Community Survey Results 2025

Eugene City Council

September 10, 2025

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Overview

- Survey goals
- Methodology
- Demographics
- Results
- Next steps

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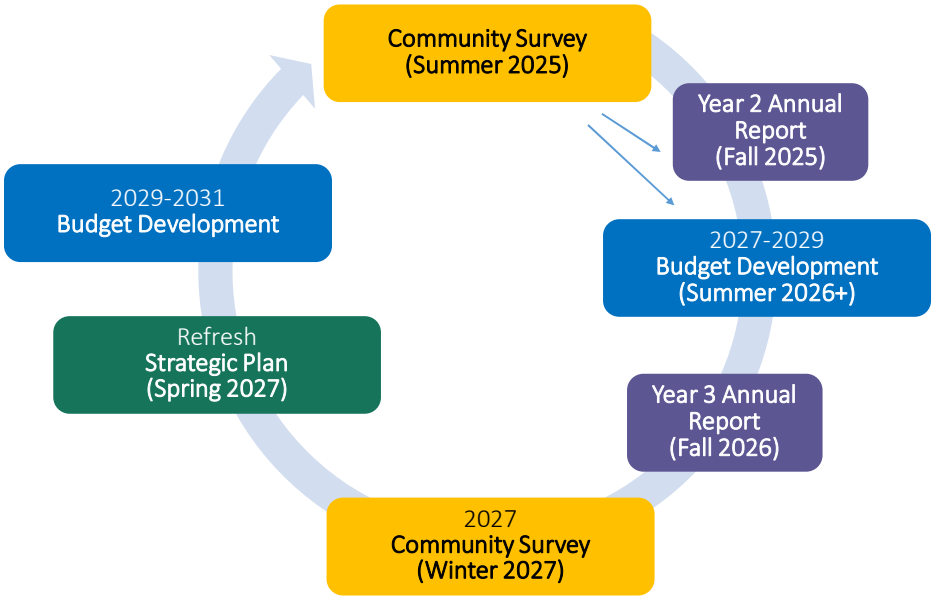
Cycle of Work



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Methodology

- Survey developed by staff and ETC (consultant)
- Identical survey administered in two ways
- Results from the two surveys kept separate
- “Don’t know” responses removed from percentages unless noted otherwise

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Opt-in Survey

- Available on Engage Eugene from July 10-August 3
- 477 respondents
- Results relatively similar to Representative Survey

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Representative Survey

- Mailed by consultant to randomly selected community members in early June
- Random selection designed for representative demographics, including Council ward
- 942 respondents (16% response rate)
- Focus of the remainder of presentation

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Demographic Information

Item	Census	Representative Survey (n = 942)	Opt-In Survey (n = 477)
Gender - Female	**51%**	**49%**	57%
Income > $100,000	**31%**	**27%**	41%
BIPOC	**23%**	**19%**	4%
Hispanic/Spanish or Latino/a/x	**11%**	**12%**	2%
Homeowner	**48%**	**62%**	78%
Wards (range)	**12%**	**11-14%**	7-19%
Years in Eugene – 15+ years	**NA**	**63%**	63%

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Major Themes

- Little change for many questions/items carried over from 2022
- **Homelessness** emerging a bit more as the dominant issue
- New results regarding **safety**, **belonging** and **downtown**, with homelessness as key variable
- Concerns related to the **economy** and **jobs** are emerging in multiple questions

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Quality of Life

- **82%** somewhat or very satisfied with their life (up 4% points)
- **80%** say quality of life in their neighborhood is good or excellent (up 5%)
- **67%** say quality of life in Eugene is good or excellent (up 4%)
- **66%** say Eugene is a good/excellent place to live (up 3%)

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Quality of Life | Most important action

What is the most important action the City of Eugene can take to improve the quality of life in the community?

Write-In Responses	#
Homelessness	299
Housing	84
City ineffectiveness	77
Livability	63
Maintain assets	35
Crime/safety	34
Transportation	32

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Eugene as a Place to Live

How would you rate Eugene as a place to live, compared to five years ago?

By percentage of respondents (without "have not lived in the area for 5+ years")

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Economic Prosperity

- **81%** are living comfortably or doing ok financially (up 1%)
- **40%** say Eugene is a good/excellent place to work (down 6%)
- **30%** say the value received for City tax dollars and fees is good/excellent (down 1%)

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Quality of Life | Benchmarking

How would you rate:

	Good/Excellent %		
Item	**Eugene**	**PNW***	**US***
Eugene as a place to live	**66%**	49%	49%
Eugene as a place to work	**40%**	56%	57%
Overall value that you receive for your City tax $ and fees	**30%**	36%	33%

*Data provided by ETC Institute. PNW based on data from cities in ID, OR, WA, MT 13

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Confidence in City Government | Benchmarking

How much confidence do you have in city government to handle issues?

	Some/Great Deal Confidence %		
Item	**2025**	**2022**	**PNW/US***
City Council	36%	37%	37%/39%
City Staff	51%	50%	33%/39%

*Data provided by ETC Institute. PNW based on data from cities in ID, OR, WA, MT 14

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Expectation Gap

- List of 25 attributes, not a list of every City service
- Rating for each – Importance and Delivery
- Larger/worse gap compared to 2022
  - **Career opportunities for the next generation**
  - **Availability of jobs for my skillset/needs**
  - **Quality of K-12 education**
  - **After-school and childcare programs**
- Smaller/better gap compared to 2022
  - **Diversity, equity and inclusion**
  - **Leadership in addressing and adapting to climate change**

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Expectation Gap | Lowest satisfaction

(largest expectation gap)

2025	2022
Affordable housing choices	Affordable housing choices
Sense of personal safety	Sense of personal safety
Career opportunities	Cleanliness of public spaces
Quality K-12 education	Quality K-12 education
Cleanliness of public spaces	Career opportunities

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Expectation Gap | Highest satisfaction

(smallest expectation gap)

2025	2022
Arts and culture institutions	**Arts and culture institutions**
Diversity, equity and inclusion	**Events, social activities and recreation**
Events, social activities and recreation	**Reliable and frequent public transit**
Reliable and frequent public transit	Housing options near work
Accessible and timely waste management	Safe/accessible bike/walk infrastructure

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Homelessness | Why the wrong direction

59% say headed in wrong direction, up from 55% in 2022

Why is the City headed in the wrong direction?

Write-In Responses	Responses
Large/increasing number of unhoused	64
More affordable or permanent supported housing is needed	55
Actions taken have been ineffective	48
Sanitation	45
Safety issues (including for unhoused)	44
Crime	36
Camping in public	36

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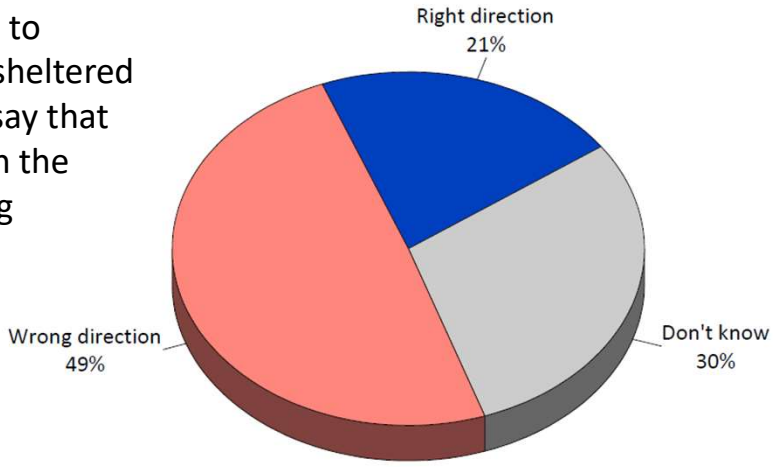
Homelessness | Mitigate impacts

Regarding the City's efforts to mitigate the impacts of unsheltered homelessness, would you say that those efforts are heading in the right direction or the wrong direction?

By percentage of respondents



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Housing | Why the wrong direction

49% say headed in wrong direction, down from 51% in 2022

Why is the City headed in the wrong direction?

Write-In Responses	Responses
Housing costs and affordability	228
Different housing mix	69
Actions have not been effective	46
Building density/quality	24
Homelessness-related	14
Urban growth boundary	14

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Urgent Concerns | The next year

Overall	#1 Concern (write-in)	#2 Concern (write-in)	#3 Concern (write-in)
Homelessness (411)	Homelessness (240)	Homelessness (122)	Transportation (59)
Housing (269)	Housing (112)	Housing (95)	Housing (61)
Illegal activity/public safety (209)	Illegal activity/public safety (83)	Illegal activity/public safety (69)	Illegal activity/public safety (57)
City budget/taxes (165)	City budget/taxes (63)	Maintain existing assets (56)	Livability (50)
Transportation (143)	Transportation (40)	City budget/taxes (53)	Homelessness (49)

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Urgent Concerns | The next 3-5 years

Overall	#1 Concern (write-in)	#2 Concern (write-in)	#3 Concern (write-in)
Homelessness (294)	Housing (160)	Housing (110)	City budget/taxes (67)
City budget/taxes (199)	Homelessness (153)	Homelessness (99)	Livability (57)
Housing (160)	City budget/taxes (61)	City budget/taxes (71)	Illegal activity/public safety (52)
Illegal activity/public safety (145)	Illegal activity/public safety (50)	Transportation (58)	Housing (53)
Livability (135)	Economy (50)	Illegal activity/public safety (43)	Economy (51)

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Belonging

- 69% say their neighborhood is a place they feel they belong
- 59% say Eugene is a place they feel they belong
- 58% comfortable expressing their opinions in Eugene
- 24% not comfortable expressing their opinions

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Belonging | Positive experiences related to sense of belonging in Eugene

Write-In Responses	Responses
Friendliness of local people	78
Friends and community connections	69
Eugene is home, grew up here	55
Friendly neighbors, neighborhood assoc.	52
Activism and value alignment (progressive community)	50
Cultural offerings	48
Parks	48
Acceptance of diversity	42
Saturday Market & Farmers Market	34
Nature and open spaces	34

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Belonging| Negative experiences related to sense of belonging in Eugene

Write-In Responses	Responses
Too many unhoused people and negative behaviors	150
Crime, violence, threat of	78
It is too expensive to live in Eugene	54
Government is not responsive to my needs	50
Eugene is too liberal for me	41
Downtown is unsafe	28
Trash and graffiti	27
Can't find friends, fit in with community	24
Unsafe driving	22
Political divisiveness	20

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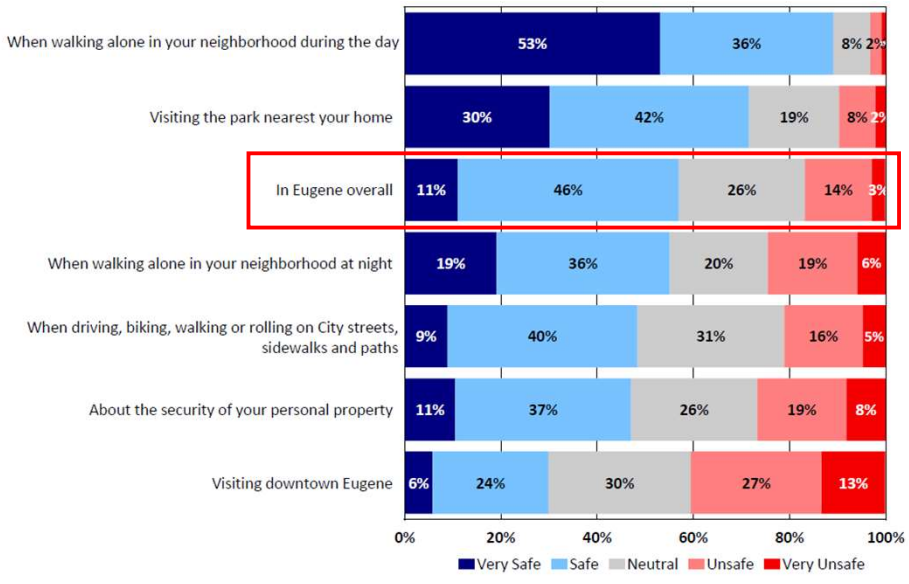
Safety | Selected situations

Regarding public safety, please rate how safe you feel in the following situations.

By percentage of respondents (without "don't know")



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Safety

Over the last year:

- 57% feelings of safety have stayed the same
- 35% decreased
- 8% increased

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Safety | What feels unsafe

Reflecting on a time or place where you felt very safe in public, what aspects of Eugene make you feel less safe in comparison?

Write-In Responses	#
Homelessness and encampments	284
Public harassment and aggression	168
Mental health and erratic behavior	166
Generalized anxiety/perception of threats	163
Open drug use and paraphernalia	158
Specific unsafe areas	138
Property and petty crime	96
Perceived lack of governance	88
Traffic and pedestrian hazards	80
Lack of law enforcement presence	70
Poor lighting and visibility	63

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Safety | Most important action

What is the most important action the City of Eugene can take to improve your sense of safety in Eugene?

Write-In Responses	#
Increase law enforcement presence and action	255
Address homelessness directly	247
Expand/restore crisis, mental health, addiction services	148
Reduce open drug use and public intoxication	103
Tougher penalties for crime	90
Restrict or regulate panhandling and camping	73
Clean up/beautify public spaces	50
Address traffic safety and aggressive driving	41
Promote equity, diversity and protection for vulnerable groups	29

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Downtown

Frequency of visits to Downtown:

- 75% one or more times a month
- 46% one or more times a week

Direction Downtown is going:

- 36% getting worse
- 39% staying the same
- 13% improving

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Downtown | Actions to increase visitation

What would encourage you to visit Downtown more often?

Write-In Responses	#
Increased sense of safety	190
Fewer unhoused individuals	181
Retail – more, better, diverse	140
Parking – more, free, easier	128
Cleaner environment	88
Food – more, better, diverse	75
Events & cultural programs	72
Nothing	66

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Focus Group Themes

- Safety
  - Aggressive behavior
  - Cahoots
  - License plate cameras
- Value for Taxes/Fees
  - More communication (budget)
  - Downtown
  - Amenities – rec programs, libraries, pools, paths, parks
- Trust & Confidence
  - Access to City leadership
  - Communications/transparency
  - Focus Group engagement
- Communications
  - Focused, active (vs. passive)
  - Regular updates (opt-in)
  - One-stop shop

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What Makes Eugene Special (write-in responses)

Location & Environment (317)
Beauty, ocean, mountains, UO, nature, weather, trees

People (240)
Caring, friendly, welcoming, diversity

Community and Culture (192)
Arts, culture, Hult Center, vibe

City Facilities & Infrastructure (131)
Park system, bike paths

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Next Steps

- Share results with community
- Share results with staff to inform service delivery

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Questions & Discussion

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