/connection to adjacent communities (Q25-28), economic development incentives and environmentally friendly business (Q34-35), sustainability & green space (Q42-43).
- **Reluctance to favor policies/programs that are likely to increase tax burden**
- **Large proportion of “neutral” responses increases difficulty to find direction on 23 of 44 questions. Lack of polarization. Education and outreach possibilities?**