



Clackamas County Community Survey

PREPARED FOR
Clackamas County
March 2014

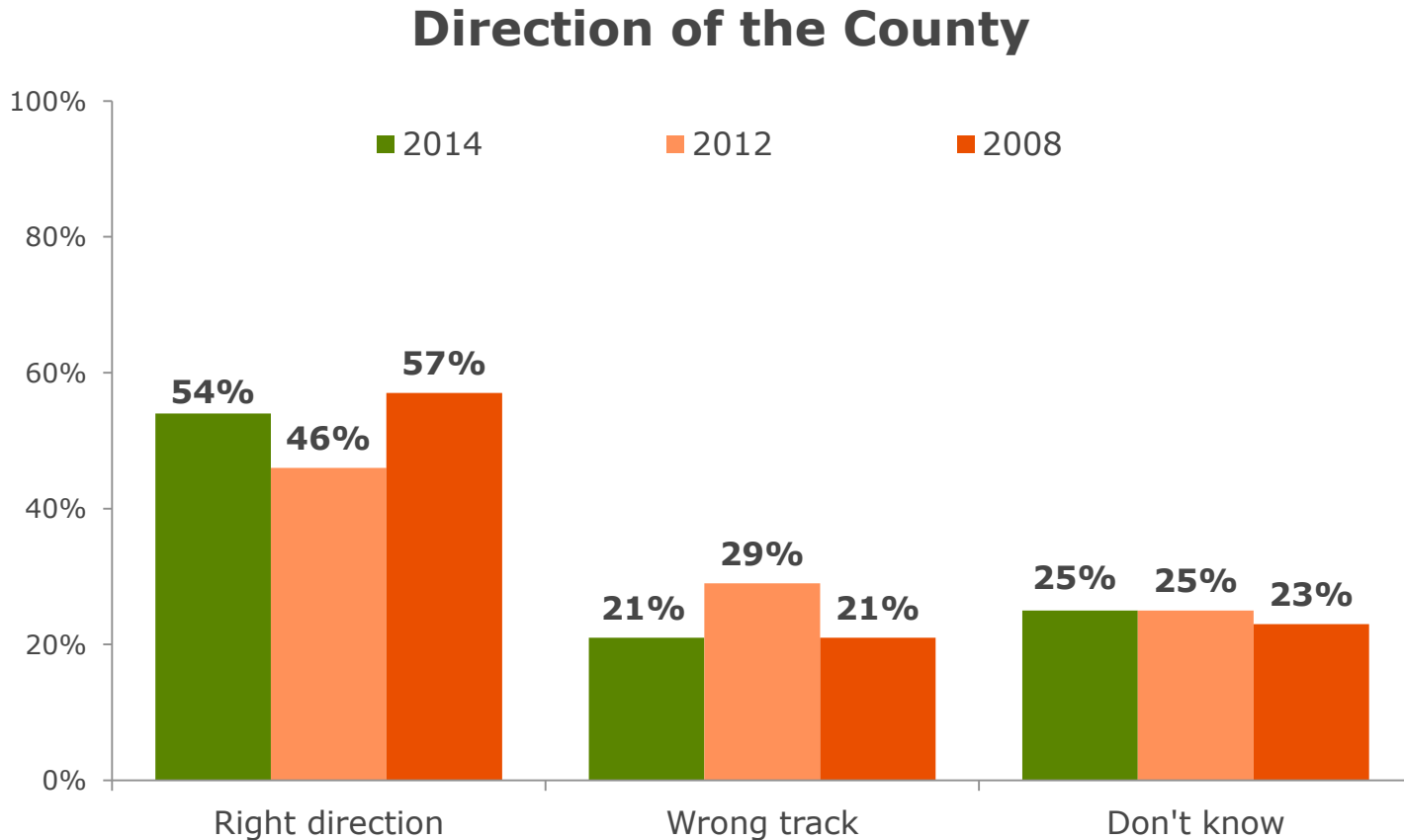
www.dhmresearch.com

Survey Methodology

- Telephone survey of 400 County residents (ages 18+)
 - Separate online survey conducted of County residents
- Conducted February 27-March 2, 2014
- Averaged 15 minutes in length
- Quotas were set for age, gender, and area of the County to ensure representative sample
- Margin of error between +/- 2.6 and +/- 4.9%, at 95% confidence level

GENERAL MOOD AND PRIORITIES

A majority of residents felt that the County was headed in the right direction, an improvement from 2012.



Road maintenance, the economy, and school funding were the most important issues facing the County.

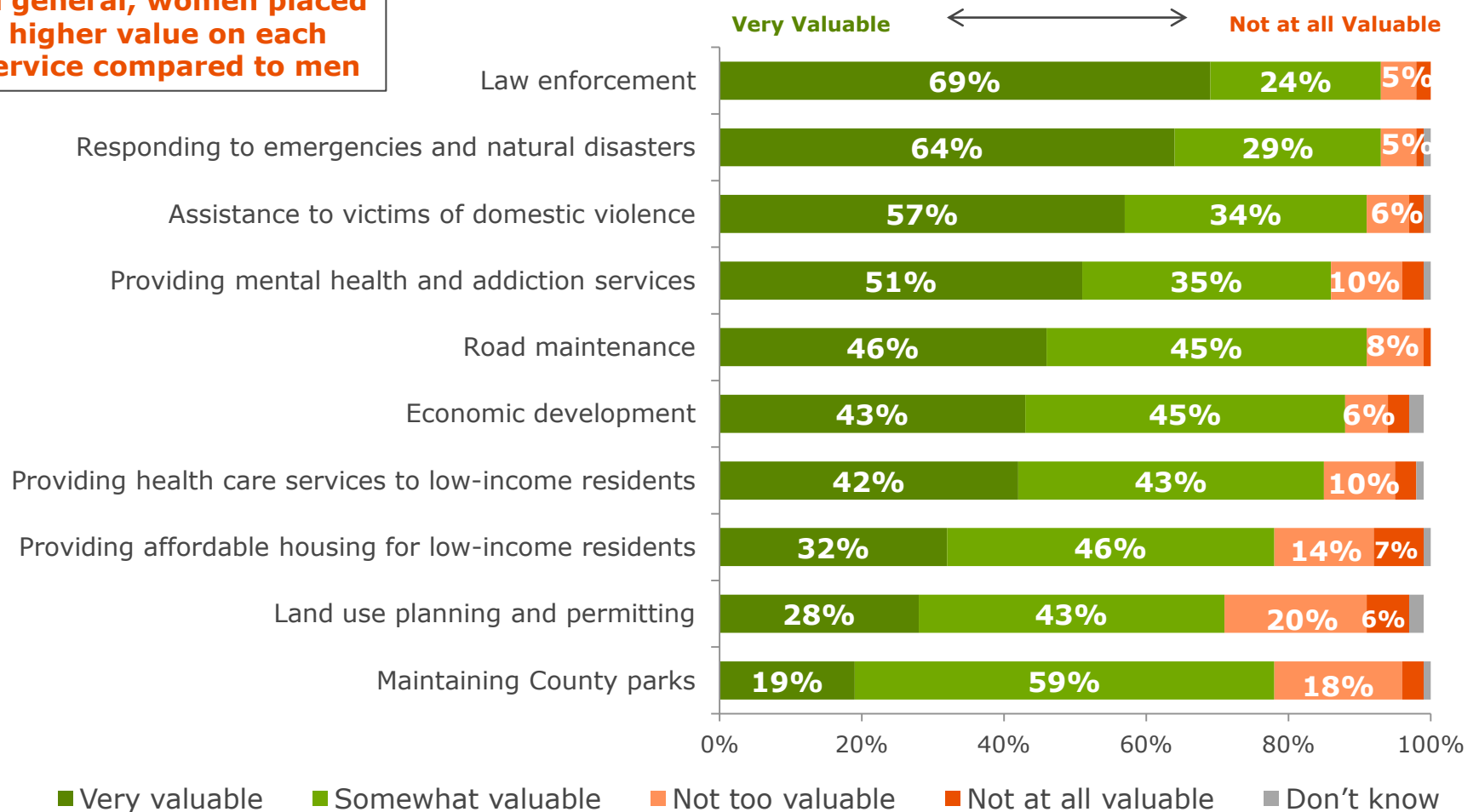
Top Concern Issues in the County

Response Category	2014 N=400	2012 N=400	2008 N=400
Road maintenance/safety/potholes	10%	18%	20%
Economy/jobs/job training	9%	20%	6%
School funding	8%	10%	5%
Land use/development	6%	4%	9%
Support public transportation	6%	5%	--
Taxes too high	6%	11%	5%
Traffic congestion/need more, new roads	5%	4%	6%
Public safety	5%	3%	9%
Schools—in general	5%	3%	8%
All other responses	3% or less	2% or less	6% or less
None/Nothing	7%	8%	17%
(DON'T ASK) Don't know	20%	10%	

VALUE PERCEPTIONS

Most valuable services for the quality of life in the County were those related to public safety, though all services were highly regarded.

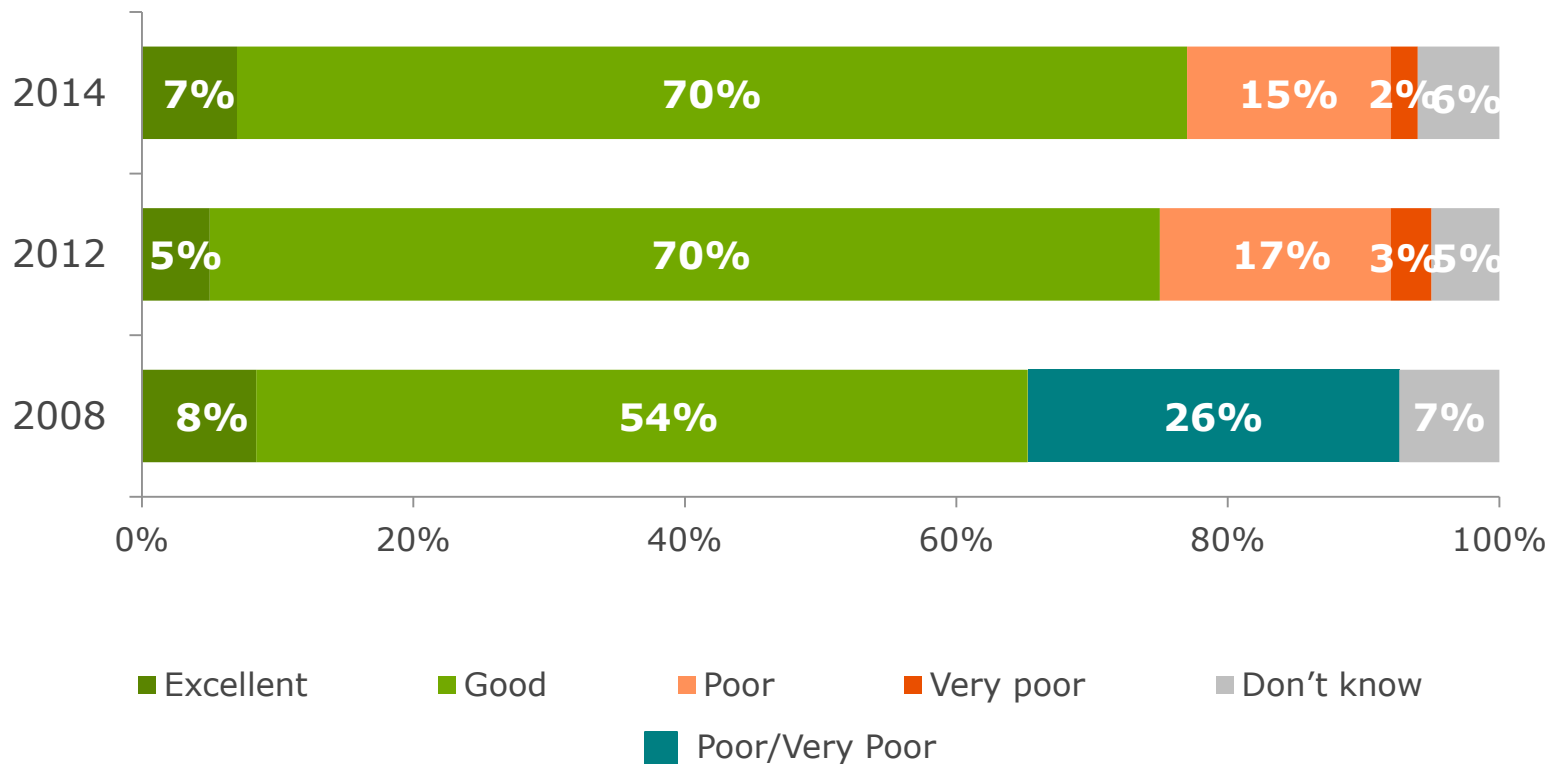
In general, women placed higher value on each service compared to men



COUNTY SERVICES AND PRIORITIES

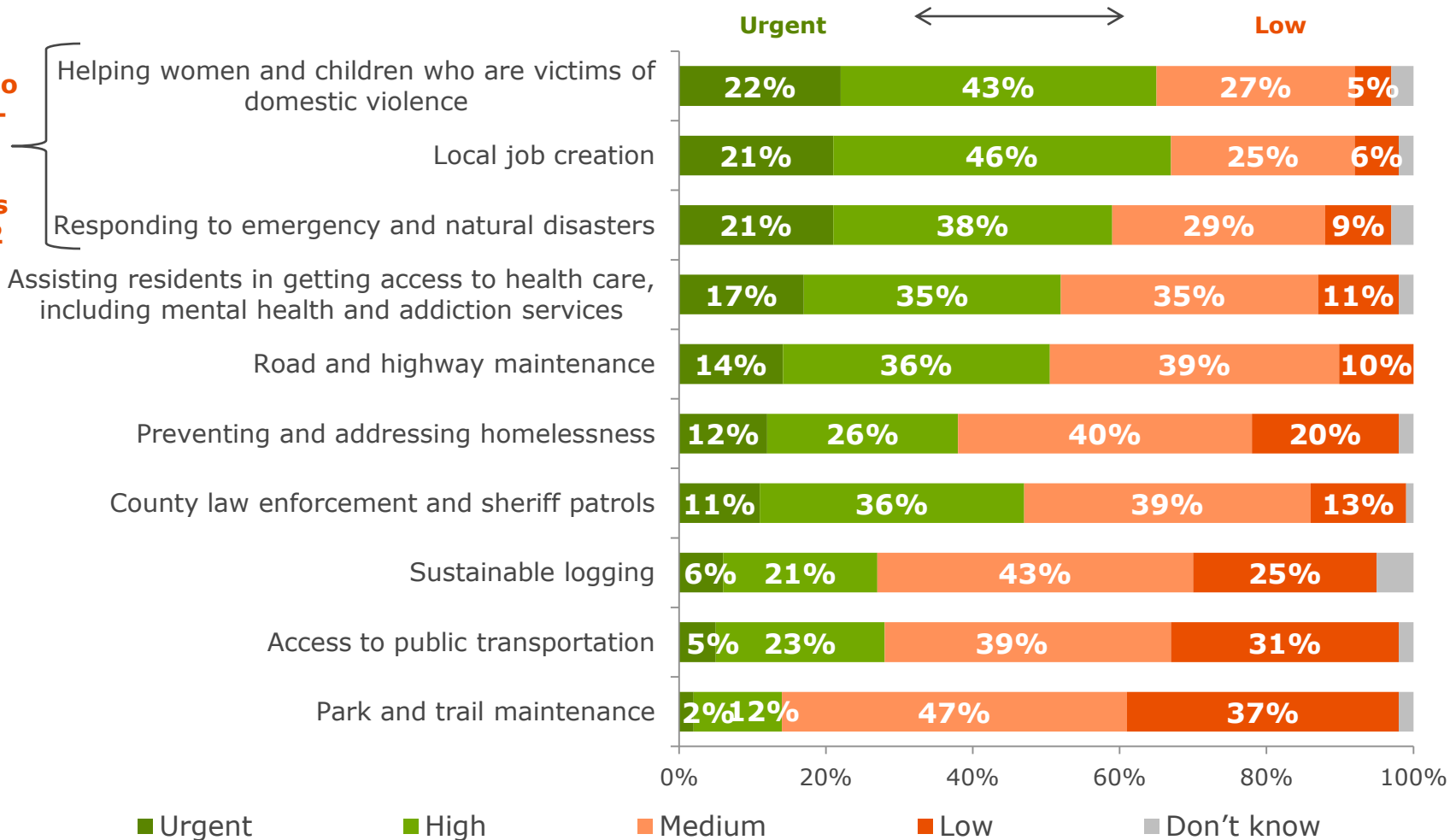
A strong majority felt the County did an excellent or good job providing services, unchanged from 2012.

Clackamas County Government Rating



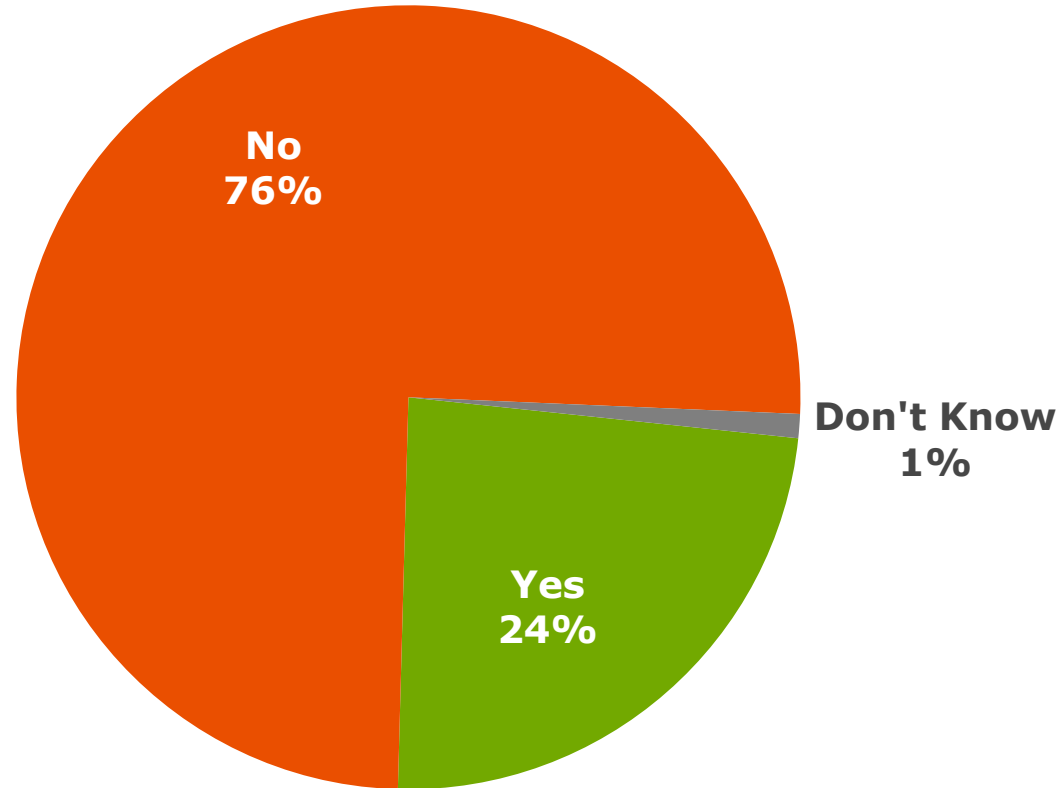
Most urgent services for County resources were helping victims of domestic violence, local job creation, and responding to emergencies and natural disasters—all of which received high value ratings.

These were also the top-three urgent services in 2012



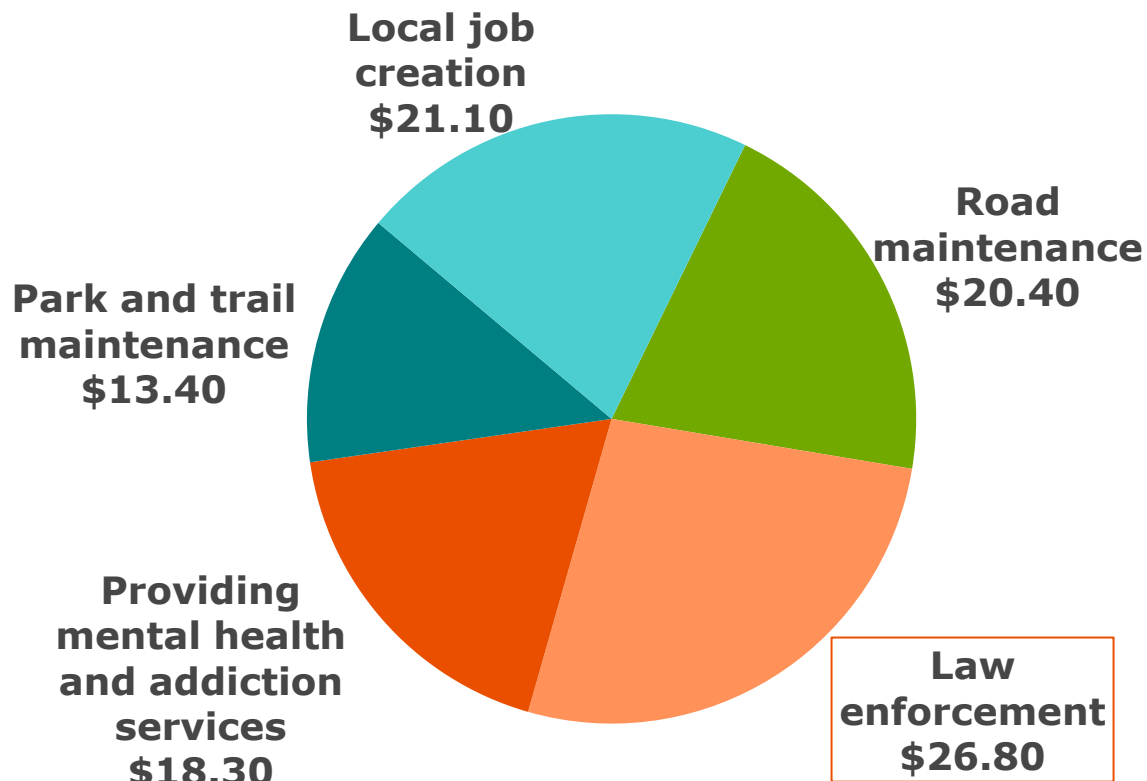
Three in four said they were not limited by the County services' and offices' four-day work week.

Four-Day Work Week Limited Access



Residents allocated the largest portion of a hypothetical County budget to law enforcement.

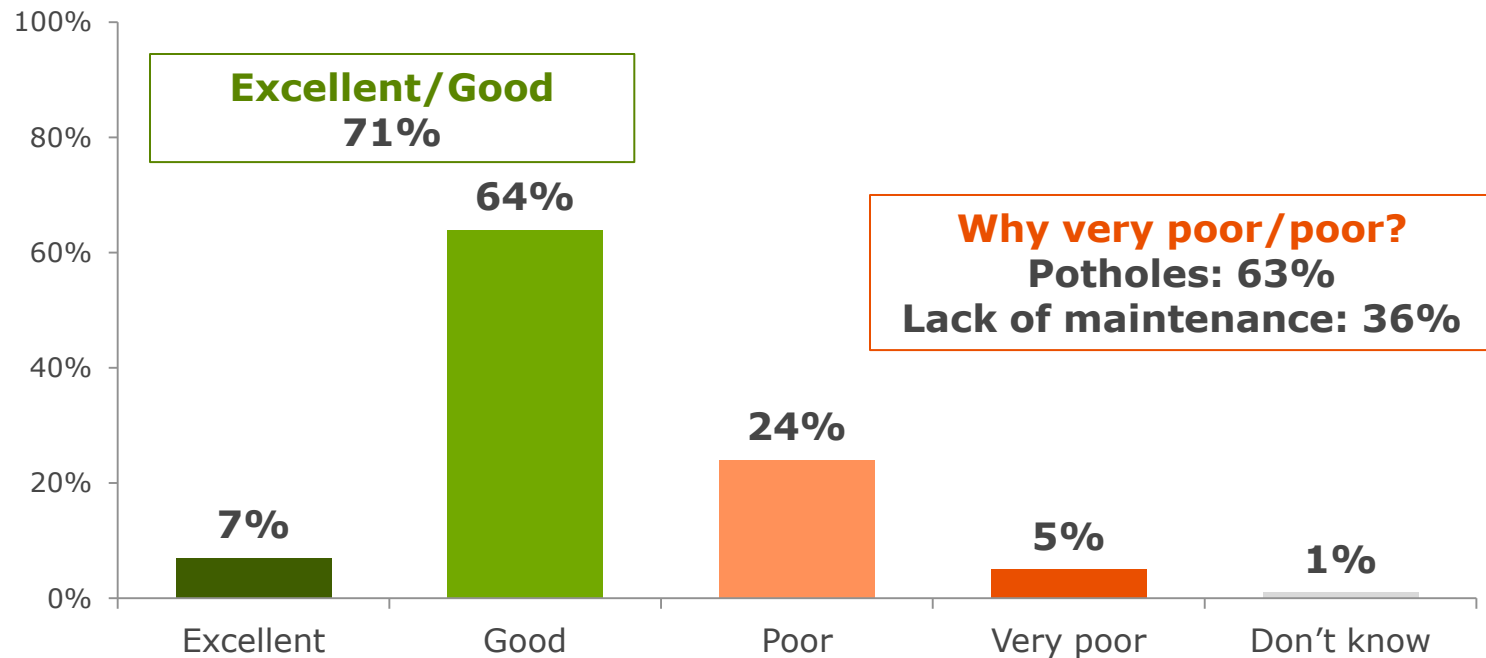
Public Services Budget Building Exercise (\$100 Total)



TRANSPORTATION SERVICES

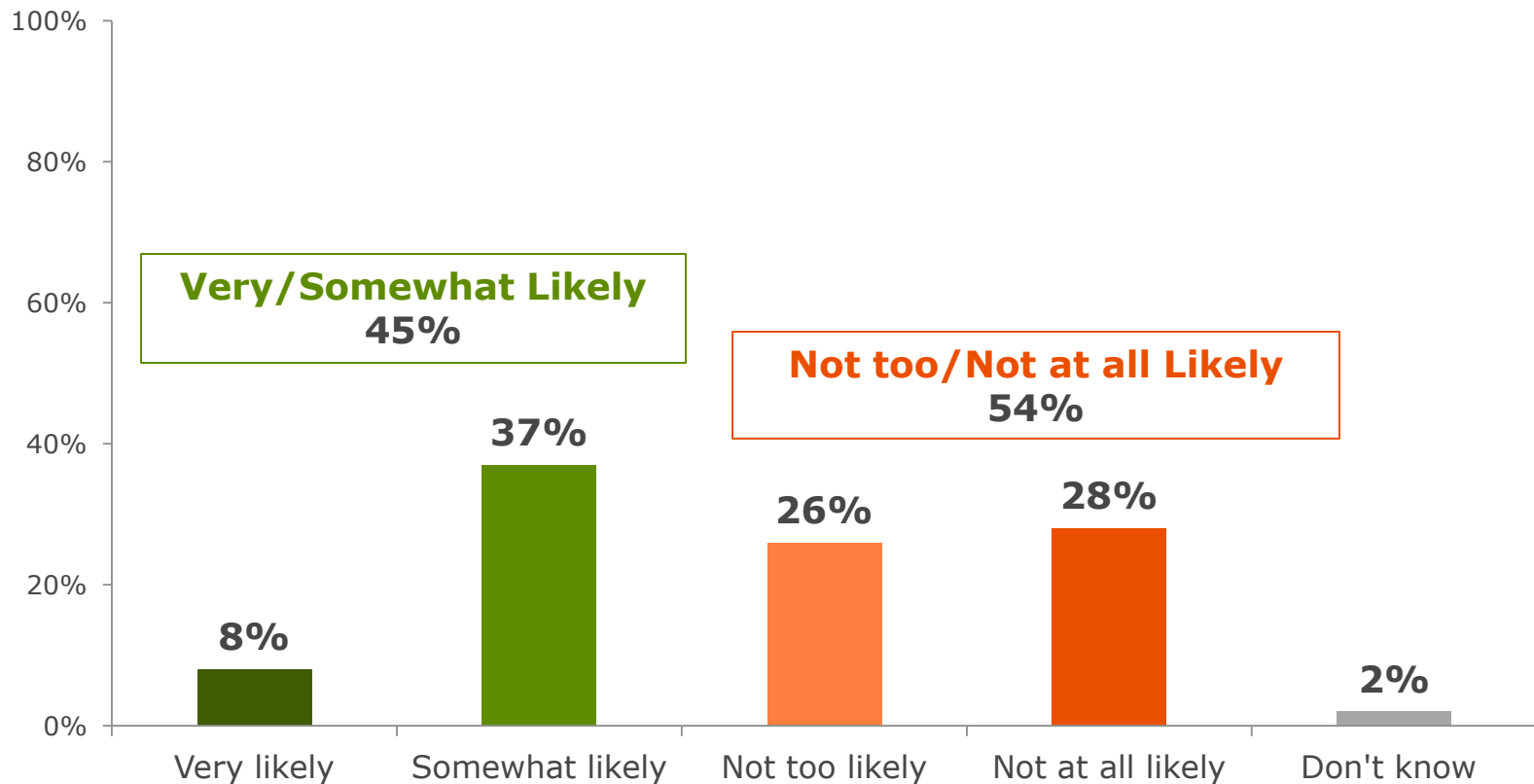
A strong majority felt the roads in their area of the County were in excellent or good condition.

Condition of the Roads



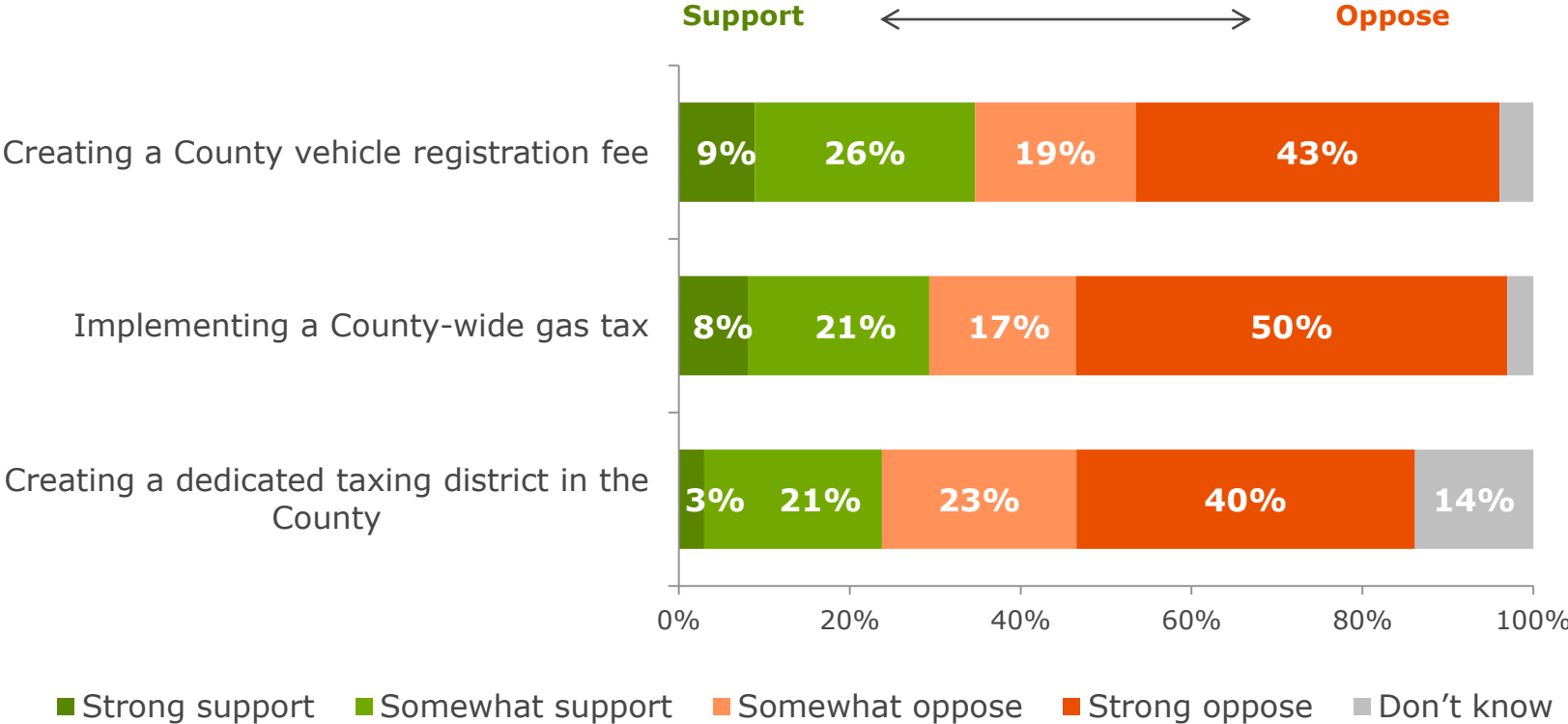
Residents were split on how likely they would be to pay more in taxes to fund road maintenance in the County.

Likelihood to Pay More in Taxes to Fund Road Maintenance



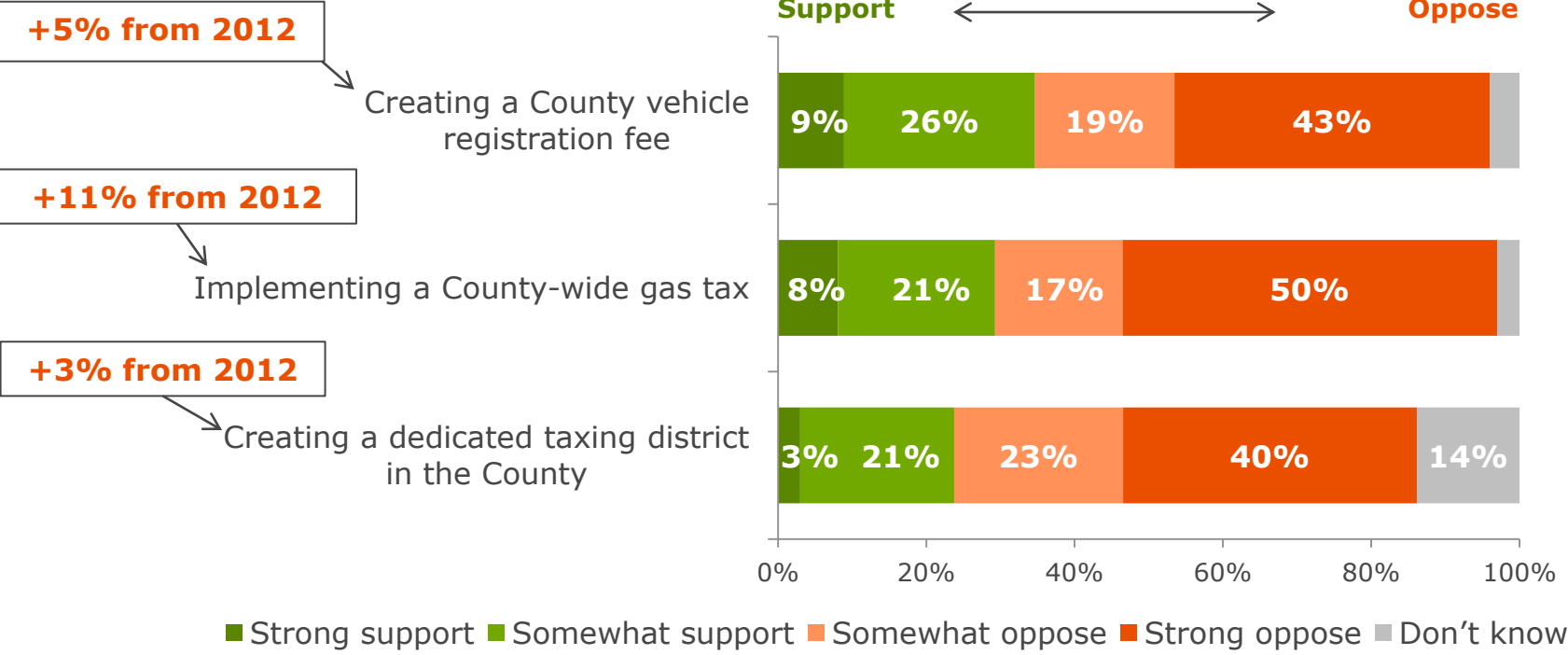
At least one in four showed some level of support for each of the funding sources.

Support for Tax or Fees for Dedicated Road Repair Fund



Though support was low for each of the funding sources, all increased from 2012.

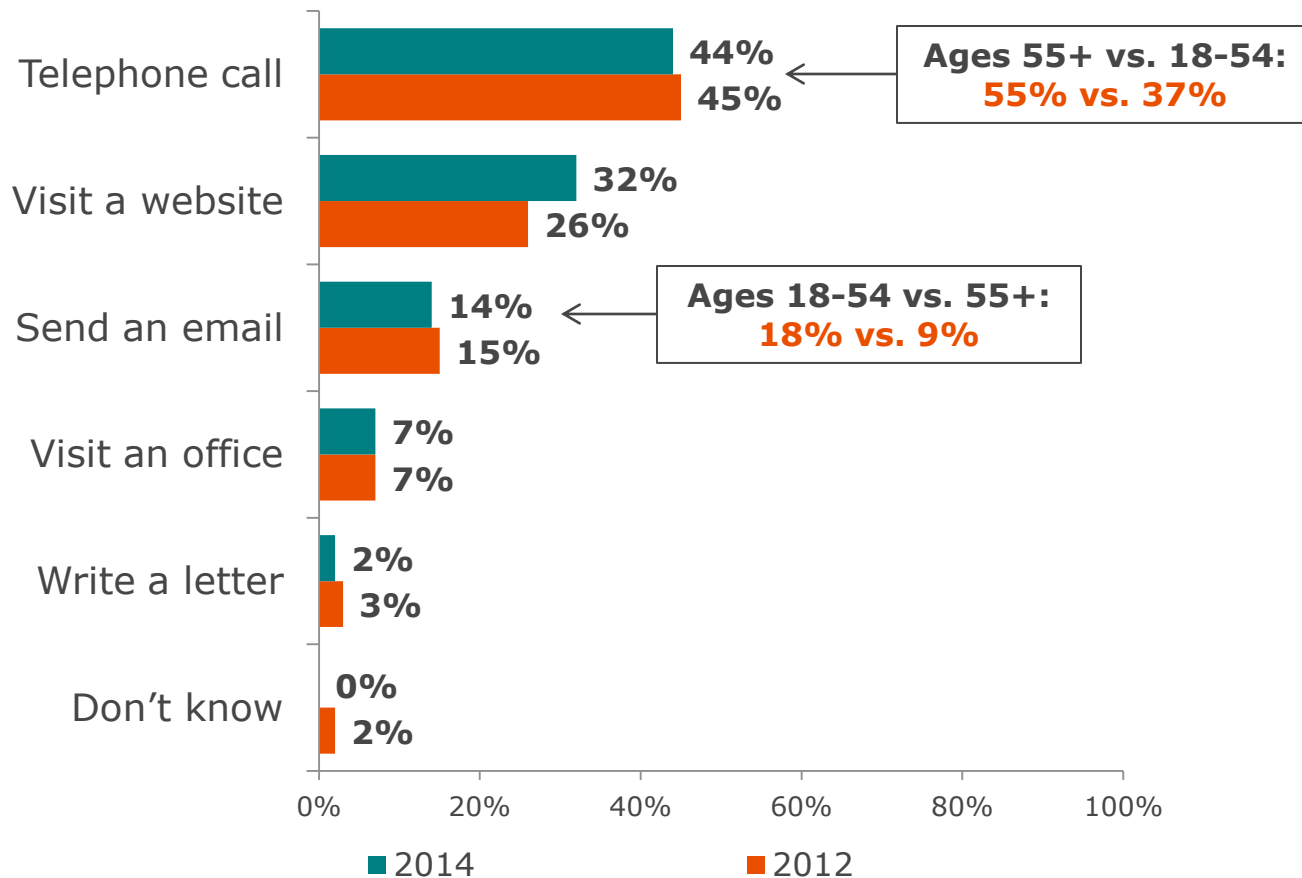
Support for Tax or Fees for Dedicated Road Repair Fund



E-GOVERNMENT + RECEIVING SERVICES

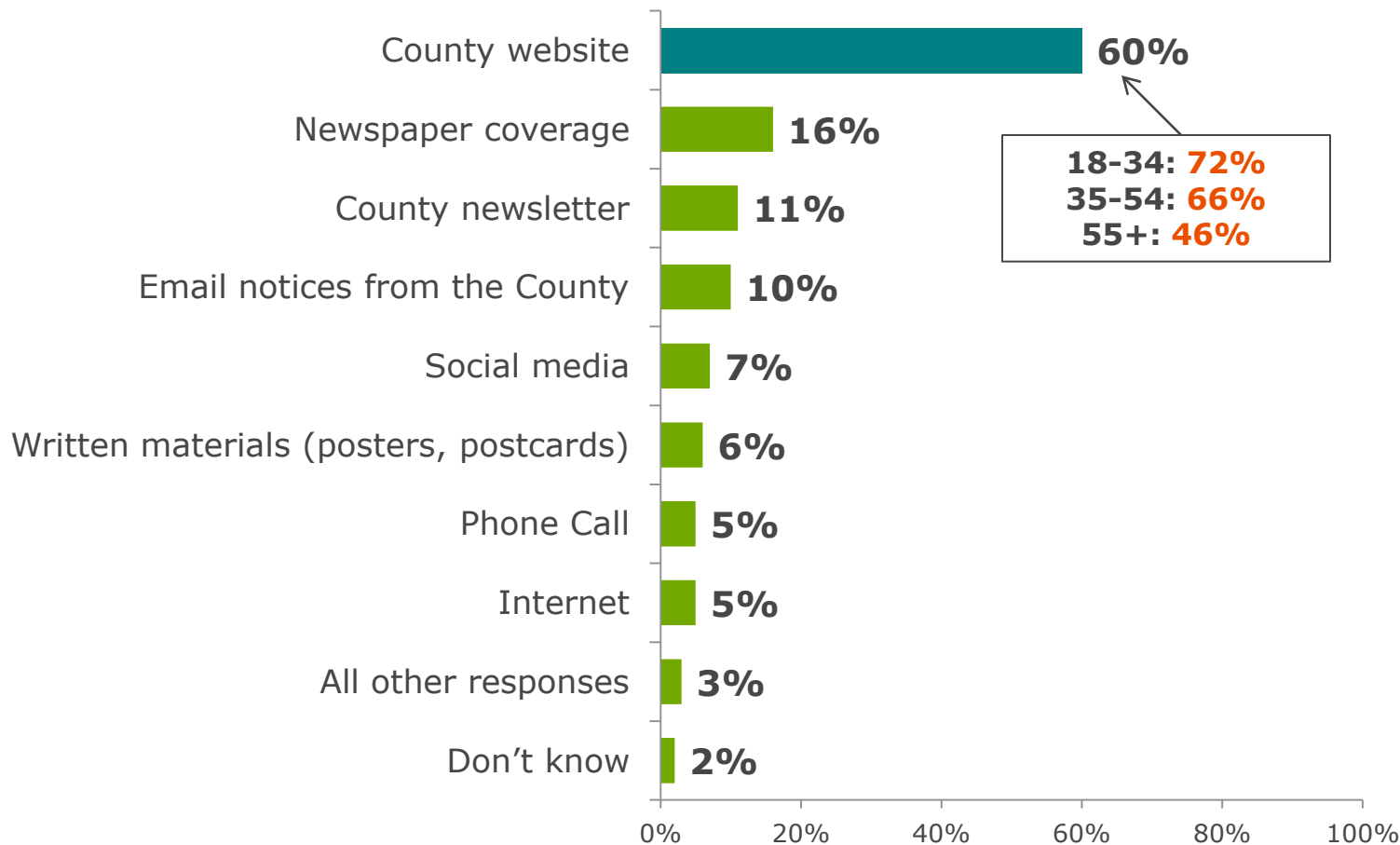
Telephone as well as online platforms like websites or email continued to be the preferred methods to communicate with the County.

Preferred Communication Method with Clackamas County



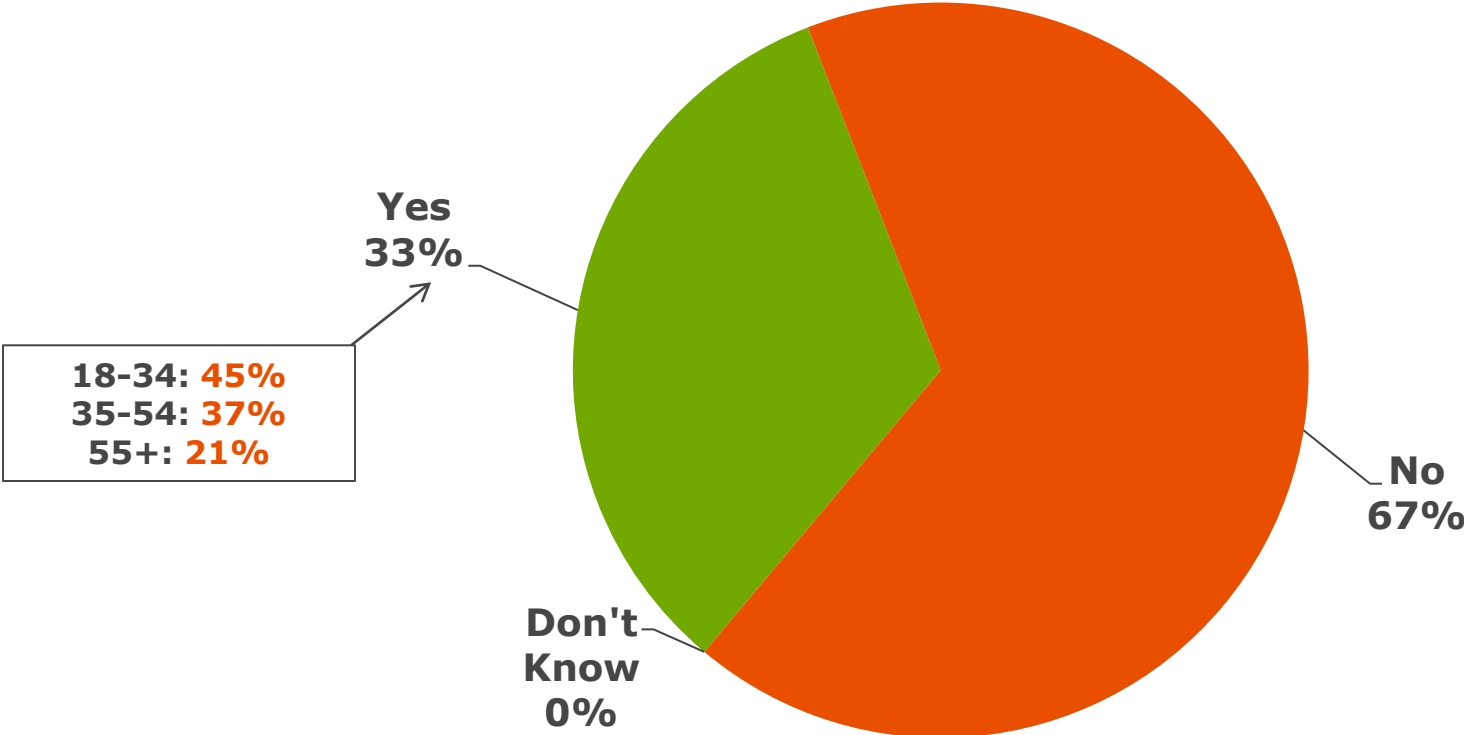
Residents preferred to access information about the County through the County website—significantly more than any other method.

Preferred Method to Access Information about the County



One-third have accessed information about the County through a mobile device or tablet.

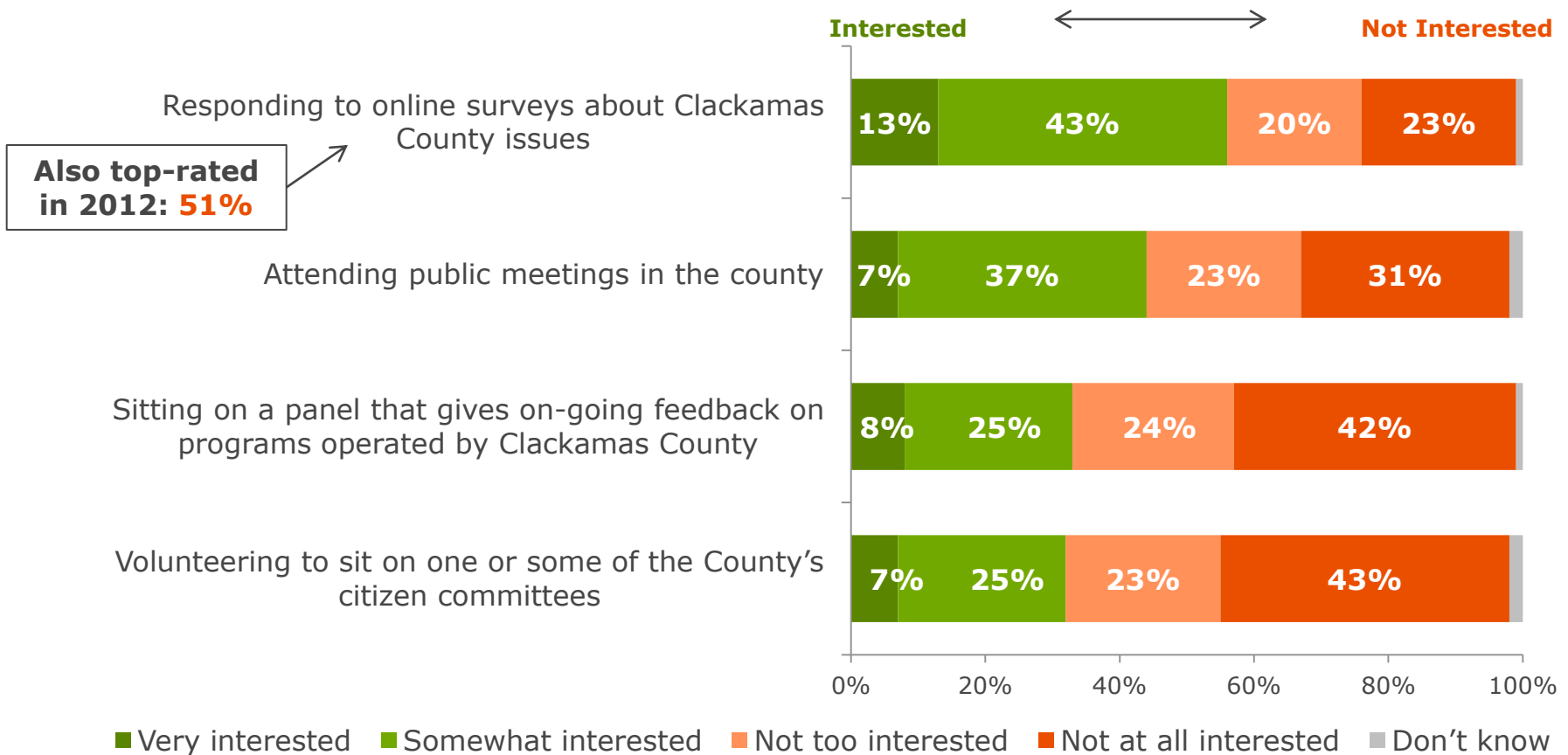
Access County Information on Mobile Device



COMMUNITY INVOLVEMENT

The top way to get involved with Clackamas County Government was responding to online surveys about Clackamas County issues—up 5 points from 2012.

Interest in Community Involvement Activities





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