

December 2019

Marion County Resident Satisfaction

TELEPHONE SURVEY



Prepared by DHM Research

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Introduction & Methodology

1

From December 2 to 5, 2019, DHM Research conducted a telephone survey of 500 Marion County residents. The purpose of the survey was to assess residents' satisfaction with county services, gather feedback on residents' priorities for county services, and identify preferred communication channels.

Research Methodology: The telephone survey consisted of 500 Marion County residents. The survey took approximately 14 minutes to complete. This is a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups, including age, gender, and area of the county.

Respondents were contacted by a live interviewer from multiple lists, including a list of registered voters; a landline household list compiled from public records and consumer lists; and a cellular consumer list derived from cell and cable consumer information and matched to publicly available address information. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, and area of the county to ensure a representative sample of the community at large. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. For a sample of 500, the margin of error is $\pm 4.4\%$.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for more than forty years. The firm is nonpartisan and independent and specializes in research projects to support public policy-making.

Summary & Observations

2

Marion County residents are optimistic about the County's direction.

Optimism among Marion County residents has increased since it was last measured at 50% in 2007. More than one-half of Marion County residents (56%) now agree that the county is headed in the right direction. Optimism in Marion County is also currently higher than in the tri-county area consisting of Clackamas, Multnomah, and Washington counties (50%) and in the City of Salem (37%).

Homelessness is residents' top concern.

In response to an open-ended question, 37% of residents mentioned homelessness or poverty as the most important issue for elected officials to address. Residents say they want a holistic approach to homelessness that includes both social services and law enforcement, though residents lean more heavily toward services than law enforcement.

Overall, Marion County residents are satisfied with county services.

Approximately 8 in 10 residents are generally satisfied with county services (79%), though more of these are somewhat satisfied (62%) than very satisfied (18%). Satisfaction with specific services is highest for county sheriff enforcement and patrol services (76%); waste reduction and recycling (69%); road maintenance of county roads and bridges (64%); management of growth and development (55%); and emergency preparedness (54%).

Additionally, residents are pleased with the way things are going in Marion County. Most residents feel safe in their community (84%), prefer the current method of garbage incineration (81%), and believe county roads are well maintained (63%).

Lower levels of satisfaction with county services may be due to lack of familiarity with them.

Residents are less satisfied with criminal prosecution and victim services (43%); permitting systems for business (40%); services promoting mental and physical health for all residents (40%); juvenile services (38%); jail, parole, and probation services (37%); and assisting people with mental, developmental, or substance abuse needs (35%). Lower levels of satisfaction for these services are likely due to higher levels of reported unfamiliarity, especially when it comes to business permitting, jail/probation services, and juvenile services.

Residents say they would like to hear more from the county.

Approximately a quarter of residents (24%) say they receive information with sufficient frequency to meet their needs, with most of the remainder saying they either do not hear from the County often (49%) or that they never hear from the County (20%). A plurality (43%) say they prefer to receive their information in print, with the remainder—especially younger residents—preferring some mix of digital outreach, including the County website, email, online newsletters, and various forms of social media. Residents appear most interested in communications regarding public safety, emergency preparedness, public health, and community activities and events.

Recommendations & Next Steps 3

Enhanced communication may bolster the strength of resident satisfaction with county services.

Many residents are unfamiliar with over half of the services listed in the survey. It is unlikely that most residents will have or have had direct experience with these services, including those related to criminal justice, business permitting, and mental health. Because most individuals are unaware rather than dissatisfied, enhanced communication about these and all county services may increase the strength of resident satisfaction.

Continued public outreach, education, and engagement is recommended to understand residents' views about expanding jail capacity.

Residents feel safe in their community and are satisfied with county sheriff services. As a result, they may not see the need to fund jail expansion. Half of residents support the general concept of funding jail expansion, but there is not clear majority support for this issue at this time. Further education and engagement about anticipated benefits, projected costs, and appropriate funding mechanisms is recommended.

Use a broad mix of print and digital media to connect with residents more frequently about the topics they find most interesting.

Survey findings suggest that residents believe they would like to hear more from the County to meet their needs. Consider using a mix of print and digital communications to reach residents more frequently, while recognizing that younger residents have a greater preference for digital communication. The information residents find most interesting and useful relates to public safety, emergency preparedness, public health information, and community events.

Benchmarking surveys every two to three years may help Marion County better understand residents' evolving attitudes and priorities.

As Marion County continually seeks to improve services and provide good value to taxpaying residents, it will be helpful to measure residents' opinions in response to new developments. A greater quantity of data, collected longitudinally, will provide a better picture of residents' evolving needs and opinions, which can better inform policy-making.

Key Findings

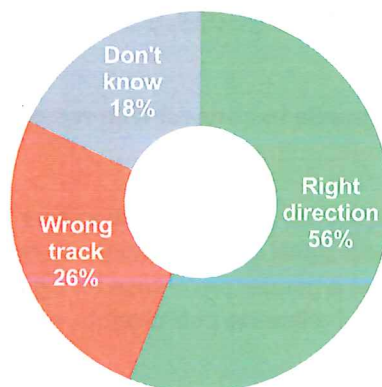
The purpose of the survey was to assess Marion County residents' satisfaction with and priorities for county services and to identify their preferred communication channels.

4.1 General mood and top issues

Over one-half of residents believe Marion County is headed in the right direction.

When asked whether they believe Marion County is headed in the right direction or off on the wrong track, most residents say the County is headed in the right direction (56%). About one-quarter of residents say things are off on the wrong track (26%), and the remaining (18%) are unsure.

**Chart 1
Marion County Direction**



Source: DHM Research, December 2019

Perceptions of Marion County vary by age, with younger residents ages 18–34 the most optimistic (67%) and older residents less so (51%).

Additionally, optimism about Marion County is tied to satisfaction. Those who are more satisfied with services, taxes, and communications are more likely to be optimistic about where the County is headed (59%–67%).

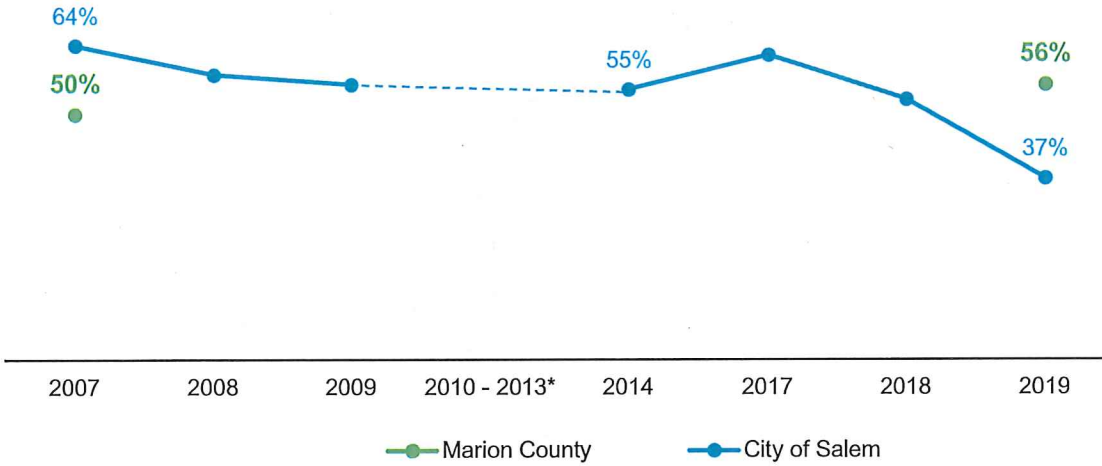
Optimism is higher for Marion County than for the City of Salem.

Perceptions of Marion County have improved since data was last collected in 2007. While DHM does not have right-direction data for Marion County between 2007 and 2019, right-direction numbers increased from 50% in 2007 to 56% in 2019.

Optimism for the City of Salem has been trending downward since 2017 and hit a low point (37%) in 2019. Optimism in the tri-county area is also comparatively lower, with 50% of residents of Multnomah,

Clackamas, and Washington counties saying the area was headed in the right direction in January of 2019.

Chart 2
Direction: Marion County* vs. City of Salem



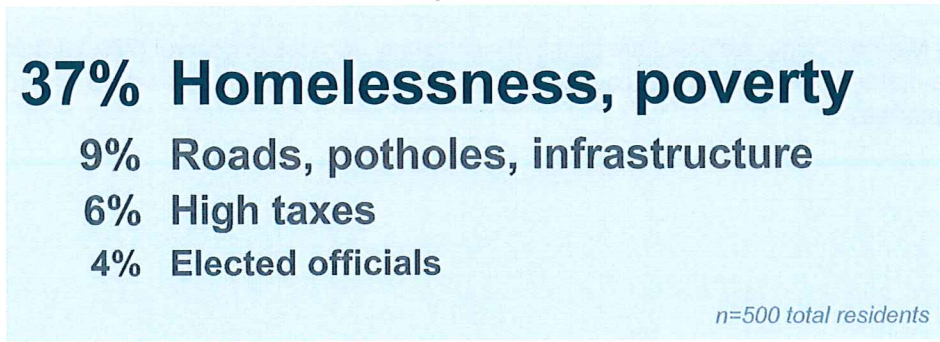
Source: DHM Research, December 2019

*DHM does not have Salem right direction/wrong track data available for 2010–2013.

Homelessness and poverty are frequently mentioned as the most important issues in the County.

When asked, in an open-ended question, to identify the most important issue residents would like elected officials to do something about, 37% of residents mention homeless or poverty. While addressing homelessness is a clear top priority, others mention concerns with roads, potholes, and infrastructure, high taxes, and issues with elected officials.

Table 1
Most Important Issues



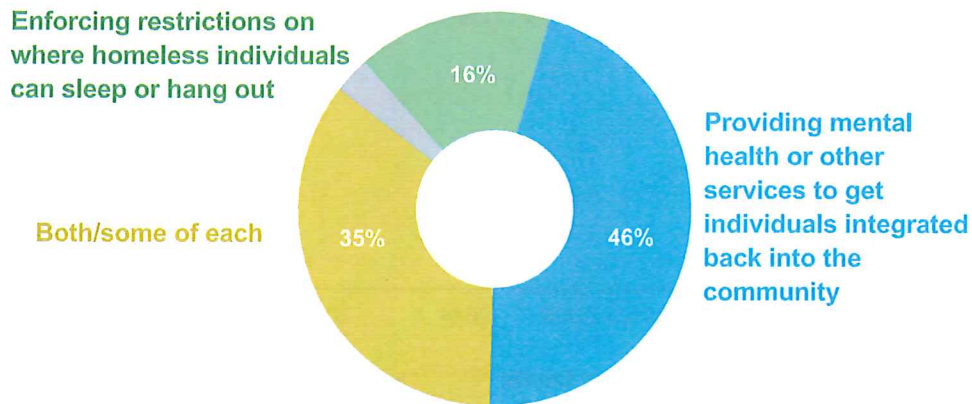
Source: DHM Research, December 2019

While homelessness is the main concern for residents overall, some groups are more concerned with this issue than others. Addressing homelessness is more often a priority among those ages 35–54 (41%), residents of Salem (43%) and Keizer (53%), and those with a college degree or more (42%).

Managing homelessness is a nuanced issue; a plurality of residents call for a holistic solution.

While the desire to address homelessness is shared by many residents, residents are less unified when it comes to determining the best approach. Residents are more likely to call for providing mental health or other services to integrate individuals back into the community (46%) than enforcing restrictions on where homeless individuals sleep or hang out (16%). Over three in ten ask for a more holistic solution that involves a combination of both approaches, even though this options was not read aloud to them (35%).

Chart 3
Addressing Homelessness



Source: DHM Research, December 2019

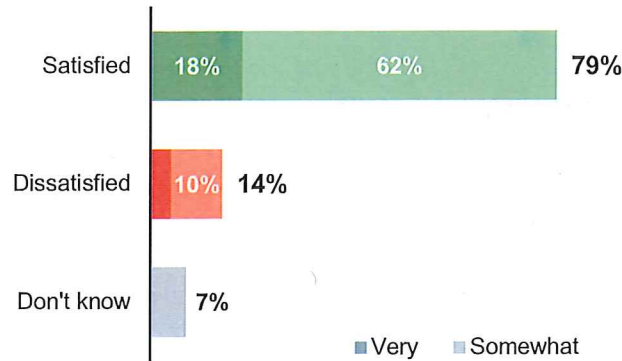
Residents younger than age 55 (36%–43%) and those who have lived in Marion County for at least six years (37%–39%) are more likely to call for both enforcement and mental health or other services.

4.2 Satisfaction with existing services

8 in 10 residents are satisfied with county services, though most of these are somewhat satisfied rather than very satisfied.

A majority of Marion County residents are satisfied with county services in general (79%). While few residents are currently dissatisfied with county services (14%), most express soft satisfaction (62% somewhat satisfied).

Chart 4
Satisfaction with County Services



Source: DHM Research, December 2019

Satisfaction with county services is tied to satisfaction in other areas. Those who are more satisfied with taxes and communications are more likely to be positive about county services (89%–90%).

Those who are satisfied with Marion County Government most often express overall general satisfaction.

Individuals who expressed satisfaction with county services were asked, in an open-ended question, why they felt satisfied. Most did not point to any one reason for their satisfaction, rather they simply expressed general satisfaction with services overall (40%). Other reasons for resident satisfaction include satisfaction with county fire, police, and EMT services as well as the maintenance of streets and roads.

Table 2
Reasons for Satisfaction

40% Generally satisfied

8% Fire, police, EMT

7% Maintain roads, streets

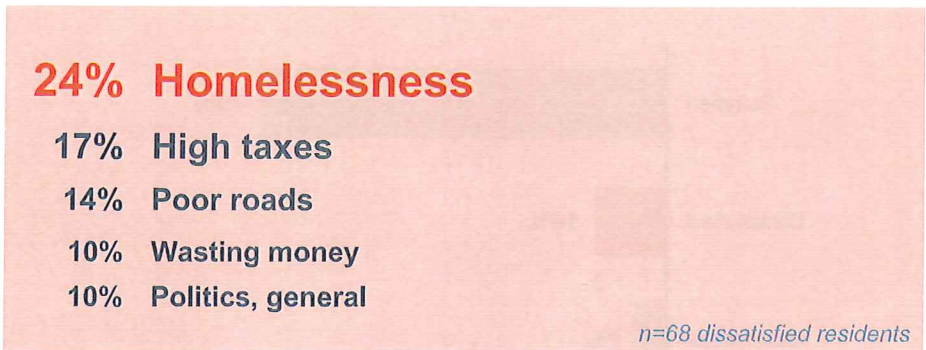
n=252 satisfied residents

Source: DHM Research, December 2019

Dissatisfied residents mention homelessness, taxes, quality of roads, and complaints about waste and politics.

Individuals who expressed dissatisfaction with county services were also asked, in an open-ended question, why they felt dissatisfied. Though few residents overall are dissatisfied with county services (14%), one-quarter of those who are dissatisfied point to homelessness as their main concern. Other reasons include high taxes, poor roads, wasting money, and county politics in general. These reasons are consistent with concerns presented in Table 1. Given the low sample size (n=68) of dissatisfied residents, these findings need to be viewed with some caution.

Table 3
Reasons for Dissatisfaction

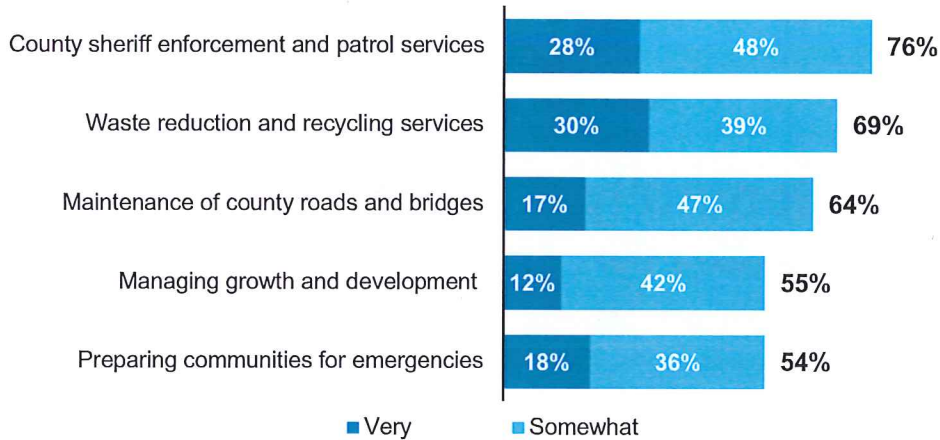


Source: DHM Research, December 2019

County residents are most satisfied with sheriff enforcement, waste reduction services, and maintenance of roads.

When provided with a specific list of services offered by Marion County, five emerge as most satisfactory to residents. Residents are most satisfied with county sheriff and patrol services (76%), with 28% saying they are very satisfied. A majority of residents are also satisfied with waste reduction and recycling services (69%) and the maintenance of roads and bridges (64%). Over one-half of residents are satisfied with how the County is managing growth and development (55%) and preparing communities for emergencies (54%).

Chart 5
Top-Tier County Services

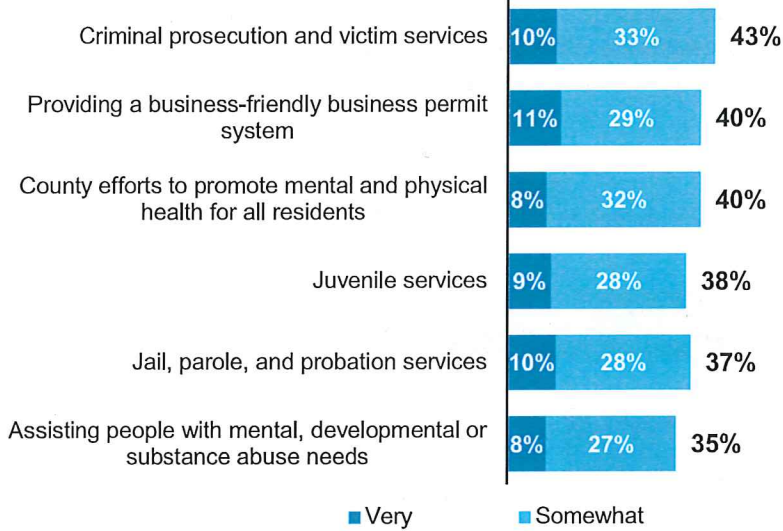


Source: DHM Research, December 2019

Residents are less satisfied with criminal justice, business permitting services, and mental health.

Residents are less satisfied with the remaining county services, including criminal prosecution and victim services (43%), permit systems for businesses (40%), and efforts to promote mental and physical health for all residents (40%). At the bottom of the list, juvenile services (38%), jail, parole, and probation services (37%), and assisting people with mental, developmental, and substance abuse needs (35%) receive the lowest ratings from residents.

**Chart 6
Lower-Tier County Services**

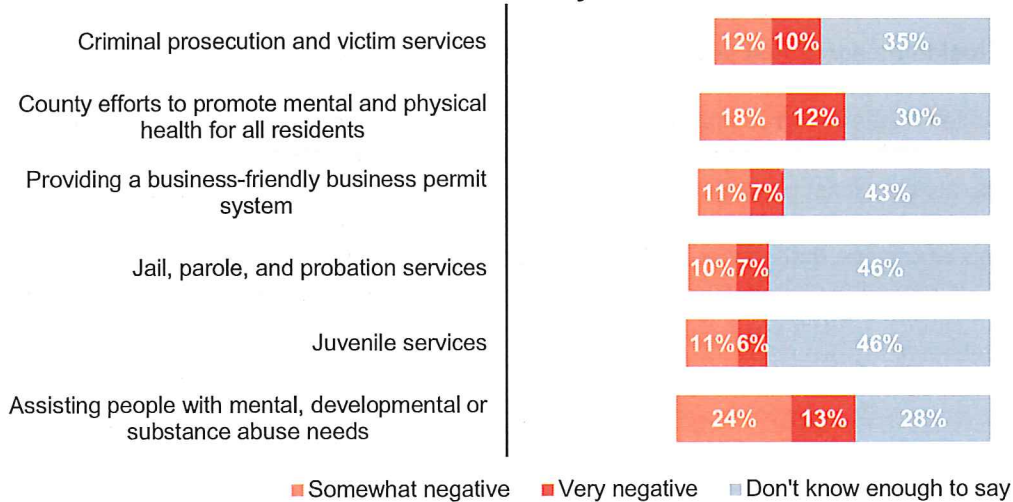


Source: DHM Research, December 2019

Lower satisfaction often means high levels of unawareness rather than dissatisfaction with services.

Items in the lower tier for resident satisfaction receive high percentages of “don’t know” responses from residents. While negative opinions of these services range from 17% to 37%, between 28% and 46% of residents are unaware of these lower-tier services. Because these items are related to criminal justice, business permitting services, and mental health services, it is likely that most residents have not had direct experience with these services.

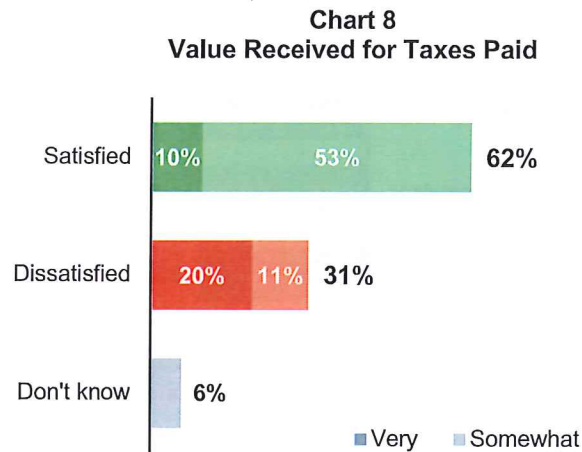
**Chart 7
Unawareness of County Services**



Source: DHM Research, December 2019

Overall, most residents are satisfied with the value received for their taxes and fees paid.

A majority of Marion County residents are satisfied with the value they receive for the taxes they pay (62%). As is the case with their overall satisfaction with county services, most residents express soft satisfaction (53% somewhat satisfied) with the value they receive. While fewer residents overall are dissatisfied with the value they receive (31%), twice as many say they are not too satisfied (20%) as not at all satisfied (11%).



Source: DHM Research, December 2019

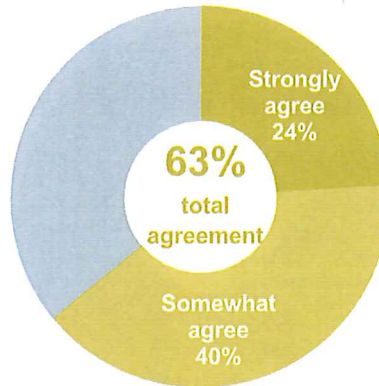
Satisfaction with value received for taxes paid varies for some demographic groups. Residents of Keizer (79%) and those who have lived in the County for 10 years or more (65%) are most likely to be satisfied with value received. Women (9%) are more likely than men (4%) to say they are unsure.

Again, satisfaction with value received for taxes paid is tied to satisfaction in other areas. Those who are more satisfied with county services and communications are more likely to be positive about the value they receive for the taxes they pay (70%–83%).

A majority of residents agree that county roads are well maintained.

More than six in ten residents agree that county roads are well maintained (63%), with almost one-quarter agreeing strongly (24%). County roads are mentioned frequently in open-ended responses, including by 9% of residents, as a the most important issue for officials to address. Roads are cited by both those who are satisfied with county services (8%) and those who are dissatisfied (10%). When considered with the 40% of residents who agree that county roads are only somewhat well maintained, this data suggests that there is room to improve the maintenance of county roads, even though it is not considered an urgent need.

Chart 9
County Roads are Well Maintained

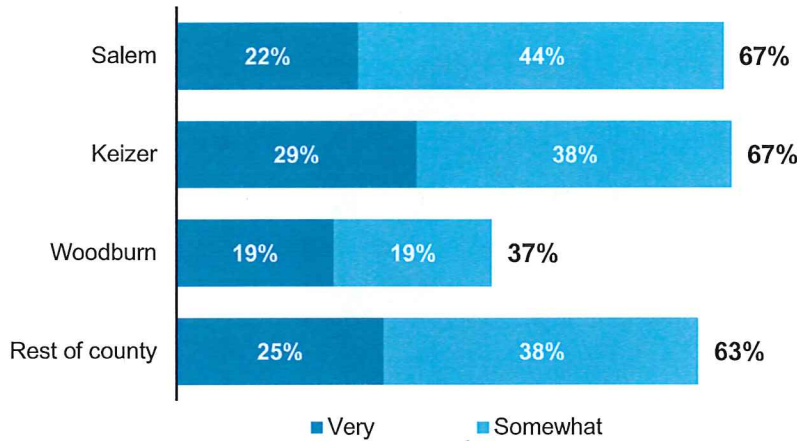


Source: DHM Research, December 2019

Satisfaction with county maintenance of roads varies by area. Residents of Woodburn are mostly dissatisfied.

A majority of residents in Salem (67%), Keizer (67%), and those residing outside of the three major cities (63%) feel that county roads are well maintained. Residents living in Woodburn are least likely to say county roads are well maintained (37%).

Chart 10
County Roads are Well Maintained: Area of County

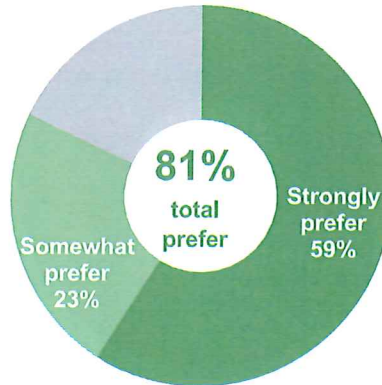


Source: DHM Research, December 2019

Residents strongly prefer incinerating garbage for electricity than putting it in a landfill.

Survey respondents were reminded that in Marion County garbage is not put in a landfill, but rather incinerated at high temperature in a process that generates electricity. Eight in ten residents prefer the current method to putting garbage into a landfill, with 59% of all residents expressing this preference strongly.

Chart 11
Preference for Incinerating Garbage



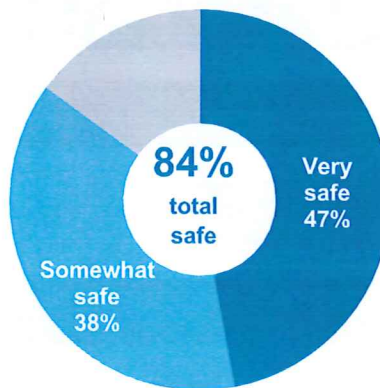
Source: DHM Research, December 2019

While a majority of residents across age demographics prefer burning garbage, those older than 54 (86%) are slightly more in favor than younger residents (74%–83%).

All things considered, more than 8 in 10 say they feel safe in their community.

A strong majority of all Marion County residents say they feel safe in their community (84%), with almost half feeling very safe (47%).

Chart 12
Feelings of Safety



Source: DHM Research, December 2019

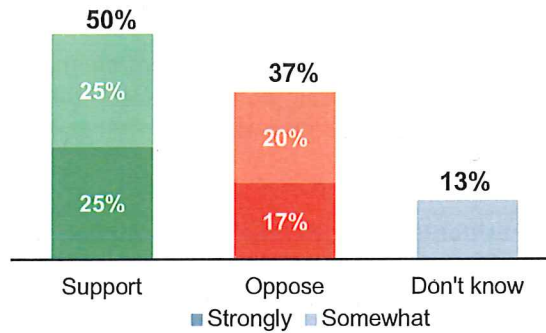
While most residents feel safe overall, feelings of safety vary by demographic groups. Residents of Keizer (92%) and county residents who live outside of the three major cities (94%) are more likely to feel safe in their community than those living in Salem and Woodburn. Additionally, men (88%) and those with a college degree or more education (90%) are more likely to feel safe in their community than their

counterparts. Women (11%) and residents of Salem (12%) are more likely than their counterparts to feel neutral about safety in their community.

Residents' opinions are split on the issue of supporting a bond or levy to expand the County Jail

As part of the survey, respondents were told that the Marion County jail is full most of the time, and that the County is considering a construction bond or operating levy to increase capacity at the jail. With this in mind, half of residents expressed support for funding jail expansion. While residents lean toward supporting expansion rather than opposing it, 50% of all residents either oppose the idea or are unsure. It should be pointed out that respondents were not provided with information about the projected cost of the bond or levy. Typically, when information about the yearly cost for a typical homeowner is included in such questions, support drops somewhat.

Chart 13
Support for County Jail Expansion



Source: DHM Research, December 2019

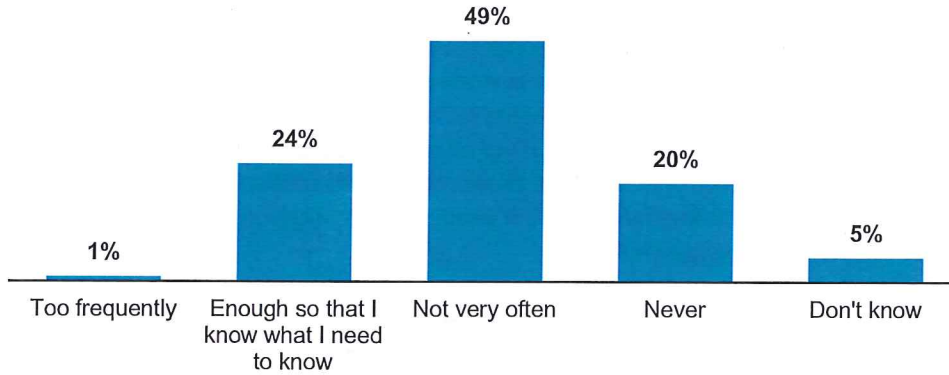
Support for the concept of expanding county jail capacity varies by area of residence, with residents of Keizer (66%) more likely to support funding than residents of Salem (46%), Woodburn (49%), or the rest of county (50%).

4.3 Communications preferences

About one in four receive information frequently enough to meet their needs; there is opportunity to communicate more often.

While one-quarter of residents say they hear enough from Marion County Government to obtain the information they need, two-thirds say they either never hear from their government (20%) or they don't hear from their government often (49%). Very few residents (1%) say they hear from their government too often. Taken together, this data suggests that there is opportunity from Marion County to communicate more often with residents.

Chart 14
Frequency of Communication



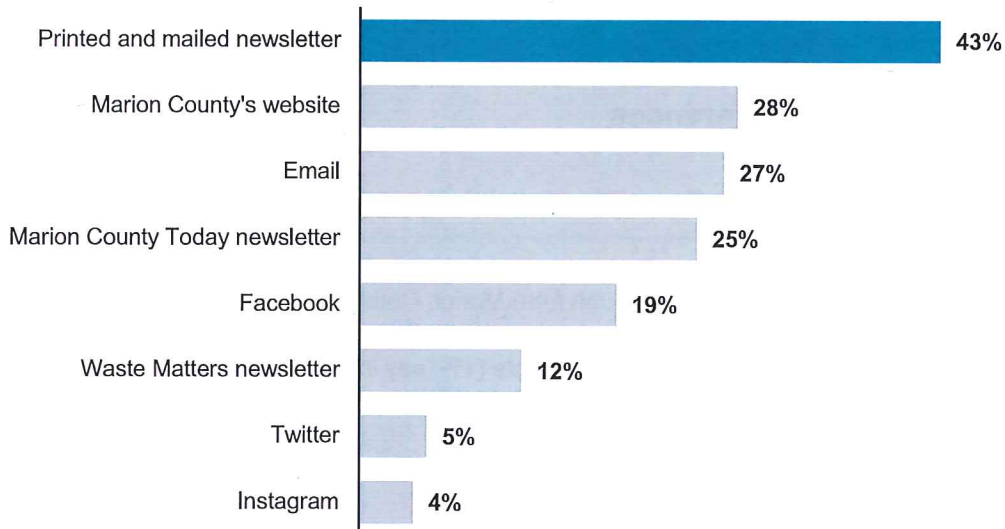
Source: DHM Research, December 2019

Some demographic groups are more likely to say they don't hear from the County than others. Those in the rest of county (58%) are more likely than Salem (45%) and Keizer (40%) residents to say they do not hear from the County very often. Residents ages 55 and older (26%) and newer residents (34%) are most likely to say they never hear from the County.

A plurality of Marion County residents prefer to receive information from the County in print.

Many Marion County residents prefer to receive news about events and projects in more traditional printed communications, such as a mailed newsletter (43%).

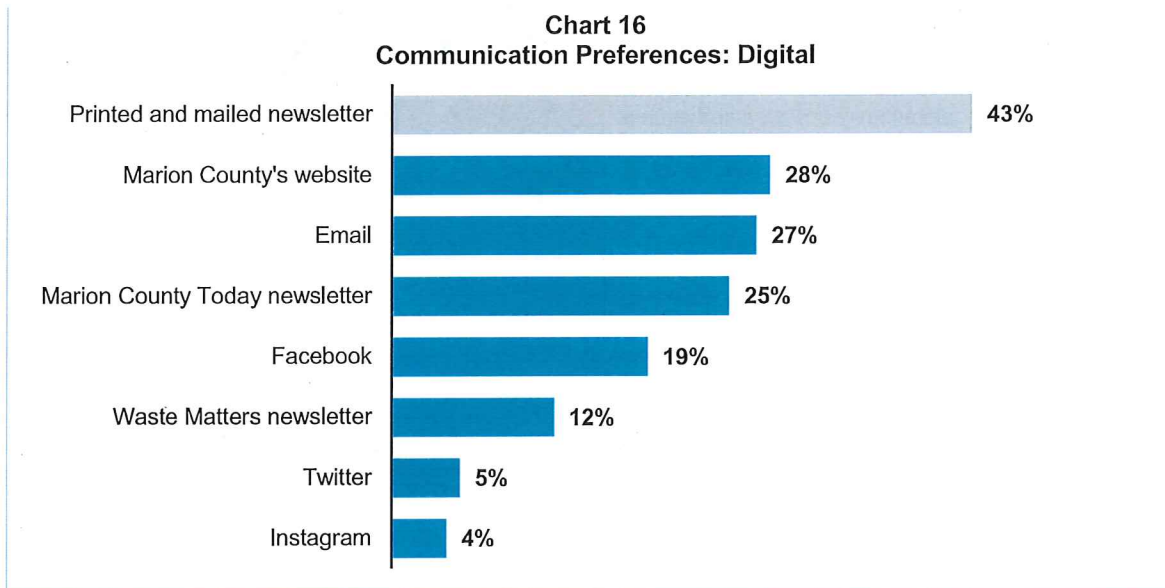
Chart 15
Communication Preferences: Print



Source: DHM Research, December 2019

To connect with county residents, rely on a broad mix of digital outreach.

While print is the most commonly preferred method of communication, many residents also prefer a variety of digital outreach such as the County website (28%), email (27%), online newsletters (12%, 25%), and various social media platforms (4%–19%).



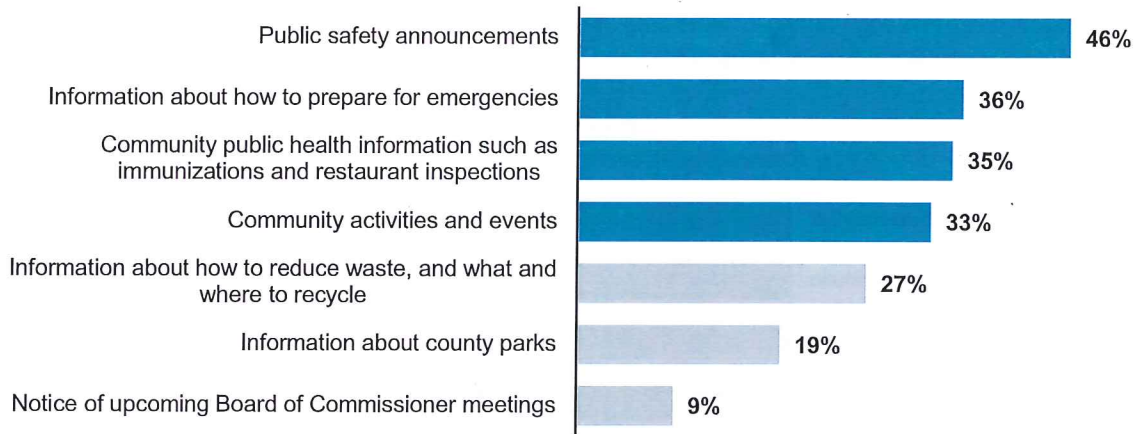
Source: DHM Research, December 2019

Residents ages 18–34 prefer digital modes of communication more so than older residents. This trend is consistent with other data collected by DHM Research.

Residents are most interested in information about health and safety and community activities and events.

Types of information residents find most helpful or interesting include public safety announcements (46%), information about how to prepare for emergencies (36%), public health information (35%), and community activities and events (33%). Residents are less interested in information about how to reduce waste and recycle, information about county parks, and notices of upcoming county meetings.

Chart 17
Content Preferences



Source: DHM Research, December 2019

While about one-third of all residents are interested in information about community activities, younger residents ages 18–54 (37%–38%) are more interested in this type of information than older residents (25%).

Marion County Resident Satisfaction
December 2–5, 2019
Marion County residents
N=500; margin of error ±4.4%
14 minutes
DHM Research
Project #00911

INTRODUCTION

Hello, my name is _____ from [name of fielding house]. I have some questions about the county where you live, Marion County.

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

SCREENERS

1. What is the zip code where you live? **[Open box]**

| Response category | n=500 |
|--|-------|
| Salem (97301, 97302, 97306, 97305, 97308, 97309, 97317) | 50% |
| Keizer (97303, 97307) | 12% |
| Woodburn (97071) | 7% |
| Rest of county (97002, 97020, 97026, 97032, 97137, 97325, 97342, 97346, 97350, 97352, 97360, 97362, 97373, 97375, 97381, 97383, 97384, 97385, 97392) | 31% |
| All other zip codes | -- |

2. **[If Q1=97360]** What county do you live in?

| Response category | n=0 |
|---------------------|------|
| Marion County | 100% |
| Linn County | -- |
| All other responses | -- |

3. In what year were you born? **[Collect open end]**
[Autofill age as:]

| Response category | n=500 |
|-------------------------------------|-------|
| 18–24 | 8% |
| 25–34 | 23% |
| 35–54 | 33% |
| 55–64 | 14% |
| 65+ | 22% |
| [Don't read] Refused/Missing | -- |

4. Do you describe your gender as:

| Response category | n=500 |
|-------------------------------------|-------|
| Male | 49% |
| Female | 50% |
| Non-binary or gender non-conforming | 1% |
| [Don't read] Don't know | -- |
| [Don't read] Refused/Missing | -- |

Observed gender [If Q3=3, non-binary THEN interviewer code by observation] Observe and record as separate A/B variable for Male or Female. Include as part of overall Male/Female quotas.

| Response category | n=500 |
|-------------------|-------|
| Male | 50% |
| Female | 50% |

WARM-UP AND OVERALL PERCEPTIONS

5. All in all, would you say things in Marion County are headed in the right direction, or are things off on the wrong track?

| Response category | n=500 |
|--------------------------------|-------|
| Right direction | 56% |
| Wrong track | 26% |
| [Don't read] Don't know | 18% |

6. What is the most important issue that you would like Marion County elected officials to do something about? **[Open]**

| Response category | n=500 |
|--|------------|
| Homelessness, poverty | 37% |
| Services outside of county jurisdiction (Net) | 10% |
| Education funding, class sizes | 5% |
| Environment, climate change | 5% |
| Public transportation | 1% |
| Streetlights, sidewalks | <1% |
| Roads, potholes, infrastructure | 9% |
| High taxes, property taxes | 6% |
| Politician, governor, city council, general negative mention | 4% |

| Response category | n=500 |
|---------------------------|------------|
| Healthcare, mental health | 3% |
| Affordable housing | 3% |
| Crime, drugs | 2% |
| Public safety | 2% |
| Jobs, economy | 2% |
| Budget, spending | 2% |
| None, no comment | 6% |
| All other responses | 2% or less |
| Don't know | 5% |

7. When it comes to managing the homeless population in Marion County, do you believe the county should prioritize: **[Randomize]**

| Response category | n=500 |
|---|-------|
| Enforcing restrictions on where homeless individuals can sleep or hang out | 16% |
| Providing mental health or other services to get individuals integrated back into the community | 46% |
| [Don't read] Both/some of each | 35% |
| [Don't read] Don't know | 3% |

SATISFACTION WITH EXISTING SERVICES

Marion County Government provides numerous services: County jail and sheriff deputies, waste management, public health and mental health services, county roads and bridges, elections, property records, and property tax assessment.

8. In general, how satisfied are you with the services provided by Marion County Government: very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

| Response category | n=500 |
|--------------------------------|-------|
| Very satisfied | 18% |
| Somewhat satisfied | 62% |
| Not too satisfied | 10% |
| Not at all satisfied | 4% |
| [Don't read] Don't know | 7% |

9. Why are you **[restore answer: satisfied/not satisfied]** with Marion County Government? **[Open]**

Those who are satisfied

| Response category | n=397 |
|--------------------------------|------------|
| Positive comments (Net) | 63% |
| Generally satisfied | 40% |
| Fire, police, EMT | 8% |
| Maintain roads, streets | 7% |
| Health services | 3% |
| Waste management, recycling | 3% |

| Response category | n=397 |
|--------------------------------------|------------|
| Stays within budget | 3% |
| Easy to work with | 3% |
| All other positive comments | 2% or less |
| Negative comments (Net) | 29% |
| Poor roads, potholes, infrastructure | 6% |
| Room for improvement | 5% |
| Wasting money | 4% |
| Homelessness | 4% |
| High property taxes | 3% |
| All other negative comments | 2% or less |
| None, no comment | 10% |
| Don't know | 5% |

Those who are not satisfied

| Response category | n=68 |
|--------------------------------|------------|
| Negative comments (Net) | 90% |
| Homelessness | 24% |
| High property taxes | 17% |
| Poor roads | 14% |
| Wasting money | 10% |
| Politics, general | 10% |
| Need better representation | 9% |
| Generally dissatisfied | 4% |
| Regulations | 4% |
| Need more services, general | 3% |
| Room for improvement | 3% |
| Drugs, crime | 3% |
| All other negative comments | 2% or less |
| Positive comments (Net) | 10% |
| Health services | 4% |
| Fire, police, EMT | 3% |
| All other positive comments | 1% or less |
| None, no comment | 4% |
| Don't know | -- |

Now, I will read to you a list of programs and services in Marion County. For each, please tell me if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied. If you're not sure, just let me know. **[Randomize]**

| Response category | n=500 | Very satisfied | Somewhat satisfied | Not too satisfied | Not at all satisfied | Don't know |
|--|-------|----------------|--------------------|-------------------|----------------------|------------|
| 10. County sheriff enforcement and patrol services | | 28% | 48% | 10% | 5% | 10% |
| 11. Juvenile services | | 9% | 28% | 11% | 6% | 46% |

| Response category | n=500 | Very satisfied | Somewhat satisfied | Not too satisfied | Not at all satisfied | Don't know |
|--|-------|----------------|--------------------|-------------------|----------------------|------------|
| 12. Jail, parole, & probation services | | 10% | 28% | 10% | 7% | 46% |
| 13. Criminal prosecution and victim assistance | | 10% | 33% | 12% | 10% | 35% |
| 14. Preparing communities for emergencies | | 18% | 36% | 14% | 10% | 22% |
| 15. Assisting people with mental, developmental or substance abuse needs | | 8% | 27% | 24% | 13% | 28% |
| 16. County efforts to promote mental and physical health for all residents | | 8% | 32% | 18% | 12% | 30% |
| 17. Waste reduction and recycling services | | 30% | 39% | 13% | 12% | 6% |
| 18. Maintenance of county roads and bridges | | 17% | 47% | 20% | 14% | 3% |
| 19. Providing a business-friendly building permit system | | 11% | 29% | 11% | 7% | 43% |
| 20. Managing growth and development | | 12% | 42% | 21% | 9% | 16% |

21. Marion County Government funds basic services with taxpayer dollars and fees for services. In general, how satisfied are you with the value received for your taxes and fees paid? Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

| Response category | n=500 |
|-------------------------|-------|
| Very satisfied | 10% |
| Somewhat satisfied | 53% |
| Not too satisfied | 20% |
| Not at all satisfied | 11% |
| [Don't read] Don't know | 6% |

SERVICE SPECIFIC QUESTIONS

22. Marion County is responsible for more than 1,100 miles of primarily rural roads connecting cities and communities. Do you agree or disagree that county roads are well maintained?

| Response category | n=500 |
|-------------------------|-------|
| Strongly agree | 24% |
| Somewhat agree | 40% |
| Somewhat disagree | 21% |
| Strongly disagree | 12% |
| [Don't read] Don't know | 4% |

23. In Marion County, garbage is incinerated at high temperature, which generates electricity, rather than putting it in a landfill. On balance, do you prefer **[rotate in question: burning garbage which generates electricity or putting garbage in a landfill]** to manage our county's waste materials? **Wait and ask:** is that strongly prefer or somewhat prefer?

| Response category | n=500 |
|---|-------|
| Strongly prefer burning garbage | 59% |
| Somewhat prefer burning garbage | 23% |
| Somewhat prefer putting garbage in landfill | 7% |
| Strongly prefer putting garbage in landfill | 4% |
| [Don't read] Don't know | 8% |

24. All things considered, how safe do you feel in your community?

| Response category | n=500 |
|--------------------------------|-------|
| Very safe | 47% |
| Somewhat safe | 38% |
| Neutral | 8% |
| Somewhat unsafe | 5% |
| Very unsafe | 1% |
| [Don't read] Don't know | 1% |

25. The county jail is full most of the time, and the county is considering a construction bond or operating levy to increase capacity at the jail. Would you **[rotate in question: support or oppose]** a bond or levy to expand the county jail? **[Wait and ask]** Is that somewhat or strongly [oppose/support]?

| Response category | n=500 |
|--------------------------------|-------|
| Strongly support | 25% |
| Somewhat support | 25% |
| Somewhat oppose | 17% |
| Strongly oppose | 20% |
| [Don't read] Don't know | 13% |

COMMUNICATIONS

These next questions are about how Marion County communicates with residents of the community.

26. How frequently does Marion County Government communicate with you? Would you say:

| Response category | n=500 |
|---|-------|
| Too frequently | 1% |
| Enough so that I know what I need to know | 24% |
| Not very often | 49% |
| Never | 20% |
| [Don't read] Don't know | 5% |

27. From the following list, how would you prefer to get news about Marion County's events, projects, and news? **[Allow multiple responses]**

| Response category | n=500 |
|--|-------|
| Printed/mailed newsletter | 43% |
| Marion County Government's website | 28% |
| Email | 27% |
| <i>Marion County Today</i> newsletter | 25% |
| Facebook | 19% |
| <i>Waste Matters</i> newsletter | 12% |
| Twitter | 5% |
| Instagram | 4% |
| I do not have a preference [Exclusive] | 6% |
| I do not want to receive news about Marion County [Exclusive] | 4% |

28. What types of information are most helpful or interesting to you? Please select up to three from the following list. If you don't know, just let us know. **[Randomize]**

| Response category | n=500 |
|--|-------|
| Public safety announcements | 46% |
| Information about how to prepare for emergencies | 36% |
| Community public health information such as immunizations and restaurant inspections | 35% |
| Community activities and events | 33% |
| Information about how to reduce waste, and what and where to recycle | 27% |
| Information about county parks | 19% |
| Notice of upcoming Board of Commissioner meetings | 9% |
| Other [Please specify] | 3% |
| [Don't read] Don't know | 5% |
| [Don't read] I am not interested in more information about Marion County | 5% |

DEMOGRAPHICS

These last few questions are only to group your responses with others. Please remember your answers are strictly confidential.

29. What is the highest level of education that you have completed?

| Response category | n=500 |
|---------------------------------------|-------|
| Less than high school | 1% |
| High school diploma / GED | 22% |
| Some college / 2-year degree | 40% |
| College degree / 4-year degree | 24% |
| Graduate / professional school | 11% |
| [Don't read] Refused / Missing | 2% |

30. Which of the following best describes your race or ethnicity? **[Allow for multiple responses]**

| Response category | n=500 |
|-------------------------------------|-------|
| African | n=1 |
| Asian/Pacific Islander | 1% |
| Black/African American | 1% |
| Hispanic/Latino | 9% |
| Middle Eastern/North African | n=2 |
| Native American/American Indian | 1% |
| Slavic | 1% |
| White/Caucasian | 80% |
| Other | 5% |
| [Don't read] Don't know | 1% |
| [Don't read] Refused/Missing | 2% |

31. How long have you lived in Marion County? **[Record response, autofill as:]**

| Response category | n=500 |
|-------------------------------------|-------|
| 0–5 years | 8% |
| 6–10 years | 7% |
| More than 10 years | 83% |
| [Don't read] Refused/Missing | 2% |

Thank you for your time. Your feedback is very helpful.