



CITY OF AUBURN
**CITIZEN OPINIONS OF CITY,
CITY GOVERNMENT SERVICES**

April 2008


ELWAY RESEARCH, INC.



City of Auburn
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INTRODUCTION

The City of Auburn commissioned this survey to assess citizens' thoughts and opinions about the quality of life in Auburn, priorities for the future and the level of satisfaction with the city government and City services. This is the fourth year that this tracking study has been conducted.

Specifically, the following subjects were addressed:

- Attitudes and perceptions regarding the overall quality of life in Auburn;
- Perceptions of quality of life drivers, including Job and Economic Opportunities, Crime and Safety, Recreational and Cultural Opportunities, the Natural Environment and Traffic Congestion / Roads / Public Transit;
- Identification of "Quality of Life Imperatives" – low scoring attributes are relatively strong drivers of overall perceptions of quality of life;
- Overall satisfaction and satisfaction with specific City Services;
- Use of Public Transit;
- Past year usage of city departments;
- Concerns about traffic congestion;
- Satisfaction with property taxes;
- Tax spending priorities;
- Level of support for proposed initiatives;
- Sources of information about the City; and
- Percent of residents visiting Downtown over the past year.

This report begins with a demographic profile, and brief key points. These are followed by a detailed written description of findings and analysis. At the end, all results are summarized in charts. A full set of cross-tabulations will be provided under separate cover.

The survey was conducted and analyzed by Elway Research, Inc. The questionnaire is one that had been developed and used in previous years.

METHODS

SAMPLE:	529 adult heads of household in the city of Auburn.								
TECHNIQUE:	Telephone Survey								
FIELD DATES:	March 12-16, 2008								
MARGIN OF ERROR:	$\pm 4.3\%$ at the 95% confidence interval. That is, in theory, had all Auburn heads of household been interviewed, there is a 95% chance the results would be within $\pm 4.3\%$ of the results in this survey.								
DATA COLLECTION:	Calls were made during weekday evenings and weekend days. Trained, professional interviewers under supervision conducted all interviews. Up to four attempts were made to contact a head of household at each number in the sample before a substitute number was called. Questionnaires were edited for completeness, and a percentage of each interviewer's calls were re-called for verification.								
OPEN-ENDED ITEMS:	A number of the questions were open-ended, allowing the respondent to express answers in his/her own words. Responses to open-ended questions were recorded as close to verbatim as possible, then categorized and coded for analysis.								
DATA WEIGHTING:	The data was weighted by Gender and Homeownership to ensure that the results are representative of the residents of Auburn. All findings presented in this report are based on this weighted data. The following weights were applied: <table><tr><td>Males</td><td>1.066667</td></tr><tr><td>Females:</td><td>0.938462</td></tr><tr><td>Homeowners:</td><td>0.588921</td></tr><tr><td>Renters:</td><td>5.748487</td></tr></table>	Males	1.066667	Females:	0.938462	Homeowners:	0.588921	Renters:	5.748487
Males	1.066667								
Females:	0.938462								
Homeowners:	0.588921								
Renters:	5.748487								

It must be kept in mind that survey research cannot predict the future. Although great care and the most rigorous methods available were employed in the design, execution and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.

RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. Presented here is a demographic profile of the 529 respondents in the survey.

Note: Here and throughout this report, percentages may not add to 100%, due to rounding.

GENDER:	49%	Male
	51%	Female
AGE:	13%	18-34
	16%	35-44
	21%	45-54
	16%	55-64
	31%	65+
	3%	No Answer (NA)
HOUSEHOLD:	31%	Couple with Children at Home
	29%	Couple with No Children at Home
	12%	Single with Children at Home
	26%	Single with No Children at Home
	2%	No Answer
VOTER REGISTRATION:	91%	Registered Voter in Washington State
	7%	Not Registered in Washington State
	2%	Don't Know/No Answer (DK/NA)
RENT/OWN HOME:	53%	Own
	45%	Rent
	2%	Don't Know/No Answer
HOUSEHOLD INCOME:	16%	\$35,000 or Less
	14%	\$35 to \$50,000
	20%	\$50 to \$74,000
	8%	\$75 to \$99,000
	13%	Over \$100,000
	29%	No Answer

Living in Auburn

YEARS OF RESIDENCE: 12% 1 Year or Less
18% One to five Years
14% Six to 10 Years
20% 11 to 20 Years
35% More than 20 Years
1% No Answer

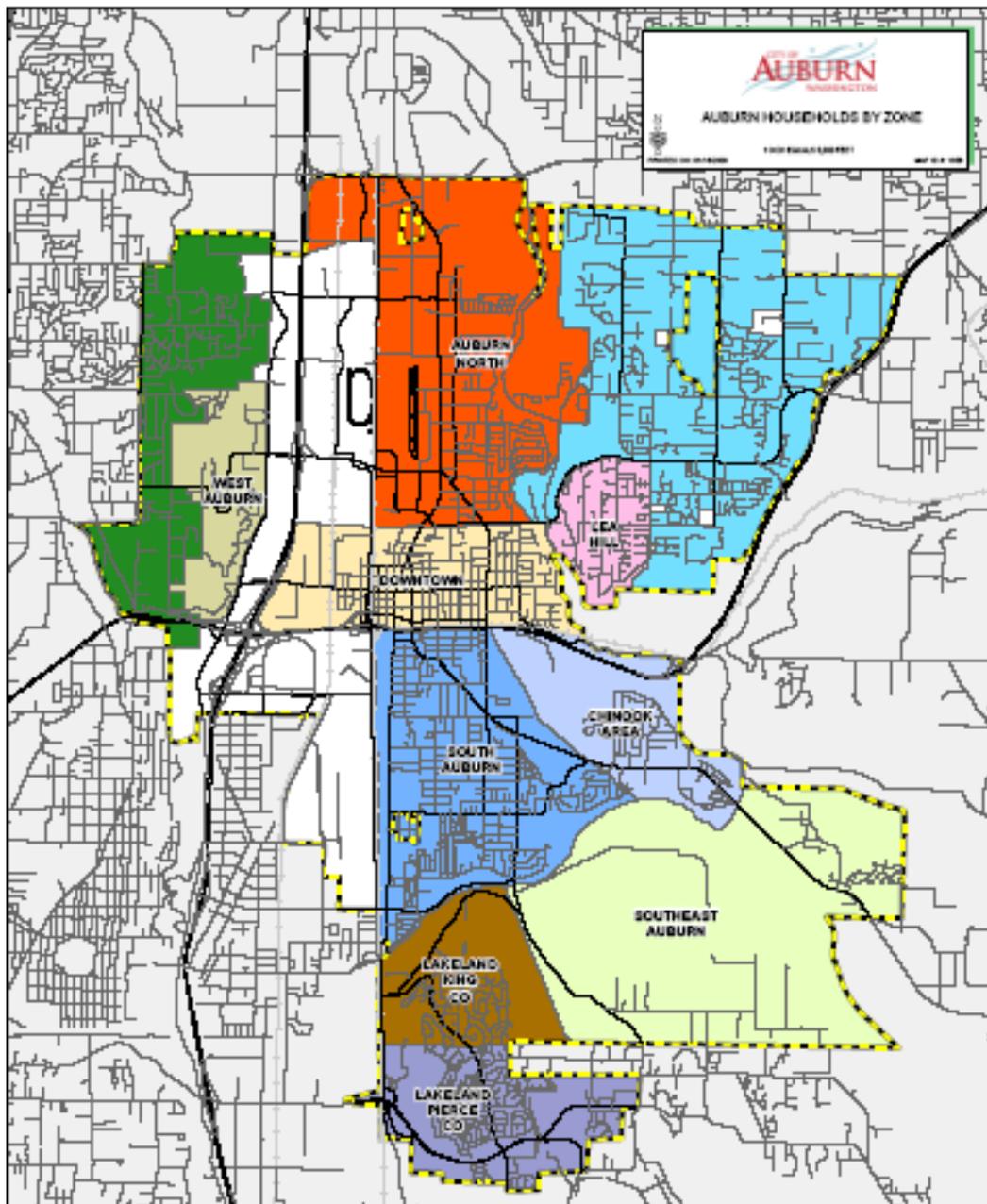
NEIGHBORHOOD: 10% Auburn North
20% Auburn South
4% Auburn Southeast
1% Auburn West
4% Chinook
12% Downtown
5% Lakeland (King County)
4% Lakeland (Pierce County)
7% Lea Hill
9% WA Annex Area
25% LH Annex Area

COUNTY: 89% King County
11% Pierce County
1% Don't Know/No Answer (DK/NA)

ZIP CODE: 11% 98001
39% 98002
50% 98092

AREA MAP

The map below indicates the areas of the city included in this survey. The dark green area to the left is identified in the survey as the West Auburn Annexation Area. The light blue area to the right is identified as the Lea Hill Annexation Area.



KEY FINDINGS

- ◆ **Quality of Life in Auburn is perceived very positively; 43% rated as “high” and 51% rated as “moderate”.**
 - Ratings were very similar to last year.
- ◆ **Almost all residents perceive Auburn as a “good place for families” – even more so than last year.**
 - 90% “agree” or “strongly agree” this year, compared with 80% last year.
- ◆ **Jobs and Economic opportunities was the area identified as the highest priority area for improvement with respect to increasing overall Quality of Life.**
- ◆ **Overall Satisfaction with City Services is also high; 49% rated as “high” and 44% rated as moderate.**
 - Again, ratings were very similar to last year.
- ◆ **Satisfaction with many specific City Services though changed significantly since last year.**
 - Satisfaction with many of the “key areas for improvement” identified in last year’s study improved significantly; while other areas dropped.
 - In many cases, satisfaction also varied significantly by neighborhood.
- ◆ **Based on the current findings, the highest priorities to address in order to increase Overall Satisfaction with City Services are: “Communication with Residents”, “Opportunities for Citizen Involvement in Decision Making”, “Permit Center Staff” and “Street and Sidewalk Landscaping”.**
- ◆ **One-quarter of residents are interested in receiving the Mayor’s weekly email, though only 5% currently receive it.**

SUMMARY

QUALITY OF LIFE PERCEIVED POSITIVELY

Perceptions of Overall Quality of Life in Auburn have remained very consistent since this study started in 2005:

94% rated Quality of Life as either high (43%) or moderate (51%).

Residents who are most likely to perceive the overall Quality of Life in Auburn as “high” include:

52% of 65+ year olds;

52% of single residents;

51% of those earning \$50,000 or less; and

48% of residents who have lived in Auburn at least 11 years.

In addition, almost all residents perceive Auburn as a “good place for families” – even more so than last year:

90% “agree” or “strongly agree” this year, compared with 80% last year.

Auburn’s Natural Environment and Recreational Opportunities continue to be very well regarded:

95% rated the Natural Environment as high (47%) or moderate (48%) and, similarly

94% rated Recreational and Cultural Opportunities as high (46%) or moderate (47%).

Perceptions of the Natural Environment even increased a little over the past year (2008 mean=7.1 vs. 2007 mean=6.8).

As in previous years, overall Crime and Safety received fewer “high” ratings and more “moderate” ratings than these two measures. However, this measure did maintain the increase in “high” ratings that occurred between 2006 and 2007, suggesting that there has been at least a small long-lasting increase in people’s feelings of safety. Similar to last year:

93% rated Quality of Life with respect to Crime and Safety as high (35%) or moderate (58%).

SUMMARY



Perceptions of Job and Economic Opportunities remain a little behind these three measures:

85% perceive Job and Economic Opportunities as high (20%) or moderate (65%).

Given almost non-stop recent news coverage of weaknesses in the national economy, receiving relatively similar ratings on this measure compared to last year may be interpreted as somewhat of an achievement. (The mean rating in 2007 was 5.8 and the mean rating in 2008 was 5.7).

While still low, there was a small positive increase in the perceptions of Traffic Congestion, Roads and Public Transit over the past year (2008 mean=4.5 vs. 2007 mean=4.1). However, only one-in-ten (11%) rated this aspect of life in Auburn as “high”, while:

32% rated it as “low”, and
56% as gave a “moderate” rating.

Quality of Life perceptions vary somewhat by neighborhood. With respect to Auburn’s Overall Quality of Life, Downtown residents tend to have more positive perceptions than others.

- As one might expect, perceptions of Traffic, Roads & Public Transit vary by neighborhood. On average, Auburn North and Downtown residents are most satisfied and Auburn South residents are least satisfied. Interestingly though, while high on average, ratings among Downtown residents are without a doubt the most polarized, as the Downtown neighborhood leads in both “high” (51%) and “low” (22%) ratings, with relatively few “moderate ratings” (27%).
- Perceptions of Jobs & Economic Opportunities and Crime and Safety also vary significantly by neighborhood.

**Table 1
Differences in Satisfaction by Neighborhood**

		2008 Mean (Total)	Neighborhoods Most Satisfied (2008)	Neighborhoods Least Satisfied (2008)	2007 Mean (Total)
	OVERALL QUALITY OF LIFE	6.8	Downtown (7.4)	N/A	6.8
C	Natural Environment*	7.1	N/A	N/A	6.8
B	Recreational & Cultural Opportunities	6.9	Auburn North (7.4)	West / WA Annex Area (6.3)	6.9
D	Jobs & Economic Opportunities	5.7	Auburn North (6.3) & Downtown (6.3)	Lea Hill / LH Annex Area (5.3) & Auburn South (5.4)	5.8
A	Crime & Safety	6.4	N/A	Auburn North (5.8) & Auburn South (5.9)	6.4
E	Traffic, Roads & Public Transit*	4.5	N/A	Auburn South (3.8)	4.1

QUALITY OF LIFE PRIORITIES

This section examines the question of, given that resources are limited, how can the City of Auburn determine which specific aspects of Quality of Life are most important to try and address in order to maintain or even possibly increase overall perceptions of the Quality of Life Auburn offers.

In order to assign such priorities, it is necessary not only to understand how the City is currently performing on each measure; it is also essential to determine how important each measure is in relation to residents' overall perceptions of Auburn.

To explore the relationship between importance and performance, a quadrant analysis was utilized. This technique plots each attribute on a chart that simultaneously indicates each attribute's average importance and performance scores. The resulting chart clearly displays the relative position of each service on both dimensions: importance and performance.

Derived Importance

Although performance on each attribute was measured directly, importance was not. Therefore a well-accepted approach to assessing the importance of attributes on an overall measure was utilized in order to determine the relative importance of each attribute. Importance scores were derived based on the correlation between each attribute (e.g. Natural Environment) and the overall measure (e.g., Overall Quality of Life).

Correlation is a statistical measure that assesses the degree to which changes in one variable are related to changes in another variable. For example:

- If two measures are completely unrelated, their correlation would equal 0.0.
- If the two measures are completely and positively related (meaning both measures always move in the same direction), their correlation would be 1.0.
- On the other hand, if the two measures are completely and negatively related (meaning they always move in opposite directions (e.g., when one goes up, the other always goes down), their correlation would equal -1.0.
- All correlations range between these extremes – from -1.0 to 1.0.
- It is important to note that in “real world” applications, extreme correlations such as those mentioned above very rarely occur. Rather, correlations in most market research studies typically range from .10 to .50. Statistical analyses are always conducted to determine if correlations are significant. Occasionally, correlations as high as .60 or .70 do emerge (negative or positive). These are generally considered very strong relationships.
- While even a “perfect” correlation does not prove causality, correlation analysis is an extremely useful means of understanding the strength of the relationship between two measures.
- The correlations in this study, between overall quality and each of the five previously discussed quality of life attributes, ranged from .22 to .45 and all were statistically significant (p=.000).

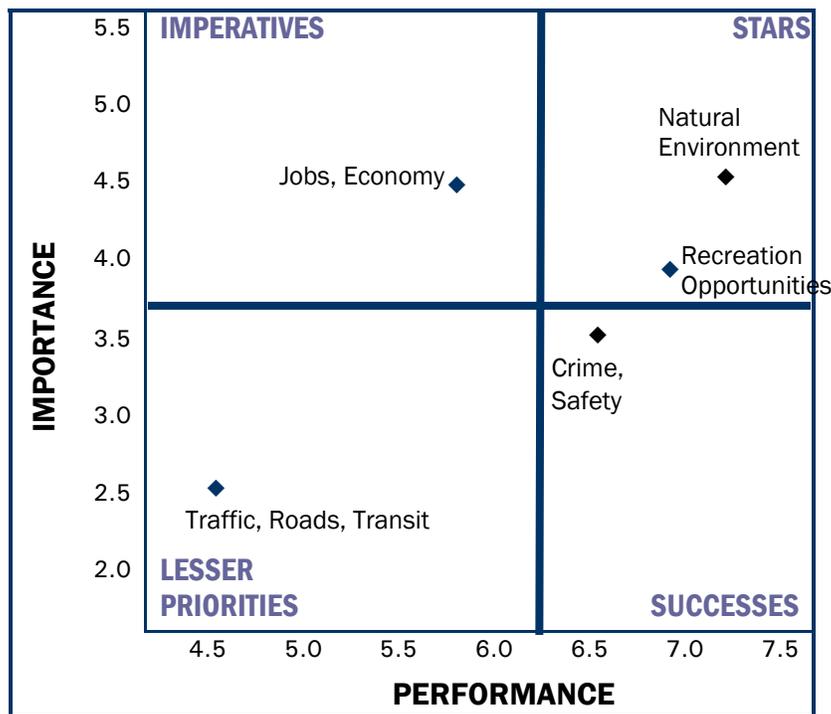
Quadrant Analysis – “Quality of Life”

- The top two quadrants contain “important” attributes, separated based on their relative performance.
- “Stars” are attributes that received relatively high scores on both importance and performance. “Natural Environment” and “Recreational Opportunities” are Stars for Auburn.
- “Imperatives” are above average on importance and below average on performance. For Auburn, “Jobs and Economic Opportunities” is an “Imperative”. Jobs and Economic Opportunities have a substantial

impact on residents’ overall perception of the Quality of Life in Auburn and performance in this area is lower than performance on most other Quality of Life attributes, though not as low as perceptions of “Traffic, Roads and Public Transit”.

- The bottom two quadrants contain attributes that are lower in importance in terms of impacting ratings of overall quality of life.
- “Successes” are above average on performance and lower in importance. For Auburn, Crime and Safety is a “Success”.
- “Lesser Priorities” are attributes that are below average in performance; however, they may be a lower priority for action than “Imperatives” because performance in these areas has less of an impact on residents’ overall quality of life perceptions. For Auburn, “Traffic, Roads and Public Transit” is a “Lesser Priority”. As will be confirmed in following sections of this report, traffic, roads and public transit continue to be perceived as substantial problems in Auburn and residents want these areas to be further addressed. However, the fact that these problems have a relatively low impact on perceptions of the Overall Quality of Life in Auburn, keeps this area a “Lesser Priority”, rather than an “Imperative”.

Quadrant Analysis – “Quality of Life”



PERFORMANCE: Rated on a 0-10 scale.
 IMPORTANCE: Correlations between rating for each attribute and rating for Overall Quality of Life.
 BOLD LINE: the average for each dimension., thus dividing those attributes rated above and below average on that criterion.
 QUADRANTS: spatially represent the ratings on both criteria.

POSITIVE QUALITY OF LIFE CONFIRMED

Residents were asked to identify what they like about Auburn, what problems or issues exist and what the City Government can do to improve the quality of life in Auburn. Their responses to these questions generally supported the priorities identified in the quadrant analysis.

- Overall, Auburn is valued for its:
- Quality of life (22%), including being quiet and peaceful and nice neighborhoods;
- Small size (17%), which is described as “not too big” / “just right”;
- Sense of community (16%), including friendly people; and
- Convenient location (8%).

Half of respondents (50%) mentioned traffic and transportation related problems as major issues in Auburn, including:

- Traffic congestion (36%);
- Street / sidewalk repairs (14%); and
- Mass Transit (6%).

When asked what City Government could do to improve the quality of life for Auburn citizens, no one area dominated. The most common answers included:

- More amenities (15%);
- Address crime and safety issues (13%);
- Reduce taxes (12%);
- Work on traffic / transportation related issues (10%);
- Downtown redevelopment (8%); and
- Improve economy / economic improvements (5%).

USAGE OF CITY DEPARTMENTS

The three most commonly used city departments are Parks and Recreation (38%), Utility Billing (26%) and Police Services / Patrols (18%).

- Homeowners (46%) and residents earning \$75-99K (67%) were most likely to use Parks and Recreations services.
- Two groups of residents stand out as having been least likely to use Parks and Recreation Services: residents who perceive the overall quality of life in Auburn to be low (13%) and those with an annual income under \$50K (24%).

- Usage of Police Services varies substantially across residents. Groups who had more interaction with the Police Department over the past year include:
 - 42% of those living in Auburn 6 to 20 Years;
 - 39% of those living Downtown;
 - 35% of those earning \$75-99,000; and
 - 24% of residents with children living in their household.
- Also of interest, though only 5% of residents used the services of Planning and Community Development over the past year, 19% of those residents rating overall quality of life “low” mentioned working with this department.

OVERALL SATISFACTION REMAINS STEADY

Overall satisfaction with City Departments was comparable with findings from last year (mean rating in both years was 6.9):

93% indicated they are either highly (49%) or moderately satisfied (44%) with the City of Auburn’s performance in meeting the needs of residents.

Auburn constituencies who most often rated their satisfaction as “high”:

- 18 to 34 year olds (74%);
- Annual income of \$50,000 or less (64%);
- Single residents (63%);
- Renters (58%); and
- Residents without children at home (53%).
- Respondents living in Lakeland / Southeast / Chinook were more likely than others to rate their satisfaction as “low” (18% vs. 7% of respondents overall).

Unlike Overall Satisfaction, satisfaction with specific areas of City performance has changed quite a bit over the past year.

As seen in Table 2:

- Parks & Recreation, Major Events, Internet Access, Police Services, City Hall Staff are still among the “top performers”.
- Significant increases in satisfaction occurred for Public Access TV, Street Lights, Landscaping, Flood Drains & Street Maintenance, and Streets & Sidewalks.

- Significant decreases in satisfaction occurred for Availability of Public Transit, Communication with the Public, and Parks & Recreation.
- As detailed in Table 2, satisfaction levels varied by neighborhood for many of the specific services the City provides. With respect to Overall Satisfaction, residents of Lea Hill / LH Annex Area and Downtown are more satisfied with the services provided by the City – though these residents are not necessarily more satisfied with specific services provided by the city.

Table 2
Differences in Satisfaction Ratings by Neighborhood

		2008 Mean (Total)	Neighborhoods Most Satisfied (2008)	Neighborhoods Least Satisfied (2008)	2007 Mean (Total)
	OVERALL SATISFACTION	6.9	Lea Hill & LH Annex Area (7.3) & Downtown (7.2)	West / WA Annex Area (6.4), Lakeland / Southeast / Chinook (6.6) & Auburn South (6.6)	6.9
K	Parks & Recreation*	7.7	N/A	West / WA Annex Area (7.2) & Lea Hill / LH Annex Area (7.3)	8.1
O	Major Events	7.7	N/A	N/A	7.8
G	Internet Access	7.4	West / WA Annex Area (8.4)	N/A	7.6
H	Police Services	7.4	N/A	Downtown (6.6)	7.2
I	City Hall Staff	7.2	N/A	N/A	7.3
N	Public Access TV*	7.0	Auburn North (7.6) & Auburn South (7.6)	West & WA Annex Area (5.9) & Lea Hill / LH Annex Area (6.6)	6.6
C	Street Lights*	6.8	N/A	N/A	6.2
P	Citizen Involvement	6.6	N/A	N/A	6.6
A	Public Transit*	6.5	N/A	Lakeland / Southeast / Chinook (5.5)	7.3
M	Communications*	6.4	Auburn South (7.2)	N/A	7.4
F	Landscaping*	6.3	N/A	Auburn South (5.7)	5.6
J	Water Service	6.3	Downtown (7.2)	N/A	6.2
D	Parking Availability	6.2	N/A	Downtown (5.0) & Auburn South (5.7)	6.3
E	Flood Drains/Street Maintenance*	6.1	Auburn South (6.8)	Auburn North (5.0)	5.6
L	Permit Center Staff	6.1	N/A	N/A	6.4
B	Streets/Sidewalks*	5.4	Lea Hill / LH Annex Area (5.8)	Auburn North (4.8)	5.1

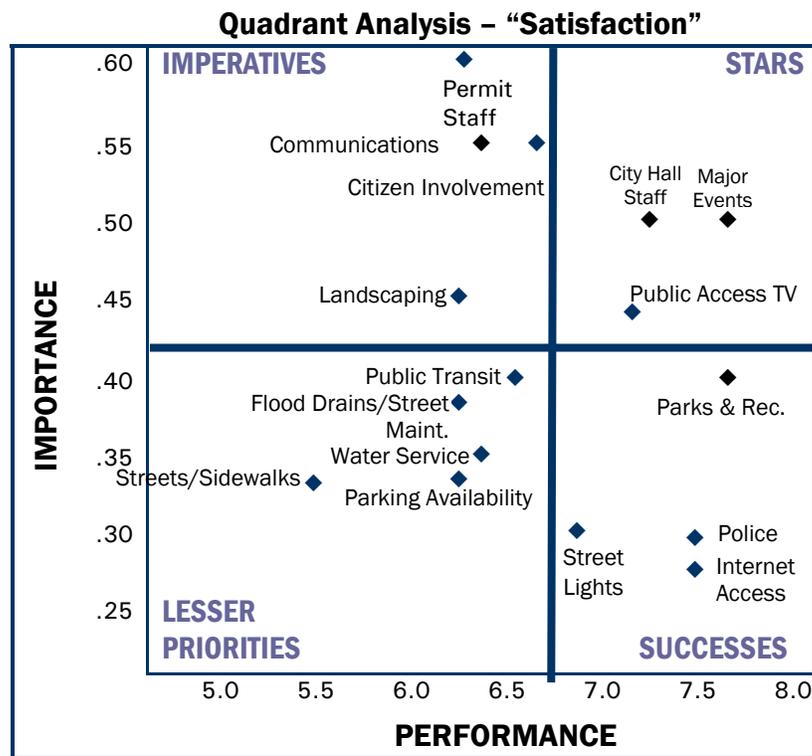
*Significant difference, $p < .05$

SATISFACTION PRIORITIES

Quadrant Analysis – “Satisfaction”

Using the same procedure described in the Quality of Life section of this report, a Quadrant Analysis was conducted for Satisfaction with City Services. As illustrated in the chart below:

- “Stars” for Auburn are “Major Events”, “Public Access TV” and “City Hall Staff”; these services are relatively important with high performance.
- “Imperatives” for Auburn, are “Communications with Residents”, “Opportunities for Citizen Involvement in Decision Making”, “Permit Center Staff” and “Street and Sidewalk Landscaping” - all of which are relatively important and below average on performance.
- “Successes” for Auburn include “Parks and Recreation”, “Police Services”, “Internet Access”, and “Street Lights”.
- “Lesser Priorities” are attributes that are below average in performance; however, they are a lower priority for action than “Imperatives” because performance in these areas has less of an impact on residents’ overall quality of life perceptions. For Auburn, “Water Service”, “Public Transit”, “Flood Drains/Street Maintenance”, “Streets/Sidewalks” and “Parking Availability” are all currently “Lesser Priorities”.



PERFORMANCE: Rated on a 0-10 scale.

IMPORTANCE: Correlations between rating for each attribute and rating for Overall Quality of Life.

BOLD LINE: the average for each dimension., thus dividing those attributes rated above and below average on that criterion.

QUADRANTS: spatially represent the ratings on both criteria.

IMPROVEMENT IN KEY AREAS IDENTIFIED IN 2007

The City of Auburn made great strides in most of the key areas identified for improvement based on the 2007 survey. As shown below, two of the key improvement areas, Public Access TV Coverage and Adequacy of Street Lighting are no longer “Improvement Priority” areas. Two others, Streets and Sidewalks and Flood Drains and Street Maintenance are “Lesser Priorities” in 2008. Only two areas continue to be “Imperatives”: Sidewalk and Street Landscaping and Opportunities for Citizen Involvement in Decision Making.

- While these improvements are to be commended, there are also new issues emerging this year.
- Two new areas have become “Imperatives” based on declines in satisfaction over the past year: Communication with the Public and Permit Center Staff and Processes.
- Furthermore, three additional areas, Access to Public Transit, Availability of Parking and Reliability and Cost of Water Services, should be addressed, despite being “Lesser Priorities”. All three are moderately important and two of the three have suffered negative changes in satisfaction over the past year.

Table 3
Differences in Satisfaction Ratings by Neighborhood

Attribute	2007 "Top Priority"	2008 Recommended Priority Level	Change in Satisfaction from 2007 to 2008
• Status / Outcome of 2007 Recommended Priorities			
Public Access TV Coverage	Yes	"Star"	Improved (Mean & "Top 3 Box" Increased)
Adequacy of Street Lighting	Yes	"Success"	Improved (Mean & "Top 3 Box" Increased)
Streets and Sidewalks	Yes	"Lesser Priority"	Improved (Mean Increased & "Bottom 4" Decreased)
Flood Drains & Street Maintenance	Yes	"Lesser Priority"	Improved (Mean & "Top 3 Box" Increased & "Bottom 4 "Decreased)
Sidewalk & Street Landscaping	Yes	"Imperative"	Improved (Mean & "Top 3 Box" Increased)
Citizen Involvement in Decision Making	Yes	"Imperative"	No significant difference
• 2008 Emerging Issues			
Communications with the Public	No	"Imperative"	Decreased (Mean & "Top 3 Box" Decreased & "Bottom 4 " Increased)
Permit Center Staff & Process	No	"Imperative"	Decreased ("Bottom 4" increased)
Access to Public Transportation	No	"Lesser Priority"	Decreased (Mean & "Top 3 Box" Decreased & "Bottom 4" Increased)
Availability of Parking	No	"Lesser Priority"	Decreased ("Bottom 4" increased)
Reliability & Cost of Water Services	No	"Lesser Priority"	Relatively Stable
• Remained Positive / Relatively Stable			
City Hall Staff	No	"Star"	Relatively Stable
Major Events Produced by City	No	"Star"	Relatively Stable
Adequacy of Police Services	No	"Success"	Improved ("Top 3 Box" Increased)
High Speed Internet Access	No	"Success"	Relatively Stable
Parks & Recreation	No	"Success"	Relatively Stable (though mean decreased slightly)

TRAFFIC, ROADS AND PUBLIC TRANSIT

Problems Continue with Traffic, Roads and Public Transit

Despite a small increase in satisfaction with Traffic Congestion, Roads and Public Transit, this clearly remains a source of irritation for Auburn residents. As mentioned previously, when asked what problems should be addressed in Auburn, traffic congestion (36%) and street / sidewalk repairs (14%) were mentioned much more frequently than public transportation (6%). However, there is also room for improvement with the availability of public transit, which received a somewhat low average rating of 6.2. Of more concern, “Bottom 4 Box” scores increased significantly from 3% in 2007 to 16% in 2008.

Use of Public Transit Returned to 2006 Levels

Use of In-City Public Transit returned to 2006 levels, with 12% of residents reporting that they use this kind of transportation at least once per month.

- Those rating Overall Quality of life as “low” (0-3 rating on 11 point scale) are much more likely than others to use In-City Public Transit (39%).
- Young adults (30%) and those living in Auburn 5 years or less (22%) are also likely to use In-City Public Transit.

Use of Regional Public Transit also returned to 2006 levels, with 13% of residents reporting that they use this kind of transportation at least once per month.

- Again, those rating Overall Quality of life as “low” are much more likely than others to use In-City Public Transit (39%).
- Residents on both ends of the economic spectrum – those earning \$50,000 or less (20%) as well as those earning \$100,000 or more (25%) are the heaviest users of Regional transit.
- Other groups who are more likely to use Regional transit include: residents of Pierce County (28%), young adults (21%), men (18%) and those living in Auburn 10 years or less (17%).

Use of In-City and Regional Public Transit did not vary by neighborhood; though ratings of Public Transit do vary by neighborhood (see Table 2).

Relationship Between Use of Public Transit and Overall Quality of Life and Satisfaction Scores

Interestingly, while perceptions of Overall Quality of Life are lower among residents who use public transit within Auburn, Overall Satisfaction with City Services is higher among residents who use public transit either within Auburn or Regionally.

- Overall Quality of Life: “Use Public Transit within Auburn” mean= 6.1 vs. “Do not use Public Transit within Auburn” mean=6.9.

- Overall Satisfaction with Services: “Use Public Transit within Auburn” mean= 7.4 vs. “Do Not Use Public Transit within Auburn” mean=6.8, and “Use Regional Public Transit” mean=7.6 vs. “Do Not Use Regional Public Transit” mean=6.7.

Perceptions Have Shifted Somewhat about Most Congested Area

- In 2007, residents were two times more likely to identify Major Arterial Streets (e.g., A, C, or Auburn Way) as more congested than Highway 167 / Highway 164 (67% vs. 31%, respectively). Neighborhoods were almost never considered “most congested”.
- In contrast, in 2008 the split between Major Arteries and Highway 167 / Highway 164 has narrowed to 44% vs. 38%, respectively, In addition, 10% of residents mentioned Neighborhoods as most congested (and 9% indicated they “didn’t know” which was most congested).

COMMUNICATION IS A HIGH PRIORITY AREA

Satisfaction with Communication from the City Has Dropped

As mentioned previously, satisfaction with Communication from the City decreased substantially over the past year (mean in 2008 is 6.4, compared to 7.4 in 2008). Given the high importance placed on Communication from the City, this is now a high priority area (“Imperative”).

Many Still Get their City Related Information from *The Auburn Reporter*

Newspapers continue to be the most common source of information about Auburn for residents (41%). *The Auburn Reporter* was specifically mentioned by three-quarters of residents who use Newspapers as a source of City related information.

- Residents who earn between \$75-99,000 are most likely to mention Newspapers as a source of this information (64%).
- Residents who are more likely to get their City related information from a source other than Newspapers include:
 - 18-34 Year Olds: Newspaper (8%) vs. Website (32%);
 - Lea Hill & LH Annex residents: Newspaper (27% vs. Website (33%); and
 - Annual income \$51-74,000: Newspaper (31%) vs. Mailings from City (44%).

Approximately One-quarter of Residents would Like to be Receive the Mayor's Weekly Email Broadcast

- Though only five percent of residents indicated that they receive the Mayor's weekly emails, almost one-quarter of residents (24%) overall are interested in being on this list. Those most likely to express interest include:
- Pierce County residents (54%);
- Those 35-54 Years Old (36%);
- Females (29%); and
- Married (28%).

Low Awareness of Neighborhood Improvement Grants and Police Volunteer Program

- Awareness of some of the City's programs continues to be low. Only 18% indicated they were aware of all three programs (Recycling, Neighborhood Improvement Grants and Police Volunteer Program). The most well-known of the three programs is Recycling (67%).

TAXES REMAIN A MODERATE CONCERN FOR MANY

Satisfaction with the level of taxes remains stable, with a moderate mean of 5.6. While 21% of residents overall gave taxes a "low" rating (0-3 on an 11 point scale), those most likely to rate the level of taxes as "low" are:

- Those 55 to 64 Years Old (28%) or 65+ Years Old (35%); and
- Residents with an annual income of \$51-74,000 (29%).
- As discussed previously, when asked what the City could do to improve the Quality of Life in Auburn, 13% suggested lowering taxes.

Consistent with the findings from last year, Art & Preservation of Historic Buildings continues to be the Priority for Tax Cuts (55%).

Roads, on the other hand, remain the priority for extra tax spending (50%). However, support for increasing taxes to repair roads has dropped slightly since last year:

- In 2007, 33% of residents indicated they were "highly likely" to support paying an additional \$10 per month to allow the City to repair the roads, with 29% indicated they were "not likely" to do so.
- In 2008 though, only 25% are "highly likely", while 37% are "not likely" to do so.

SUPPORT FOR PUBLIC ISSUES

Support for continuing the privately-funded redevelopment of Downtown remains high, with approximately half of residents (54%) “strongly supporting” this initiative. Those most likely to strongly support the redevelopment include:

- Residents of Pierce County (76%);
- Adults with children in their household (61%); and
- Women (60%).

Support for the development of the Environmental Park is consistent with last year’s findings. Those most likely to strongly support the Environmental Park are:

- Young adults (78%);
- Those living in Auburn 11-20 Years (52%); and
- Single residents (48%).

Support for the Community Center at Les Gove Park though has dropped over the past year. The percent of residents who “do not support” the project rose from 12% in 2007 to 20% this year. Those most likely to strongly support the Community Center include:

- Young adults (63%);
- Single residents (53%);
- Women (53%);
- Renters (51%); and
- Those with children living in their home (49%).

When asked for their preference to have the City “Concentrate Public Art in Downtown” or “Spread Public Art throughout Different Neighborhoods”, residents were still more likely to prefer spreading the art throughout different areas. However, this preference was not quite as clear-cut as it has been in previous years; with 48% preferring art to be spread throughout the City and 34% desiring art to be concentrated in Downtown (18% didn’t state a preference).

Residents most likely to prefer art concentrated downtown are:

- 65+ years old (43%);
- Those living in Auburn North (43%);
- Those with no children living in their home (40%); and
- Married residents (39%).

Residents most likely to prefer art spread throughout the City are:

- Single (59); and
- Female (56%).

MOST VISIT DOWNTOWN AT LEAST “MONTHLY”

About six-in-ten residents visited Downtown an average of at least once a month last year. Furthermore, only 6% did not visit the Downtown area at all. Those most likely to have visited Downtown at least twelve times in the past year include:

- Residents 65+ Years Old (72%);
- Those with no children living at home (67%); and
- Those rating the quality of life in Auburn as “high” (66%).

Among the 6% of residents who didn’t visit Downtown in the past year, the most common reasons for not visiting were:

- No need / not interested / nothing to do there (26%);
- Traffic (26%);
- Stores I use are not Downtown (9%); and
- Housebound / don’t go out much (9 %).

DIFFERENCES ACROSS NEIGHBORHOODS

Table 4 displays a summary of the ways in which perceptions and attitudes differ across neighborhoods. Residents of Downtown and Lea Hill / LH Annex Area are most satisfied overall with City services. However, ratings of individual services vary substantially by neighborhood.

**Table 4
Neighborhood Differences**

Areas in Which Satisfaction is Relatively High	Areas in Which Satisfaction is Relatively Low	Other Responses that Differentiate Neighborhood
• Downtown		
Overall Quality of Life (7.4)	Parking Availability (5.0)	Used Police Services in past year (39%)
Overall Satisfaction with City Services (7.2)	Police Services (6.6)	"Crime" (32%) as a problem in Auburn
Water Services (7.2)		"Crime" (28%) as an issue Auburn should address to increase quality of life
Jobs & Economic Opportunities (6.3)		Prefer Public Art to be concentrated Downtown (43%)
		Downtown was most polarized with respect to Traffic, Roads & Public Transit - accounting for <u>both</u> the highest % of "high" and "low" ratings]
• Auburn North		
Public TV Access (7.6)	Condition of Streets & Sidewalks (4.8)	Like "Economy" (11%) and "Friendliness" in Auburn (27%)
Recreational & Cultural Opportunities (7.4)	Flood Drains & Street Maintenance (5.0)	"Taxes" (14%) & "Not enough activities" (11%) as problems in Auburn
Jobs & Economic Opportunities (6.3)	Crime & Safety (5.8)	"Drug Control" (28%) as an issue Auburn should address to increase quality of life
		Less likely to read City mailings (19%)
		More likely to rate satisfaction with level of taxes as "high" (55%)
		"Parks & Recreation" (30%) or "Police" (18%) as areas for tax cuts
• Lea Hill / LH Annex Area		
Overall Satisfaction with City Services (7.3)	Jobs & Economic Opportunities (5.3)	Slightly more likely to use website for City information (33%) than newspaper (27%)
Condition of Streets & Sidewalks (5.8)	Public Access TV (6.6.)	"School Funding" (11%) as an issue Auburn should address to increase quality of life
	Parks & Recreation (7.3)	

**Table 4
Neighborhood Differences (cont'd)**

Areas in Which Satisfaction is Relatively High	Areas in Which Satisfaction is Relatively Low	Other Responses that Differentiate Neighborhood
• Auburn South		
Public TV Access (7.6)	Overall Satisfaction with City Services (6.6)	Receive Mayor's Weekly Email (15%)
Communications from the City (7.2)	Traffic / Roads / Transit (3.8)	"Roads" as area for extra tax spending (72%)
Flood Drains & Street Maintenance (6.8)	Jobs & Economic Opportunities (5.4)	
	Parking Availability (5.7)	
	Landscaping (5.7)	
	Crime & Safety (5.9)	
• West / WA Annex Area		
Internet Access (8.4)	Overall Satisfaction with City Services (6.4)	Strongly Agree that Auburn is a "good place for families" (59%)
	Public Access TV (5.9)	Highway 167 or 164 as most congested area in Auburn (63%)
	Recreational & Cultural Opportunities (6.3)	
	Parks & Recreation (7.3)	
• Lakeland / Southeast / Chinook		
	Overall Satisfaction (6.6)	Highest "Bottom 4" rating of Overall Quality of Life (18%)
	Availability of Public Transit (5.5.)	Strongly Agree that Auburn is a "good place for families" (53%)
		"Noise" (6%) as a problem in Auburn
		Less likely to read City mailings (20%)

DISCUSSION

Overall, most residents seem to appreciate the quality of life in Auburn, citing the natural environment, opportunities for recreational activities, the peaceful setting, a sense of community, friendliness and a convenient location as some of the many strengths of the City. However, residents also identified a number of ways in which life in Auburn could be improved.

Jobs and economic opportunities was identified as an important attribute related to overall perceptions of the quality of life in the city and Auburn is currently performing relatively poorly in this area. However, when asked what issues the City should address in order to increase the quality of life, only a small percentage of residents mentioned jobs and the economy. One potential reason for this discrepancy may be that while jobs and the economy play an important role in the quality of life, residents may not necessarily feel this is something city government can effectively address – so they may have focused instead on areas the City can more clearly and directly influence.

Many residents suggested that the City should work on traffic congestion and street and sidewalk repair in order to improve quality of life. These issues receive very low overall ratings and, although they are not as directly related as jobs and the economy to overall quality of life ratings, these areas may be perceived as more clearly within the responsibilities and control of the City.

Communication from the City has become more of an issue with residents over the past year and satisfaction with communication dropped significantly since 2007. One way in which communications might be improved is through a campaign to increase the awareness of the Mayor's weekly email newsletter. One-quarter of residents expressed interest in being included on this list, though currently only 5% of citizens currently receive these emails.

Taxes remain an issue of concern for residents, most of whom reported their satisfaction with property tax levels as "moderate". Further, there is some indication that support for raising taxes is dwindling. For example, interest in increasing property taxes by approximately \$10 a month in order to repair roads has dropped since last year, despite the fact that Auburn's roads are perceived quite poorly by residents.

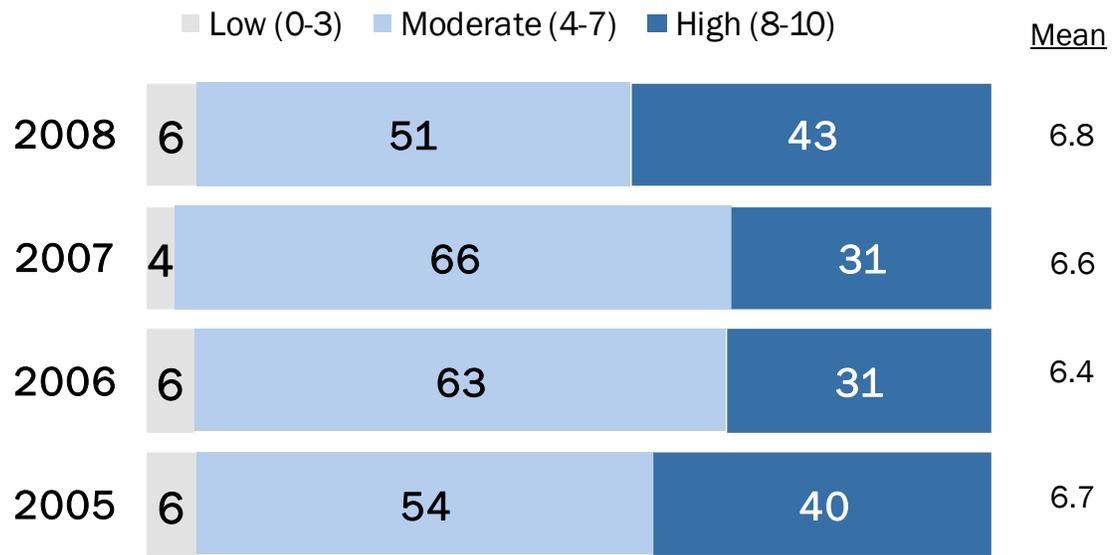


FINDINGS

Residents Continue to Perceive Quality of Life in Auburn Positively

Q2: Overall, how would you rate the quality of life in Auburn? Please give a rating on a scale of zero to 10, where 10 means you think the city has an “excellent” quality of life, a “0” means it has a “poor” quality of life. A rating of 5 means it is average.

POOR = 0....1....2....3....4....5....6....7....8....9....10 = EXCELLENT



Most Likely to Rate Top 3 Box (8, 9 or 10) (43%)

- 65+ Years Old (52%)
- Single (52%)
- Annual income \$50,000 or less (51%)
- Those living in Auburn South (51%) and Downtown (54%)
- Those living in Auburn 11 or More Years (48%)

Most Likely to Rate Bottom 4 Box (0-3 Rating) (6%)

- 18 – 34 Years Old (18%)
- Those living in Auburn 5 Years or Less (12%)

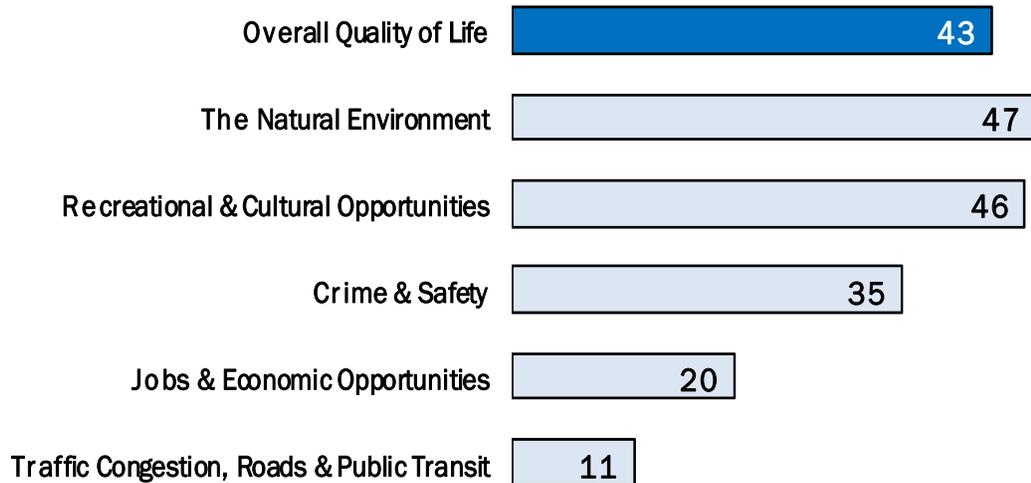
Half Rated Natural Environment and Recreation & Cultural Opportunities ‘High’

Q2: Overall, how would you rate the quality of life in Auburn? Please give a rating on a scale of zero to 10, where 10 means you think the city has an “excellent” quality of life, a “0” means it has a “poor” quality of life. A rating of 5 means it is average.

Q5: I’d like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means “poor” and 10 means “excellent.”

POOR = 0....1....2....3....4....5....6....7....8....9....10 = EXCELLENT

Percentage of Residents Rating as ‘High’



Corresponding Means for the Same Five ‘Quality of Life Measures’

	Mean
Overall Quality of Life	6.8
The Natural Environment	7.1
Recreational & Cultural Opportunities	6.9
Crime & Safety	6.4
Jobs & Economic Opportunities	5.7
Traffic Congestion, Roads & Public Transit	4.5

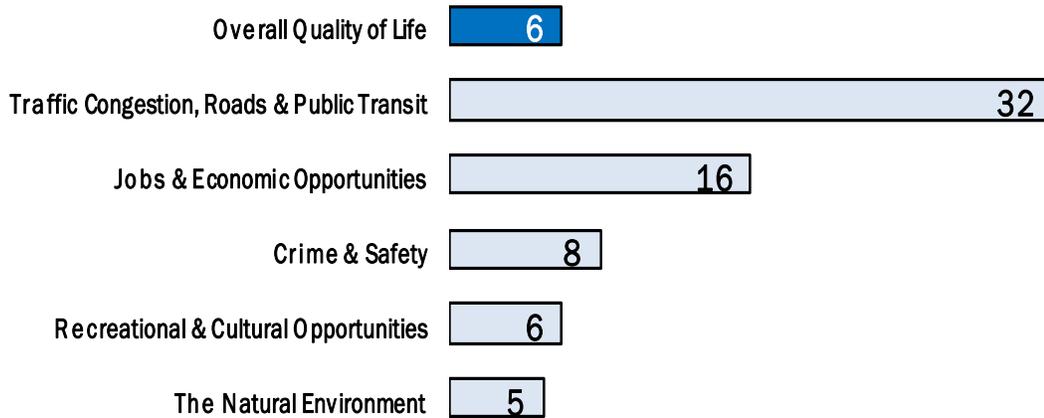
One-third Rated Traffic Congestion, Roads & Public Transit ‘Low’

Q2: Overall, how would you rate the quality of life in Auburn? Please give a rating on a scale of zero to 10, where 10 means you think the city has an “excellent” quality of life, a “0” means it has a “poor” quality of life. A rating of 5 means it is average.

Q5: I’d like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means “poor” and 10 means “excellent.”

POOR = 0....1....2....3....4....5....6....7....8....9....10 = EXCELLENT

Percentage of Residents Rating as ‘Low’



Corresponding Means for the Same Five ‘Quality of Life Measures’

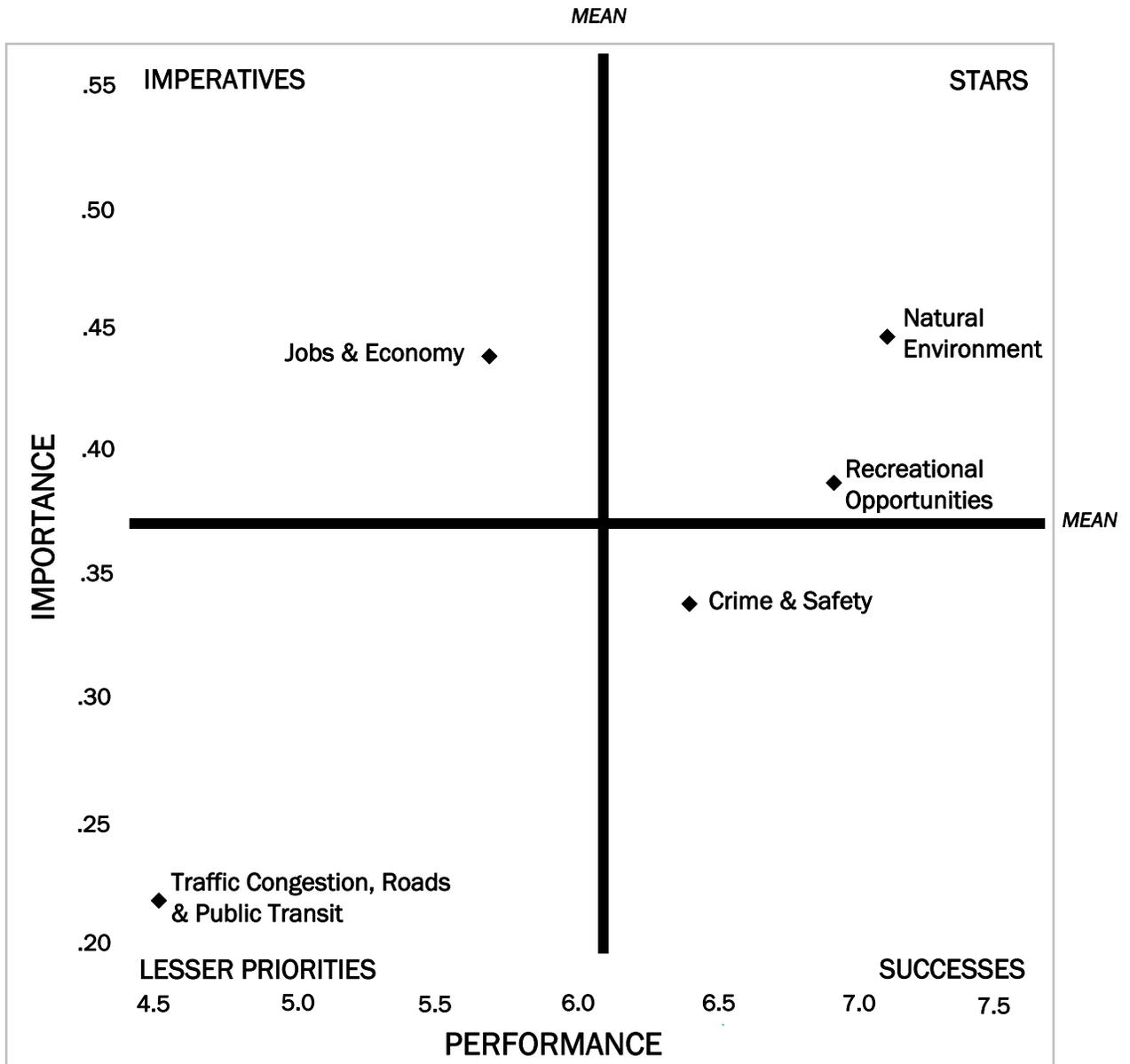
	Mean
Overall Quality of Life	6.8
The Natural Environment	7.1
Recreational & Cultural Opportunities	6.9
Crime & Safety	6.4
Jobs & Economic Opportunities	5.7
Traffic Congestion, Roads & Public Transit	4.5

Based on Performance and Relative Importance in Driving Quality of Life, Jobs & Economy is 'Greatest Imperative'

This chart plots the average scores for both Derived Importance and Performance for each of the five 'quality of life' attributes included in this survey. Respondents were asked to rate each attribute on a 0-10 scale. It is important to note that the scales are truncated here for emphasis. Average satisfaction scores ranged between 4.5 and 7.1.

The Importance scores were derived based on the correlation between each attribute and the quality of life rating. Correlations ranged between .22 and .45.

The **Bold lines** indicate the mean scores for Performance (Satisfaction) & Derived Importance.



READING THE CHART: Each marker ♦ indicates the position of a service category on both the Importance Scale and the Performance Scale. For example, "Jobs & Economy" scored 5.7 on the Performance Scale and .44 in Derived Importance.

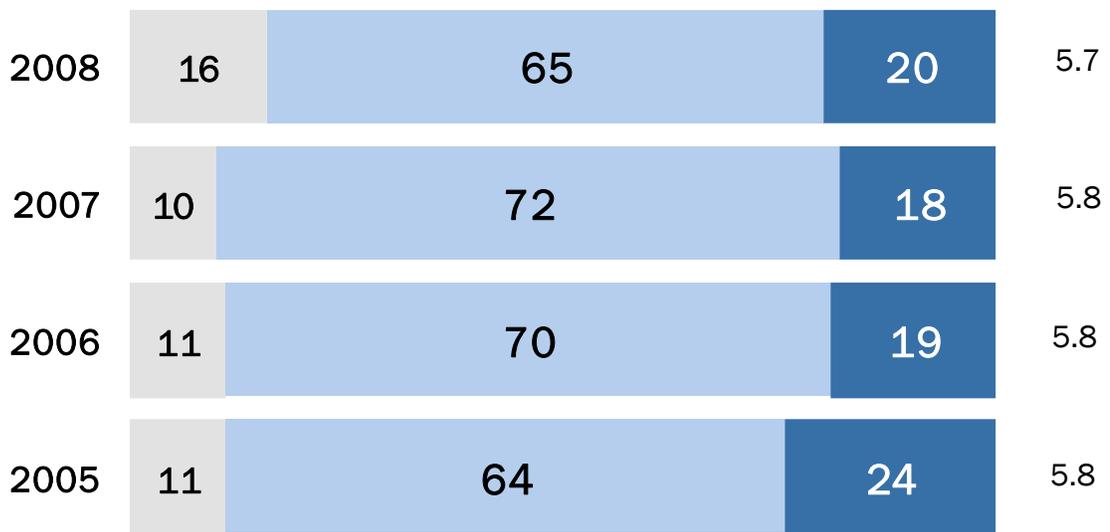
Jobs and Economic Opportunities are Perceived as Moderate by Many

Q5: I'd like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means "poor" and 10 means "excellent."

POOR = 0...1...2...3...4...5...6...7...8...9...10 = EXCELLENT

■ Low (0-3) ■ Moderate (4-7) ■ High (8-10)

Mean



Most Likely to Rate Top 3 Box (8, 9 or 10) (20%)

- Auburn North (40%) and Zip Code 98001 (31%)
- Those without children (25%)
- Annual income of \$75-99K (30%) or \$50K or less (24%)

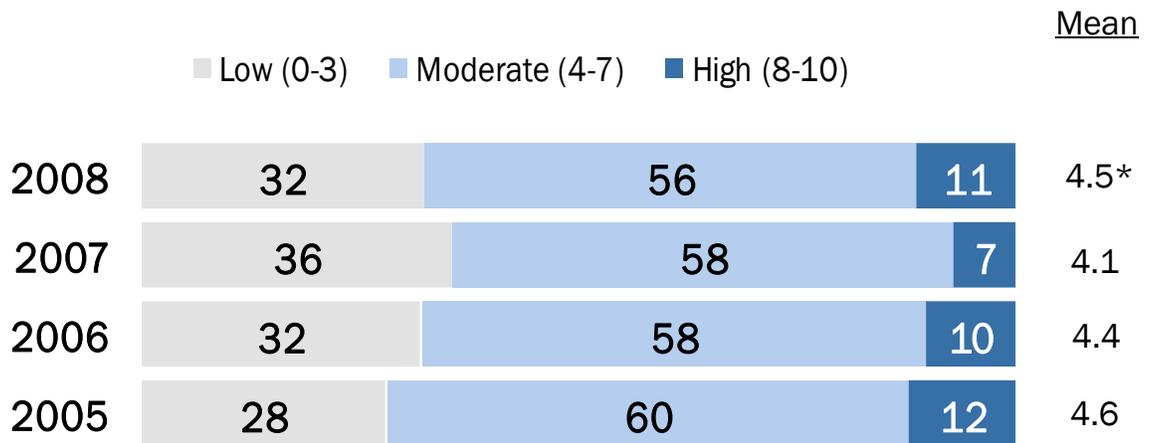
Most Likely to Rate Bottom 4 Box (0-3 Rating) (16%)

- Those living in Auburn for 5 years or less (32%)
- Renters (21%)
- Those with children (20%)
- Women (19%)

Only About One-in-Ten Rate Traffic Congestion, Roads & Public Transit High

Q5: I'd like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means "poor" and 10 means "excellent."

POOR = 0....1....2....3....4....5....6....7....8....9....10 = EXCELLENT



Most Likely to Rate Top 3 Box (8, 9 or 10) (11%)

- Those living Downtown (22%), Lakeland / Southeast / Chinook (14%), or Zip Code 98001 (19%) or 98092 (14%)

Most Likely to Rate Bottom 4 Box (0-3) (32%)

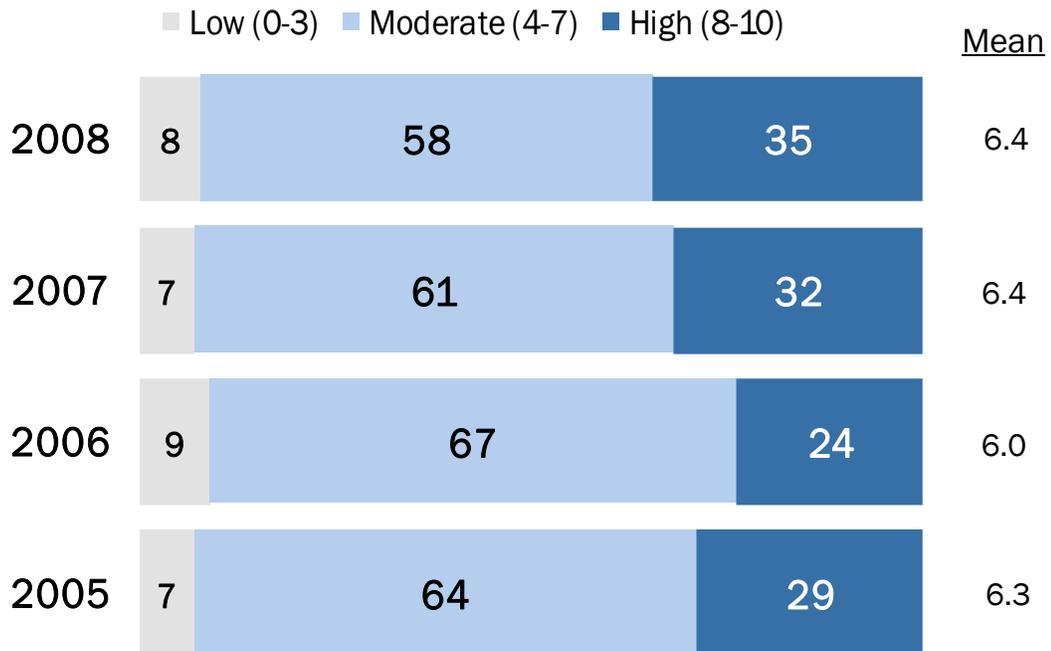
- Those living Downtown (51%) or in Zip Code 98002 (41%)
- Annual income of \$100K (47%)
- 35-54 Years Old (42%)
- Those with children (40%) and / or Married (36%)
- Homeowners (36%)

* Statistically significant difference, p<.05

Majority Continue to Give Crime & Safety Moderate to High Ratings

Q5: I'd like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means "poor" and 10 means "excellent."

POOR = 0....1....2....3....4....5....6....7....8....9....10 = EXCELLENT



Most Likely to Rate Top 3 Box (8, 9 or 10) (35%)

- 18 - 34 Years Old (50%)
- Single (40%)
- Annual income under \$75,000 (47% of those earning \$50K or less and 35% of those earning \$51-74K)
- Residents living in Lea Hill / LH Annex Area (46%) and in the 98092 zip code (41%)

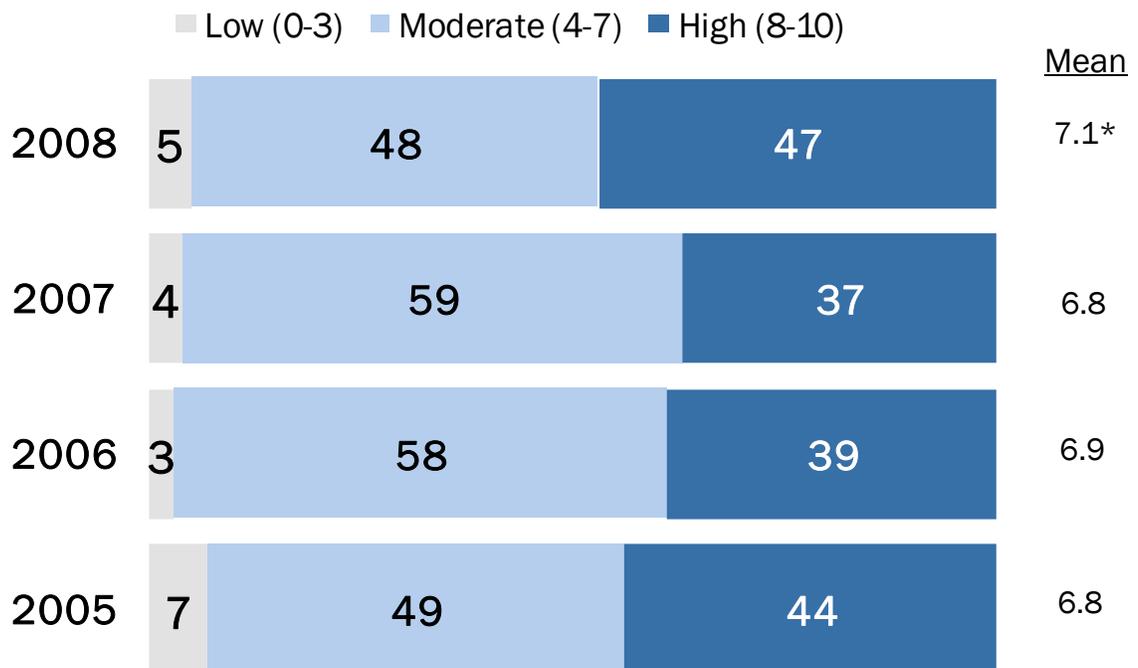
Most Likely to Rate Bottom 4 (0-3 Rating) (8%)

- Annual income of \$100K

Ratings of the Natural Environment Increase

Q5: I'd like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means "poor" and 10 means "excellent."

POOR = 0....1....2....3....4....5....6....7....8....9....10 = EXCELLENT



Most Likely to Rate Top 3 Box (8, 9 or 10) (47%)

- Single (59%)
- Annual income \$50K or less (61%)
- Lived in Auburn 6 to 20 years (60% of those living in Auburn 6-10 years and 54% of those living in Auburn 11 to 20 years)

Most Likely to Rate Bottom 3 Box (0-3) (5%)

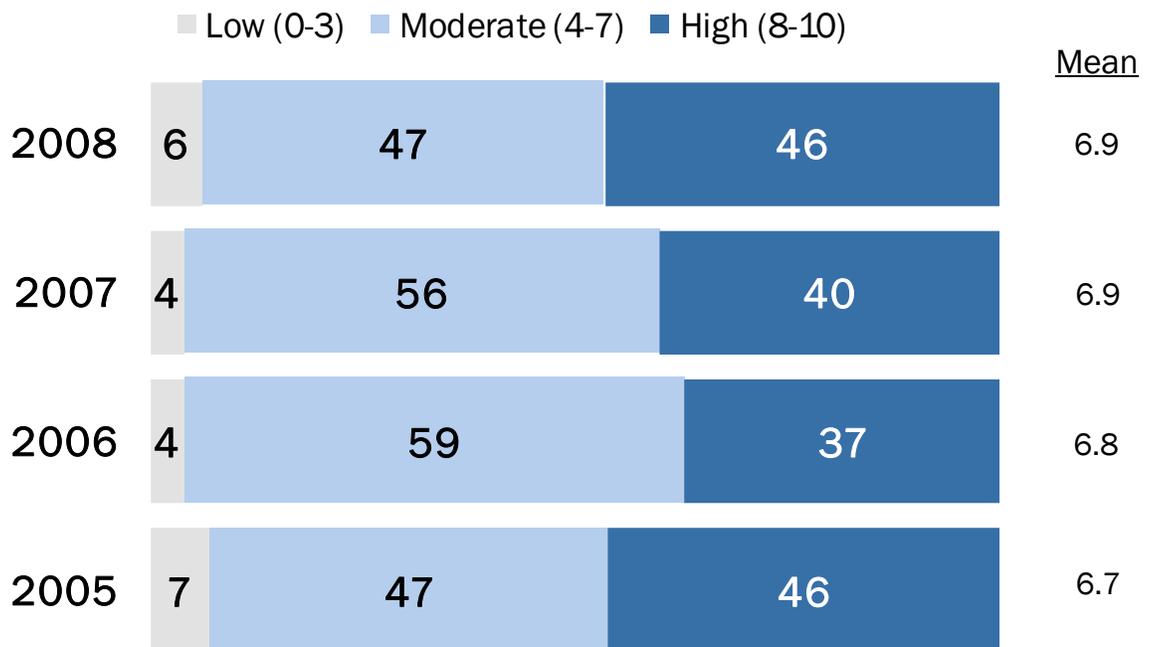
- Pierce County (15%)

*Statistically significant difference, p<.05

Recreational and Cultural Opportunities Also Received High Ratings Again

Q5: I'd like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means "poor" and 10 means "excellent."

POOR = 0....1....2....3....4....5....6....7....8....9....10 = EXCELLENT



Most Likely to Rate Top 3 Box (8, 9 or 10) (46%)

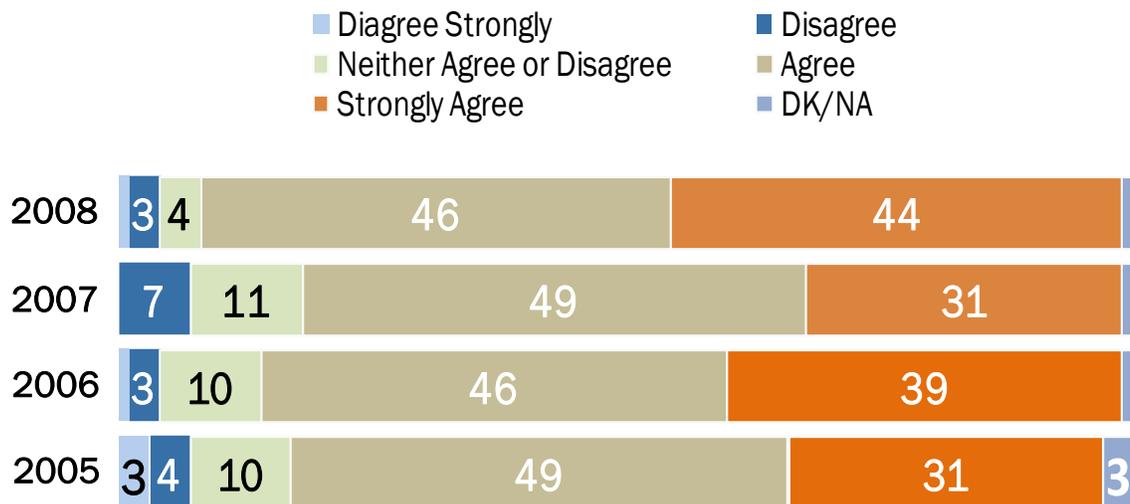
- 18 – 34 Years Old (63%) and 65+ Years Old (63%)
- Single (52%)
- No children (53%)
- Annual income \$50K or less (59%) or \$75-99K (41%)
- Residents living in the 98002 (52%) or 98092 zip code (46%)
- Lived in Auburn 6 to 20 years (58% of those living in Auburn 6-10 years and 51% of those living in Auburn 11 to 20 years)

Most Likely to Rate Bottom 4 Box (0-3 Rating) (6%)

- Auburn South (18%) / Pierce County (15%)

Almost all Auburn Residents Perceive Auburn as a ‘Good Place for Families’

Q7: Would you agree or disagree that Auburn is a “good place for families”? Would you say you...



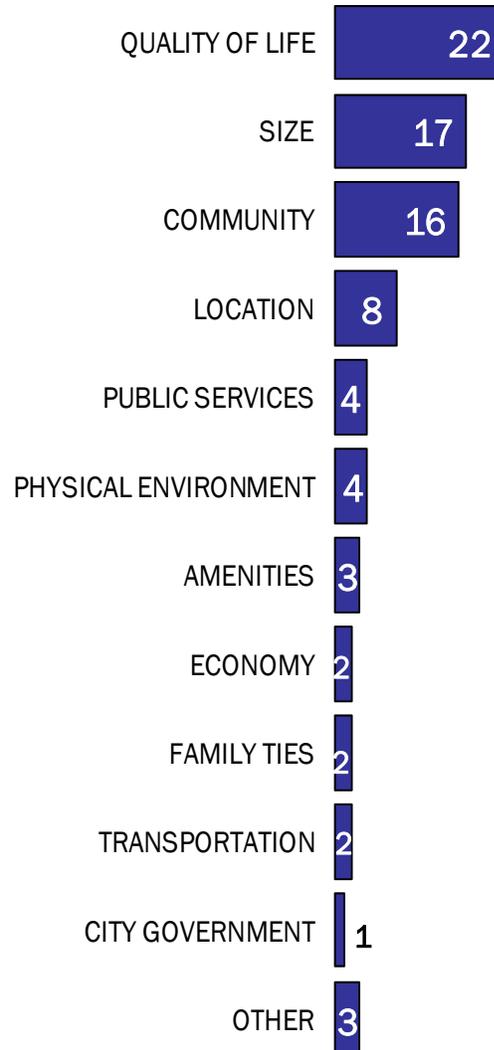
Most Likely to Rate ‘Strongly Agree’ (44%)

- 65+ Years Old (60%)
- Those rating quality of life in Auburn as ‘high’ (8-10 rating on 11 point scale) (58%)
- Those living in zip codes 98001 (60%) and 98092 (48%)
- Those living in West / WA Annex Area (59%) and Lakeland / Southeast / Chinook (53%)
- Annual income under \$75K (54%)
- Females (53%)
- Those living in Auburn More than 20 Years or Less (52%)
- No Children in Household (50%)

Auburn is Valued for Being Peaceful and Small, in Addition to a Community Feeling and Convenient Location

Q3: What do you like most about the quality of life in Auburn?

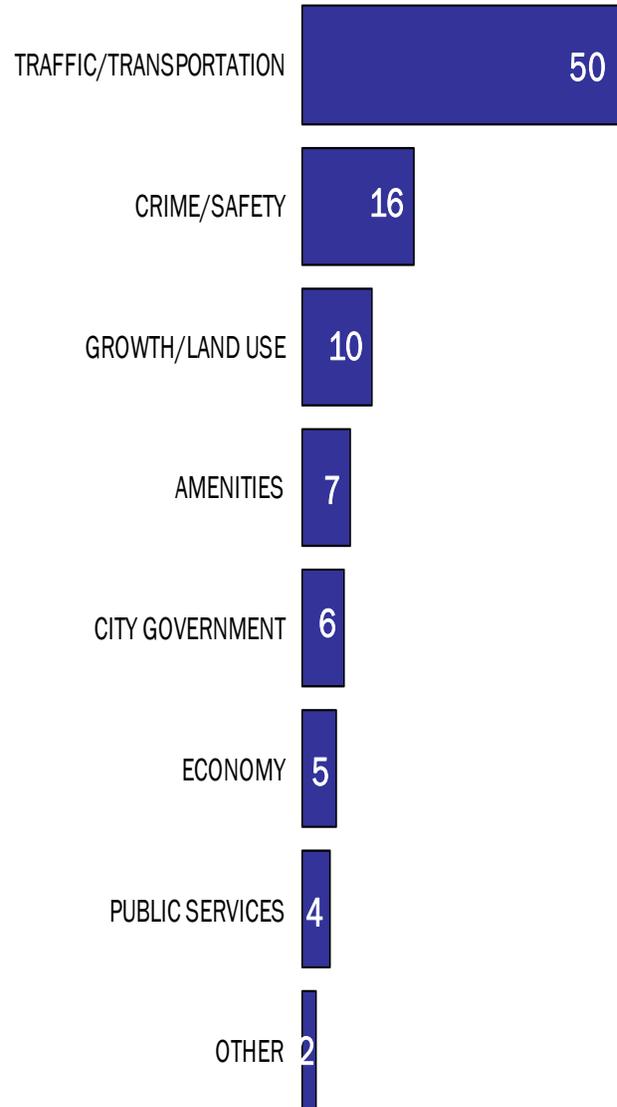
QUALITY OF LIFE	22
Quiet/ Peaceful	14
Neighborhood	5
Comfortable / slower pace	2
Safe /No Crime	1
Small city atmosphere	1
SIZE	17
Small	13
Not Too Big	3
Right Size	1
COMMUNITY	16
Friendly People	8
Sense of Community	6
Not Overpopulated	2
LOCATION	8
Convenient	6
Close to cities	1
Proximity to Recreation	1
PUBLIC SERVICES	4
Schools/ Education	4
ENVIRONMENT	4
Scenic Beauty	4
AMENITIES	3
Variety of Things To Do	3
Shopping	2
Cultural	1
ECONOMY	2
Job is Here	2
FAMILY TIES	3
Family/ Friends Here	2
Born Here	1
TRANSPORTATION	2
Traffic Not Bad	1
Other Traffic	1
CITY GOVERNMENT	1
Misc. City Government	1
OTHER	3
Parks/ Open Spaces	3
“Everything”	3
“Nothing”	4
NO ANSWER	7



Traffic Congestion and Street and Sidewalk Repairs are Considered Big Problems by Many

Q6: What would you say are the greatest problems or issues of concern living in Auburn?

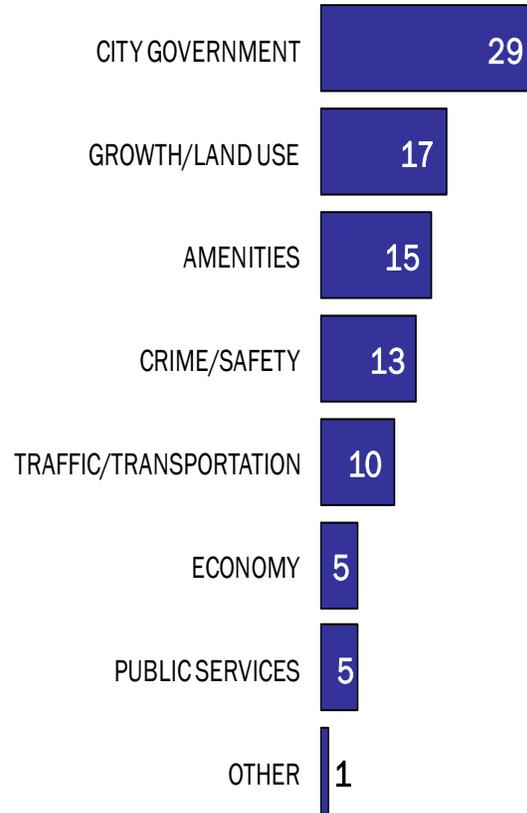
TRAFFIC / TRANS.	50
Traffic Congestion	36
Street / Sidewalk Repairs	14
Mass Transit	6
Parking	1
CRIME/ SAFETY	16
Public Safety	10
Police Services	4
Drug Control	3
GROWTH/ ZONING	10
Too Much Growth	4
Downtown Redevelopment	2
High-rise development	2
Annexation	1
Keeping City Image	1
Zoning Restrictions	1
AMENITIES	7
Variety of Things to Do	3
Shopping / Restaurants	2
Cultural	1
CITY GOVERNMENT	6
Taxes	4
Leadership / Focus	1
Other City Government	1
ECONOMY	5
Lack of Jobs	3
High Cost of Living	1
Lack of Business Activity	1
PUBLIC SERVICES	4
School Funding	3
Other Public Services	1
OTHER	2
Noise	1
Poverty/Homelessness	1
Climate /Weather	1
“Nothing”	8
NO ANSWER	4



Lower Taxes, City Government, Downtown Redevelopment Top Ways to Improve Quality of Life in Auburn

Q4: What do you think the City can do to improve the quality of life in Auburn?

CITY GOVERNMENT	29
Taxes	12
Leadership / Focus	2
Poor Communication	2
Money Handled Poorly	1
Other City Government	12
GROWTH/ ZONING	17
Downtown Redevelopment	8
Too Much Growth	4
Keeping City Image	1
Zoning Restrictions	1
Annexation	1
High-rise development	1
Other Growth	1
AMENITIES	15
Recreation Activities	5
Shopping / Restaurants	5
City Appearance	4
CRIME/ SAFETY	13
Public Safety	5
Police Services	5
Drug Control	4
TRAFFIC / TRANS.	10
Street / Sidewalk Repairs	6
Traffic Congestion	3
Mass Transit	1
ECONOMY	5
Lack of Business Activity	3
Lack of Jobs	1
Other Economy	1
PUBLIC SERVICES	5
School Funding	4
Other Public Services	1
OTHER	1
“Nothing”	9
NO ANSWER	11



Priorities Vary Somewhat by Neighborhood

Q3: What do you like most about the quality of life in Auburn?

Q6: What would you say are the greatest problems or issues of concern living in Auburn?

Q4: What do you think the City can do to improve the quality of life in Auburn?

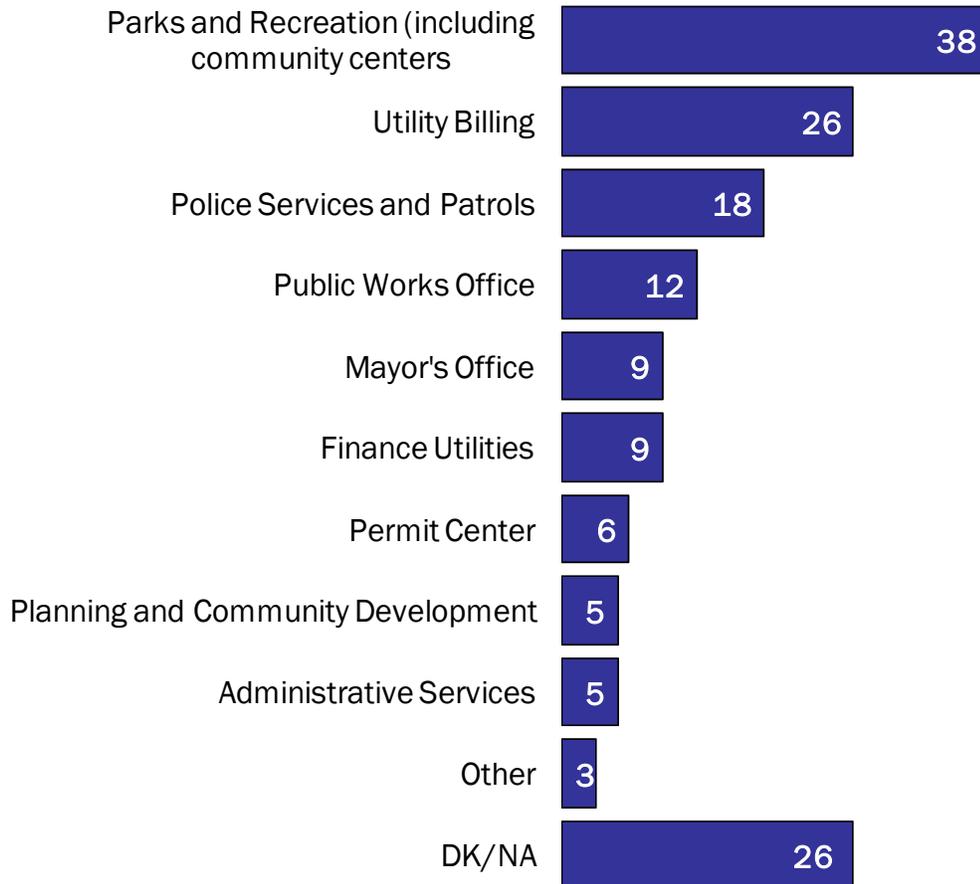
Auburn North	Downtown	Lea Hill / LH Annex Area	Lakeland / Southeast / Chinook
Q3: What Residents Like About Auburn			
<ul style="list-style-type: none"> • Economy (11% vs. 2% Overall) • Friendliness (27% vs.8%) 			
Q6: Greatest Problems or Issues in Auburn			
<ul style="list-style-type: none"> • Taxes (14% vs. 4%) • Not enough activities (11% vs.3%) 	<ul style="list-style-type: none"> • Crime (32% vs. 16%) 		<ul style="list-style-type: none"> • Noise (6% vs.1%)
Q4: What City Could Address to Improve Quality of Life in Auburn			
<ul style="list-style-type: none"> • Drug control (28% vs.4%) 	<ul style="list-style-type: none"> • Crime (28% vs. 3%) 	<ul style="list-style-type: none"> • School Funding (11% vs. 4%) 	

Note1: Only neighborhoods with significant differences in perceptions are included in the table above.

Note2: Neighborhood results are compared with 'total' (all neighborhoods) in the table above.

Homeowners and Residents Earning \$75-99K Were Most Likely to Use Parks & Recreation

Q10: Which of the following City departments – if any, have you used in the last 12 months?



Overall, more than a third of residents (38%) recall using Parks and Recreation services over the past year. Those most likely to have used these services:

- Annual income of \$75-99K (67%)
- Homeowners (46%)

Least likely to use Parks and Recreation services:

- Those rating quality of life as 'low' (0-3 rating on 11 point scale) (13%)
- Annual income \$50 or less (24%)

Residents Living Downtown and those Living in Auburn for 6 to 20 Years Were Most Likely to Use Police Service

Q10: Which of the following City departments – if any, have you used in the last 12 months?

While 18% of residents used Police and Patrol services, some were more likely to have done so:

- Those living in Auburn 6-20 Years (42%)
- Those living Downtown (39%)
- Annual household income of \$75-99K (35%)
- Children living in the household (24%)

Least likely to have used Police services:

- 65+ Year Olds (7%)
- Live in Pierce County (6%)

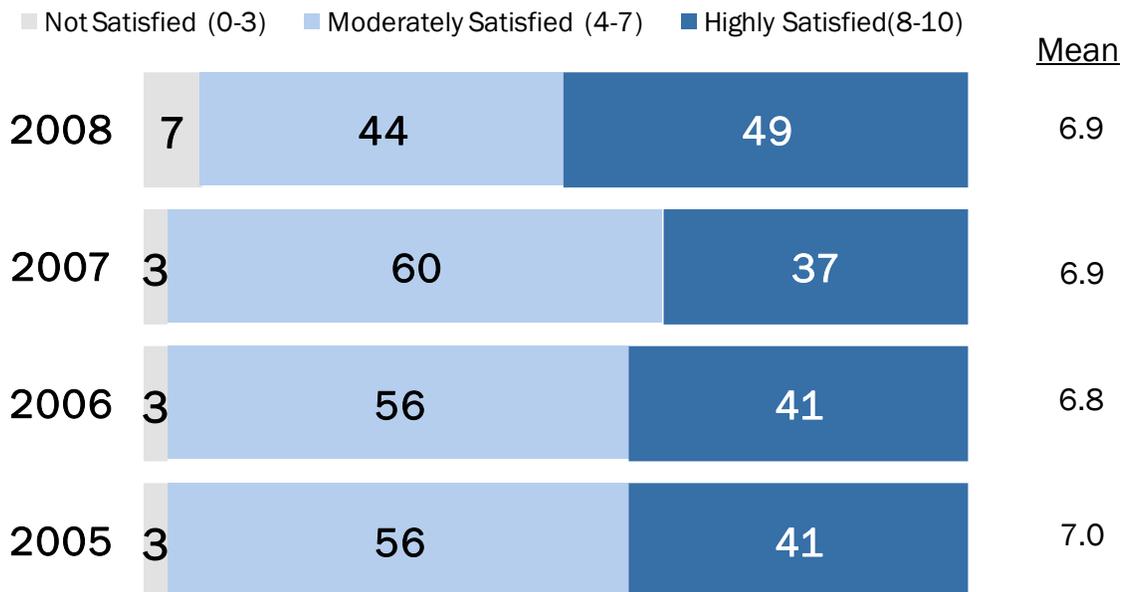
While only 5% of residents used the services of Planning and Community Development, a few subgroups were more likely than others to have this experience:

- Those rating quality of life as 'low' (0-3 rating on 11 point scale) (19%)
- Live in Pierce County (15%)
- 18-34 Years Old (11%)

Overall Satisfaction with City Services Remained Positive

Q12: Overall, how satisfied are you with the City of Auburn in meeting the needs of residents. Use the same 0 to 10 scale.

NOT AT ALL SATISFIED = 0....1....2....3....4....5....6....7....8....9....10 = HIGHLY SATISFIED



Most Likely to Rate Top 3 Box (8, 9 or 10) (49%)

- 18 – 34 Years Old (74%)
- Single (63%)
- No children (53%)
- Annual income \$50,000 or less (64%)
- Renters (58%)

Most Likely to Rate Bottom 4 (0-3 Rating) (7%)

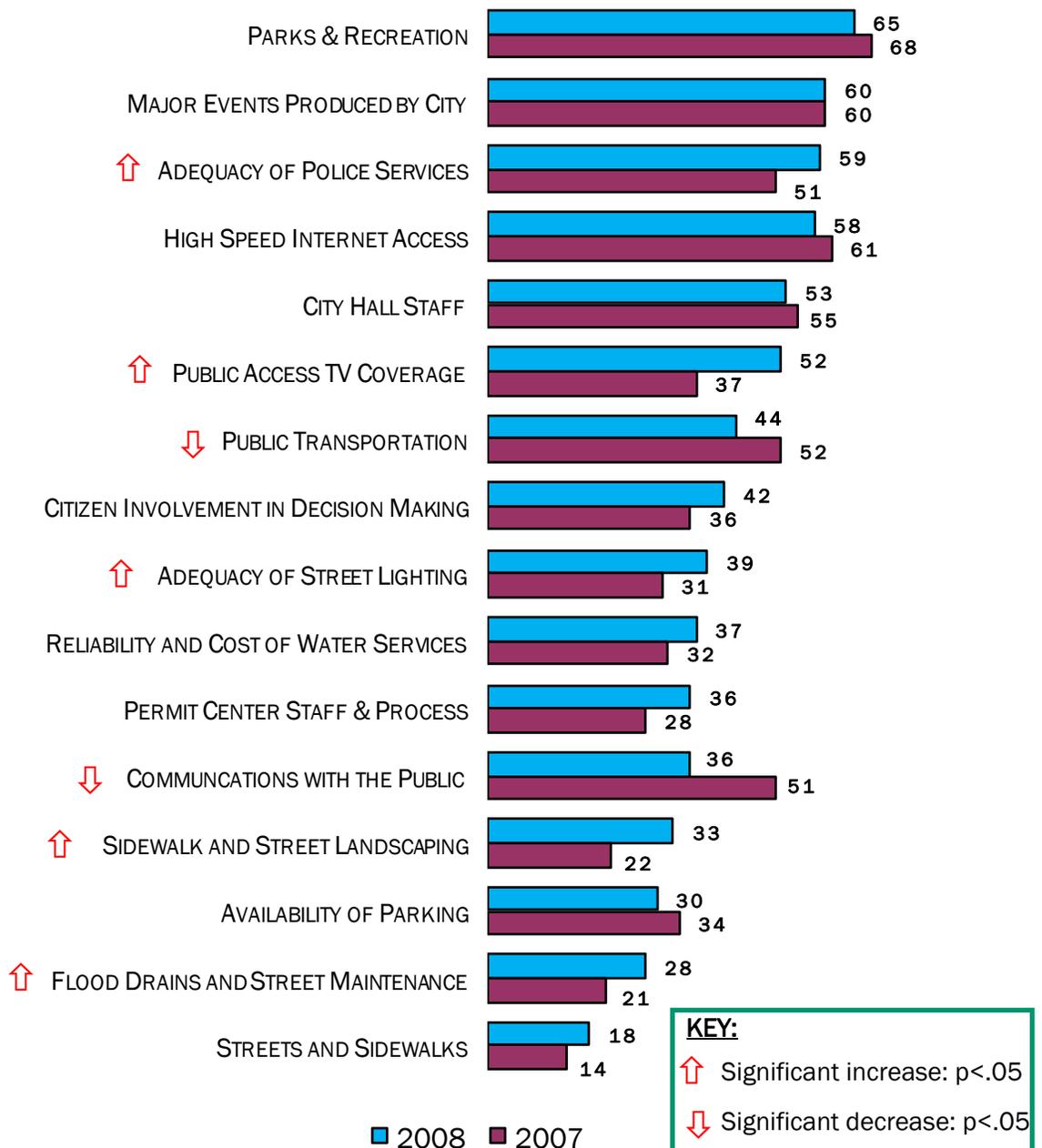
- Those living in Lakeland / Southeast / Chinook (18%), Downtown (14%) and West & WA Annex Area (11%)
- Men (10%)

'Top 3 Box' Satisfaction Increased on Five of Sixteen City Department Attributes

Q12: The City of Auburn would like to know how they are doing providing several services to the public. For each area or category that I mention, please give a rating of how satisfied you are with the City on a 0-10 scale, where 10 is "highly satisfied" and 0 is "not at all satisfied."

NOT AT ALL SATISFIED = 0....1....2....3....4....5....6....7....8....9....10 = HIGHLY SATISFIED

Top 3 Box Ratings (8 - 10)



NOTE: DK/NA responses removed.

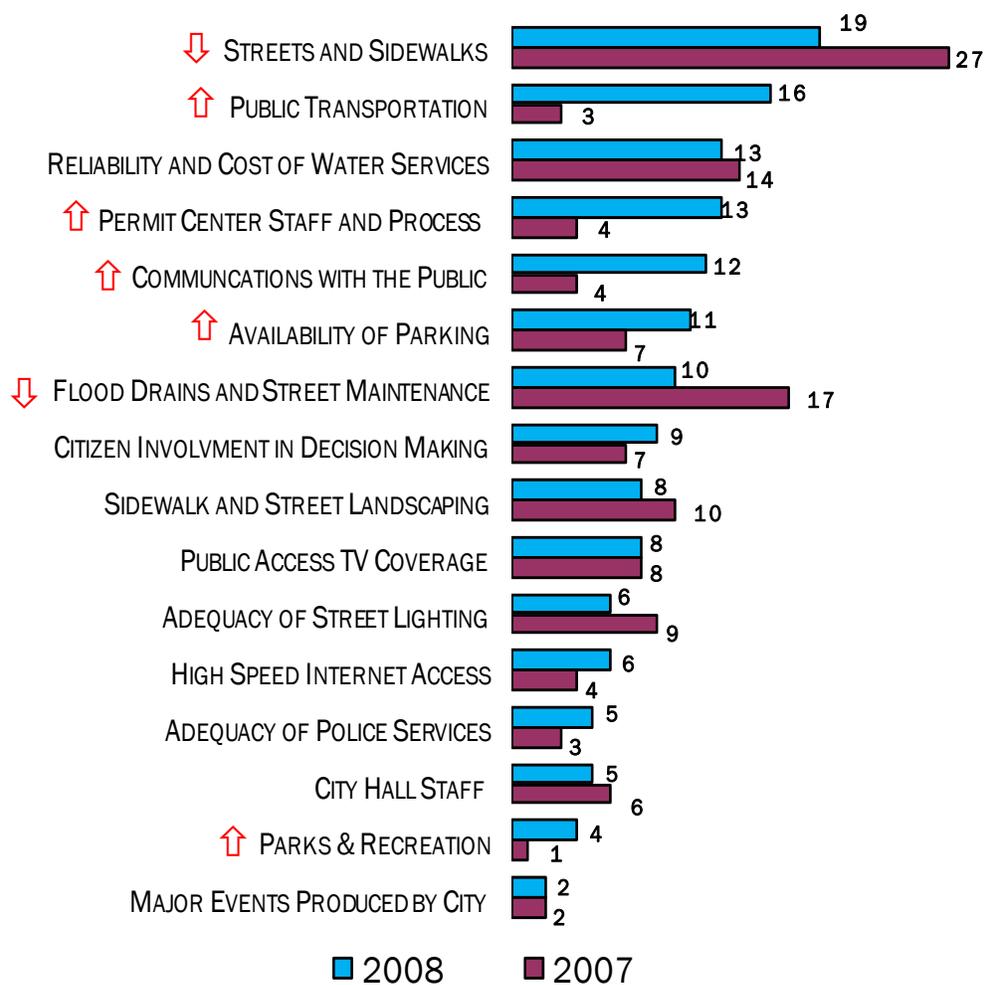
April 2008

'Bottom 4 Box' Scores Also Increased on Five of Sixteen Attributes Though

Q12: The City of Auburn would like to know how they are doing providing several services to the public. For each area or category that I mention, please give a rating of how satisfied you are with the City on a 0-10 scale, where 10 is "highly satisfied" and 0 is "not at all satisfied."

NOT AT ALL SATISFIED = 0....1....2....3....4....5....6....7....8....9....10 = HIGHLY SATISFIED

Bottom 4 Box Ratings (0 - 3)



KEY:
 ↑ Significant increase: p<.05
 ↓ Significant decrease: p<.05

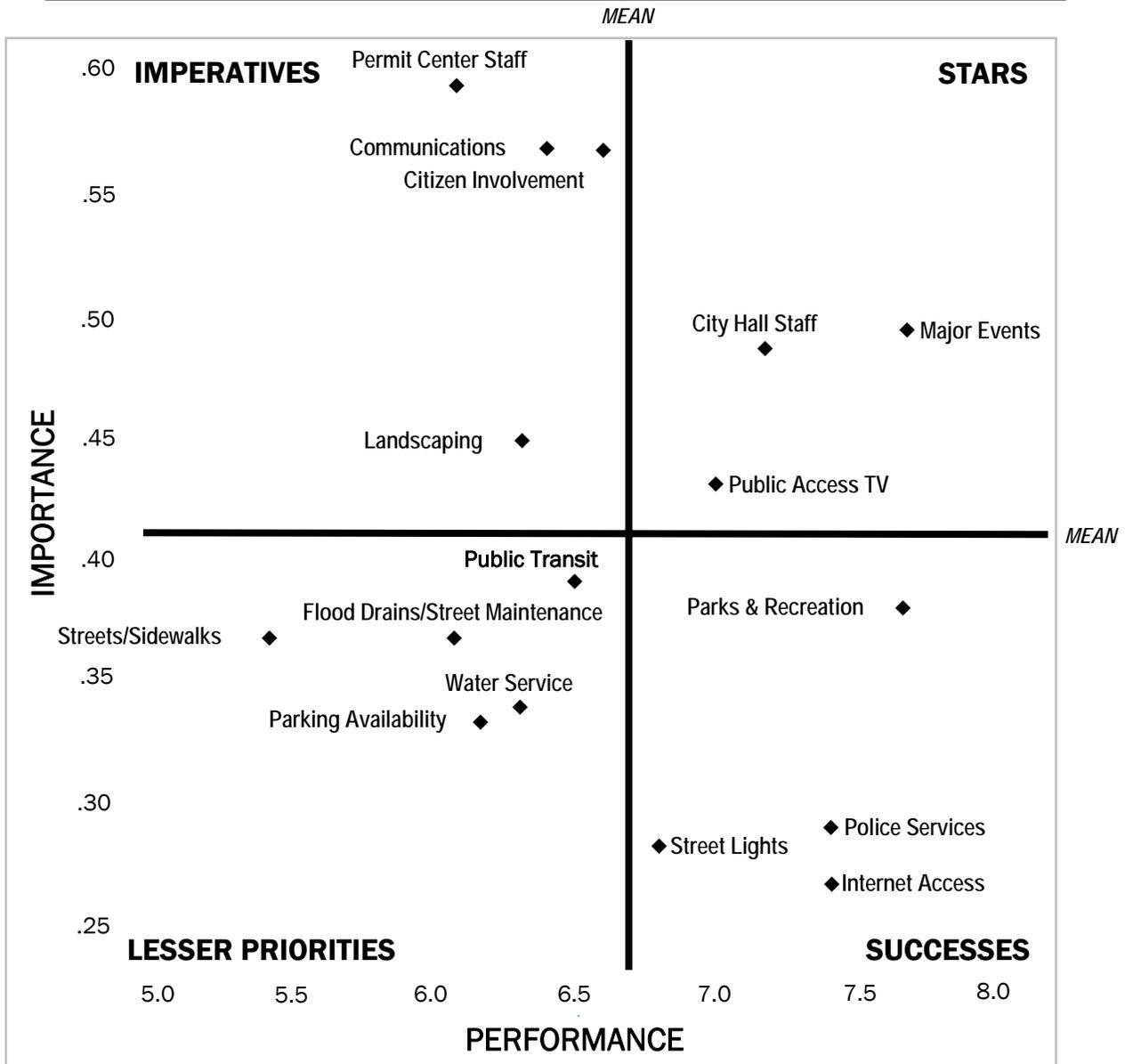
NOTE: DK/NA responses removed.

Based on Performance and Importance in Driving Satisfaction w/City, Permit Center & Communications are Top Imperatives

This chart plots the average scores for both Derived Importance and Performance for each of the five 'quality of life' attributes included in this survey. Respondents were asked to rate each attribute on a 0-10 scale. It is important to note that the scales are truncated here for emphasis. Average satisfaction scores ranged between 4.5 and 7.1.

The Importance scores were derived based on the correlation between each attribute and the quality of life rating. Correlations ranged between .22 and .45.

The **Bold lines** indicate the mean scores for Performance (Satisfaction) & Derived Importance.

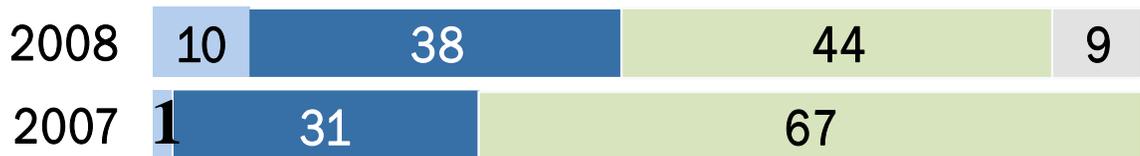


READING THE CHART: Each marker ♦ indicates the position of a service category on both the Importance Scale and the Performance Scale. For example, “Jobs & Economy” scored 5.7 on the Performance Scale and .44 in Derived Importance.

Perceptions Have Shifted Somewhat about Most Congested Area in Auburn

Q13: Which of the following is the most congested area you see in Auburn?

- Neighborhoods
- Highway 167 or Highway 164
- Major Arterial Streets Like A,C, or Auburn Way
- DK/NA



Most Likely to Select 'Major Arterial Streets' (44%)

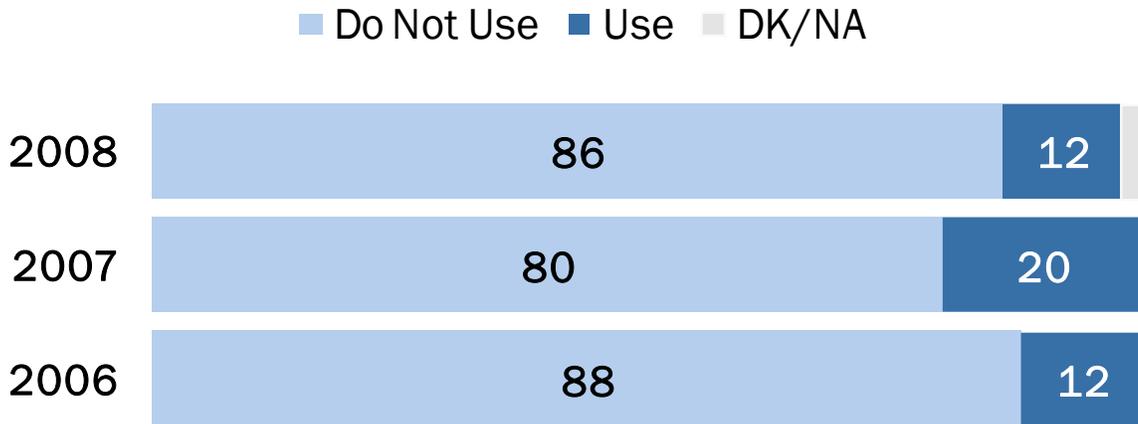
- Annual income \$51-74K (59%)
- Homeowner (52%)
- Married (51%)

Most Likely to Select 'Highway 167 or 164' (38%)

- Those living in Zip Code 98001 (66%)
- Those living in West / WA Annex Area (63%)
- Females (47%)

Use of In-City Public Transportation Returned to 2006 Levels

Q8: Do you use public transit of any kind at least once per month for trips inside Auburn?

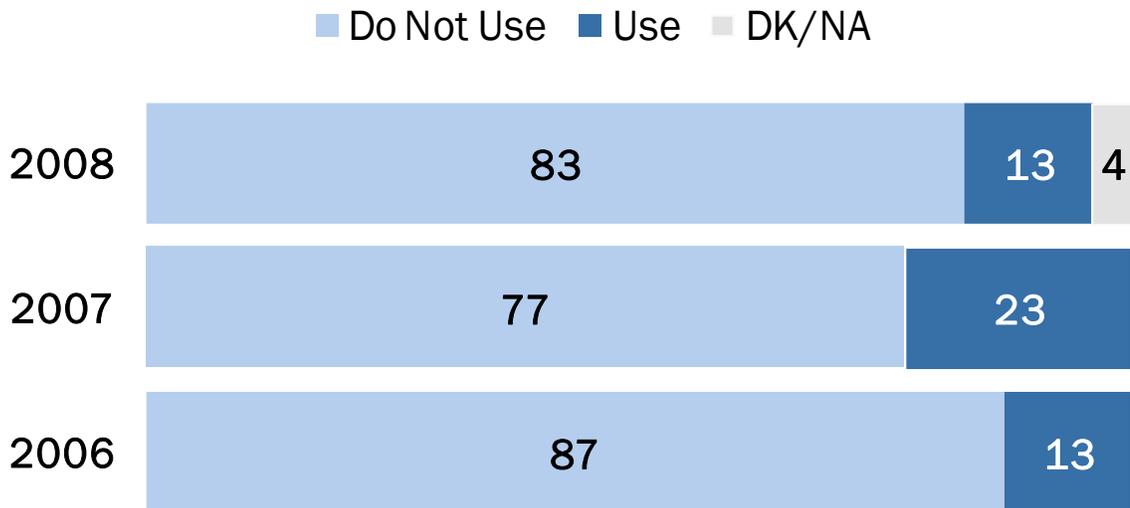


Most Likely to Use In-City Public Transportation Monthly (12%)

- Those rating quality of life in Auburn as 'low' (0-3 rating on 11 point scale) (39%)
- 18 - 34 Year Olds (30%)
- Those living in Auburn 5 Years or Less (22%)

Use of Regional Public Transportation Also Returned to 2006 Levels

Q9: Do you use public transit for regional transportation between cities at least once per month?

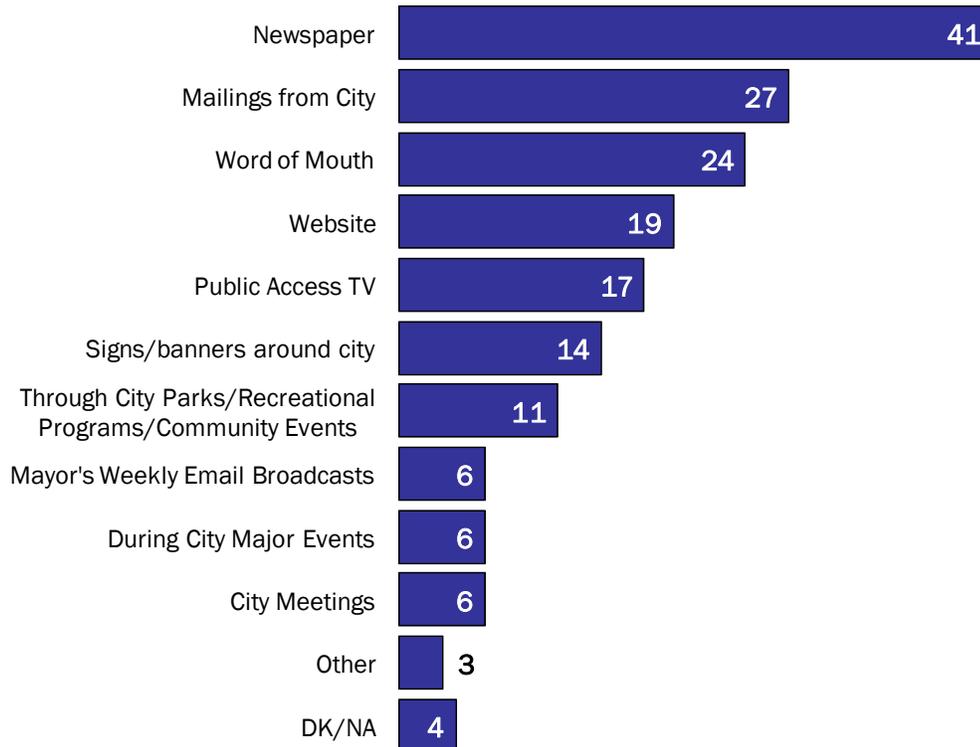


Most Likely to Use Regional Public Transportation Between Cities at Least Once per Month (13%)

- Those rating quality of life in Auburn as 'low' (0-3 rating on 11 point scale) (28%)
- Those living in Pierce County (28%)
- Annual income under \$50K (20%) or \$100K+ (25%)
- 18 - 34 Years Old (21%)
- Men (18%)
- Those living in Auburn 10 Years or Less (17%)

Newspaper is Most Common Source of Information for Many, Though Not All

Q18: What are the most common ways that you learn about the City government?



Newspaper is the most common source of information for most subgroups (41%). A few groups though are less likely to learn about the City through the newspaper than from another source:

- 18-34 Year Olds: Newspaper (8%) vs. Website (32%)
- Lea Hill & LH Annex Area: Newspaper (27%) vs. Website (33%)
- Annual income \$51-74K: Newspaper (31%) vs. Mailings from City (44%)

On the other hand, one subgroup is particularly likely to learn about City happenings from the newspaper:

- Annual income of \$75-99K: Newspaper (64%)

Among residents who mentioned the Newspaper as a source:

- More than three-quarters (77%) mentioned the Auburn Reporter, while 10% mentioned the Seattle Times and 12% couldn't remember the name of the paper and referred only to 'the local newspaper'.

Mailings Seem Especially Effective with Zip Code 98001 and Income of \$51-74K

Q18: What are the most common ways that you learn about the City government?

Across all residents, 27% mentioned Mailings from the City as an information source. Those most likely to read these mailings:

- Annual household income of \$51-74K (44%)
- Those living in 98001 Zip Code (38%)

Those least likely to read these mailings:

- Those living in Pierce County (15%), Auburn North (19%), or Lakeland / Southeast / Chinook (20%)
- Annual household income of \$50K or less (16%) or \$100K or over (16%)
- Those living in Auburn 6-10 years (16%)

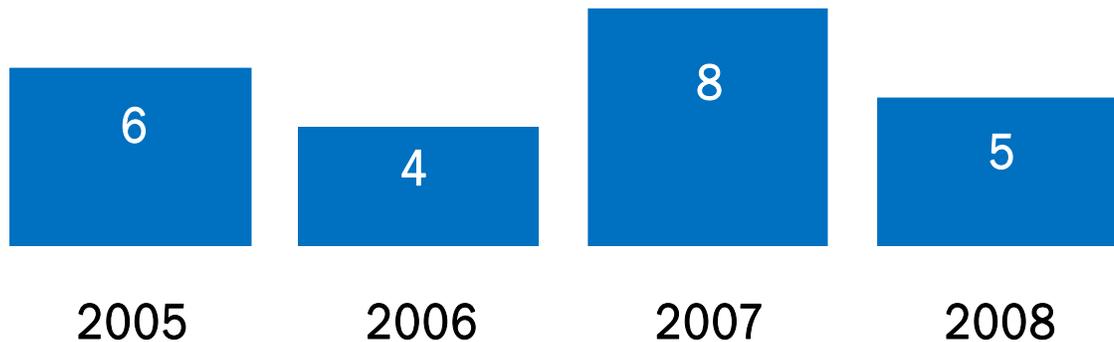
Though overall, only 6% of residents mentioned receiving city information from the Mayor's Weekly Email Broadcasts, some are more likely to have mentioned reading these emails:

- Those living in Auburn for 11-20 Years (17%)
- Those living in Pierce County (18%) or Auburn South (15%)
- 55-64 Years Old (11%)

Homeowners and Those Rating Quality of Life as High are Slightly More Likely than Others to be on Mayor's Email List

Q19: Are you on the Mayor's email list of weekly updates?

Percent of Residents on Mayor's Weekly Email List



Most Likely to be on Email List:

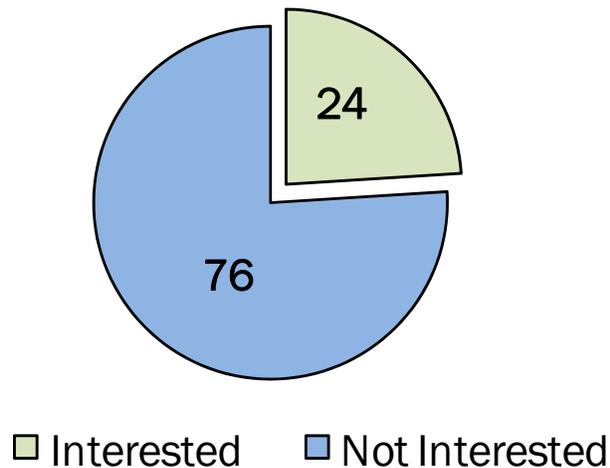
- Those rating quality of life in Auburn as 'high' (8-10 rating on 11 point scale) (8%)
- Homeowners (6%)

Least Likely to be on Email List:

- Women (3%)
- Single (0%)

Almost One-quarter of Residents are Interested in Subscribing to the Mayor's Weekly Email Broadcast

Q29: Are you interested in subscribing to the Mayor's weekly email broadcast?



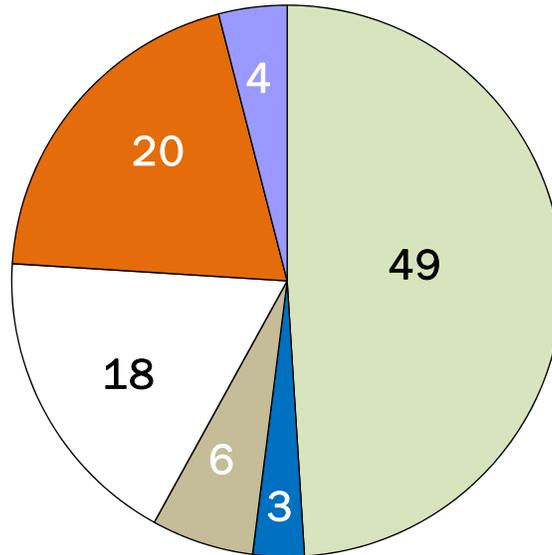
Most Likely to be Interested in Subscribing to the Email List (24%):

- Those living in Pierce County (54%)
- 35-54 Years Old (36%)
- Females (29%)
- Married (28%)

Two-thirds Were Aware of the Recycling Program, While Only a Quarter Knew of Each of the Other Two Programs

Q20: Prior to this survey, which city programs were you aware of?

- Programs that Encourage Recycling
- Neighborhood Improvement Grants for Individual Communities within Auburn
- Police Volunteer Program
- All Three
- Not Aware of Any
- DK/NA



Most Likely to be Aware of All Three Programs (18%)

- Annual household income of \$75-99K (30%)
- Those living in Auburn 6-10 Years (23%) or more than 20 Years (25%)
- Homeowners (23%)
- Females (22%)

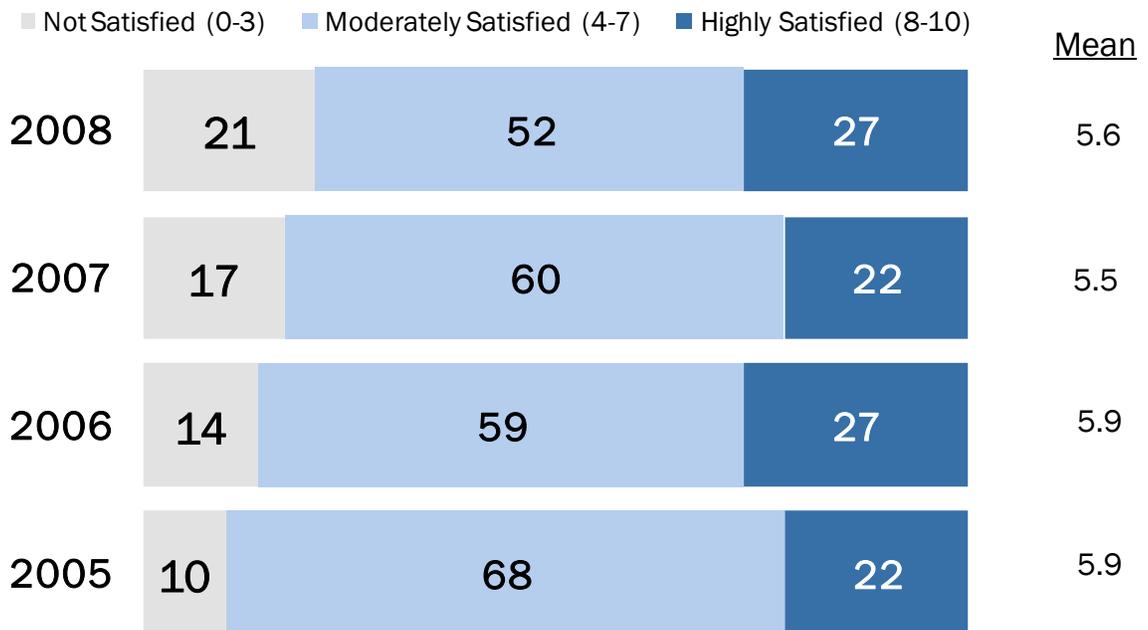
Most Likely to Not be Aware of Any of the Three Programs (20%)

- Those rating quality of life in Auburn as 'low' (0-3 rating on 11 point scale) (45%)
- Those living in Auburn 5 Years or less (34%)
- 18-34 Years Old (27%)

Property Taxes Continue to be a Concern for the Majority of Residents

Q14: The average house in Auburn is assessed at \$300,000. The owner of that average house would pay \$3,700 in total property taxes, of which the City would receive around \$816 per year. Thinking about your situation and the value of all the City services that Auburn provides, how satisfied are you with the level of local taxes? Use the same scale where 10 is “highly satisfied” and 0 is “not at all satisfied.”

NOT AT ALL SATISFIED = 0....1....2....3....4....5....6....7....8....9....10 = HIGHLY



Most Likely to Rate Top 3 Box (8, 9 or 10) (27%)

- 65+ Years Old (40%)
- No Children (31%)
- Those living in Auburn North (55%)
- Those living in Auburn 11-20 Years (35%)

Most Likely to Rate Bottom 4 (0-3 Rating) (21%)

- 55 – 64 Years Old (28%) and 65+ Years Old (35%)
- Annual income of \$51-74K (29%)

Consistent with Last Year, Art & Preservation of Historic Buildings is the Priority for Tax Cuts

Q17: If you were to pay \$1 less in taxes, which one area of services would you recommend cutting back on?

- Art & Preservation of Historic Buildings
- Parks & Recreation
- Police
- Roads
- DK/NA



Most Likely to Select 'Art & Preservation of Historic Buildings' (55%)

- Married / partnered (64%)
- Children living in the household (62%)
- Those living in Zip Code 98001(73%)

Most Likely to Select 'Parks & Recreation' (17%)

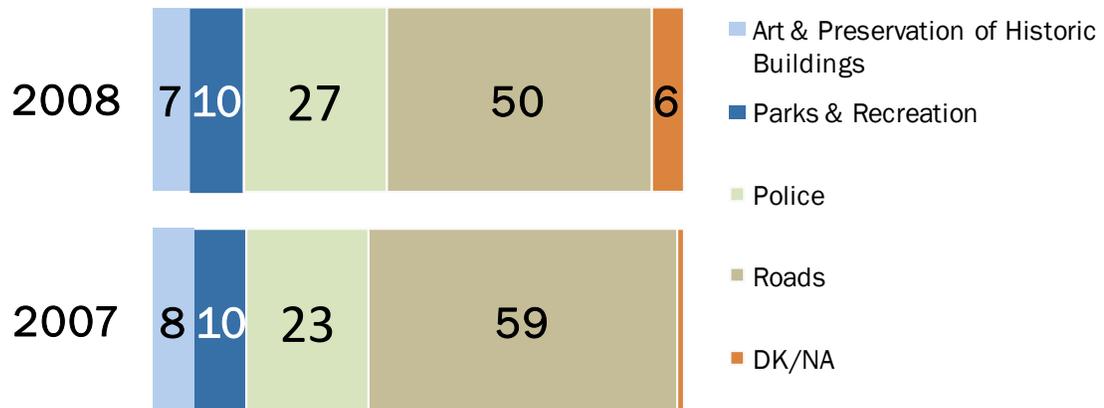
- Those living Downtown (30%)
- Those living in Pierce County (28%)

Most Likely to Select 'Police' (8%)

- 18-34 Years Old (30%)
- Those living in Auburn North (18%)
- Those living in Auburn 10 Years or less (15%)
- Those rating quality of life in Auburn as 'low' (0-3 rating on 11 point scale) (22%)

Similar to Last Year, Roads are the Priority for Extra Tax Spending

Q16: If you had an extra \$1 to spend in taxes, which one of the following major areas in City services would you want it spent on?



Most Likely to Select 'Roads' (50%)

- Those rating quality of life in Auburn as 'low' (0-3 rating on 11 point scale) (75%)
- Those living in Auburn South (72%)

Most Likely to Select 'Police' (27%)

- Annual household income of \$75-99K (42%)

Most Likely to Select 'Parks & Recreation' (10%)

- 18-34 Years Old (20%)

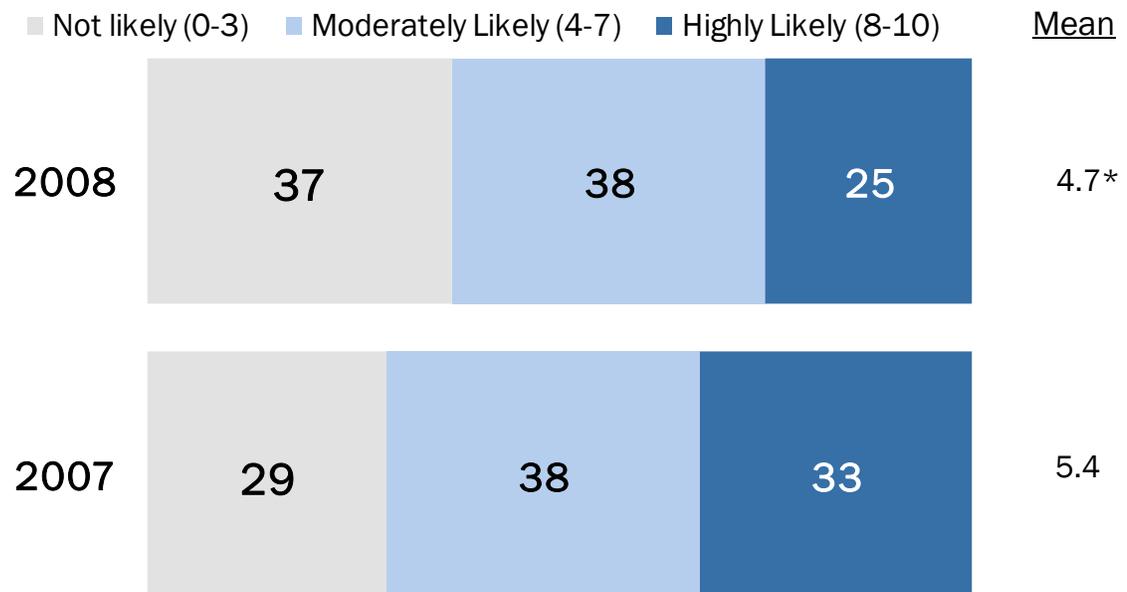
Most Likely to Select 'Art & Preservation of Historic Buildings' (7%)

- 55-64 Years Old (13%)
- Those living in Lea Hill / LH Annex Area (15%)
- Those living in Pierce County (16%)

Support for Increasing Taxes to Repair Roads has Slipped

Q15: How likely would you be to approve paying up to an extra \$10 a month, or \$120 a year, in property taxes to repair major arterial streets including Auburn Way, A Street, M Street, I Street, and others? Use a 0-10 scale, where 10 is “highly likely” and 0 is “not at all likely”?

NOT AT ALL LIKELY = 0...1...2...3...4...5...6...7...8...9...10 = HIGHLY LIKELY



Most Likely to Rate Top 3 Box (8, 9 or 10) (25%)

- 18 - 34 Years Old (41%)
- Annual income of \$75-99K (47%)
- Those living in Auburn 5 Years or Less (34%)

Most Likely to Rate Bottom 4 (0-3 Rating) (37%)

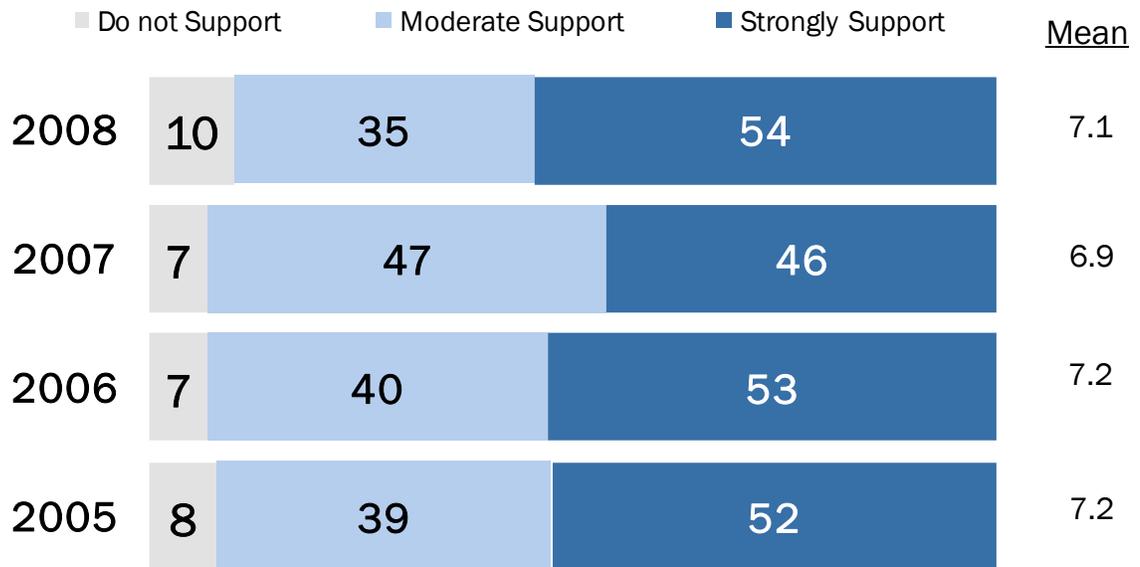
- Those Living in Pierce County (50%)
- Homeowners (46%)

*Statistically significant difference, p<.05

Almost All Residents Support the Continued Redevelopment of Downtown

Q23: I'd like to get your input on several questions facing City leaders right now. For each one I mention, please indicate your level of support, with a 0-10 scale where 10 means you "strongly support" it and 0 means you "do not support at all." ... Continuing the privately-funded economic redevelopment of Auburn's downtown

DO NOT SUPPORT AT ALL= 0....1....2....3....4....5....6....7....8....9....10 = STRONGLY SUPPORT



Most Likely to Rate Top 3 Box (8, 9 or 10) (54%)

- Women (60%)
- Children in household (61%)
- Pierce County (76%)

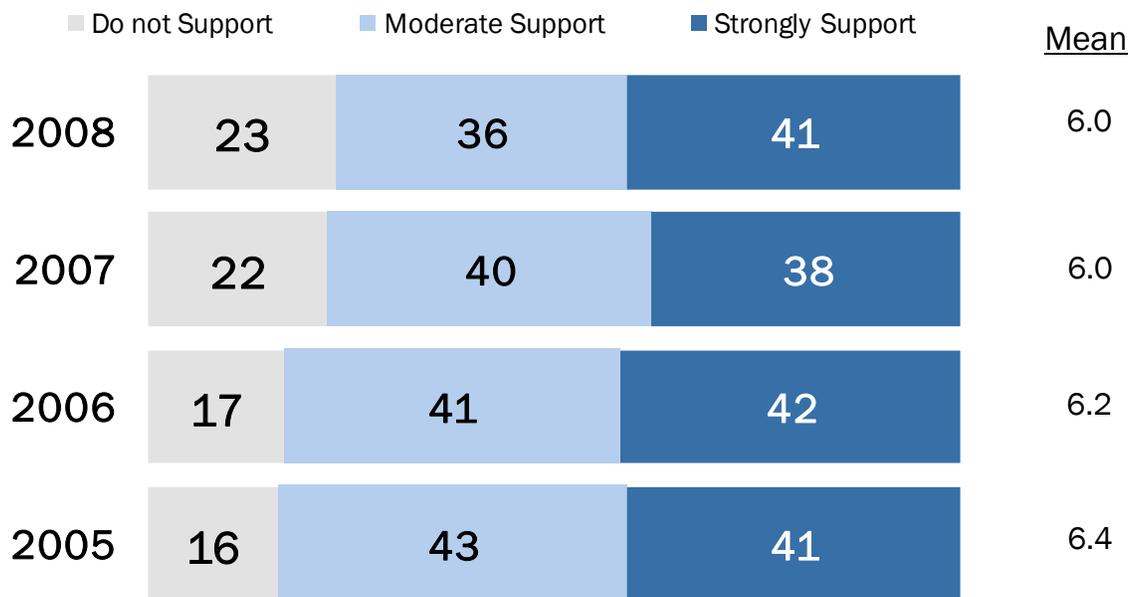
Most Likely to Rate Bottom 4 (0-3 Rating) (10%)

- Lived in Auburn 11 or More Years (15%)

Three-quarters Support Development of the Environmental Park

Q23: I'd like to get your input on several questions facing City leaders right now. For each one I mention, please indicate your level of support, with a 0-10 scale where 10 means you "strongly support" it and 0 means you "do not support at all." ... the proposed environmental park, including a half mile of ponds and trails along Highway 167

DO NOT SUPPORT AT ALL= 0....1....2....3....4....5....6....7....8....9....10 = STRONGLY SUPPORT



Most Likely to Rate Top 3 Box (8, 9 or 10) (41%)

- 18-34 Years Old (78%)
- Single (48%)
- Those living in Auburn 11-20 Years (52%)

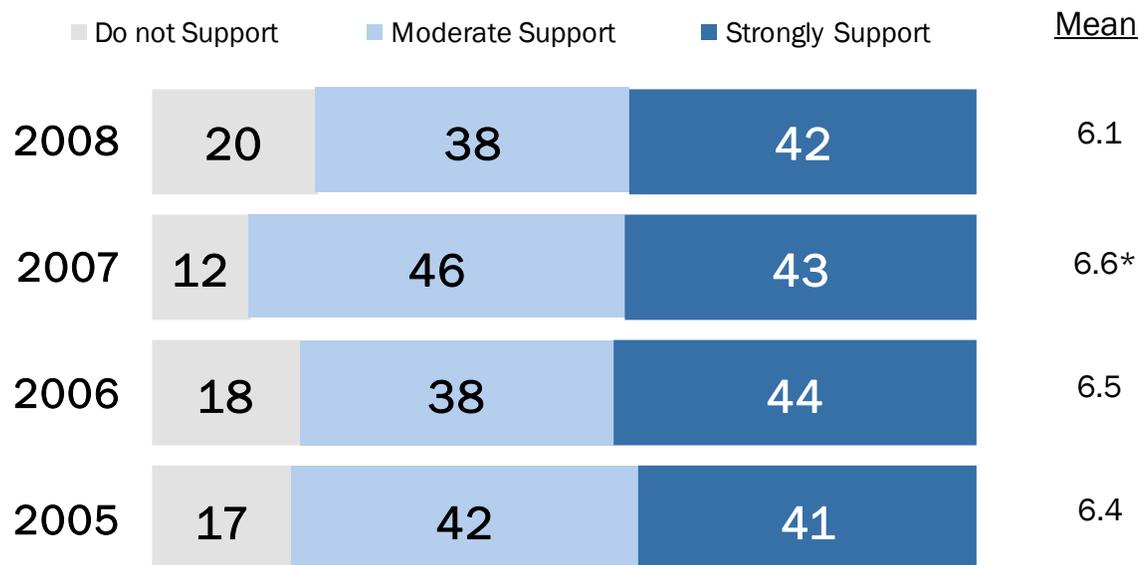
Most Likely to Rate Bottom 4 (0-3 Rating) (23%)

- Downtown (38%), Zip Code 98002 (28%) or King County (24%)

More than Three-quarters Support the Community Center at Les Gove Park

Q23: I'd like to get your input on several questions facing City leaders right now. For each one I mention, please indicate your level of support, with a 0-10 scale where 10 means you "strongly support" it and 0 means you "do not support at all." ... Building a community center at Les Gove Park

DO NOT SUPPORT AT ALL= 0....1....2....3....4....5....6....7....8....9....10 = STRONGLY SUPPORT



Most Likely to Rate 'Strongly Support' (8, 9 or 10) (42%)

- 18-34 Years Old (63%)
- Women (53%)
- Single (53%)
- Renters (51%)
- Children in household (49%)

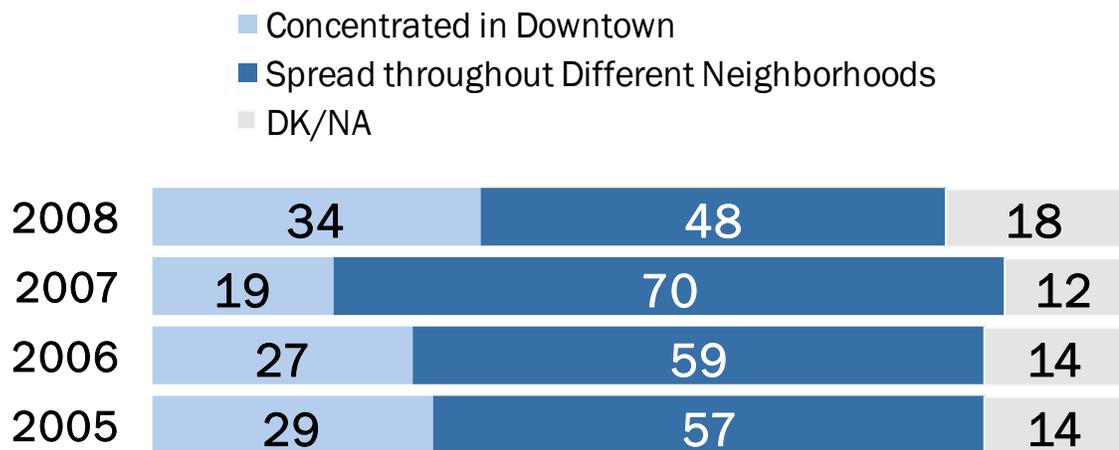
Most Likely to Rate 'Do Not Support' (0, 1, 2 or 3) (20%)

- King County (21%)

*Statistically significant difference, p<.05

Residents Still Lean Toward Spreading Art Throughout Neighborhoods, Though This Preference Is Not As Strong As In The Past

Q24: If you had your choice, would you rather see public art exhibits or sculptures concentrated in the Downtown area or spread throughout the community, such as ... the different neighborhood parks?



Most Likely to Prefer Art Concentrated Downtown (34%)

- 65+ Years Old (43%)
- Those living in Auburn North (43%)
- No children in household (40%)
- Married (39%)

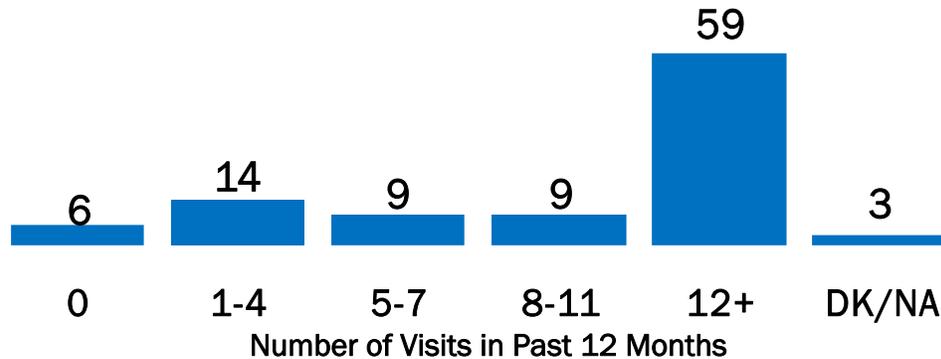
Most Likely to Prefer Art Distributed throughout Different Neighborhoods (48%)

- Single (59%)
- Females (56%)

Most Residents Visited Downtown an Average of Once a Month or More; Only 6% Did Not Visit Downtown At All

Q21: How often have you visited Downtown Auburn in the last 12 months, for any reason?

Percent of Residents Visiting Downtown Auburn in Past 12 Months



Most Likely to Have Visited Downtown Auburn at Least 12 times in the past year (59%)

- 65+ Years Old (72%)
- No children living at home (67%)
- Those rating quality of life in Auburn as 'high' (8-10 rating on 11 point scale) (66%)

Most Likely to Have Not Visited Downtown in the past year (6%)

- 18-34 Years Old (18%)
- Those living in Auburn 6-10 Years or Less (12%)
- Those rating quality of life in Auburn as 'low' (0-3 rating on 11 point scale) (21%)

Among the 6% of residents who did not visit Downtown in the past year, the reasons were:

- No need / not interested / nothing to do there (26%)
- Traffic (26%)
- Stores I use are not downtown (9%)
- Housebound / don't go out much (9%)
- Other (30%)

QUESTIONNAIRE

WITH DATA



TOPLINE DATA

This summary presents response frequency distributions for the survey of Auburn residents on behalf of the City of Auburn.

Telephone interviews were completed with 529 Auburn heads of household between March 13-18, 2008. The overall margin of sampling error is ±4.3%. That means, in theory, there is a 95% probability that the results of this survey are within ±4.3% of the results that would have been obtained by interviewing all Auburn heads of household.

- The data are presented here in the same order the questions were asked in the interview.
- The figures in bold type are percentages of respondents who gave each answer.
- The data have been statistically weighted to bring the proportions into line with previous year's surveys.
- Percentages may not add to 100% due to rounding.

1. Do you live within City limits of Auburn, either in the King County or Pierce County part of the city? [IF YES, CLARIFY AND NOTE COUNTY OF RESIDENCE]

Yes – King County part...**91**
 Yes – Pierce County part...**8**
 THANK AND TERMINATE <No...**0**
 [DK/NA]...**1**

2. Overall, how would you rate the quality of life in Auburn? Please give a rating on a scale of zero to 10, where 10 means you think the city has an “excellent” quality of life, a “0” means it has a “poor” quality of life. A rating of 5 means it is average.

POOR = 1...1...1...2...3...17...10...20...27...8...10 = EXCELLENT 1 = DK/NA

3. What do you like most about the quality of life in Auburn?

—

4. What do you think the City can do to improve the quality of life in Auburn?

--

5. I'd like you to rate the quality of life in Auburn in several key areas. For each area I mention, please give a rating on the 0-10 scale, where 0 means “poor” and 10 means “excellent.”

	<u><Poor</u>	<u>Excellent></u>	<u>DK</u>
1. Crime and Safety.....	1 ... 1 ... 2 ... 2 ... 6 .. 18 .13. 22 .22.. 6 ... 5		2
2. Recreational and Cultural Opportunities	1 ... 0 ... 2 ... 2 ... 5 .. 12 .11. 19 .25.. 9 ... 8		4
3. The Natural Environment	0 ... 0 ... 1 ... 3 ... 4 .. 12 .10. 23 .26. 10 .. 9		2
4. Job and Economic Opportunities	1 ... 1 ... 1 ... 7 .. 10. 18 .13. 17 .11.. 3 ... 2		17
5. Traffic Congestion, Roads, and Public Transit	6 ... 7 ... 8 .. 14 .15. 16 .10. 11 .. 9... 2 ... 1		2

6. What would you say are the greatest problems or issues of concern living in Auburn?

—L

7. Would you agree or disagree that Auburn is a “good place for families”? Would you say you...

ROTATE TOP/BOTTOM

Strongly Agree...**46**

Agree...**42**

Neither agree or disagree...**5**

Disagree...**4**

Disagree strongly...**2**

[DK/NA]...**1**

8. Do you use public transit of any kind at least once per month for trips inside Auburn?

YES...**10** NO...**89**

[DK/NA]...**0**

9. Do you use it for regional transportation between cities at least once per month?

YES...**13** NO...**85**

[DK/NA]...**3**

10. Which of the following City departments, – if any have you used in the last 12 months?

READ: CIRCLE ALL THAT APPLY

Parks and recreation (including community centers)...**45**

Police services and patrols...**7**

Permit Center...**2**

Planning and Community Development...**3**

Public Works office...**2**

Finance Utilities...**3**

Mayor’s Office...**2**

Administrative services – such as legal services, finance, human resources or other)...**2**

Utility billing (such as to discuss a water or sewer bill)...**10**

< Other...**3**

[DK/NA]...**21**

11. The City of Auburn would like to know how they are doing providing several services to the public. For each area or category that I mention, please give a rating of how satisfied you are with the City on a 0-10 scale, where 10 is “highly satisfied” and 0 is “not at all satisfied.”

	<u><Not at all satisfied</u>	<u>Highly Satisfied></u>	<u>DK</u>
1. Access to public transportation.....	3...2...2...5...3..13	.9..12 17..6...9	17
2. Conditions of streets and sidewalks.....	6...4...5...9..10.19.12.16 11..3...3		0
3. Adequacy of street lighting.....	0...1...2...3...5..15.13.24 21..6...6		3
4. Availability of parking.....	2...2...3...5...7..18.12.15 18..6...7		4
5. Adequacy of flood drains and street maintenance.....	1...2...2...6...9..17.12.17 17..5...5		4
6. Sidewalk and street landscaping.....	1...2...3...6...7..21.13.14 18..6...5		4
5. Availability and Quality of high speed internet access.....	1...1...1...1...2...9...5..11 19.10.17		23
6. Adequacy of police services	2...1...2...1...4...7...7..18 24.15.11		10
7. Helpfulness, friendliness and responsiveness of City Hall – not including not the police and fire departments.....	1...1...2...1...2..10 .6..12 21.10..7		26
8. Reliability and cost of water service.....	4...2...3...3...6..14.10.15 17..8...8		11
9. Parks & Recreational services and programs.....	0...1...1...1...2...6...5..15 26.15.17		11
10. The City’s permit center staff and process. of getting a permit.....	2...1...2...2...3...8...5...5..9...4...2		57
11. City Government’s communications with the public.....	1...2...3...4...5..13.11.13 18..8...6		17
12. City government public access TV coverage.....	1...1...2...1...2..12 .6..10 14..8...8		36
13. Major events produced by the City, such as the Santa parade, Shades of Summer Bravo Services, 4th of July and Clean Sweep	0...0...1...1...2...9...9..12 22.15.17		12
14. Opportunities for citizen involvement in public decision-making,	2...2...2...4...4..12 .9..13 17..7...5		24

12. Overall, how satisfied are you with the City of Auburn in meeting the needs of residents. Use the same 0 to 10 scale.

NOT AT ALL = 1...1....2....3....3....12....11....23....26....9....6 = HIGHLY [DK/NA = 3]

13. Which of the following is the most congested area you see in Auburn?

Neighborhoods...**5**
Major arterial streets like A,C or Auburn Way...**50**
Highway 167 or Highway 164...**40**
[DK/NA]...**5**

14. The average house in Auburn is assessed at \$300,000. The owner of that average house would pay \$3,700 in total property taxes, of which the City would receive around \$816 per year. Thinking about your situation and the value of all the City services that Auburn provides, how satisfied are you with the level of local taxes? Use the same scale where 10 is “highly satisfied” and 0 is “not at all satisfied.”

NOT AT ALL = **6...4...4...8...8...17...11...14...15...4...4** = HIGHLY [DK/NA = **5**]

15. How likely would you be to approve paying up to an extra \$10 a month, or \$120 a year, in property taxes to repair major arterial streets including Auburn Way, A Street, M Street, I Street, and others? Use a 0-10 scale, where 10 is “highly likely” and 0 is “not at all likely”?

NOT AT ALL = **26...5...6...5...5...12...6...7...9...4...10** = HIGHLY [DK/NA = **5**]

16. If you had an extra \$1 to spend in taxes, which one of the following major areas in City services would you want it spent on?

Roads...**48**
Police...**29**
Parks and recreation...**11**
Art & preservation of historic buildings...**7**
[DK/NA]...**5**

17. If you were to pay \$1 less in taxes, which one area of services would you recommend cutting back on?

Art & preservation of historic buildings...**57**
Parks and recreation...**19**
Police...**6**
Roads...**4**
[DK/NA]...**15**

18. What are the most common ways that you learn about the City government?

READ LIST: CIRCLE ALL THAT APPLY

- Website... **16**
- Newspaper [which one(s)] _____... **41**
- Mayor’s weekly email broadcasts...4**
- Word of mouth (friends, neighbor, church, etc.)... **12**
- Public Access TV, TV21... **8**
- Through City parks, recreational programs or community events... **2**
- During major events that held like the 4th of July or Santa Parade... **1**
- City meetings... **2**
- Mailings from City (bill inserts, brochures, postcards, etc.)... **7**
- Signs around the city, banners, etc... **2**
- _____ < Other... **2**
- DK/NA... **3**

19. [IF DID NOT MENTION MAYORS EMAIL LIST (#4) ASK:]

Are you on the Mayor’s email list of weekly updates?

YES... **6** NO... **83**
DK/NA... **5**

20. Before this survey, which of the following City programs were you aware of – if any?

- Programs that encourages recycling... **48**
- Neighborhood improvement grants for individual communities within Auburn... **3**
- Police volunteer program...7
- Aware of all three... **22**
- Not aware of any... **16**
- DK/NA... **3**

21. How often have you visited Downtown Auburn in the last 12 months, for any reason?

TIMES	0	1	2	3	4	5	6	7	8	9	10	11	12+	DK/NA
PCT	5	3	4	5	5	5	3	2	2	2	4	0	61	2

22. [IF 0, ASK:] What are the main reasons why you haven’t made any visits?

—

23. I'd like to get your input on several questions facing City leaders right now. For each one I mention, please indicate your level of support, with a 0-10 scale where 10 means you "strongly support" it and 0 means you "do not support at all."

	<u><Do not support at all</u>	<u>Strongly Support</u>	<u>DK</u>
1. The proposed environmental park, including a half mile of ponds and trails along Highway 167.....	12.. 4... 4... 4... 3 ..13 ..6 ..10	12.. 6.. 18.....	9
2. Building a community center at Les Gove Park.....	11.. 2... 4... 5... 5 ..14 ..6 ..10	13.. 7.. 13.....	9
3. Continuing the privately-funded economic redevelopment of Auburn's downtown	6... 2... 2... 4... 3 ..12 ..8 ..10	18.. 9.. 22.....	7

24. If you had your choice, would you rather see public art exhibits or sculptures concentrated in the Downtown area or spread throughout the community, such as in the different neighborhood parks?

Concentrate the art in the Downtown...	33
Spread the art throughout the different neighborhoods...	46
DK/NA...	20

25. I have just a few last questions for our statistical analysis. How old are you?	18-34... 8
	35-44... 14
	45-54... 22
	55-64... 19
	65+... 33
	[NA... 3]

26. How long have you lived in the City of Auburn?	0-1 years... 9
	2-5 years... 16
	6-10 years... 15
	11 to 20 years... 19
	More than 20 years... 40
	[NA... 1]

27. Which of the following best describes your household:	Couple with children at home... 34
	Couple with no children at home... 36
	Single with children at home... 7
	Single with no children at home... 20
	[NA... 3]

28. Are you a registered voter within the State of Washington	YES... 95
	NO... 4
	[DK/NA... 1]

29. Are you interested in subscribing to the Mayor's weekly email broadcast

YES...**21**
NO...**74**
[DK/NA...**5**]

30. Do you own or rent the place in which you live?

OWN....**90** RENT.....**8**
DK/NA...**2**

31. Finally, I am going to list some broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for this year.

ROTATE TOP/BOTTOM
\$35,000 or less...**12**
Over \$35,000 to \$50,000...**15**
Over \$50,000 to \$74,000...**19**
\$75,000 to \$99,000...**11**
Over \$100,000...15
[DO NOT READ: NO ANSWER]...**27**

GENDER: Male...**48** Female...**52**

NEIGHBORHOOD

- | | |
|------------------------------|-------------------------------------|
| 10..AUBURN NORTH | 07..LAKELAND (KING COUNTY) |
| 19..AUBURN SOUTH | 05..LAKELAND (PIERCE COUNTY) |
| 03..AUBURN SOUTH EAST | 06..LEA HILL |
| 02..AUBURN WEST | 11..GREEN SECTION |
| 06..CHINOOK | 20..BLUE SECTION |
| 12..DOWNTOWN | |