

# 2011 COMMUNITY VISION SURVEY

*Conducted for:*  
**City of Lake Oswego  
Comprehensive Plan**



**Data Collected  
January 2011**



***Report with Data Printouts and Verbatim Comments Included***





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## Introduction

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The City of Lake Oswego is in the process of updating its comprehensive plan. When complete, the plan is designed to ensure the Lake Oswego community and its local government has a shared vision and clear path for where Lake Oswego is headed over the next 25 years.

During the summer and fall of 2010, City staff and community volunteers gathered a great deal of information from city residents about what they want the Lake Oswego community to be like in the year 2035. Based on that input, a series of vision statements were created. However, in order to ensure that these statements accurately reflect the community values held by the majority of residents, the City needs to validate the statements with a scientifically selected cross-section of all city residents.

In order to provide this validation Campbell DeLong Resources, Inc., a market research firm that is part of the comprehensive plan consultant team lead by Cogan Owens Cogan, LLC, conducted a telephone survey of area residents. This report provides the results of that survey.

The report is divided into the following sections:

- ▶ **Executive Summary**, highlighting the key findings of the research.
- ▶ **Research Results**, outlining the findings from the research.
- ▶ **Conclusions and Recommendations**, providing the next steps we believe Lake Oswego should take based on the research and our past experience.
- ▶ **Appendix**, containing a review of the methodology used to conduct the research, as well as a copy of the survey questionnaire, a record of the comments offered in open-ended questions, and complete data printout.

If you have questions or comments about this research, contact Martha DeLong or John Campbell at Campbell DeLong Resources, Inc. at (503) 221-2005, [Marthad@cdri.com](mailto:Marthad@cdri.com) or [John@cdri.com](mailto:John@cdri.com).

Within the City of Lake Oswego, questions should be directed to Sidaro Sin, LEED AP, Senior Planner, (503) 697-7421, [ssin@ci.oswego.or.us](mailto:ssin@ci.oswego.or.us); or Laura Weigel, AICP, LEED AP, Associate Planner, (503) 675-3730, [lweigel@ci.oswego.or.us](mailto:lweigel@ci.oswego.or.us).

### Lake Oswego Plan Vision Statements as Tested

The survey was designed to test support for the following vision statement. That the actual order of the listed elements was randomly varied with each survey participant:

*In 2035, Lake Oswego is a thriving, sustainable city, meeting the community's needs without compromising the needs of future generations. Our community is recognized for its quality of life, exceptional schools, and excellent local government. Our multigenerational neighborhoods, natural resources, vibrant mixed-use shopping and employment districts, and diverse service and activities are accessible to all.*

***Our top-rated schools offer an excellent education for all and reinforce the value of the community as a desirable place to raise a family.***

***Our community is a safe and peaceful place to live.*** We are known for excellent public safety response systems that work together with an involved community to ensure peace and safety.

***Our outstanding libraries, parks, cultural and community amenities strengthen the fabric of the community.*** Our library, parks, and community amenities provide a wide range of programs and special events. Public art and historic resources enrich our cultural identity.

***We are recognized for effectively balancing today's community needs with the need to preserve clean air, water and land resources for future generations.***

***We have safe, efficient, and convenient transportation choices.*** There are frequent and reliable public transportation options that make it easy to move around our city and the region. Pathways, sidewalks, and bike routes encourage residents of all neighborhoods to walk and bike safely.

***We are good stewards of our environment.*** Our urban forest, natural areas and watersheds are valued and cared for as essential environmental, economic, and cultural assets.

***We are a community where people can live, work, play and meet daily needs for goods and services.***

***Our community supports lifelong active and healthy living.*** There are opportunities for active lifestyles that promote the health and social interaction of our residents. Easily-available foods from local community gardens and farmers' markets support healthy nutrition for all.

***We build on the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy.*** We are business-friendly and a regional model for employment and mixed-use centers that attract quality jobs.

***Our architecture and natural setting inspire people to live here.*** Development respects the physical environment and meets the highest design standards to foster the distinctive character and beauty of this special place.

***We manage growth by offering attractive and compatible housing that serves a range of ages, incomes and households.*** Mixed-use districts that combine residential and commercial use enhance adjacent residential areas by providing access to jobs, housing, transit, entertainment, services and shopping. Higher density housing is located along transportation corridors and town centers to preserve the character of our existing neighborhoods.

***We are leaders in the region.*** By sharing the example of our successes and by our active engagement with other metropolitan-area governments we help preserve the region's quality of life and Lake Oswego's unique place in it.

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## Executive Summary

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The following summarizes key points from the research. To understand the full depth of the research, however, the reader is urged to review the entire report.

### METHODS

A total of 300 residents of Lake Oswego were interviewed by telephone in early January of 2011. Quotas were set to ensure that age and gender demographics matched that of the 2010 Demographic Profile for Lake Oswego developed by FCS Group.

### RESEARCH RESULTS

#### Respondent Demographics

1. By design, age breakdown include: 38% 18-44, 44% 45-64, and 18% 65 or older. In addition, 53% of respondents are women and 47% men, which is also consistent with 2010 Demographic Profile.
2. Most — 6 in 10 — have lived in Lake Oswego for more than 10 years. However, 13% have been in Lake Oswego for 5 years or less and one-quarter have been in Lake Oswego for six to 10 years.
3. Vast majority are homeowners (87%), registered to vote (97%), and live within the city limits of Lake Oswego (96%). Only 4% say they live outside of the City but within the Lake Oswego Urban Services Boundary.
4. Most (57%) have no children under 18 in the home.
5. Most are well educated. Three-quarters have at least a college degree.

#### Importance of Vision Statements and City's Current Performance

6. There is a high level of agreement that the current summary statement reflects residents' own vision of what Lake Oswego should be like in 2035. Three-quarters rate the statement as an excellent reflection of their own vision and only 4% rate it at the low end of the scale.
7. Most of the individual statements are considered very important to include in Lake Oswego's plan for 2035 by a majority of residents and *none* of the statements receive high negative ratings.
  - ▶ It is most important to residents that the plan for 2035 includes statements regarding top-rated schools, a safe and peaceful community, and outstanding libraries, parks, and other cultural and community amenities.

- ▶ Balancing today's needs with the needs of future generations, having expanded transportation choices, and being good stewards of the environment all generate importance ratings that are at or slightly above average.
  - ▶ Being able to live, work, and play in Lake Oswego, promoting business opportunities, supporting lifelong active and healthy living, and offering an architectural and natural setting that inspires are all just a little below average in importance.
  - ▶ There is also endorsement (though not as strongly stated) for the growth management vision as well as for being a leader in the region.
8. Performance ratings are highest for safety, schools, and the library, parks, and other cultural and community amenities.
  9. Performance-versus-importance map illustrates that the community's highest priority for the next 25 years will be maintaining the quality of the most important aspects of the community's vision for the future — *schools, safety, and libraries, parks, and other cultural and community amenities*. Developing more transportation options will also be important.
  10. In response to an open-ended question, residents say maintaining quality schools is the community value City leaders most need to keep in mind (37%) when developing the 2035 Comprehensive Plan.

#### **KEY CONCLUSIONS AND RECOMMENDATIONS**

1. Overall, residents are supportive of the summary vision statement as currently written.
2. The 12 more-detailed statements of the vision also pass the test for community support, with the community providing insight into both their highest priorities and areas where more work (and communication) can benefit.

*In addition to the following more detail report findings, more information on CDRI's Conclusions and Recommendations may be reviewed starting on page 22 of this report*



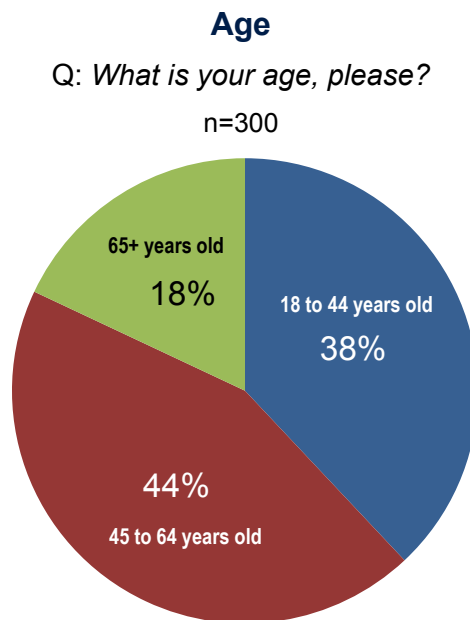
## Research Results

### Respondent Demographics

**THE 300 RESIDENTS OF LAKE OSWEGO INTERVIEWED FOR THIS RESEARCH REFLECT AGE AND GENDER DEMOGRAPHICS AS DEFINED BY A 2010 DEMOGRAPHIC PROFILE OF THE COMMUNITY.**

A growing challenge in gathering a representative sample for any community-based survey is the increasing prevalence of “cellphone-only” households — that is, residents who use only a cellphone and so do not have a landline telephone number.<sup>1</sup> While some cellphone-only households can be found in any age group, it has its greatest incidence among younger residents. To address this issue and ensure a more representative sample of all segments of the Lake Oswego community, two steps were taken. First, quotas were set to ensure that the age demographics of the final sample matches those identified in the 2010 Demographic Profile developed for the City of Lake Oswego by FCS Group. Second, the random sample of landline phone numbers was supplemented with cellphone numbers from the voter registration list for the City of Lake Oswego. The graphic below illustrates the final percentages of three key age groups — 18 to 44, 45 to 64, and 65 and over.

In addition to setting a quota for age, since the Demographic Profile also showed that the City of Lake Oswego has slightly more women (53%) than men (47%), a quota was also set for gender to match these percentages.



<sup>1</sup> In brief, the issue presents both scientific sampling complexities as well as cost considerations – in addition to regulatory and practical considerations that impact the cost of cellphone surveys, various complexities are introduced as communications technology leads away from a reliable, one-to-one, geographic-based relationship between phone numbers and either households or individuals. The issue is an evolving, and closely-tracked, concern in the market research industry with the above described solution being an effective solution for this type of survey.

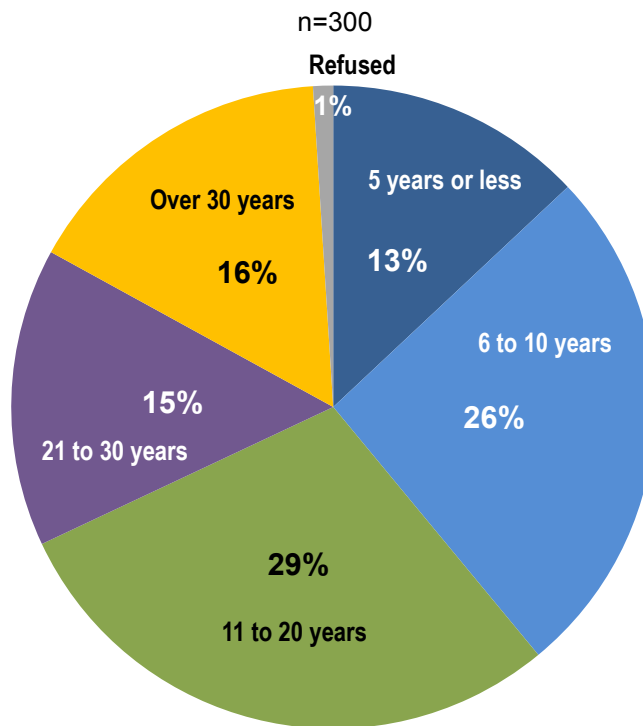
**MOST RESIDENTS HAVE LIVED IN LAKE OSWEGO FOR AT LEAST 10 YEARS.**

Well over half — 6 in 10 — residents have lived in Lake Oswego for more than 10 years. However, it is important to note that there are a substantial number of relative newcomers. A little more than 1 in 10 have been in the City (or within the Urban Services Boundary) for 5 years or less and about one-quarter have been in the area 6 to 10 years.

Not surprisingly, length of time in Lake Oswego correlates with age. Those in the 18 to 44 age group have been in Lake Oswego an average of 12.1 years. This increases to an average of 18.3 years for those age 45 to 64, and to 29.7 years for those 65 and over. In addition, the segment that has been in Lake Oswego the shortest period of time is those with children under 18 in the home (12.5 years). It is worth noting that, while homeowners have been in Lake Oswego longer than renters, the difference is not as great as might be assumed — an average of 16 years for renters versus 18.5 years for homeowners.

**Length of time living in Lake Oswego**

Q: *How long have you lived in the City of Lake Oswego?*



**MOST RESIDENTS ARE HOMEOWNERS.**

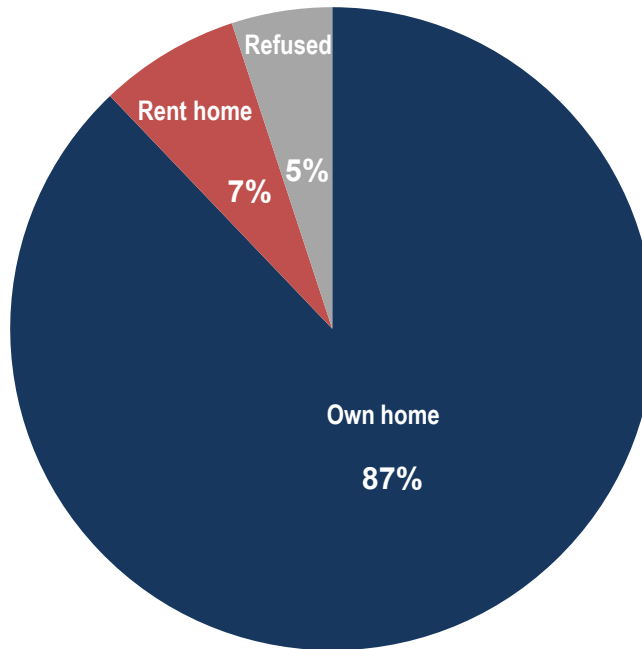
Almost 9 in 10 respondents say they own their home. As might be expected, homeownership is highest with those 45 to 64 (92%) and slightly lower among those 18 to 44 (82%) and those 65 and over (87%). Homeownership is also higher among those with a college degree (91%) than those without (77%). There is no difference, however, based on length of time living in Lake Oswego. Of those living in Lake Oswego 10 years or less, 89% own their home while 87% of those living in Lake Oswego more than 10 years own their home.

**Homeownership**

Q: *Do you own or rent your current home?*

*(Chart adds to 99% due to rounding)*

n=300



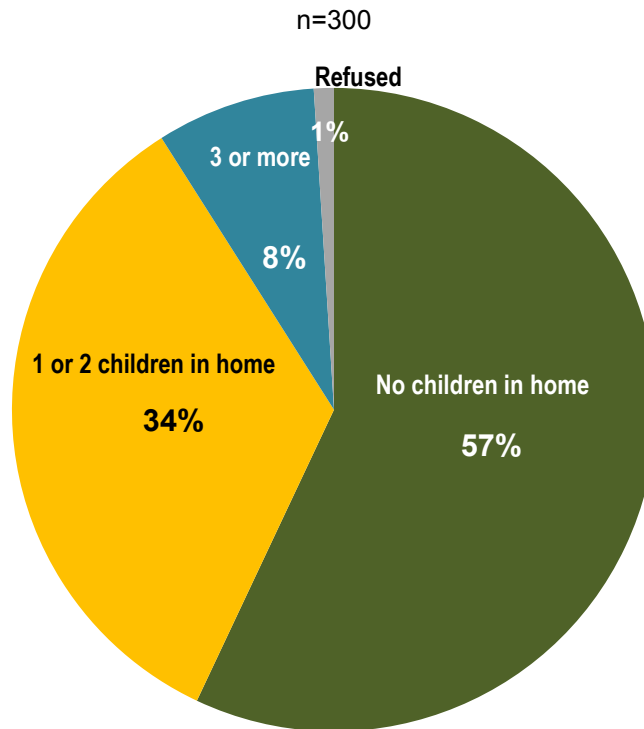
**MOST DO NOT HAVE CHILDREN UNDER 18 LIVING WITH THEM AT HOME.**

About 6 in 10 residents indicate they do not have any children under the age of 18 living in the home. Of those with children, it is most common to have one or two children.

As could be expected, those in the older age categories are less likely to have children under 18 in the home — 68% of those 18 to 44 report young children in the home compared to only 35% of those 45 to 64 and 4% of those 65 and older. In addition to residents over the age of 44, segments unlikely to have younger children in the home include those who have lived in the area longer than 10 years (30% with young children), renters (18% young children), and those without a college degree (26% with young children).

**Presence of children under 18 in the home**

Q: *How many, if any, children under the age of 18 live in your home?*



**LAKE OSWEGO RESIDENTS ARE GENERALLY WELL EDUCATED.**

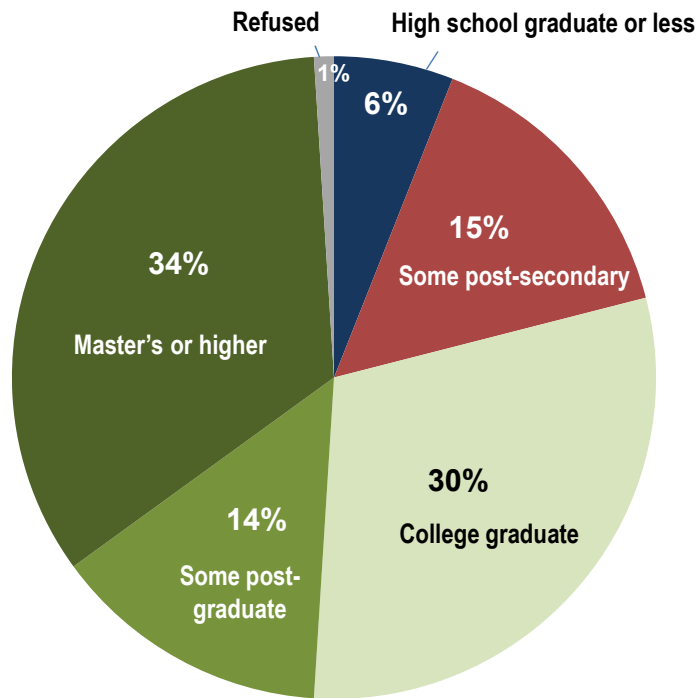
About three-quarters of Lake Oswego residents have at least a college degree, a remarkably high percentage. It also appears that, if anything, this level will continue to slowly rise. Of those who have been in Lake Oswego for 10 years or less, 85% have at least a college degree compared to 76% of those who have lived in Lake Oswego for more than 10 years. In addition, younger residents are more likely to have a college degree than are older residents. Among those 18 to 44, 79% have a college degree and of those 45 to 64, 84% have a college degree. Of those 65 or older, this falls to 67% with a college degree.

Interestingly, there is no significant difference in education level of homeowners versus renters. Among both homeowners and renters, 82% have a college degree.

**Education**

Q: *And what is the last year of education you had the opportunity to complete?*

n=300



**MOST RESIDENTS REPORT BEING REGISTERED TO VOTE AND LIVING WITHIN THE CITY LIMITS OF LAKE OSWEGO.**

To qualify for the survey, respondents were initially asked if they lived within the city limits of Lake Oswego. If they indicated they did not, they were asked if they live within the Lake Oswego Urban Services Boundary. Most of the respondents say they live within the city limits (96%), with only 4% saying they are outside the city limits but within the Urban Services Boundary. Note that, in our experience conducting research in Oregon, we have found that it is common for those living within an urban services boundary but outside of the city limits to believe that they live inside the city limits, so it is possible that a few of the 96% who believe they live within the city limits actually live outside of the city limits, but within the Urban Services Boundary.

Almost all respondents report being registered to vote (97%). While this overall figure is certainly impacted by the use of the voter registration lists to locate younger, cellphone-only adults, it is interesting to note that, in Lake Oswego's case, the impact is not significant. This is essentially the same percentage that reported being registered to vote *prior* to the use of the voter registration cellphone lists to supplement the landline survey, and voter registration is high with all age groups.

## Importance of Vision Statements and City’s Current Performance

### THE SUMMARY STATEMENT IS VERY WELL RECEIVED BY MOST LAKE OSWEGO RESIDENTS.

Residents were read a statement designed to summarize the community’s vision for Lake Oswego in 2035 and then asked how well it summarizes their own desired vision for Lake Oswego in 25 years. A “0” to “10” scale was used with a “0” indicating the statement does a poor job of summarizing their vision and a “10” indicating it does an excellent job of summarizing their own vision for Lake Oswego.

Overall, response to the statement is very good, with three-quarters of residents providing a rating that indicates the statement does an excellent job of summarizing their vision — an 8, 9, or 10. Further indicating strong community endorsement for the overall vision statement is the fact that only 4% provide a rating that is anywhere below the midpoint of the scale (rating of 0, 1, 2, 3, or 4). In addition, only 1% say they “don’t know,” another indication that the statement does a good job describing what residents want Lake Oswego to be like in 2035.

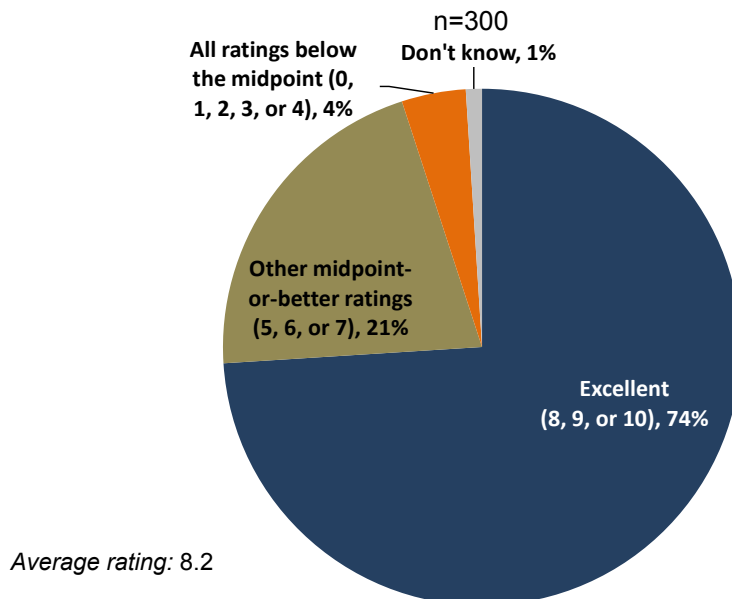
Ratings are similar for all segments. The only significant difference is between men (average 7.8) and women (average 8.6). This difference is in keeping with a general trend we have observed in other community-based surveys in which men often provide somewhat lower average perceptual ratings than women.

### How well statement summarizes residents’ vision for Lake Oswego in 2035

Q: *A brief overall statement that summarizes the community’s vision for 2035 has been created. The current version of this statement says:*

*In 2035, Lake Oswego is a thriving, sustainable city, meeting the community’s needs without compromising the needs of future generations. Our community is recognized for its quality of life, exceptional schools, and excellent local government. Our multigenerational neighborhoods, natural resources, vibrant mixed-use shopping and employment districts, and diverse service and activities are accessible to all.*

*Again using the “0” to “10” scale, how well do you think this statement summarizes your vision for what Lake Oswego should be like in 2035? On the scale a “0” mean it does a very poor job of summarizing your vision of Lake Oswego and a “10” means it does an excellent job summarizing your vision for Lake Oswego in 2035.*



**MOST OF THE INDIVIDUAL STATEMENTS ARE CONSIDERED IMPORTANT TO INCLUDE IN LAKE OSWEGO'S PLAN FOR 2035 BY A SOLID MAJORITY OF RESIDENTS.**

A series of 12 statements that could describe what Lake Oswego would be like in 25 years were read to residents. Residents were asked to rate each statement twice — first on how *important* it is to include the statement in the City's 25 year plan and second on how well they believe the City is currently *performing* in that area. A 0 to 10 scale was used for both questions, with a "0" being the low end of the scale and a "10" being the high end of the scale.

Looking first at the importance of including the statements in the vision for 2035, we see that overall there is a great deal of consensus on what residents want Lake Oswego to be like in 25 years. Specific findings include:

- ▶ **There is almost universal agreement that in 2035 Lake Oswego should be known as having *top-rated schools* and for being a *safe, peaceful community*.** Two of the statements stand out for generating the highest level of agreement:

- ✓ ***"Our top-rated schools offer an excellent education for all and reinforce the value of the community as a desirable place to raise a family."***

Nine in ten residents rate top-quality schools at the high end of the scale (8, 9, or 10). There is, not surprisingly, very little disagreement with this vision — only 1% rate the importance of this statement below the midpoint of the scale (0, 1, 2, 3, or 4). The statement earns an overall average rating of 9.2 with little variation in rating by segments.

- ✓ ***"Our community is a safe and peaceful place to live. We are known for excellent public safety response systems that work together with an involved community to ensure peace and safety."***

There is also a very high level of agreement that Lake Oswego should be known as a safe and peaceful place to live in 25 years. Of residents, 86% rate this statement at the high end of the scale for importance, generating an average rating of 8.9, just below that for schools. Only 2% rate it below the midpoint of the scale. Again, ratings are similar for all segments.

- ▶ **Almost all residents would include *outstanding libraries, parks, cultural and community amenities* in their vision for Lake Oswego.** One other statement generates an average rating well above an "8":

- ✓ ***"Our outstanding libraries, parks, cultural and community amenities strengthen the fabric of the community. Our library, parks, and community amenities provide a wide range of programs and special events. Public art and historic resources enrich our cultural identity."***

Almost 8 in 10 rate this statement at the high end of the scale for importance and, as with schools and safety, only 3% rate it below the midpoint of the scale.

- ▶ ***Balancing today's needs with the needs of tomorrow, having transportation choices, and caring for the environment* all generate average ratings of "8.1" or "8."** The "average" rating for all the statements is an "8" and these three statements generate average importance ratings at or slightly above that mark. In addition, for each of these statements, about 7 in 10 rate the importance of including the statement in Lake Oswego's plan for 2035 at the high end of the scale, indicating there is strong community consensus that the statement should be included. These statements include:



- ✓ ***“We are recognized for effectively balancing today’s community needs with the need to preserve clean air, water and land resources for future generations.”***
  - ✓ ***“We have safe, efficient, and convenient transportation choices. There are frequent and reliable public transportation options that make it easy to move around our city and the region. Pathways, sidewalks, and bike routes encourage residents of all neighborhoods to walk and bike safely.”***
  - ✓ ***“We are good stewards of our environment. Our urban forest, natural areas and watersheds are valued and cared for as essential environmental, economic, and cultural assets.”***
- ▶ **While ratings are slightly below average for the next four statements, well over half of residents believe *being able to live, work, and play in Lake Oswego; promoting business opportunity; supporting lifelong active and healthy living; as well as architecture and natural settings that inspire people to live in Lake Oswego* should be included in the plan.** All of these statements are rated at the high end of the scale by at least 6 in 10 residents and each statement earns fewer than 1 in 10 respondents giving a rating below midpoint (rating it a 4 or lower). Specific wording of these statements include:
- ✓ ***“We are a community where people can live, work, play and meet daily needs for goods and services.”***
  - ✓ ***“We build on the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy. We are business-friendly and a regional model for employment and mixed-use centers that attract quality jobs.”***
  - ✓ ***“Our community supports lifelong active and healthy living. There are opportunities for active lifestyles that promote the health and social interaction of our residents. Easily-available foods from local community gardens and farmers’ markets support healthy nutrition for all.”***
  - ✓ ***“Our architecture and natural setting inspire people to live here. Development respects the physical environment and meets the highest design standards to foster the distinctive character and beauty of this special place.”***
- ▶ **Comparatively lower ratings (but still positive) are earned for managing growth by *offering housing that serves a range of ages, incomes, and households* as well as for *being a leader in the region*.** For both of these statements, the average rating is around a “7” – still an endorsement of the value of the statements, but at a somewhat lower emphasis level in comparison to the other 10 statements. The specific language tested included:
- ✓ ***“We manage growth by offering attractive and compatible housing that serves a range of ages, incomes and households. Mixed-use districts that combine residential and commercial use enhance adjacent residential areas by providing access to jobs, housing, transit, entertainment, services and shopping. Higher density housing is located along transportation corridors and town centers to preserve the character of our existing neighborhoods.”***

Just over half (54%) rate this at the high end of the scale (8, 9, or 10), with those who provide lower ratings primarily still giving ratings that are at or above the midpoint (5, 6, or 7 in this case) on the scale. Only 15% provide ratings below the midpoint of the scale.

- ✓ **“We are leaders in the region. By sharing the example of our successes and by our active engagement with other metropolitan-area governments we help preserve the region’s quality of life and Lake Oswego’s unique place in it.”**

While just under half of all respondents (44%) give this statement a particularly high rating (8, 9, or 10), the rating appears low only by comparison to the other statements tested, as evidenced by the fact that the shift is merely incremental down the scale, rather than a flight to the other end of it – only 13% rate the statement below the midpoint (a 0, 1, 2, 3, or 4 rating), which is not substantially different from the percentage of lower ratings earned by many other statements.

- ▶ **There are few differences by demographic segment.** Overall, the ratings for the statements are remarkably similar throughout all the demographic segments. The few differences that are statistically significant include:

- ✓ **Women give 8 of the 12 vision statements somewhat higher importance ratings than do men.** As noted earlier, women often place greater importance on government services than men, and this is certainly the case for this series of statements. Women place greater importance on 8 of the 12 statements, including:

- *Outstanding library, parks, and other cultural and community amenities* (women an average of 8.7 and men an average of 8.1).
- *Balancing today’s needs with those of future generations* (women 8.4 and men 7.8).
- *Having transportation options* (women 8.3, men 7.8).
- *Being good stewards of the environment* (women 8.4, men 7.6).
- *Being a community where residents can live, work, and play* (women 8.3, men 7.6).
- *Being a community that supports lifelong healthy lifestyles* (women 8.1, men 7.5).
- *Having architecture and a natural setting that inspires people* (women 7.8, men 7.3).
- *Managing growth by offering a range of housing options* (women 7.7, men 6.6).

- ✓ **Those with a college degree are most likely to place higher value on the statement regarding having *inspiring architecture and natural settings*.** Those who have a college degree generate an average rating of 7.7 compared an average rating of 7.1 for those without a college degree.

- ✓ **Younger residents are less supportive of *managing growth by offering a range of housing options*.** Younger residents are less supportive of including this statement in Lake Oswego’s plan for 2035. The statement receives an average rating of 6.8 for those 18 to 44 compared to 7.4 for those 45 to 64 and 7.3 for those 65 and over.

- ✓ **Younger residents and those with children under 18 at home are less likely to want the statement on *regional leadership* included.** While there is no significant difference in the ratings on this statement by gender, but there is a difference by whether or not the respondent has young children in the home, with those without children being more supportive of including the statement (7.1) than those with (6.4). As could be expected given this result, younger residents are also less supportive of Lake Oswego taking a leadership role in the region than older residents. Among those 18 to 44, the average rating is 6.5. This increases to 6.9 for those 45 to 64 and to its highest level, 7.4, among those 65 and older.

### Importance of individual vision statements

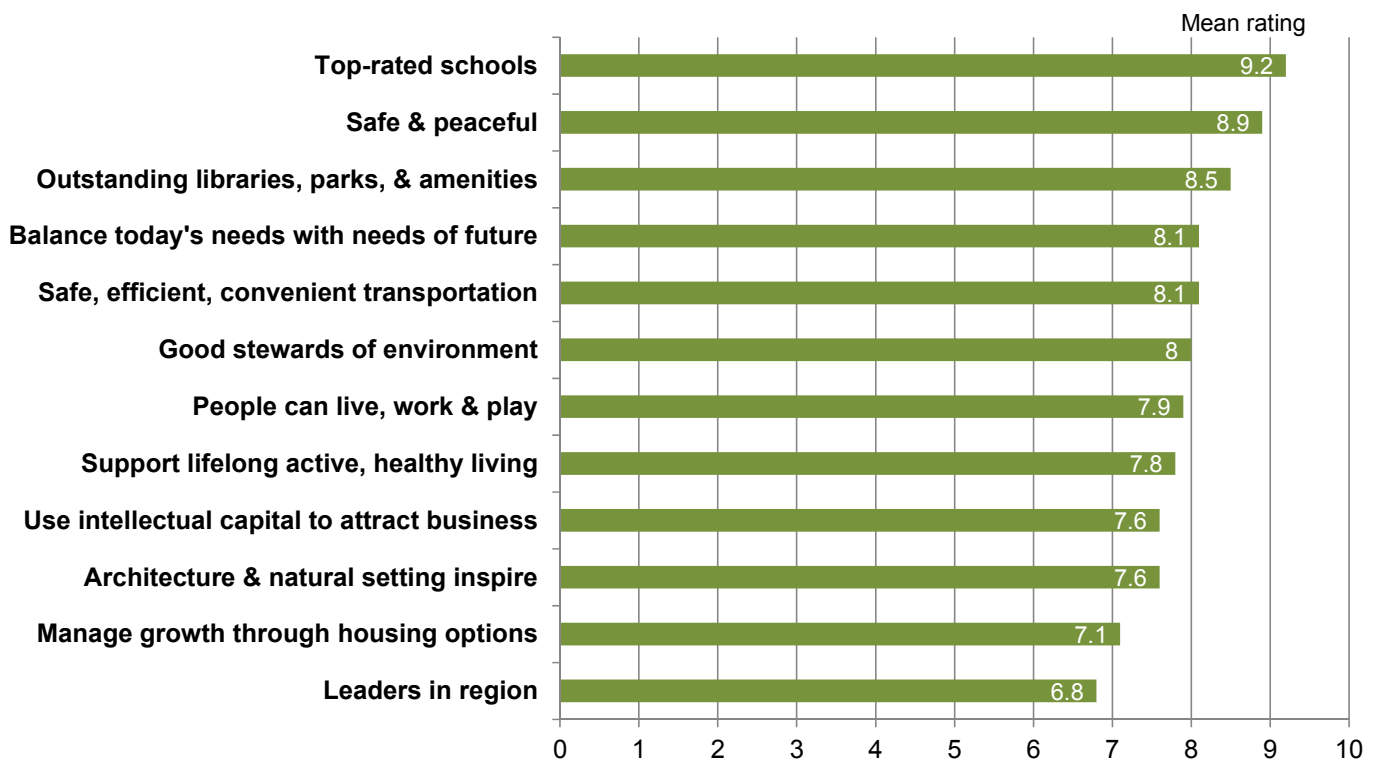
Q: As the City plans for the future of the community, it needs to learn from residents what they want their community to be like in 25 years. Based on input already gathered from residents, the City has put together a series of statements that describe what the community could be like in 25 years. Now, the City wants to get your reaction to these vision statements.

I am going to read you 12 statements. After I read each one, I will ask you to provide two ratings — one for how important you believe it is that this statement be included in the City’s 25 year plan — and second, for how well you believe the City is currently performing in this area.

How **important** is it to you that this statement be included in Lake Oswego’s vision for the next 25 years. Please answer using a 0-10 scale where a “0” indicates it is not important at all and a “10” means it is very important.

n=300

Note: The chart shows an abbreviated topic definition only. See next page for the full text as read to each respondent.



FULL STATEMENT TEXT AS READ TO SURVEY RESPONDENTS

*(Statement order was randomized during the survey.  
Order shown below is based on average importance rating.)*

- ▶ ***Our top-rated schools offer an excellent education for all and reinforce the value of the community as a desirable place to raise a family.***
- ▶ ***Our community is a safe and peaceful place to live. We are known for excellent public safety response systems that work together with an involved community to ensure peace and safety.***
- ▶ ***Our outstanding libraries, parks, cultural and community amenities strengthen the fabric of the community. Our library, parks, and community amenities provide a wide range of programs and special events. Public art and historic resources enrich our cultural identity.***
- ▶ ***We are recognized for effectively balancing today's community needs with the need to preserve clean air, water and land resources for future generations.***
- ▶ ***We have safe, efficient, and convenient transportation choices. There are frequent and reliable public transportation options that make it easy to move around our city and the region. Pathways, sidewalks, and bike routes encourage residents of all neighborhoods to walk and bike safely.***
- ▶ ***We are good stewards of our environment. Our urban forest, natural areas and watersheds are valued and cared for as essential environmental, economic, and cultural assets.***
- ▶ ***We are a community where people can live, work, play and meet daily needs for goods and services.***
- ▶ ***Our community supports lifelong active and healthy living. There are opportunities for active lifestyles that promote the health and social interaction of our residents. Easily-available foods from local community gardens and farmers' markets support healthy nutrition for all.***
- ▶ ***We build on the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy. We are business-friendly and a regional model for employment and mixed-use centers that attract quality jobs.***
- ▶ ***Our architecture and natural setting inspire people to live here. Development respects the physical environment and meets the highest design standards to foster the distinctive character and beauty of this special place.***
- ▶ ***We manage growth by offering attractive and compatible housing that serves a range of ages, incomes and households. Mixed-use districts that combine residential and commercial use enhance adjacent residential areas by providing access to jobs, housing, transit, entertainment, services and shopping. Higher density housing is located along transportation corridors and town centers to preserve the character of our existing neighborhoods.***
- ▶ ***We are leaders in the region. By sharing the example of our successes and by our active engagement with other metropolitan-area governments we help preserve the region's quality of life and Lake Oswego's unique place in it.***

**PERFORMANCE RATINGS ARE HIGHEST FOR SAFETY, SCHOOLS, AND FOR THE STATEMENT REGARDING THE LIBRARY, PARKS, AND OTHER CULTURAL AND COMMUNITY AMENITIES.**

When respondents are asked to rate Lake Oswego's current performance on the same statements, as is typically seen, ratings are generally somewhat lower than the ratings for importance — the average *performance* rating is 6.9 compared to an average *importance* rating of 8.0.

There is, nevertheless, plenty of good news in the performance ratings. The three most important statements — those regarding *public safety, schools and libraries, parks, and other cultural and community amenities* — receive the highest ratings. By far the highest performance rating (8.5) is for providing a community that is perceived as a safe and peaceful place to live. This is followed by an average rating of 8.0 for the library, parks, and other cultural and community amenities, and a 7.8 for schools.

Other findings include:

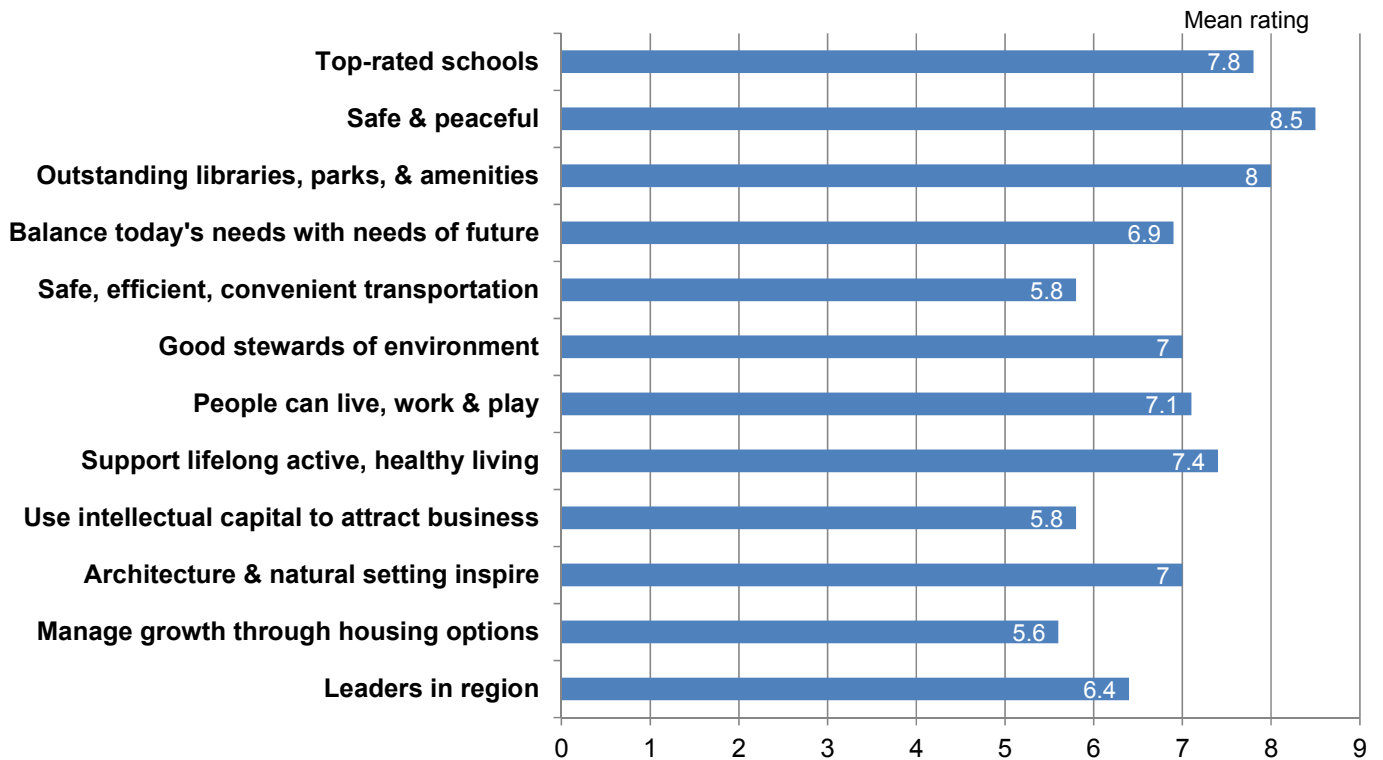
- ▶ **Five statements generate ratings close to, or slightly above, the average of 6.9.** These statements include *balancing today's needs with the needs of future generations, being good stewards of the environment, being a community where you can live, work, and play, supporting lifelong activity and healthy living, and having architecture and a natural setting that inspire*. Each of these statements generates average ratings between 7.4 and 6.9.
- ▶ **Lowest ratings are for offering transportation choices, building on the intellectual capital of the community to attract new businesses, and managing growth by offering housing choices.** All three of these statements receive average performance ratings between 5.6 and 5.8.
- ▶ **There are very few differences by demographic segment.** There is a great deal of community consensus regarding the current performance of Lake Oswego on the all of the vision statements. The few statistically significant differences that do exist include:
  - ✓ **Women rate performance on libraries, parks, and other cultural and community amenities and support for lifelong active and healthy living higher than do men.** While there were a number of differences on the importance of the statements based on gender, there are only two statistically significant differences on the current performance of Lake Oswego in the areas represented by the statements. Women generate a higher rating for the performance of the City on offering *outstanding libraries, parks, cultural and community amenities* (8.3) than do men (7.6). Women also rate the City's *support for lifelong active and healthy living* higher (7.6) than do men (7.1).
  - ✓ **Those without young children in the home and those without a college degree provide higher ratings for transportation choices.** Performance ratings are generally lower for all segments on this statement. However, those without children in the home provide a higher performance rating for transportation choices (6.0) than do those with young children in the home (5.5). In addition, those without a college degree provide a higher performance rating for this statement (6.4) than do those with a college degree (5.6).

### Lake Oswego’s perceived current performance on individual vision statements

Q: *And how do you rate Lake Oswego’s current performance in this area? Please answer using a “0 to “10” scale, where a “0” indicates you believe Lake Oswego’s performance is very poor and “10” means you believe its performance is excellent in this area.*

n=300

(Items are shown in order of their importance ranking shown previously)



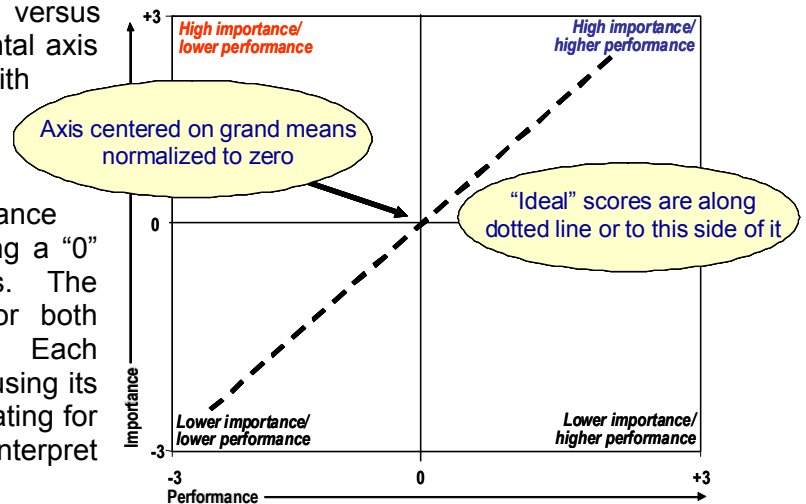


**PERFORMANCE MAP ILLUSTRATES LAKE OSWEGO’S CURRENT STRENGTHS AND IDENTIFIES AREAS WHERE RESIDENTS WOULD LIKE TO SEE IMPROVEMENTS.**

To give further insight into residents’ perceptions of services provided by Lake Oswego, the importance of including each statement in the plan for 2035 and the City’s current performance rating on each statement were plotted on a “performance versus importance” graph, shown on page 19. This section explains how to interpret the chart.

First, it is important to normalize the data in order to create a similar scale for both importance and performance and to more easily compare the responses to the average overall ratings rather than the percentage scores provided. For this analysis we used a “z-score” to normalize the data. The z-score tells how many standard deviations a rating is from the average rating for all characteristics. A positive z-score means the rating is above average and a negative z-score means a rating that is below average. Of course, a larger z-score signifies a larger distance above or below the average.

On the example “performance versus importance” map to the right, the horizontal axis represents the performance ratings, with the center representing a “0” z-score — the average rating, since it is “0” standard deviations from the mean. The vertical axis represents the importance ratings with the center again representing a “0” z-score, or average, importance ratings. The two lines cross at the “0” z-score for both importance and performance. Each statement is then mapped on the graph using its importance rating and the performance rating for Lake Oswego. An explanation of how to interpret the graph follows:



- ▶ **The upper-right quadrant is the ideal zone**, the place organizations want the statements of greatest importance to those they serve to be located. This quadrant contains vision statements that have positive z-scores (above-average) for both importance and performance.
- ▶ **The upper-left quadrant is the “danger zone.”** This includes vision statements that have a positive z-score for importance but on which performance scores fall short of average and, as a result, generate a negative z-score for performance. Generally, organizations should concentrate resources on improving performance (or improving communication regarding performance) for characteristics that fall in this area.
- ▶ **The lower-left quadrant is a neutral zone**, containing characteristics that have negative z-scores for both importance and performance. Since these items are of *comparatively* less importance to residents, their comparatively lower performance ratings are not as much of a concern.
- ▶ **Finally, the lower-right quadrant indicates statements for which, if anything, more than enough effort has been made.** This quadrant contains statements that generate a negative z-score for importance, but on which an organization receives a positive (above-average) z-score for performance. Spending additional resources to enhance these issues is not as important to the survey population as is the need to alleviate any problems in the “danger zone.”

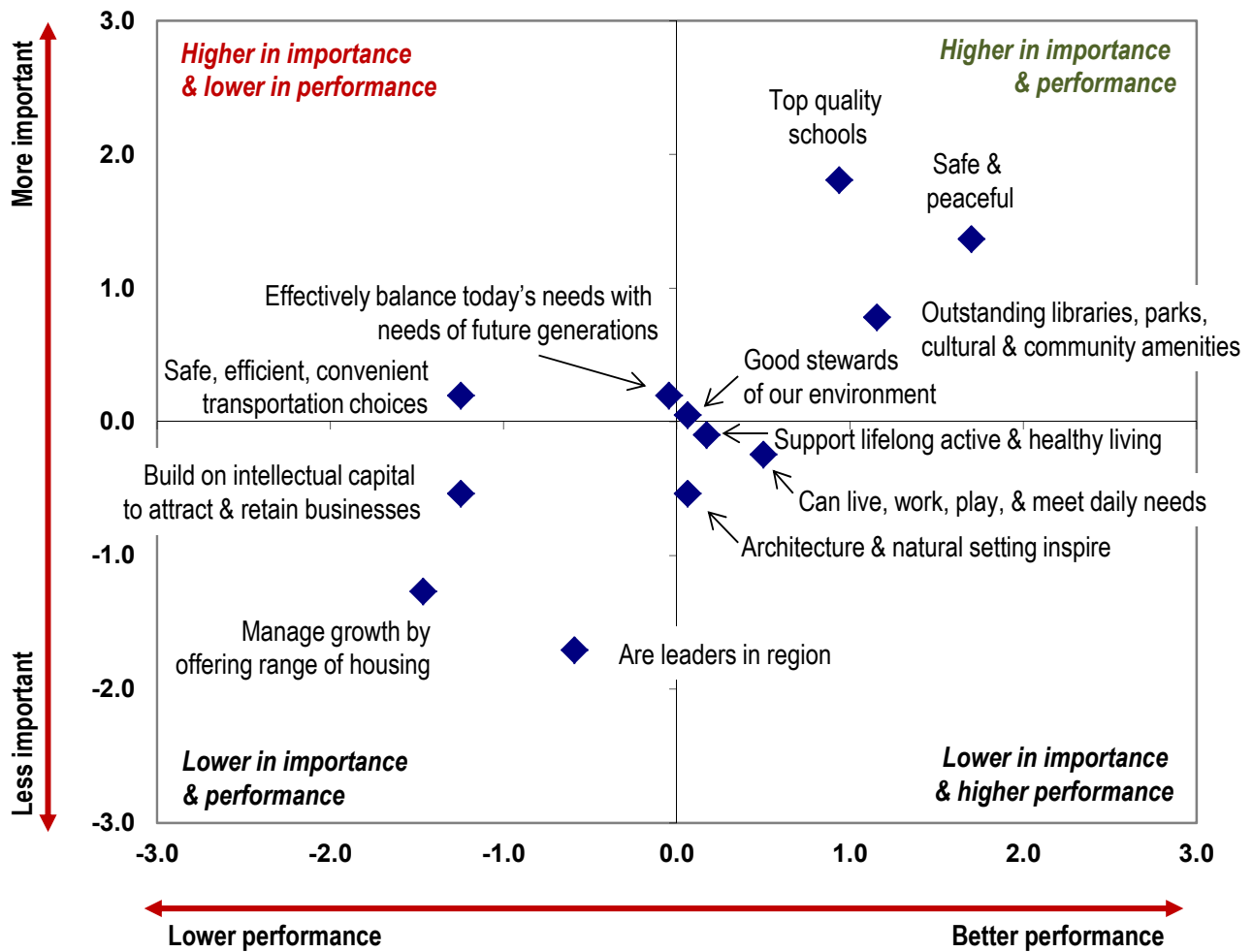
**THE MAP ILLUSTRATES THAT THE COMMUNITY’S HIGHEST PRIORITY OVER THE NEXT 25 YEARS IS IN MAINTAINING THE ALREADY HIGH PERFORMANCE ON THE MOST IMPORTANT ASPECTS OF THE COMMUNITY’S VISION.**

The “performance versus importance” map on the next page illustrates the fact that Lake Oswego residents hold a very favorable perception of what the community is like today and point to what will be important to preserve and improve over the next 25 years. Key points from the map analysis include:

- ▶ **The most important aspects of the community’s vision for the next 25 years — top-rated schools, a safe and peaceful community, and outstanding libraries, parks, and other cultural and community amenities — are currently well-positioned as higher in both importance and performance.** All three of these statements are located comfortably in the upper right-hand quadrant. This means that while improvements are always possible, the greatest challenge over the next 25 years will be to maintain the current high level of performance on these key areas.
- ▶ **The community would like improved transportation options.** The statement that relates to the future of transportation options in Lake Oswego is the one statement that is currently well inside the “danger zone” — higher in importance but lower in performance. Note that this statement includes public transportation options as well as pathways, sidewalks and bike routes.
- ▶ **Three areas are clustered at the mid-point of the map.** Effectively balancing today’s needs with the needs of future generations, being good stewards of the environment, and supporting lifelong active and healthy living are all very close to average in both importance to include in the plan and performance. This indicates that the community wants the City working in these areas and has some interest in improvements.
- ▶ **Business development, managing growth by offering a range of housing options, and being leaders in the region are less important to the community and are perceived as lower in performance.** These areas are of comparatively lower importance to residents and also earn comparatively lower performance scores as well, and as such their location on the importance/performance map is in the lower left quadrant and not in the danger zone.
- ▶ **Architecture and a natural setting that inspires, as well as being a community where residents can live, work, play, and meet daily needs are not areas where the community sees a need for improvement.** The location of these two areas in the quadrant of lower importance and higher performance indicates the community does not currently see the need to allocate significant resources to make improvements in these areas.



### 2035 Community Vision Importance versus performance map



**MAINTAINING QUALITY SCHOOLS IS THE COMMUNITY VALUE MENTIONED BY THE LARGEST GROUP OF RESIDENTS.**

After rating the importance and performance of the 12 vision statements and the summary message, residents were asked in an open-ended question what community value is most important for the City to keep in mind as it plans for the next 25 years.

The response that is heard most often illustrates the importance of the City and the Lake Oswego School District continuing to have a good working relationship. Just over one-third of residents mention maintaining quality schools as the key community value the City should keep in mind. No other value was mentioned by anywhere near as many residents.

While schools are most frequently mentioned by all demographic segments, not surprisingly, this is mentioned even more often by those with children under 18 living in the home (55%), those who are younger (53% of those 18 to 44), those who have lived in Lake Oswego for 10 years or less (46%), women (42%), and those with a college degree (40%).

Three values are mentioned by about 1 in 10 — preserving the natural beauty/environment in Lake Oswego, ensuring public safety/a low level of crime, and adding more public transit options.

All other values are cited by fewer than 1 in 10 residents.

### Most important community value

Q: *As the City continues to develop the plan to guide Lake Oswego over the next 25 years, what do you believe is the one most important community value they should keep in mind?*

(Table adds to more than 100% because up to three responses were coded.)

Desired value	Total n=300
Keep quality schools	37%
Preserve natural beauty/environment	12%
Ensure safety/lower level of crime	11%
More public transit	9%
Ensure efficient use of tax dollars/reduce taxes/good fiscal management of government	7%
Make sure affordable/ensure affordable housing	6%
Increase diversity	5%
Ensure quality of life/livability	4%
Good government/accessible government	4%
Make sure family-friendly	3%
Maintain small town feel	3%
Limit growth	3%
Add bike/walking paths	2%
Concentrate on economy/jobs	2%
Be business-friendly	2%
Ensure sustainability	2%
Others, mentioned by 1% or less	20%

## Key Conclusions & Recommendations

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The following provides Campbell DeLong Resources' conclusions and recommendations based on the current research as well as past experience. This section is intended to provide both a summary of the key recommendations that grow directly from the research and to introduce our further judgments and recommendations based on a comparison of these findings with previous research.

**1. OVERALL, RESIDENTS ARE SUPPORTIVE OF THE SUMMARY VISION STATEMENT AS CURRENTLY WRITTEN.**

The summary vision statement as tested:

*In 2035, Lake Oswego is a thriving, sustainable city, meeting the community's needs without compromising the needs of future generations. Our community is recognized for its quality of life, exceptional schools, and excellent local government. Our multigenerational neighborhoods, natural resources, vibrant mixed-use shopping and employment districts, and diverse service and activities are accessible to all.*

Survey results show a great deal of consensus that this statement reflects what residents want Lake Oswego to be like in 2035. Three-quarters of residents provide a rating at the highest end of the scale (8, 9, or 10), indicating the statement strongly reflects their vision for the community in 25 years and only 4% provide any rating below the midpoint of the scale. In addition, only 1% say they "don't know" how to rate the statement, a good indication that residents believe they understand the statement. Overall, that is a very solid endorsement.

**2. THE 12 MORE-DETAILED STATEMENTS OF THE VISION ALSO PASS THE TEST FOR COMMUNITY SUPPORT, WITH THE COMMUNITY PROVIDING INSIGHT INTO BOTH THEIR HIGHEST PRIORITIES AND AREAS WHERE MORE WORK (AND COMMUNICATION) CAN BENEFIT.**

In addition to the summary statement, the individual statements appear to do a good job of reflecting current community values about a desired future vision. For all but two of the statements, *at least* 6 in 10 Lake Oswego residents provide ratings that are at the very top end of scale (8, 9, or 10) while, equally significantly, only 1 in 10 or fewer provide ratings that are below the midpoint of the scale and very few provide "don't know" responses. As for the remaining two statements: Their ratings are still impressive and they also gain very few ratings that are even below the midpoint of the scale, much less showing any indicators of a strongly negative reaction. While these results hardly argue for complacency, they do suggest an overall strong level of congruency with the community served and the proposed vision.

### 3. FOCUS FIRST ON MAINTAINING SOME CORE COMMUNITY STRENGTHS.

Overall, the feedback gained from the survey underscores residents' strong desire for Lake Oswego to maintain the City's current reputation for offering top quality schools, being a safe and peaceful place to live, offering an outstanding library, parks, cultural and community amenities as well as having an attractive natural setting. Preserving these elements, first and foremost, will be crucial to maintaining what today's community values most about their hometown. Making the decisions that will ensure that Lake Oswego continues to reflect these community values in 25 years will require continued commitment of behalf of the City and its leaders.

### 4. SECOND, FOCUS ON IMPROVING TRANSPORTATION OPTIONS AND WORKING ON BOTH THE CONVERSATION ABOUT, AND THE REALITY ASSOCIATED WITH, GROWTH MANAGEMENT AND THE CITY'S ROLE IN THE REGION.

It will be important to apply different skills, beyond the critical maintenance challenges, to three areas where the research reveals either lower performance or lower (albeit still generally accepting) support for their importance, including the following:

- ▶ **Finding better ways to improve transportation options for city residents is a current, unmet need.** The one arena where residents clearly appear to desire substantial *improvement* is in transportation, indicating a desire for more public transit as well as better walking and bike path solutions. If there is one area of Lake Oswego performance where it is particularly important to focus on improvement (rather than other areas that are important to *maintain*) it is this one.
- ▶ **Handling future growth and higher density of housing will continue to be a concern to some residents.** About half of residents provide a rating at the high end of the scale, indicating they believe the statement "*We manage growth by offering attractive and compatible housing that serves a range of ages, incomes and households*" should be included in the City's plan of the next 25 years and less than 15% provide a rating indicating they do not want the statement included. This means that about one-third of residents provide a more neutral rating indicating less decisiveness about whether the statement should be included. This is a good indication that generating support for any specific action the City may take in this area may require more careful attention. We suspect that this attribute earned a positive level of support, even as it addresses the traditionally sensitive areas of growth and density, by including this element in the vision: "*Higher density housing is located along transportation corridors and town centers to preserve the character of our existing neighborhoods.*" On the one hand, we think the survey indicates a willingness to accept higher density *if* done consistent with key community values. On the other hand, we don't interpret the findings as enthusiasm for greater population growth or density, meaning that this issue will require continued sensitivity to evolving community values if necessary levels of support are to be maintained.
- ▶ **In order to ensure support for a prominent leadership role in the region, it will be important to consistently and clearly explain the benefit to quality of life in Lake Oswego.** Lake Oswego residents are, in general, very pleased with the community they have chosen to live in. Only 44%, however, appear to see value in the City sharing its experiences with other parts of the metropolitan area and taking a leadership role in the region as a whole. We think that it is likely that those who are not interested in the City

taking a leadership role in the region do not see enough connection between such a role and protecting and elevating what makes Lake Oswego a desirable community and unique place to live. We suspect that community support for a role in regional leadership will be enhanced by consistently communicating the focus of such work in the context of its benefit to Lake Oswego specifically. In other words, the community will need to know how regional leadership can contribute significantly to the other community values outlined in the plan for Lake Oswego. In order for the vision of the 25 year plan to be fully realized, it will therefore be important for the City to ensure that its regional participation supports Lake Oswego's community-specific goals and for the fact of that alignment to be communicated consistently.

## **Appendix**

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## Methods

### RESEARCH GOAL AND OBJECTIVES

The goal of the research is to determine the level of community agreement with a set of statements that are designed to provide the basis for the 2035 Comprehensive Plan update for the City of Lake Oswego. Specific objectives include:

- ▶ Assess the importance of a series of vision statements to a statistically valid cross-section of Lake Oswego residents.
- ▶ Assess how well a summary statement describes the overall vision Lake Oswego residents have for what the City will be like in 2035.
- ▶ Maintain a methodology for the survey that will provide accurate results, including residents of all age groups.
- ▶ Develop a written report and oral presentation.

### STUDY DESIGN

A telephone survey methodology was used to interview a random sample of 300 residents of the City of Lake Oswego. To address the growing prevalence of cellphone-only households, especially among younger residents, quotas were estimated for two key demographics, age and gender. These quotas were set using data found in the FCS Group's 2010 Demographic Profile for the City of Lake Oswego. Quotas are:

- ▶ Age — 38% age 18 to 44; 44% age 45 to 64; and 18% age 65 and over.
- ▶ Gender — 47% male; 53% female.

### SAMPLE DESIGN

To meet the above quotas, a two-step sampling process was used. This process ensured that both landline and cellphone numbers were included in the sample:

- ▶ A random sample of landline phone numbers was purchased for initial interviewing. CDRI designed the sample by identifying the residential prefixes located in the 97034 and 97035 ZIP codes. Once the appropriate residential prefixes were identified, a sample of residential household phone numbers was created by randomly generating the final four numbers and these households were contacted to participate in the survey. Interviews were completed using only this list until the quotas for the 45 to 64 and 65 and over age quotas were filled.
- ▶ A list of Lake Oswego voters was also purchased. All cellphone numbers on the list were identified. Cellphone numbers from this list were used to complete the remaining interviews in the 18 to 44 age group.<sup>2</sup>

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<sup>2</sup> Note that data from interviews completed prior to the use of this list showed that 98% of adult Lake Oswego residents are registered to vote.

**RESPONDENT CRITERIA**

Respondents were screened to ensure they met the following criteria:

- ▶ Lives in the City of Lake Oswego or within the boundaries of the Lake Oswego Urban Services Boundary.
- ▶ Is 18 years of age or older. As noted above, quotas established to ensure an appropriate range of ages, including 38% age 18 to 44; 44% age 45 to 64; and 18% age 65 and over.
- ▶ A 47%/53% split between males and females was maintained.
- ▶ Does not work for the City of Lake Oswego, serve on a City advisory board, commission, or the City Council, or work for a market research organization.

**SAMPLE SIZE/RELIABILITY**

Interviews were completed with a random sample of 300 Lake Oswego residents. The worst-case theoretic reliability for a sample of 300 is  $\pm 5.7\%$ . This “*worst-case reliability*” figure is based on the following assumptions:

- ▶ **The sample is drawn from a large population universe**, which is the case in this instance.
- ▶ **The reliability is calculated at the 95% confidence level.** This means that if a large number of samples of 300 were taken, in 95% of the samples the survey results would not vary from the mean sample results by more than  $\pm 5.7\%$ .
- ▶ **The calculation applies to a dichotomous variable with results distributed 50/50.** An example of this would be a question with two possible answers — yes or no — where half say “yes” and half say “no.” As the distribution moves away from 50/50, the reliability improves.
- ▶ **Reliability for subsamples will depend on the sample size and the distribution of the response.** To give some indication of the reliability range, the table below shows figures for both a 50/50 and a 90/10 distribution for a dichotomous variable within the two key subsamples.

Sample	Reliability for 50/50 Distribution	Reliability for 10/90 Distribution
300 total sample of Lake Oswego residents	$\pm 5.7\%$	$\pm 3.4\%$
159 women	$\pm 7.8\%$	$\pm 4.7\%$
141 men	$\pm 8.3\%$	$\pm 5.0\%$

**INTERVIEWING**

All interviewing took place using a computer-aided telephone interviewing system (CATI) at Campbell DeLong Resources, Inc.’s strategic partner, Pacific Market Research, a data collection firm headquartered in the Pacific Northwest. Interviewing began January 2, 2011 and concluded on January 9, 2011.

## QUESTIONNAIRE DESIGN

The questionnaire was designed by Campbell DeLong Resources, Inc. based on input from the City staff. A copy of the questionnaire is included in this Appendix.

## COMPUTER PROCESSING

A cross-tabulation was used to sort the data into a total of 20 unique segments. The following is a list of the segments provided in the printout, along with the number of respondents in each segment.

▶ Total .....	300
▶ Gender	
✓ Male .....	141
✓ Female .....	159
▶ Length of time has lived in Lake Oswego	
✓ Lived in Lake Oswego 10 years or less .....	118
✓ Lived in Lake Oswego over 10 years .....	179
▶ Children in household	
✓ No children under 18 living in household .....	172
✓ Children under 18 living in household .....	126
▶ Age	
✓ 18 to 44 years of age .....	114
✓ 45 to 64 years of age .....	132
✓ 65 or more years of age .....	54
▶ Home ownership	
✓ Own their home .....	262
✓ Rent their home .....	22
▶ Location	
✓ Lives within the city limits of Lake Oswego .....	288
✓ Lives in Urban Services Boundary of Lake Oswego, but not within the city limits .....	12
▶ Education	
✓ Has at least a college degree .....	236
✓ No college degree .....	62

**Questionnaire**

**LAKE OSWEGO  
VISION VALIDATION  
CDRI 804**

DATE \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

RESPONDENT'S NAME \_\_\_\_\_

INTERVIEWER'S INITIALS \_\_\_\_\_

<b>CALL RECORD MATRIX</b>	
No answer/busy/disconnect (3 attempts) .....	_____
Employment screen (Q1) .....	_____
Gender quota (Q2) .....	_____
Not within city limits/USB (Q3a/3b) .....	_____
Age quota (Q4).....	_____

**INTRODUCTION**

**(TO RANDOM HOUSEHOLD RESPONDENT:)** Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources calling on behalf of the City of Lake Oswego. We are conducting a brief study about community issues. May I please speak with a (male/female) household member who is 18 years of age or older? **IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

**(TO NEW HOUSEHOLD RESPONDENT:)** Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources calling on behalf of the City of Lake Oswego. We are conducting a brief study about community issues and the services provided by the City.

**IF NECESSARY:** The survey typically takes no more than 10 minutes to complete. Is now a convenient time for you? **MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

**SCREENING**

1. Do you, or does anyone in your household, work for the City of Lake Oswego, serve on an advisory board, a commission, or the City Council of the City of Lake Oswego, or work for a market research organization? **RECORD.**

Yes .....	1	<b>POLITELY DISCONTINUE</b>
No .....	2	<b>CONTINUE</b>

2. **GENDER. RECORD. DO NOT ASK.**

Male .....	1	<b>141 COMPLETES</b>
Female.....	2	<b>159 COMPLETES</b>

**FINAL**

3a. Do you live within Lake Oswego City limits?

- Yes ..... 1 **SKIP TO Q4**
- No ..... 2 **ASK Q3B**
- DO NOT READ:** Don't know ..... 9 **POLITELY DISCONTINUE**

3b. Do you live within the urban services boundary of Lake Oswego? **AS NECESSARY:** Households within the urban services boundary are outside the city limits of Lake Oswego, but that receive some services, including sewer and water, from the City.

- Yes ..... 1 **CONTINUE**
- No ..... 2 **POLITELY DISCONTINUE**
- DO NOT READ:** Don't know ..... 9 **POLITELY DISCONTINUE**

4. What is your age, please? (**AS NECESSARY:** The purpose of asking this question is only to ensure that we have the opinions of residents from all age groups. Can we please have your age?) **RECORD.**

\_\_\_\_\_ **Years**

- DO NOT READ:** Don't know/refused ..... 999 **POLITELY DISCONTINUE**

**AGE GROUP QUOTAS:**

- ✓ Overage the age of 64 – 54 interviews (18%)
- ✓ 45 to 64 – 132 interviews (44%)
- ✓ 18 to 44 – 114 (38%)

**IF OVER QUOTA FOR AGE SAY:** We have already spoken with a number of people in your age category and are currently looking for Lake Oswego residents who are (**INSERT DESIRED AGE CATEGORY**). Is there anyone in your household that is (**INSERT DESIRED AGE CATEGORY**)?

**IF NO ONE IN HOUSEHOLD IN DESIRED AGE CATEGORY & APPROPRIATE:** While we have already completed all the interviews required for this survey in your age category, if you would like to give Lake Oswego feedback, they would appreciate hearing from you. You can visit their website — [weloveLakeOswego.com](http://weloveLakeOswego.com). There you can leave comments or learn more about the Lake Oswego community plan update.

**REACTION TO VISION STATEMENTS**

5. As I said, we are conducting this survey for the City of Lake Oswego. As the City plans for the future of the community, it needs to learn from residents what they want their community to be like in 25 years. Based on input already gathered from residents, the City has put together a series of statements that describe what the community could be like in 25 years. Now, the City wants to get your reaction to these vision statements.

I am going to read you 12 statements. After I read each one, I will ask you to provide two ratings — one for how important you believe it is that this statement be included in the City’s 25 year plan — and second, for how well you believe the City is currently performing in this area.

The first statement is...

**ROTATE THE ORDER OF THE FOLLOWING STATEMENTS. AFTER READING EACH STATEMENT ASK:**

**a. IMPORTANCE RATING:** How **important** is it to you that this statement be included in Lake Oswego’s vision for the next 25 years [**READ FIRST TIME AND THEN AS NECESSARY:** Please answer using a 0-10 scale where a “0” indicates it is not important at all and a “10” means it is very important]? **RECORD IMPORTANCE RATING.**

**b. PERFORMANCE RATING:** And how do you rate Lake Oswego’s **current performance** in this area? [**READ FIRST TIME AND THEN AS NECESSARY:** Please answer using a “0 to “10” scale, where a “0” indicates you believe Lake Oswego’s performance is very poor and “10” means you believe its performance is excellent in this area.] **RECORD PERFORMANCE RATING.**

	<b>a.</b>	<b>b.</b>
	<u>Importance</u>	<u>Performance</u>
<b>A. Our top-rated schools offer an excellent education for all and reinforce the value of the community as a desirable place to raise a family</b> .....	_____	..... _____
<b>B. Our outstanding libraries, parks, cultural and community amenities strengthen the fabric of the community.</b> Our library, parks, and community amenities provide a wide range of programs and special events. Public art and historic resources enrich our cultural identity .....	_____	..... _____
<b>C. We manage growth by offering attractive and compatible housing that serves a range of ages, incomes and households.</b> Mixed-use districts that combine residential and commercial use enhance adjacent residential areas by providing access to jobs, housing, transit, entertainment, services and shopping. Higher density housing is located along transportation corridors and town centers to preserve the character of our existing neighborhoods .....	_____	..... _____
<b>D. We have safe, efficient, and convenient transportation choices.</b> There are frequent and reliable public transportation options that make it easy to move around our city and the region. Pathways, sidewalks, and bike routes encourage residents of all neighborhoods to walk and bike safely .....	_____	..... _____
<b>E. We are a community where people can live, work, play and meet daily needs for goods and services</b> .....	_____	..... _____
<b>F. We build on the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy.</b> We are business-friendly and a regional model for employment and mixed-use centers that attract quality jobs .....	_____	..... _____

**G. We are good stewards of our environment.** Our urban forest, natural areas and watersheds are valued and cared for as essential environmental, economic, and cultural assets..... \_\_\_\_\_ .....

**H. We are recognized for effectively balancing today’s community needs with the need to preserve clean air, water and land resources for future generations**..... \_\_\_\_\_ .....

**I. Our community supports lifelong active and healthy living.** There are opportunities for active lifestyles that promote the health and social interaction of our residents. Easily-available foods from local community gardens and farmers’ markets support healthy nutrition for all ..... \_\_\_\_\_ .....

**J. Our community is a safe and peaceful place to live.** We are known for excellent public safety response systems that work together with an involved community to ensure peace and safety ..... \_\_\_\_\_ .....

**K. Our architecture and natural setting inspire people to live here.** Development respects the physical environment and meets the highest design standards to foster the distinctive character and beauty of this special place ..... \_\_\_\_\_ .....

**L. We are leaders in the region.** By sharing the example of our successes and by our active engagement with other metropolitan-area governments we help preserve the region’s quality of life and Lake Oswego’s unique place in it..... \_\_\_\_\_ .....

**SUMMARY STATEMENT**

6. In addition to these statements, a brief overall statement that summarizes the community’s vision for 2035 has been created. The current version of this statement says:

*In 2035, Lake Oswego is a thriving, sustainable city, meeting the community’s needs without compromising the needs of future generations. Our community is recognized for its quality of life, exceptional schools, and excellent local government. Our multigenerational neighborhoods, natural resources, vibrant mixed-use shopping and employment districts, and diverse service and activities are accessible to all.*

Again using the “0” to “10” scale, how well do you think this statement summarizes your vision for what Lake Oswego should be like in 2035? On the scale a “0” mean it does a very poor job of summarizing your vision of Lake Oswego and a “10” means it does an excellent job summarizing your vision for Lake Oswego in 2035.

**Poor** **Excellence**  
0 ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10 ..... DK

7. As the City continues to develop the plan to guide Lake Oswego over the next 25 years, what do you believe is the one most important community value they should keep in mind?

**PROBE AND CLARIFY**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**DEMOGRAPHICS**

Now we have some final questions to help us classify your answers.

8. How long have you lived in the City of Lake Oswego? **RECORD IN YEARS**

- \_\_\_\_\_ **Years**
- Less than 1 year ..... 98
- Refused ..... 99

9. Do you own or rent your current home? **RECORD.**

- Own ..... 1
- Rent ..... 2
- Don't know/refused ..... 9

10. How many, if any, children under the age of 18 live in your home?

- \_\_\_\_\_ **Number of children**
- None ..... 98
- DO NOT READ:** Don't know/refuse ..... 99

11. Are you registered to vote?

- Yes ..... 1
- No ..... 2
- Don't know/refused ..... 9

12. And what is the last year of education you had the opportunity to complete? **RECORD. READ LIST ONLY IF NECESSARY.**

- Less than 12th grade (not a high school graduate) ..... 1
- High school graduate ..... 2
- Some college or other post-secondary education ..... 3
- College graduate ..... 4
- Some post-graduate ..... 5
- Master's degree or higher ..... 6
- Refused ..... 9

**VERIFY AND RECORD RESPONDENT FIRST AND LAST NAME AND PHONE NUMBER.** Thank you very much for participating in this survey. Your responses will be combined with those of other Lake Oswego residents and will provide valuable input for the City of Lake Oswego.

## **Verbatim Comments**

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## Verbatim Comments

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Following are verbatim comments from respondents to the follow-up open-ended question regarding what they thought city leaders most need to pay attention to in developing future plans for the city. Note that answers such as “Don’t know” or “No comment” have not been included. These comments are provided as spoken to interviewers, although they have been edited as needed for basic clarity. Editorial text is included in brackets where clarification or further explanation is needed. For analysis, the comments were coded by up to three categories; they are listed by their primary category.

***Question 7: As the City continues to develop the plan to guide Lake Oswego over the next 25 years, what do you believe is the one most important community value they should keep in mind?***

### **KEEP QUALITY SCHOOLS**

Education – making sure they think hard of how they fund the schools, school closures, and the negative impact they have on the city.

The quality of schools.

Public school education, good theatre, annual art program, and safety.

The schools – provide good education for the children. A safe living environment for everyone. I think that recreational activities for the young people are important. Continue with the senior centers.

Education.

The educational system – keep it general and keep it fully supported financially.

Schools – keeping the quality of schools since I think that is at risk right now. Keeping the small town/village feeling that we have right now. Keeping it safe with good police and fire.

Schools for children.

The schools.

Good quality schools, enough teachers so the student-to-teacher ratio is appropriate.

Probably the children are most important.

Schools need to provide the best public education in the state, otherwise the property values will go down. We need to be safe and support our schools and we need to maintain our place in the state.

The quality of schools and neighborhoods.

Neighborhood community of life. Education, library.

Education – they should support K-12 education so that it's the best it can be. Continue Spanish-immersion through grade school, offer electives such as home economics, shop class, music, and maintain a good student-to-teacher ratio.

Education.

Public schools.

Education, that's what drives people to live in Oswego. A lot of people come from the Portland area to raise their kids in Oswego because they have a stable education here and quality programs.

Stay focused on education.

Education.

Schools. Lake Oswego has the highest-ranked schools in Oregon.

Better education systems.

We are here for the schools and safety, conveniences and village atmosphere.

Education.

Schools and public safety, reputation and quality.

Excellent schools with good education. It's the backbone of our community.

Education, library and parks.

Good schools, better public transit and affordable housing.

I would probably say the schools. I hate to see them eliminate schools. I would hate to see them go to one high school as opposed to the two they have now. Keep the library as it is, active and available where it is now. They need other businesses other than restaurants because nothing is being developed other than the restaurants currently. I would like to see the City work with homeowners on the lake to help keep the lake as it is.

Education.

The schools. Stay as academically good as they are now.

The school system. It has to remain excellent.

Education, school funding.

Maintaining good quality schools.

Good education – with good quality and opportunity.

Good schools – they're currently the highest rated in the state and that's important to maintain.

I think the most important thing is to uphold community values, and maintain excellent primary schools. I think it is very, very important that the Lake Oswego City Council never forget to keep the will and the needs of the people in the forefront. I think it's important that they don't run as an independent organization without consideration to the will and the needs of the people.

Education.

Top quality of everything. Top schools and high safety standards. Anything that is being worked on should include top quality.

Education. Providing excellent curriculum in schools, and affordable housing to expand our growth of Lake Oswego.

Schools, high quality schools.

Quality of education.

Our schools, because they want to shut them down.

Education.

Schools, turning out educated and motivated young people.

Good schools, affordable housing.

Strong schools – we have a major funding issue with schools right now. I don't think we need to worry about a light rail. I don't think we need to worry about affordable housing.

Strong schools that serve the needs of a wide spectrum of students' abilities.

Education.

Schools.

Education, livability and transportation.

Education – the kids are our future. They need a good sense of respect for our community. Honor, discipline, to be good human beings.

Continue the high quality of the schools.

Quality education.

I would say education is my top value. I believe we are known for our quality of schools and that attracts people of a certain intellectual capital to our city. The higher the education rate, the better the city does in terms of economic, social, and capital development. We attract people to our city who are attracted to the strength of the city and want to continue to help build it.

Schools, continue offering outstanding schools.

The value of a mixed residential format that allows for all levels of income to be able to live and enjoy the school district of Lake Oswego.

Education.

Growth and education and property values.

Strong education and business-friendly.

Education.

Outstanding education system.

Education, we've got to make sure that our schools are funded.

I would say balance, balance between growth and development, adequate parks, adequate schools, ability to get groceries. Ability to do everything you need in our community. Safety as far as police, good roads and good repairs. Limit pollution, and have clean water.

I think the thing that is most attractive about this area should be the quality of the schools.

Education.

Keep the schools and education strong.

Keep funding and needs for children in the school district in mind.

Education and the schools. Preserve our environments.

Schools and families are the only way to keep a city thriving.

Education.

Schools – they should provide low student-to-teacher ratios. Continue to provide the strong academics. Keep all other programs like sports and music intact. I think if they do need to close some schools, they need to work with existing families to make sure they are placed in the right scenario.

The schools.

Education, good schools.

Schools, they are underfunded. Transit – Highway 43 needs to be addressed.

Education. Maintain the environment.

The plan for schools that they have to join together with the high schools. I would prefer for them to be separate. Be mindful of areas where they are squeezing high-density housing among older neighborhoods.

Education – the City and the State need to work together to maintain the quality of education.

High quality education.

Education – keep Lake Oswego schools strong.

Public school education.

Education – the K-12 school.

Small class size at the elementary level for schools. I would be opposed to anything that would bring in mass tourism from the outside. I am opposed to increased mass transit.

Schools.

Strong schools, supporting the schools financially and with talent.

Schools – consider costs and take much more time to create solutions to a horrible state government.

Education.

Education.

Making sure schools consider all programs, academics, mainstream art, athletics, special education, English-language development, dual-language instruction.

Education.

To truly be able to play where I live. For the schools to retain their excellent reputation.

Schools.

Exceptional schools.

Education.

The schools, having excellent education.

Education.

Schools.

Education, class sizes, school conditions, supporting teachers.

Schools – good schools and community involvement to make sure Lake Oswego schools are as good as they can be.

Education.

The quality of the educational system.

The importance of our excellent educational system.

Schools and attracting younger families.

#### **PRESERVE NATURAL BEAUTY/ ENVIRONMENT**

I think maintaining the unique setting, and attentiveness to the attraction of the commercial and business area. They've landscaped all the nooks and crannies through the city and it is remarkably attractive. I have never seen a more beautiful community.

Preserve the natural beauty, enhance bike routes, hiking areas, and bus routes.

The natural resources. the safety.

Beauty – sustain the beautiful trees and beautiful lake and environment.

The environment – respect for it.

To preserve the quality of life, the environmental quality, and make it easy for people to live here.

Keep the environment green.

Protecting parks and making new ones.

Respect the natural environment. More efficient transportation such as a light rail system or streetcar. Better pedestrian walkways with shopping set up for pedestrian use that make it safer to walk to different shopping venues. Less expensive housing for different income levels. Offer another library for the other side of town. Preserve as many trees as we can. Bring more consensus between different people, there's a lot of arguing in this town. Have more public forums where people can address their concerns.

Keeping the environment clean.

Natural environment.

Sustainability of natural beauty and environment.

Care for the environment.

The amenities are very nice and very beautiful.

The environment is looking more green with trees and less cement. Less city and more of the tree gardens look. Control how it all looks. The less buildings, the nicer it is and the better the property value.

Respecting the environment by planting trees, [addressing] water quality, parks, pollution control. Limit urban development.

Aesthetic appeal of the entire territory. Leave as many trees as possible.



Keep it pretty casual and as nice as it is. Keep the people nice and welcoming, keep it nice and quaint.

Respect for those who live and work here and being a leader in environmental issues. I think more conscious spending of the City's money, they make poor financial decisions. The Building Department makes it very difficult for people to upgrade their own homes. They have absurd rules and charge a lot. They could use a re-work.

Preserving the environment.

To have greenspaces.

Environmental interests, and public safety.

Environment – more mass transit such as buses. More sensitive, as far as driving SUVs and trying to limit co2 emissions. Allow for renewable sources of energy, more open programs for schools.

Careful land development. They're shoving houses together and tearing down the trees.

Preserve the character of Lake Oswego. Our home is our castle. We have worked very hard to live here. Thank you for maintaining the magnificent surroundings that we have worked so hard for. Charging us extra for water that falls out of the sky, telling us what kinds of light bulbs we can use, etc. Leave us alone. Balance civic stewardship with personal, economy, and freedom.

Conserving nature right now and not overdoing it on the construction work.

The environment – protect what we have going on.

Protecting the environment against developers.

The environment – water, air, preserving the trees and recycling.

#### **ENSURE SAFETY/ LOWER LEVEL OF CRIME**

Safety of the citizens.

Public safety.

Safety [is important to the] standard of living.

Safety and good public transportation.

Safety.

Real safe environment.

I like it the way it is now, the size of the town is comfortable. Small, clean, safe and it is a nice place to live. Do not agree with them buying the West End Building. I think there should be no changes.

Safety. Low crime rates.

Safety.

Promoting small businesses and public safety.

Safety, the health and safety of residents.

Safety – I like that it's a safe community.

Safety.

Safety – a small-town feel.

Safety, jobs, environment, parks, schools and diversity.

Crime.

A safe community and good schools.

Safety and provide good public education in the schools.

Safety.

Crime.

I think safety and accessibility to public transportation with all individuals.

Safety.

#### **MORE PUBLIC TRANSIT**

Transportation issues, the streetcars. We are in the process of evaluating whether they should or not.

Transportation train rides into Portland.

Transportation for elderly.

Public transportation, they're talking about putting a streetcar in. It was through a residential area and that didn't work with the people at all. Offer more methods of public transportation.

Accessibility, I want more public transportation to the city limits of Lake Oswego.

Livable transportation in the city and region.

Public transportation.

Transportation – the streetcar to Portland. Improved bike and walking conditions.

I would say continued transportation options and alternatives to personal vehicles.

Public transit – I would like to see more bus lines.

**ENSURE EFFICIENT USE OF TAX DOLLARS/ REDUCE TAXES/ GOOD FISCAL MANAGEMENT OF GOVERNMENT**

Manage their funds judiciously.

I think they should focus on building a new tennis center and balancing their budget.

Fiscal responsibility, proper management of the budget. Live within the revenue that is being produced from tax. Reduce reliance on bond financing.

Cost of county, the accountability of what you spent. Make everything a little more affordable. In public transportation, have more bus routes and schedules.

Fiscal responsibility of the government.

Trying to keep expenditures down, fiscal responsibilities.

Keep property taxes low. Stop passing school bonds. More sidewalks to public parks. Get citizens' approval before capital investments. Fix the streets, have better streets, fix potholes, widen the streets in residential neighborhoods. Put center dividers on Boones Ferry so people can't make left turns. Beluga Avenue is a very busy street and there are no walkways for pedestrians and they're in harm's way. More restaurants around Lake Oswego.

Funding,

They need to moderate taxes.

Individually, getting more information from our city government to the individual civilian. Keep the tax rate low, but within reason.

Common sense – we should use our tax money efficiently for primary needs, such as police, fire, and sewage.

Not spending too much, the West End Building was the biggest mistake they could've made. That building was a big flop, they put so much money into it. There's some high interest on the building that's needed to be paid by the year's end. Now they're not doing anything with it.

No property taxes.

I would say keeping a balanced budget. The City's hands are in various things, rather than focusing on one area at a time. They have a lot of projects that they're spending money in and investigating. They should focus on researching their projects rather than investing in them to help better balance the budget.

I think they should provide tax-paying residents with the feeling of value based on the amount taxed. The residents should feel value that their city is making the right moves with their money. Residents don't want to feel that their tax dollars are being wasted.

#### **MAKE SURE AFFORDABLE/ ENSURE AFFORDABLE HOUSING**

Keeping it affordable for all. Taxes on utilities are too high. The elderly that started this community are getting pushed out.

Cost/affordability of what they are trying to build or tax.

Affordable housing.

Sustainable housing for residents. We don't have enough housing for lower-income people, but Oswego wants to diversify its population. We have too many expensive houses in Oswego, real estate in Oswego is very pricy. It's hard for young families and elderly people to live in Lake Oswego. I think it's important to maintain the quality of our schools, which is difficult under current budget restrictions.

Housing and schools.

Not everybody in the city is wealthy and schools are not the only important things in the city.

Affordable housing.

Affordability, the City needs to stop spending on things that aren't necessary. We are concentrating way too much on public art and not enough on keeping the streets clean.

Affordability.

Making it an affordable place for young families to live and thrive. Making mass transit more convenient. Improving the quality of our environment. Preserving parks and recreational opportunities.

#### **INCREASE DIVERSITY**

General social and economic diversity. Education is big, so they should really focus on the schools. That's why we live here and that's why the property values are so high.

Diversity.

Making Lake Oswego diverse so that elderly people can stay in their homes, families can afford to live here, and take advantage of everything there is to offer.

People of different ages and different generations live together. They work together and have access to transportation, like bicycles and cars. strong focus on protecting sensitive lands like trees and streams.

Good neighborhoods. More diversity.

Keeping the diversity of the city.

A carefully controlled diversity, maintaining all of the good programs. We need a broad range of future businesses. We also have to work on transportation. Streetcars are not the answer. We need advanced transportation and long-term effective transportation.

Diversity.

Being open to diversity.

Diversity.

I think they need to focus a little bit more on diversity, especially housing. Especially for lower-income households, mid-to-lower-income, not lower-lower.

Diversification.

Diversity, it would be nice if Lake Oswego was not the whitest place in Oregon.

It would be nice if it was more diverse in terms of ethnicities, heritages and ages.

Quality of life for all ages and levels, especially senior citizens. No public transportation at the moment.

#### **ENSURE QUALITY OF LIFE/ LIVABILITY**

Quality of life for the residents, protect our natural resources, good schools, connections between businesses, safe walkways, farmers' markets.

Quality of life.

Livability.

The core value is livability. The whole statement is around livability and people's needs.

Livability, affordability and the community.

Livability.

Livability, it is a balance of all the facts that I read in the survey.

Quality of life, preserving contact with the roots of the city that made the city great.

Livability.

Livability, access to business, walkability and good schools.

Sustainability – sustain the values that we already have, the ones that we’ve already grown up with. Sustain the original value of a sense of community, a sense of workability, small town values.

**GOOD GOVERNMENT/ ACCESSIBLE GOVERNMENT**

Responsibility of government.

Limiting the size and intrusiveness of the city government.

They should pay attention to the community because they don’t. The decision-makers should pay attention to what they want because they currently don’t.

Honesty – honest government at City Hall, honest taxation issues. Our tax dollars shouldn’t be going to these ridiculous trolley and park projects. Real estate prices are going up and our taxes keep going up.

Local government needs to be more responsive to the local residents, I’m very concerned about the Sensitive Lands arrangement. The City ignored the issue completely and they went forward recently, disregarding many citizens who asked to postpone this plan. They refused to postpone, and followed through with the plan as they made it. They are dismissive, but regardless of the issues, the government doesn’t get to play god. They should involve everyone for the issues that the citizens are concerned with.

Responsive government.

Responsiveness to residents’ concerns and needs, rather than arrogantly allowing City staff to blatantly disregard codes that protect the characters of the neighborhoods and obstruct accesses for seniors, in order for parks and staff to focus on personal interests rather than their professional responsibilities to the communities. The lack of fiscal responsibility, professional and ethical conduct regarding City staff is appalling and unacceptable, as is the condescension with which City staff treats residents.

Taking care of [the City’s] business.

Communication – gathering a broad perspective of communities for choices and making decisions and moving forward.

A government that respects all its constituents. A government that focuses on its core business, for example, public safety and quality of life including parks, libraries, and transportation.

**MAKE SURE FAMILY-FRIENDLY**

A community that families can live in.

There needs to be more affordable housing so that we can attract young families to our communities, as well as senior citizens.

Make it possible for younger residents to move in, [because there is] an aging population.

Make sure family values are still strong.

Getting younger families into Lake Oswego.

It's a family-oriented city. Keeping everything community-based for people of all ages.

The family-oriented culture of the city.

#### **MAINTAIN SMALL TOWN FEEL**

The identity and unique way of the town and how it was designed.

I think it should be to keep it more like a village. The feel of a village/small town; a community that works with each other and doesn't turn into another Beaverton. Keep this a great place for the next generation to live in.

Small-town nature.

#### **LIMIT GROWTH**

The livability, not so much growth.

Livability – they need to try to restrict development and growth. If they don't, it won't be what it is today.

Control development, maintain good living, public transportation, and light rail.

Noncommercial – the expansion is excessive. I don't really care to see the village grow larger and I don't want to see sidewalks. There are more bike lanes than we already have and it is not necessary.

Don't increase the population density, no vacant land.

Limited growth.

#### **ADD BIKE/WALKING PATHS**

More activities for bikers.

#### **CONCENTRATE ON ECONOMY/JOB**

The economy – the fact that there is a good economy.

Jobs – provide employers with the opportunity to employ.

Balancing economic and livability, [such as with the opposing views that] there are not enough trees, or there are too many trees. The adult center is not accessible to public transportation.

Economic development.

Vibrant jobs and a broad economic base for business.

The economy and keeping jobs. It's very difficult for me to find a job these days. I wish more were available.

#### **BE BUSINESS-FRIENDLY**

They need to keep it business-friendly.

Encouraging businesses to operate in Oswego. Education, physical activities, safety, attractiveness.

Business friendliness.

#### **ENSURE SUSTAINABILITY**

Sustainability.

Sustainability.

Sustainability in the city.

Sustainability.

Sustainability.

Sustainability, taking care of the environment for the future generations.

#### **ALL OTHER CATEGORIES COMBINED**

I think it's important that the city services should be left in the downtown core. It's also important that Lake Oswego be part of mass transportation and embrace the streetcar.

I think our libraries are very important. I think that education should stay very important and transportation, like the buses and walkways, should remain very important since the cars aren't doing so good in prices.

I think they should keep Luscher Farm.



Transportation and roads. The roads need to be widened and there needs to be better bus transportation.

For the community, they need to remember [that we] work during the day, especially the women. School events, classes they provide are during the day, and we are working full-time. We can't get there, so they need to have them later. The whole point is when they plan events, everything is always during the day and we cannot participate. I recommend that they extend the farmers' market to Sunday.

More convenient access to our roads and streets.

Treat all people fairly and equally. Provide facilities that are needed for all families.

I think there's a great inequality in Lake Oswego. The west end is a slum compared to the east end and the entire city of Lake Oswego is the highest income city in the whole state. It looks shameful that the west doesn't compare to the rest of Lake Oswego and the city members need to do something like that. It needs to all look the same.

I would say an inclusive community.

Fairness with all residents. If they are living on main roads or city roads, there are different standards. They should have the same standards. They should not discriminate.

The internal part of a whole community and [that] they're not isolated.

Not forgetting the younger generation. Incorporate new growth.

Sustainability for what we have now. The current status and vision.

People need to be entrusted with their own property without government interference. Need to encourage good stewardship through education and community involvement.

I'm not really pleased with our mayor and city council. They need to respect homeowners, and make it more affordable so a lot more people could live here. They've got a high vision of what Oswego should be.

Not to have streetcars.

The accessibility and availability of all the shops in the area.

Trying to keep people here with restaurants, shopping, businesses, and activities, especially geared toward the younger generations. Then we don't have to go to Portland as much.

Preserving community.

The aspect of the community.

Integrated people involved in their community should follow through with what their intentions are for their community.

Lake Oswego can build apartment buildings downtown, and have the farmers' market all year round.

I love the way they did downtown, it's very diverse architecture.

Keep going in the direction they are going. Some people are afraid of costs and I think we have to not let money stop the city from reaching its goals. There was an article suggesting that the Luscher Farm be changed into some kind of soccer field. I think the community garden policy is more unique. I think it adds to the charm of the city as well as the needs of the city.

Integrity.

Civility.

To maintain the integrity of the city and community for people to want to live in the state of Oregon.

Something needs to be done in Lake Grove, they should not be allowing any left turn lanes over a double yellow. They do it daily in Lake Grove, the police just ignore it. That whole section needs to be widened.

One thing that has impressed me here is that they have first floor spaces. I am disabled.

Get rid of the City building.

Fitness mecca of the region.

Paying attention to people that live here.

Service to the poor.

Community events.

Personal responsibility and integrity.

Independence.

The character of neighborhoods. Traffic stays the same in neighborhoods.

Individuals need to do their part.

Dialogue with citizens within the city and USB. I want two-way dialogue. Identification, labeling, delineation, description, and discussions of all issues related to a specific neighborhood.

I would say a continued sense of place and community. Continue the city's long-range planning, the development of Foothills. Long-term improvement to recreational facilities.

**Data Printout**



# Lake Oswego 2011 Vision Survey

## Gender

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
Male	141	141	0	48	91	83	56	50	61	30	122	9	133	8	109	30
	47%	100%	0%	41%	51%	48%	44%	44%	46%	56%	47%	41%	46%	67%	46%	48%
Female	159	0	159	70	88	89	70	64	71	24	140	13	155	4	127	32
	53%	0%	100%	59%	49%	52%	56%	56%	54%	44%	53%	59%	54%	33%	54%	52%

# Lake Oswego 2011 Vision Survey

## Q3a. Do you live within Lake Oswego city limits?

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
Yes	288 96%	133 94%	155 97%	117 99%	170 95%	164 95%	122 97%	113 99%	128 97%	47 87%	251 96%	21 95%	288 100%	0 0%	227 96%	59 95%
No	12 4%	8 6%	4 3%	1 1%	9 5%	8 5%	4 3%	1 1%	4 3%	7 13%	11 4%	1 5%	0 0%	12 100%	9 4%	3 5%

## Lake Oswego 2011 Vision Survey

### Q3b. Do you live within the urban services boundary of Lake Oswego?

(Based on respondents who answered that they do not live within Lake Oswego city limits in Q3a.)

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65+	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	12	8	4	1	9	8	4	1	4	7	11	1	0	12	9	3
Yes	12	8	4	1	9	8	4	1	4	7	11	1	0	12	9	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%

# Lake Oswego 2011 Vision Survey

## Q4. What is your age, please?

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
18-44	114 38%	50 35%	64 40%	67 57%	46 26%	34 20%	78 62%	114 100%	0 0%	0 0%	94 36%	6 27%	113 39%	1 8%	89 38%	23 37%
45-64	132 44%	61 43%	71 45%	39 33%	92 51%	86 50%	46 37%	0 0%	132 100%	0 0%	121 46%	11 50%	128 44%	4 33%	111 47%	21 34%
65 Plus	54 18%	30 21%	24 15%	12 10%	41 23%	52 30%	2 2%	0 0%	0 0%	54 100%	47 18%	5 23%	47 16%	7 58%	36 15%	18 29%
Mean	51.1	51.5	50.8	46.8	53.9	57.0	43.4	35.9	54.5	74.8	52.2	53.8	50.6	63.8	51.5	50.2
SD	15.5	15.8	15.2	13.3	16.0	17.0	8.1	7.7	5.5	7.3	14.1	19.4	15.4	12.6	13.0	22.6



# Lake Oswego 2011 Vision Survey

## Q5a. Importance:

**Our top-rated schools offer an excellent education for all and reinforce the value of the community as a desirable place to raise a family.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	1 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
1	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	1 0%	0 0%	0 0%	1 2%
2	2 1%	2 1%	0 0%	1 1%	1 1%	2 1%	0 0%	0 0%	0 0%	2 4%	2 1%	0 0%	1 0%	1 8%	1 0%	1 2%
5	11 4%	6 4%	5 3%	2 2%	8 4%	8 5%	3 2%	4 4%	3 2%	4 7%	9 3%	1 5%	8 3%	3 25%	8 3%	3 5%
6	5 2%	3 2%	2 1%	1 1%	4 2%	3 2%	2 2%	2 2%	3 2%	0 0%	4 2%	1 5%	4 1%	1 8%	5 2%	0 0%
7	7 2%	4 3%	3 2%	1 1%	6 3%	3 2%	4 3%	2 2%	4 3%	1 2%	6 2%	1 5%	7 2%	0 0%	5 2%	2 3%
8	31 10%	19 13%	12 8%	8 7%	23 13%	21 12%	10 8%	8 7%	17 13%	6 11%	25 10%	4 18%	30 10%	1 8%	23 10%	8 13%
9	48 16%	31 22%	17 11%	18 15%	28 16%	31 18%	15 12%	19 17%	22 17%	7 13%	38 15%	5 23%	46 16%	2 17%	33 14%	13 21%
10	194 65%	75 53%	119 75%	86 73%	108 60%	103 60%	91 72%	78 68%	83 63%	33 61%	176 67%	10 45%	190 66%	4 33%	160 68%	34 55%
Mean	9.2	9.0	9.4	9.4	9.1	9.1	9.4	9.3	9.3	8.8	9.2	8.9	9.3	7.4	9.3	8.9
SD	1.5	1.7	1.4	1.5	1.6	1.6	1.4	1.5	1.2	2.2	1.6	1.4	1.4	2.7	1.4	1.9

# Lake Oswego 2011 Vision Survey

## Q5a. Performance:

**Our top-rated schools offer an excellent education for all and reinforce the value of the community as a desirable place to raise a family.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	3 1%	2 1%	1 1%	2 2%	1 1%	2 1%	1 1%	1 1%	1 1%	1 2%	2 1%	0 0%	3 1%	0 0%	2 1%	1 2%
1	1 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
2	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	1 0%	0 0%	0 0%	1 2%
3	3 1%	2 1%	1 1%	1 1%	2 1%	1 1%	1 1%	3 3%	0 0%	0 0%	1 0%	1 5%	3 1%	0 0%	2 1%	0 0%
4	5 2%	2 1%	3 2%	2 2%	3 2%	2 1%	3 2%	2 2%	1 1%	2 4%	5 2%	0 0%	5 2%	0 0%	4 2%	1 2%
5	26 9%	11 8%	15 9%	8 7%	17 9%	15 9%	11 9%	6 5%	14 11%	6 11%	23 9%	2 9%	23 8%	3 25%	17 7%	9 15%
6	20 7%	10 7%	10 6%	7 6%	13 7%	10 6%	10 8%	8 7%	11 8%	1 2%	20 8%	0 0%	20 7%	0 0%	20 8%	0 0%
7	36 12%	15 11%	21 13%	14 12%	22 12%	22 13%	14 11%	17 15%	15 11%	4 7%	30 11%	2 9%	34 12%	2 17%	26 11%	10 16%
8	84 28%	43 30%	41 26%	36 31%	46 26%	50 29%	33 26%	34 30%	34 26%	16 30%	74 28%	6 27%	79 27%	5 42%	63 27%	20 32%
9	56 19%	25 18%	31 19%	21 18%	35 20%	34 20%	22 17%	20 18%	26 20%	10 19%	49 19%	6 27%	54 19%	2 17%	50 21%	6 10%
10	61 20%	28 20%	33 21%	23 19%	38 21%	32 19%	29 23%	21 18%	28 21%	12 22%	54 21%	4 18%	61 21%	0 0%	47 20%	14 23%
Don't know	4 1%	2 1%	2 1%	3 3%	1 1%	3 2%	1 1%	1 1%	2 2%	1 2%	2 1%	1 5%	4 1%	0 0%	4 2%	0 0%
Mean	7.8	7.8	7.9	7.8	7.9	7.9	7.8	7.8	7.9	7.8	7.9	8.0	7.9	7.3	7.9	7.7
SD	1.9	2.0	1.9	2.0	1.9	1.9	2.0	1.9	1.8	2.2	1.9	1.8	1.9	1.5	1.8	2.1

# Lake Oswego 2011 Vision Survey

## Q5b. Importance:

**Our outstanding libraries, parks, cultural and community amenities strengthen the fabric of the community. Our library, parks, and community amenities provide a wide range of programs and special events. Public art and historic resources enrich our cultural identity.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	2 1%	1 1%	1 1%	2 2%	0 0%	1 1%	1 1%	1 1%	0 0%	1 2%	1 0%	1 5%	2 1%	0 0%	2 1%	0 0%
1	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	1 0%	0 0%	0 0%	1 2%
2	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
3	3 1%	2 1%	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%	1 1%	1 2%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
4	2 1%	1 1%	1 1%	0 0%	2 1%	2 1%	0 0%	1 1%	1 1%	0 0%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%
5	6 2%	4 3%	2 1%	3 3%	3 2%	4 2%	2 2%	3 3%	1 1%	2 4%	5 2%	0 0%	6 2%	0 0%	4 2%	2 3%
6	19 6%	12 9%	7 4%	8 7%	11 6%	11 6%	8 6%	9 8%	9 7%	1 2%	16 6%	1 5%	19 7%	0 0%	15 6%	4 6%
7	30 10%	22 16%	8 5%	13 11%	17 9%	13 8%	17 13%	18 16%	8 6%	4 7%	26 10%	2 9%	30 10%	0 0%	26 11%	4 6%
8	70 23%	28 20%	42 26%	23 19%	45 25%	40 23%	30 24%	22 19%	39 30%	9 17%	60 23%	8 36%	65 23%	5 42%	49 21%	21 34%
9	54 18%	23 16%	31 19%	23 19%	31 17%	25 15%	29 23%	21 18%	26 20%	7 13%	51 19%	3 14%	52 18%	2 17%	47 20%	7 11%
10	111 37%	45 32%	66 42%	45 38%	65 36%	73 42%	37 29%	37 32%	46 35%	28 52%	96 37%	7 32%	106 37%	5 42%	88 37%	22 35%
Don't know	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%
Mean	8.5	8.1	8.7	8.5	8.5	8.5	8.4	8.3	8.6	8.6	8.5	8.2	8.4	9.0	8.5	8.3
SD	1.8	1.9	1.5	1.9	1.7	1.8	1.7	1.8	1.5	2.2	1.7	2.2	1.8	1.0	1.7	1.8

## Lake Oswego 2011 Vision Survey

### Q5b. Performance:

**Our outstanding libraries, parks, cultural and community amenities strengthen the fabric of the community. Our library, parks, and community amenities provide a wide range of programs and special events. Public art and historic resources enrich our cultural identity.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
1	2 1%	2 1%	0 0%	0 0%	2 1%	1 1%	1 1%	0 0%	1 1%	1 2%	2 1%	0 0%	2 1%	0 0%	1 0%	1 2%
3	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	0 0%	2 2%	0 0%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%
4	3 1%	2 1%	1 1%	2 2%	1 1%	1 1%	2 2%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	3 1%	0 0%
5	22 7%	13 9%	9 6%	10 8%	12 7%	12 7%	10 8%	11 10%	7 5%	4 7%	18 7%	1 5%	21 7%	1 8%	16 7%	6 10%
6	17 6%	7 5%	10 6%	5 4%	12 7%	10 6%	7 6%	12 11%	4 3%	1 2%	13 5%	1 5%	16 6%	1 8%	12 5%	5 8%
7	51 17%	29 21%	22 14%	25 21%	26 15%	27 16%	24 19%	23 20%	20 15%	8 15%	48 18%	2 9%	50 17%	1 8%	41 17%	10 16%
8	78 26%	38 27%	40 25%	29 25%	48 27%	38 22%	39 31%	25 22%	41 31%	12 22%	69 26%	8 36%	74 26%	4 33%	62 26%	15 24%
9	58 19%	29 21%	29 18%	21 18%	35 20%	39 23%	19 15%	20 18%	24 18%	14 26%	49 19%	6 27%	55 19%	3 25%	50 21%	8 13%
10	65 22%	18 13%	47 30%	25 21%	40 22%	42 24%	23 18%	20 18%	31 23%	14 26%	57 22%	4 18%	63 22%	2 17%	48 20%	17 27%
Don't know	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%
Mean	8.0	7.6	8.3	7.9	8.0	8.1	7.8	7.7	8.1	8.2	8.0	8.3	8.0	8.1	8.0	8.0
SD	1.7	1.8	1.6	1.6	1.8	1.8	1.7	1.7	1.7	1.8	1.7	1.3	1.7	1.5	1.7	1.9

# Lake Oswego 2011 Vision Survey

## Q5c. Importance:

**We manage growth by offering attractive and compatible housing that serves a range of ages, incomes and households. Mixed-use districts that combine residential and commercial use enhance adjacent residential areas by providing access to jobs, housing, transit, entertainment, services and shopping. Higher density housing is located along transportation corridors and town centers to preserve the character of our existing neighborhoods.**

	TOTAL	Gender		Time in LO		Children		Age			Home		Location		Education	
		MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	13 4%	10 7%	3 2%	4 3%	9 5%	7 4%	6 5%	7 6%	5 4%	1 2%	10 4%	2 9%	12 4%	1 8%	11 5%	2 3%
1	11 4%	6 4%	5 3%	7 6%	4 2%	4 2%	7 6%	7 6%	2 2%	2 4%	11 4%	0 0%	10 3%	1 8%	11 5%	0 0%
2	7 2%	6 4%	1 1%	3 3%	4 2%	6 3%	1 1%	2 2%	2 2%	3 6%	6 2%	1 5%	7 2%	0 0%	5 2%	2 3%
3	7 2%	3 2%	4 3%	2 2%	5 3%	5 3%	2 2%	3 3%	3 2%	1 2%	6 2%	0 0%	7 2%	0 0%	5 2%	2 3%
4	6 2%	2 1%	4 3%	4 3%	2 1%	2 1%	4 3%	2 2%	4 3%	0 0%	6 2%	0 0%	6 2%	0 0%	4 2%	2 3%
5	23 8%	15 11%	8 5%	10 8%	13 7%	13 8%	10 8%	9 8%	8 6%	6 11%	22 8%	1 5%	23 8%	0 0%	16 7%	7 11%
6	20 7%	9 6%	11 7%	5 4%	15 8%	7 4%	13 10%	5 4%	12 9%	3 6%	19 7%	0 0%	19 7%	1 8%	17 7%	3 5%
7	45 15%	23 16%	22 14%	20 17%	24 13%	25 15%	20 16%	22 19%	18 14%	5 9%	41 16%	2 9%	43 15%	2 17%	36 15%	9 15%
8	58 19%	24 17%	34 21%	17 14%	41 23%	37 22%	21 17%	20 18%	28 21%	10 19%	49 19%	5 23%	55 19%	3 25%	45 19%	13 21%
9	31 10%	18 13%	13 8%	16 14%	15 8%	21 12%	10 8%	10 9%	16 12%	5 9%	26 10%	3 14%	29 10%	2 17%	23 10%	8 13%
10	76 25%	24 17%	52 33%	30 25%	45 25%	43 25%	32 25%	26 23%	34 26%	16 30%	64 24%	8 36%	75 26%	1 8%	62 26%	13 21%
Don't know	3 1%	1 1%	2 1%	0 0%	2 1%	2 1%	0 0%	1 1%	0 0%	2 4%	2 1%	0 0%	2 1%	1 8%	1 0%	1 2%
Mean	7.1	6.6	7.7	7.1	7.2	7.3	7.0	6.8	7.4	7.3	7.1	7.6	7.2	6.6	7.1	7.2
SD	2.8	3.0	2.5	2.9	2.8	2.8	2.9	3.0	2.6	2.8	2.8	3.1	2.8	3.2	2.9	2.5

# Lake Oswego 2011 Vision Survey

## Q5c. Performance:

**We manage growth by offering attractive and compatible housing that serves a range of ages, incomes and households. Mixed-use districts that combine residential and commercial use enhance adjacent residential areas by providing access to jobs, housing, transit, entertainment, services and shopping. Higher density housing is located along transportation corridors and town centers to preserve the character of our existing neighborhoods.**

	TOTAL	Gender		Time in LO		Children		Age			Home		Location		Education	
		MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	5 2%	4 3%	1 1%	0 0%	5 3%	5 3%	0 0%	2 2%	2 2%	1 2%	3 1%	1 5%	4 1%	1 8%	4 2%	1 2%
1	7 2%	3 2%	4 3%	3 3%	4 2%	3 2%	4 3%	2 2%	4 3%	1 2%	7 3%	0 0%	7 2%	0 0%	6 3%	1 2%
2	16 5%	6 4%	10 6%	2 2%	14 8%	12 7%	4 3%	5 4%	9 7%	2 4%	14 5%	0 0%	16 6%	0 0%	12 5%	4 6%
3	22 7%	15 11%	7 4%	9 8%	13 7%	10 6%	12 10%	11 10%	8 6%	3 6%	20 8%	1 5%	22 8%	0 0%	18 8%	4 6%
4	24 8%	12 9%	12 8%	13 11%	11 6%	12 7%	12 10%	13 11%	9 7%	2 4%	21 8%	3 14%	23 8%	1 8%	18 8%	6 10%
5	70 23%	33 23%	37 23%	33 28%	37 21%	45 26%	25 20%	23 20%	32 24%	15 28%	61 23%	4 18%	68 24%	2 17%	53 22%	17 27%
6	53 18%	22 16%	31 19%	27 23%	26 15%	23 13%	30 24%	26 23%	21 16%	6 11%	48 18%	4 18%	52 18%	1 8%	46 19%	7 11%
7	41 14%	17 12%	24 15%	11 9%	29 16%	26 15%	15 12%	9 8%	24 18%	8 15%	35 13%	6 27%	40 14%	1 8%	35 15%	6 10%
8	34 11%	12 9%	22 14%	11 9%	23 13%	20 12%	14 11%	13 11%	15 11%	6 11%	29 11%	2 9%	32 11%	2 17%	25 11%	9 15%
9	11 4%	7 5%	4 3%	4 3%	6 3%	8 5%	2 2%	4 4%	3 2%	4 7%	10 4%	0 0%	9 3%	2 17%	8 3%	2 3%
10	13 4%	8 6%	5 3%	3 3%	10 6%	6 3%	7 6%	4 4%	5 4%	4 7%	11 4%	1 5%	12 4%	1 8%	9 4%	4 6%
Don't know	4 1%	2 1%	2 1%	2 2%	1 1%	2 1%	1 1%	2 2%	0 0%	2 4%	3 1%	0 0%	3 1%	1 8%	2 1%	1 2%
Mean	5.6	5.5	5.7	5.6	5.6	5.5	5.6	5.5	5.6	6.0	5.6	5.8	5.6	6.5	5.6	5.6
SD	2.2	2.3	2.1	1.8	2.4	2.3	2.1	2.1	2.2	2.3	2.2	2.1	2.2	2.9	2.2	2.3

# Lake Oswego 2011 Vision Survey

## Q5d. Importance:

**We have safe, efficient, and convenient transportation choices. There are frequent and reliable public transportation options that make it easy to move around our city and the region. Pathways, sidewalks, and bike routes encourage residents of all neighborhoods to walk and bike safely.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	3 1%	2 1%	1 1%	2 2%	1 1%	1 1%	2 2%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	3 1%	0 0%
1	5 2%	3 2%	2 1%	1 1%	4 2%	4 2%	1 1%	0 0%	3 2%	2 4%	4 2%	1 5%	5 2%	0 0%	3 1%	2 3%
2	3 1%	3 2%	0 0%	0 0%	3 2%	2 1%	1 1%	1 1%	1 1%	1 2%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
3	3 1%	3 2%	0 0%	1 1%	2 1%	1 1%	2 2%	1 1%	1 1%	1 2%	2 1%	1 5%	3 1%	0 0%	3 1%	0 0%
4	3 1%	2 1%	1 1%	0 0%	3 2%	1 1%	2 2%	0 0%	3 2%	0 0%	3 1%	0 0%	2 1%	1 8%	3 1%	0 0%
5	16 5%	4 3%	12 8%	6 5%	10 6%	8 5%	8 6%	7 6%	6 5%	3 6%	14 5%	1 5%	15 5%	1 8%	14 6%	2 3%
6	18 6%	9 6%	9 6%	5 4%	11 6%	9 5%	9 7%	7 6%	8 6%	3 6%	17 6%	0 0%	16 6%	2 17%	15 6%	3 5%
7	30 10%	17 12%	13 8%	12 10%	18 10%	18 10%	12 10%	11 10%	13 10%	6 11%	27 10%	3 14%	30 10%	0 0%	25 11%	5 8%
8	76 25%	37 26%	39 25%	31 26%	45 25%	44 26%	32 25%	32 28%	29 22%	15 28%	66 25%	6 27%	74 26%	2 17%	56 24%	20 32%
9	43 14%	22 16%	21 13%	20 17%	23 13%	30 17%	13 10%	11 10%	26 20%	6 11%	34 13%	4 18%	39 14%	4 33%	31 13%	12 19%
10	98 33%	38 27%	60 38%	39 33%	58 32%	54 31%	42 33%	42 37%	39 30%	17 31%	87 33%	6 27%	96 33%	2 17%	79 33%	17 27%
Don't know	2 1%	1 1%	1 1%	1 1%	1 1%	0 0%	2 2%	1 1%	1 1%	0 0%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%
Mean	8.1	7.8	8.3	8.3	8.0	8.1	8.0	8.3	8.0	7.9	8.1	7.9	8.1	7.8	8.0	8.1
SD	2.1	2.3	1.9	2.0	2.2	2.1	2.2	1.9	2.3	2.3	2.1	2.3	2.1	2.0	2.2	2.0

# Lake Oswego 2011 Vision Survey

## Q5d. Performance:

**We have safe, efficient, and convenient transportation choices. There are frequent and reliable public transportation options that make it easy to move around our city and the region. Pathways, sidewalks, and bike routes encourage residents of all neighborhoods to walk and bike safely.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	2 1%	2 1%	0 0%	0 0%	2 1%	1 1%	1 1%	0 0%	2 2%	0 0%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%
1	12 4%	10 7%	2 1%	4 3%	8 4%	5 3%	7 6%	5 4%	6 5%	1 2%	10 4%	1 5%	10 3%	2 17%	10 4%	2 3%
2	12 4%	7 5%	5 3%	3 3%	9 5%	6 3%	5 4%	5 4%	5 4%	2 4%	11 4%	0 0%	12 4%	0 0%	9 4%	2 3%
3	14 5%	8 6%	6 4%	8 7%	6 3%	7 4%	7 6%	5 4%	6 5%	3 6%	14 5%	0 0%	14 5%	0 0%	14 6%	0 0%
4	39 13%	15 11%	24 15%	15 13%	23 13%	23 13%	16 13%	16 14%	18 14%	5 9%	32 12%	5 23%	36 13%	3 25%	34 14%	5 8%
5	56 19%	30 21%	26 16%	24 20%	32 18%	29 17%	27 21%	18 16%	28 21%	10 19%	50 19%	5 23%	55 19%	1 8%	43 18%	13 21%
6	49 16%	12 9%	37 23%	22 19%	26 15%	28 16%	20 16%	25 22%	19 14%	5 9%	42 16%	3 14%	48 17%	1 8%	38 16%	10 16%
7	45 15%	21 15%	24 15%	16 14%	29 16%	24 14%	21 17%	19 17%	19 14%	7 13%	38 15%	5 23%	43 15%	2 17%	38 16%	7 11%
8	35 12%	19 13%	16 10%	11 9%	24 13%	24 14%	11 9%	13 11%	13 10%	9 17%	33 13%	1 5%	35 12%	0 0%	25 11%	10 16%
9	17 6%	10 7%	7 4%	8 7%	9 5%	12 7%	5 4%	4 4%	8 6%	5 9%	12 5%	2 9%	15 5%	2 17%	10 4%	7 11%
10	15 5%	6 4%	9 6%	6 5%	9 5%	11 6%	4 3%	3 3%	7 5%	5 9%	14 5%	0 0%	15 5%	0 0%	10 4%	5 8%
Don't know	4 1%	1 1%	3 2%	1 1%	2 1%	2 1%	2 2%	1 1%	1 1%	2 4%	4 2%	0 0%	3 1%	1 8%	3 1%	1 2%
Mean	5.8	5.6	5.9	5.8	5.8	6.0	5.5	5.6	5.6	6.3	5.7	5.7	5.8	5.2	5.6	6.4
SD	2.2	2.5	2.0	2.1	2.3	2.2	2.2	2.1	2.3	2.3	2.2	1.9	2.2	2.8	2.2	2.2



# Lake Oswego 2011 Vision Survey

## Q5e. Importance:

**We are a community where people can live, work, play and meet daily needs for goods and services.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65+	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	4 1%	2 1%	2 1%	3 3%	1 1%	1 1%	3 2%	1 1%	2 2%	1 2%	3 1%	1 5%	4 1%	0 0%	4 2%	0 0%
2	5 2%	4 3%	1 1%	0 0%	5 3%	4 2%	1 1%	1 1%	3 2%	1 2%	4 2%	0 0%	5 2%	0 0%	3 1%	2 3%
3	3 1%	3 2%	0 0%	0 0%	3 2%	1 1%	2 2%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	3 1%	0 0%
4	3 1%	2 1%	1 1%	1 1%	2 1%	3 2%	0 0%	1 1%	1 1%	1 2%	2 1%	0 0%	3 1%	0 0%	1 0%	2 3%
5	23 8%	12 9%	11 7%	7 6%	16 9%	14 8%	9 7%	7 6%	12 9%	4 7%	22 8%	0 0%	22 8%	1 8%	19 8%	4 6%
6	21 7%	13 9%	8 5%	9 8%	12 7%	11 6%	10 8%	10 9%	11 8%	0 0%	16 6%	3 14%	20 7%	1 8%	17 7%	4 6%
7	45 15%	23 16%	22 14%	13 11%	32 18%	24 14%	21 17%	15 13%	21 16%	9 17%	41 16%	4 18%	45 16%	0 0%	39 17%	6 10%
8	58 19%	32 23%	26 16%	27 23%	31 17%	33 19%	24 19%	25 22%	28 21%	5 9%	48 18%	7 32%	55 19%	3 25%	41 17%	16 26%
9	43 14%	15 11%	28 18%	21 18%	21 12%	25 15%	18 14%	16 14%	19 14%	8 15%	36 14%	3 14%	40 14%	3 25%	34 14%	9 15%
10	93 31%	35 25%	58 36%	36 31%	55 31%	54 31%	38 30%	37 32%	33 25%	23 43%	87 33%	3 14%	89 31%	4 33%	74 31%	18 29%
Don't know	2 1%	0 0%	2 1%	1 1%	1 1%	2 1%	0 0%	0 0%	0 0%	2 4%	0 0%	1 5%	2 1%	0 0%	1 0%	1 2%
Mean	7.9	7.6	8.3	8.1	7.8	8.0	7.9	8.1	7.7	8.3	8.0	7.6	7.9	8.5	7.9	8.0
SD	2.1	2.2	1.9	2.0	2.1	2.1	2.2	1.9	2.2	2.2	2.1	2.1	2.1	1.6	2.1	2.0

# Lake Oswego 2011 Vision Survey

## Q5e. Performance:

We are a community where people can live, work, play and meet daily needs for goods and services.

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 2%
1	1 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
2	5 2%	3 2%	2 1%	0 0%	5 3%	3 2%	2 2%	0 0%	3 2%	2 4%	5 2%	0 0%	5 2%	0 0%	4 2%	1 2%
3	9 3%	6 4%	3 2%	5 4%	4 2%	6 3%	3 2%	2 2%	5 4%	2 4%	8 3%	1 5%	8 3%	1 8%	8 3%	1 2%
4	13 4%	8 6%	5 3%	3 3%	10 6%	7 4%	6 5%	6 5%	3 2%	4 7%	11 4%	1 5%	12 4%	1 8%	6 3%	7 11%
5	24 8%	9 6%	15 9%	10 8%	14 8%	12 7%	12 10%	8 7%	14 11%	2 4%	23 9%	0 0%	23 8%	1 8%	22 9%	2 3%
6	45 15%	30 21%	15 9%	21 18%	24 13%	20 12%	25 20%	18 16%	24 18%	3 6%	37 14%	5 23%	43 15%	2 17%	37 16%	8 13%
7	63 21%	23 16%	40 25%	21 18%	40 22%	44 26%	19 15%	20 18%	27 20%	16 30%	55 21%	6 27%	60 21%	3 25%	51 22%	12 19%
8	74 25%	34 24%	40 25%	30 25%	43 24%	41 24%	31 25%	30 26%	34 26%	10 19%	63 24%	4 18%	72 25%	2 17%	54 23%	18 29%
9	25 8%	7 5%	18 11%	13 11%	12 7%	12 7%	13 10%	16 14%	6 5%	3 6%	23 9%	2 9%	24 8%	1 8%	23 10%	2 3%
10	38 13%	19 13%	19 12%	14 12%	24 13%	24 14%	14 11%	12 11%	15 11%	11 20%	35 13%	2 9%	37 13%	1 8%	29 12%	9 15%
Don't know	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	0 0%	1 2%	1 0%	1 5%	2 1%	0 0%	1 0%	1 2%
Mean	7.1	6.9	7.3	7.2	7.0	7.1	7.1	7.3	6.9	7.2	7.1	7.1	7.1	6.7	7.1	7.0
SD	1.9	2.1	1.8	1.8	2.1	2.0	1.9	1.8	1.9	2.2	1.9	1.7	1.9	2.0	1.9	2.1

## Lake Oswego 2011 Vision Survey

### Q5f. Importance:

**We build on the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy.  
We are business-friendly and a regional model for employment and mixed-use centers that attract quality jobs.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	9 3%	5 4%	4 3%	5 4%	4 2%	5 3%	4 3%	4 4%	3 2%	2 4%	7 3%	2 9%	8 3%	1 8%	9 4%	0 0%
1	1 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
2	2 1%	2 1%	0 0%	0 0%	2 1%	2 1%	0 0%	0 0%	1 1%	1 2%	2 1%	0 0%	2 1%	0 0%	0 0%	2 3%
3	7 2%	1 1%	6 4%	2 2%	5 3%	6 3%	1 1%	0 0%	6 5%	1 2%	6 2%	1 5%	7 2%	0 0%	7 3%	0 0%
4	5 2%	4 3%	1 1%	0 0%	5 3%	3 2%	2 2%	2 2%	2 2%	1 2%	3 1%	1 5%	4 1%	1 8%	4 2%	1 2%
5	24 8%	11 8%	13 8%	10 8%	13 7%	10 6%	14 11%	10 9%	11 8%	3 6%	22 8%	2 9%	23 8%	1 8%	19 8%	5 8%
6	22 7%	13 9%	9 6%	10 8%	12 7%	9 5%	13 10%	10 9%	9 7%	3 6%	20 8%	2 9%	22 8%	0 0%	17 7%	5 8%
7	46 15%	25 18%	21 13%	15 13%	30 17%	27 16%	19 15%	18 16%	21 16%	7 13%	36 14%	6 27%	44 15%	2 17%	35 15%	11 18%
8	73 24%	30 21%	43 27%	29 25%	44 25%	41 24%	32 25%	28 25%	31 23%	14 26%	68 26%	3 14%	71 25%	2 17%	57 24%	16 26%
9	38 13%	17 12%	21 13%	19 16%	19 11%	22 13%	16 13%	16 14%	18 14%	4 7%	32 12%	2 9%	37 13%	1 8%	33 14%	5 8%
10	70 23%	32 23%	38 24%	27 23%	42 23%	43 25%	25 20%	25 22%	29 22%	16 30%	63 24%	2 9%	66 23%	4 33%	51 22%	17 27%
Don't know	3 1%	0 0%	3 2%	0 0%	3 2%	3 2%	0 0%	1 1%	0 0%	2 4%	2 1%	1 5%	3 1%	0 0%	3 1%	0 0%
Mean	7.6	7.4	7.7	7.6	7.6	7.6	7.5	7.6	7.5	7.7	7.6	6.3	7.6	7.3	7.5	7.8
SD	2.3	2.4	2.2	2.4	2.2	2.4	2.2	2.2	2.3	2.5	2.3	2.8	2.3	3.1	2.4	2.0

# Lake Oswego 2011 Vision Survey

## Q5f. Performance:

**We build on the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy.  
We are business-friendly and a regional model for employment and mixed-use centers that attract quality jobs.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	3 1%	3 2%	0 0%	1 1%	2 1%	2 1%	1 1%	0 0%	3 2%	0 0%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
1	5 2%	4 3%	1 1%	4 3%	1 1%	3 2%	2 2%	0 0%	4 3%	1 2%	5 2%	0 0%	4 1%	1 8%	5 2%	0 0%
2	10 3%	3 2%	7 4%	2 2%	8 4%	8 5%	2 2%	1 1%	7 5%	2 4%	9 3%	1 5%	9 3%	1 8%	8 3%	2 3%
3	13 4%	10 7%	3 2%	2 2%	11 6%	7 4%	5 4%	7 6%	4 3%	2 4%	11 4%	0 0%	12 4%	1 8%	11 5%	1 2%
4	30 10%	20 14%	10 6%	11 9%	19 11%	15 9%	15 12%	13 11%	12 9%	5 9%	27 10%	0 0%	30 10%	0 0%	24 10%	6 10%
5	58 19%	22 16%	36 23%	26 22%	30 17%	33 19%	25 20%	21 18%	25 19%	12 22%	51 19%	5 23%	54 19%	4 33%	45 19%	13 21%
6	50 17%	21 15%	29 18%	21 18%	29 16%	28 16%	22 17%	21 18%	22 17%	7 13%	42 16%	4 18%	49 17%	1 8%	37 16%	13 21%
7	62 21%	31 22%	31 19%	23 19%	39 22%	35 20%	27 21%	26 23%	27 20%	9 17%	55 21%	6 27%	59 20%	3 25%	46 19%	16 26%
8	44 15%	16 11%	28 18%	20 17%	23 13%	25 15%	18 14%	19 17%	16 12%	9 17%	38 15%	3 14%	44 15%	0 0%	37 16%	6 10%
9	5 2%	2 1%	3 2%	0 0%	5 3%	3 2%	2 2%	1 1%	3 2%	1 2%	4 2%	0 0%	4 1%	1 8%	2 1%	3 5%
10	7 2%	4 3%	3 2%	2 2%	5 3%	5 3%	2 2%	1 1%	4 3%	2 4%	7 3%	0 0%	7 2%	0 0%	6 3%	1 2%
Don't know	13 4%	5 4%	8 5%	6 5%	7 4%	8 5%	5 4%	4 4%	5 4%	4 7%	10 4%	3 14%	13 5%	0 0%	13 6%	0 0%
Mean	5.8	5.6	6.1	5.8	5.8	5.8	5.9	6.0	5.7	5.9	5.8	6.2	5.9	5.2	5.8	6.0
SD	1.9	2.1	1.7	1.9	2.0	2.0	1.8	1.6	2.2	2.0	2.0	1.5	1.9	2.3	2.0	1.8

# Lake Oswego 2011 Vision Survey

## Q5g. Importance:

**We are good stewards of our environment. Our urban forest, natural areas and watersheds are valued and cared for as essential environmental, economic, and cultural assets.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	5 2%	4 3%	1 1%	2 2%	3 2%	2 1%	3 2%	3 3%	2 2%	0 0%	5 2%	0 0%	5 2%	0 0%	5 2%	0 0%
1	3 1%	3 2%	0 0%	2 2%	1 1%	2 1%	1 1%	1 1%	1 1%	1 2%	3 1%	0 0%	2 1%	1 8%	3 1%	0 0%
2	6 2%	4 3%	2 1%	1 1%	5 3%	5 3%	1 1%	1 1%	2 2%	3 6%	4 2%	2 9%	5 2%	1 8%	3 1%	3 5%
3	5 2%	4 3%	1 1%	3 3%	2 1%	2 1%	3 2%	2 2%	1 1%	2 4%	4 2%	1 5%	5 2%	0 0%	5 2%	0 0%
4	9 3%	7 5%	2 1%	3 3%	6 3%	5 3%	4 3%	6 5%	3 2%	0 0%	7 3%	0 0%	9 3%	0 0%	6 3%	3 5%
5	14 5%	7 5%	7 4%	4 3%	10 6%	10 6%	4 3%	2 2%	10 8%	2 4%	14 5%	0 0%	13 5%	1 8%	10 4%	4 6%
6	5 2%	2 1%	3 2%	2 2%	3 2%	2 1%	3 2%	2 2%	3 2%	0 0%	5 2%	0 0%	5 2%	0 0%	4 2%	1 2%
7	47 16%	20 14%	27 17%	22 19%	23 13%	20 12%	27 21%	21 18%	21 16%	5 9%	43 16%	2 9%	45 16%	2 17%	36 15%	11 18%
8	55 18%	24 17%	31 19%	19 16%	36 20%	30 17%	25 20%	19 17%	25 19%	11 20%	48 18%	4 18%	51 18%	4 33%	44 19%	11 18%
9	36 12%	24 17%	12 8%	15 13%	20 11%	22 13%	12 10%	20 18%	10 8%	6 11%	25 10%	5 23%	35 12%	1 8%	27 11%	7 11%
10	115 38%	42 30%	73 46%	45 38%	70 39%	72 42%	43 34%	37 32%	54 41%	24 44%	104 40%	8 36%	113 39%	2 17%	93 39%	22 35%
Mean	8.0	7.6	8.4	8.0	8.0	8.1	7.9	7.9	8.1	8.1	8.0	8.1	8.1	6.9	8.0	7.9
SD	2.3	2.7	1.9	2.3	2.4	2.4	2.3	2.4	2.3	2.5	2.4	2.5	2.3	2.9	2.4	2.2

# Lake Oswego 2011 Vision Survey

## Q5g. Performance:

**We are good stewards of our environment. Our urban forest, natural areas and watersheds are valued and cared for as essential environmental, economic, and cultural assets.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	8 3%	6 4%	2 1%	4 3%	4 2%	6 3%	2 2%	2 2%	4 3%	2 4%	6 2%	2 9%	7 2%	1 8%	7 3%	1 2%
1	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	0 0%	1 1%	1 2%	2 1%	0 0%	2 1%	0 0%	1 0%	1 2%
2	7 2%	4 3%	3 2%	1 1%	6 3%	5 3%	2 2%	1 1%	5 4%	1 2%	6 2%	0 0%	7 2%	0 0%	5 2%	2 3%
3	5 2%	3 2%	2 1%	2 2%	3 2%	4 2%	1 1%	2 2%	2 2%	1 2%	5 2%	0 0%	5 2%	0 0%	5 2%	0 0%
4	13 4%	5 4%	8 5%	3 3%	10 6%	7 4%	5 4%	3 3%	8 6%	2 4%	10 4%	1 5%	13 5%	0 0%	9 4%	3 5%
5	23 8%	12 9%	11 7%	6 5%	16 9%	16 9%	7 6%	7 6%	10 8%	6 11%	21 8%	1 5%	19 7%	4 33%	15 6%	8 13%
6	28 9%	13 9%	15 9%	12 10%	16 9%	16 9%	12 10%	12 11%	12 9%	4 7%	25 10%	3 14%	28 10%	0 0%	23 10%	5 8%
7	69 23%	29 21%	40 25%	32 27%	36 20%	33 19%	36 29%	31 27%	30 23%	8 15%	58 22%	6 27%	66 23%	3 25%	54 23%	15 24%
8	72 24%	33 23%	39 25%	27 23%	44 25%	42 24%	29 23%	30 26%	28 21%	14 26%	63 24%	3 14%	71 25%	1 8%	58 25%	13 21%
9	38 13%	19 13%	19 12%	15 13%	23 13%	24 14%	14 11%	13 11%	16 12%	9 17%	34 13%	4 18%	35 12%	3 25%	31 13%	7 11%
10	33 11%	14 10%	19 12%	14 12%	19 11%	17 10%	16 13%	12 11%	15 11%	6 11%	30 11%	2 9%	33 11%	0 0%	26 11%	7 11%
Don't know	2 1%	2 1%	0 0%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	0 0%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%
Mean	7.0	6.9	7.2	7.2	7.0	6.9	7.2	7.3	6.9	7.0	7.1	6.8	7.1	6.3	7.1	6.9
SD	2.2	2.4	2.0	2.2	2.3	2.4	2.0	1.9	2.4	2.5	2.2	2.7	2.2	2.6	2.2	2.2

# Lake Oswego 2011 Vision Survey

## Q5h. Importance:

**We are recognized for effectively balancing today's community needs with the need to preserve clean air, water and land resources for future generations.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	4 1%	3 2%	1 1%	3 3%	1 1%	1 1%	3 2%	2 2%	1 1%	1 2%	3 1%	1 5%	4 1%	0 0%	4 2%	0 0%
1	3 1%	2 1%	1 1%	0 0%	3 2%	1 1%	2 2%	0 0%	2 2%	1 2%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
2	3 1%	3 2%	0 0%	0 0%	3 2%	3 2%	0 0%	0 0%	2 2%	1 2%	2 1%	1 5%	2 1%	1 8%	2 1%	1 2%
3	4 1%	3 2%	1 1%	1 1%	3 2%	2 1%	2 2%	0 0%	3 2%	1 2%	4 2%	0 0%	4 1%	0 0%	2 1%	2 3%
4	11 4%	8 6%	3 2%	3 3%	8 4%	7 4%	4 3%	6 5%	4 3%	1 2%	10 4%	0 0%	11 4%	0 0%	9 4%	2 3%
5	16 5%	8 6%	8 5%	8 7%	8 4%	9 5%	7 6%	6 5%	5 4%	5 9%	15 6%	0 0%	13 5%	3 25%	14 6%	2 3%
6	15 5%	8 6%	7 4%	6 5%	9 5%	7 4%	8 6%	7 6%	8 6%	0 0%	15 6%	0 0%	15 5%	0 0%	13 6%	2 3%
7	26 9%	12 9%	14 9%	12 10%	13 7%	15 9%	11 9%	11 10%	12 9%	3 6%	21 8%	4 18%	24 8%	2 17%	22 9%	4 6%
8	62 21%	23 16%	39 25%	22 19%	39 22%	33 19%	29 23%	22 19%	27 20%	13 24%	53 20%	6 27%	59 20%	3 25%	45 19%	17 27%
9	40 13%	20 14%	20 13%	18 15%	22 12%	20 12%	20 16%	18 16%	16 12%	6 11%	35 13%	3 14%	40 14%	0 0%	32 14%	8 13%
10	114 38%	50 35%	64 40%	43 36%	70 39%	74 43%	38 30%	40 35%	52 39%	22 41%	99 38%	7 32%	111 39%	3 25%	89 38%	23 37%
Don't know	2 1%	1 1%	1 1%	2 2%	0 0%	0 0%	2 2%	2 2%	0 0%	0 0%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%
Mean	8.1	7.8	8.4	8.1	8.1	8.2	7.9	8.1	8.1	8.0	8.1	8.0	8.1	7.1	8.1	8.1
SD	2.3	2.6	1.9	2.2	2.3	2.2	2.4	2.1	2.3	2.5	2.3	2.5	2.2	2.5	2.3	2.2

# Lake Oswego 2011 Vision Survey

## Q5h. Performance:

**We are recognized for effectively balancing today's community needs with the need to preserve clean air, water and land resources for future generations.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	2 1%	2 1%	0 0%	0 0%	2 1%	1 1%	1 1%	0 0%	2 2%	0 0%	1 0%	1 5%	1 0%	1 8%	2 1%	0 0%
1	3 1%	1 1%	2 1%	2 2%	1 1%	1 1%	2 2%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	3 1%	0 0%
2	8 3%	4 3%	4 3%	2 2%	6 3%	4 2%	4 3%	1 1%	6 5%	1 2%	8 3%	0 0%	8 3%	0 0%	7 3%	1 2%
3	3 1%	2 1%	1 1%	1 1%	2 1%	0 0%	3 2%	0 0%	3 2%	0 0%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
4	11 4%	6 4%	5 3%	4 3%	7 4%	4 2%	7 6%	7 6%	3 2%	1 2%	10 4%	0 0%	10 3%	1 8%	9 4%	2 3%
5	36 12%	23 16%	13 8%	12 10%	23 13%	18 10%	17 13%	11 10%	14 11%	11 20%	32 12%	1 5%	33 11%	3 25%	28 12%	7 11%
6	42 14%	17 12%	25 16%	18 15%	23 13%	26 15%	16 13%	17 15%	19 14%	6 11%	37 14%	4 18%	41 14%	1 8%	37 16%	5 8%
7	67 22%	34 24%	33 21%	29 25%	38 21%	45 26%	22 17%	32 28%	23 17%	12 22%	57 22%	6 27%	64 22%	3 25%	52 22%	15 24%
8	71 24%	25 18%	46 29%	31 26%	39 22%	39 23%	31 25%	29 25%	33 25%	9 17%	59 23%	6 27%	69 24%	2 17%	57 24%	13 21%
9	23 8%	11 8%	12 8%	5 4%	18 10%	15 9%	8 6%	4 4%	13 10%	6 11%	21 8%	2 9%	23 8%	0 0%	16 7%	7 11%
10	27 9%	14 10%	13 8%	9 8%	18 10%	15 9%	12 10%	9 8%	13 10%	5 9%	24 9%	2 9%	26 9%	1 8%	18 8%	9 15%
Don't know	7 2%	2 1%	5 3%	5 4%	2 1%	4 2%	3 2%	3 3%	1 1%	3 6%	7 3%	0 0%	7 2%	0 0%	5 2%	2 3%
Mean	6.9	6.7	7.0	6.9	6.9	7.0	6.7	6.9	6.8	7.0	6.9	7.1	6.9	6.0	6.8	7.3
SD	2.0	2.1	1.8	1.8	2.1	1.8	2.2	1.7	2.3	1.8	2.0	2.1	1.9	2.5	2.0	1.9



# Lake Oswego 2011 Vision Survey

## Q5i. Importance:

**Our community supports lifelong active and healthy living. There are opportunities for active lifestyles that promote the health and social interaction of our residents. Easily-available foods from local community gardens and farmers' markets support healthy nutrition for all.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	6 2%	4 3%	2 1%	2 2%	4 2%	4 2%	2 2%	4 4%	0 0%	2 4%	4 2%	1 5%	6 2%	0 0%	5 2%	1 2%
1	1 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
2	3 1%	2 1%	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%	1 1%	1 2%	3 1%	0 0%	3 1%	0 0%	3 1%	0 0%
3	6 2%	5 4%	1 1%	4 3%	2 1%	3 2%	3 2%	3 3%	2 2%	1 2%	6 2%	0 0%	6 2%	0 0%	5 2%	1 2%
4	7 2%	4 3%	3 2%	3 3%	4 2%	3 2%	4 3%	4 4%	2 2%	1 2%	7 3%	0 0%	7 2%	0 0%	6 3%	1 2%
5	15 5%	9 6%	6 4%	4 3%	10 6%	8 5%	7 6%	3 3%	9 7%	3 6%	15 6%	0 0%	13 5%	2 17%	10 4%	5 8%
6	22 7%	12 9%	10 6%	10 8%	12 7%	11 6%	11 9%	10 9%	11 8%	1 2%	17 6%	5 23%	21 7%	1 8%	21 9%	1 2%
7	37 12%	14 10%	23 14%	15 13%	21 12%	16 9%	21 17%	17 15%	18 14%	2 4%	32 12%	5 23%	36 13%	1 8%	28 12%	9 15%
8	79 26%	40 28%	39 25%	31 26%	48 27%	48 28%	31 25%	28 25%	38 29%	13 24%	65 25%	8 36%	76 26%	3 25%	58 25%	21 34%
9	40 13%	17 12%	23 14%	18 15%	22 12%	23 13%	17 13%	18 16%	16 12%	6 11%	37 14%	1 5%	38 13%	2 17%	33 14%	7 11%
10	81 27%	33 23%	48 30%	29 25%	51 28%	52 30%	28 22%	24 21%	33 25%	24 44%	73 28%	2 9%	78 27%	3 25%	64 27%	16 26%
Don't know	3 1%	1 1%	2 1%	1 1%	2 1%	1 1%	1 1%	2 2%	1 1%	0 0%	2 1%	0 0%	3 1%	0 0%	2 1%	0 0%
Mean	7.8	7.5	8.1	7.8	7.8	7.9	7.6	7.6	7.9	8.2	7.8	7.2	7.8	7.9	7.8	7.9
SD	2.2	2.4	2.0	2.1	2.2	2.3	2.1	2.3	1.9	2.5	2.2	2.0	2.2	1.8	2.2	2.0

# Lake Oswego 2011 Vision Survey

## Q5i. Performance:

**Our community supports lifelong active and healthy living. There are opportunities for active lifestyles that promote the health and social interaction of our residents. Easily-available foods from local community gardens and farmers' markets support healthy nutrition for all.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
1	1 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
2	1 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
3	8 3%	6 4%	2 1%	2 2%	6 3%	6 3%	2 2%	2 2%	4 3%	2 4%	8 3%	0 0%	8 3%	0 0%	7 3%	1 2%
4	9 3%	7 5%	2 1%	3 3%	6 3%	5 3%	4 3%	4 4%	4 3%	1 2%	8 3%	1 5%	9 3%	0 0%	8 3%	1 2%
5	26 9%	15 11%	11 7%	9 8%	17 9%	18 10%	8 6%	8 7%	12 9%	6 11%	24 9%	1 5%	25 9%	1 8%	19 8%	7 11%
6	46 15%	24 17%	22 14%	20 17%	24 13%	19 11%	27 21%	20 18%	21 16%	5 9%	40 15%	3 14%	43 15%	3 25%	35 15%	11 18%
7	54 18%	25 18%	29 18%	19 16%	35 20%	31 18%	23 18%	22 19%	24 18%	8 15%	45 17%	7 32%	54 19%	0 0%	47 20%	7 11%
8	72 24%	32 23%	40 25%	28 24%	44 25%	41 24%	31 25%	25 22%	34 26%	13 24%	62 24%	8 36%	65 23%	7 58%	58 25%	14 23%
9	34 11%	7 5%	27 17%	15 13%	18 10%	19 11%	14 11%	17 15%	14 11%	3 6%	30 11%	1 5%	33 11%	1 8%	24 10%	9 15%
10	45 15%	22 16%	23 14%	20 17%	25 14%	29 17%	16 13%	14 12%	17 13%	14 26%	40 15%	1 5%	45 16%	0 0%	33 14%	12 19%
Don't know	4 1%	2 1%	2 1%	1 1%	3 2%	2 1%	1 1%	2 2%	1 1%	1 2%	3 1%	0 0%	4 1%	0 0%	3 1%	0 0%
Mean	7.4	7.1	7.6	7.5	7.3	7.4	7.4	7.4	7.3	7.5	7.3	7.2	7.4	7.3	7.3	7.6
SD	1.8	2.0	1.7	1.8	1.9	2.0	1.7	1.7	1.8	2.1	1.9	1.3	1.9	1.2	1.8	1.8

# Lake Oswego 2011 Vision Survey

## Q5j. Importance:

**Our community is a safe and peaceful place to live. We are known for excellent public safety response systems that work together with an involved community to ensure peace and safety.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	3 1%	2 1%	1 1%	3 3%	0 0%	1 1%	2 2%	1 1%	1 1%	1 2%	2 1%	1 5%	3 1%	0 0%	3 1%	0 0%
1	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	1 0%	0 0%	0 0%	1 2%
2	1 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
4	4 1%	3 2%	1 1%	1 1%	3 2%	4 2%	0 0%	3 3%	1 1%	0 0%	1 0%	0 0%	4 1%	0 0%	2 1%	2 3%
5	4 1%	2 1%	2 1%	1 1%	3 2%	1 1%	3 2%	3 3%	1 1%	0 0%	4 2%	0 0%	4 1%	0 0%	3 1%	1 2%
6	8 3%	5 4%	3 2%	2 2%	6 3%	4 2%	4 3%	4 4%	2 2%	2 4%	7 3%	1 5%	7 2%	1 8%	6 3%	2 3%
7	19 6%	9 6%	10 6%	7 6%	11 6%	14 8%	5 4%	7 6%	7 5%	5 9%	15 6%	2 9%	17 6%	2 17%	11 5%	8 13%
8	42 14%	22 16%	20 13%	21 18%	21 12%	20 12%	22 17%	13 11%	22 17%	7 13%	38 15%	3 14%	39 14%	3 25%	32 14%	10 16%
9	57 19%	34 24%	23 14%	22 19%	33 18%	34 20%	22 17%	22 19%	28 21%	7 13%	48 18%	7 32%	55 19%	2 17%	48 20%	8 13%
10	160 53%	62 44%	98 62%	60 51%	100 56%	91 53%	68 54%	61 54%	69 52%	30 56%	144 55%	8 36%	156 54%	4 33%	129 55%	30 48%
Don't know	1 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
Mean	8.9	8.7	9.2	8.8	9.0	8.9	9.0	8.9	9.0	8.8	9.0	8.5	8.9	8.5	9.0	8.6
SD	1.7	1.9	1.4	2.0	1.5	1.7	1.7	1.7	1.5	2.0	1.6	2.2	1.7	1.4	1.7	1.9

# Lake Oswego 2011 Vision Survey

## Q5j. Performance:

**Our community is a safe and peaceful place to live. We are known for excellent public safety response systems that work together with an involved community to ensure peace and safety.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
1	3 1%	2 1%	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%	1 1%	2 2%	2 1%	0 0%	3 1%	0 0%	2 1%	1 2%
2	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	0 8%	1 0%	0 0%	1 2%
3	2 1%	2 1%	0 0%	1 1%	1 1%	2 1%	0 0%	1 1%	0 0%	1 2%	1 0%	1 5%	2 1%	0 0%	2 1%	0 0%
4	1 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 5%	0 0%	1 8%	1 0%	0 0%
5	7 2%	4 3%	3 2%	2 2%	4 2%	5 3%	2 2%	2 2%	3 2%	2 4%	6 2%	1 5%	6 2%	1 8%	4 2%	3 5%
6	12 4%	7 5%	5 3%	3 3%	9 5%	4 2%	8 6%	5 4%	6 5%	1 2%	11 4%	0 0%	10 3%	2 17%	8 3%	4 6%
7	29 10%	13 9%	16 10%	16 14%	13 7%	18 10%	11 9%	10 9%	14 11%	5 9%	21 8%	6 27%	29 10%	0 0%	19 8%	10 16%
8	73 24%	37 26%	36 23%	26 22%	46 26%	43 25%	29 23%	25 22%	34 26%	14 26%	63 24%	5 23%	69 24%	4 33%	58 25%	14 23%
9	81 27%	38 27%	43 27%	35 30%	45 25%	48 28%	33 26%	36 32%	33 25%	12 22%	73 28%	7 32%	78 27%	3 25%	71 30%	10 16%
10	90 30%	35 25%	55 35%	33 28%	57 32%	48 28%	41 33%	33 29%	40 30%	17 31%	83 32%	1 5%	90 31%	0 0%	70 30%	19 31%
Don't know	1 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
Mean	8.5	8.3	8.7	8.5	8.5	8.4	8.6	8.6	8.5	8.3	8.6	7.6	8.6	6.8	8.6	8.1
SD	1.6	1.8	1.4	1.5	1.7	1.7	1.5	1.5	1.5	2.0	1.5	1.7	1.5	2.2	1.5	1.9

# Lake Oswego 2011 Vision Survey

## Q5k. Importance:

**Our architecture and natural setting inspire people to live here. Development respects the physical environment and meets the highest design standards to foster the distinctive character and beauty of this special place.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	4 1%	3 2%	1 1%	2 2%	2 1%	2 1%	2 2%	3 3%	0 0%	1 2%	3 1%	1 5%	4 1%	0 0%	4 2%	0 0%
1	2 1%	1 1%	1 1%	0 0%	2 1%	2 1%	0 0%	1 1%	0 0%	1 2%	1 0%	0 0%	2 1%	0 0%	1 0%	1 2%
2	3 1%	3 2%	0 0%	1 1%	2 1%	0 0%	3 2%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	3 1%	0 0%
3	8 3%	6 4%	2 1%	3 3%	5 3%	6 3%	2 2%	3 3%	4 3%	1 2%	6 2%	1 5%	7 2%	1 8%	6 3%	2 3%
4	7 2%	2 1%	5 3%	3 3%	4 2%	6 3%	1 1%	3 3%	4 3%	0 0%	5 2%	1 5%	6 2%	1 8%	5 2%	2 3%
5	23 8%	12 9%	11 7%	6 5%	16 9%	10 6%	13 10%	5 4%	13 10%	5 9%	22 8%	0 0%	21 7%	2 17%	15 6%	8 13%
6	25 8%	12 9%	13 8%	9 8%	15 8%	14 8%	11 9%	12 11%	7 5%	6 11%	22 8%	2 9%	24 8%	1 8%	17 7%	8 13%
7	45 15%	23 16%	22 14%	21 18%	24 13%	26 15%	19 15%	19 17%	18 14%	8 15%	38 15%	5 23%	43 15%	2 17%	35 15%	10 16%
8	74 25%	32 23%	42 26%	29 25%	45 25%	40 23%	34 27%	27 24%	37 28%	10 19%	65 25%	5 23%	73 25%	1 8%	56 24%	18 29%
9	40 13%	18 13%	22 14%	15 13%	25 14%	26 15%	14 11%	18 16%	16 12%	6 11%	33 13%	5 23%	38 13%	2 17%	35 15%	5 8%
10	67 22%	27 19%	40 25%	28 24%	38 21%	40 23%	26 21%	21 18%	30 23%	16 30%	63 24%	2 9%	65 23%	2 17%	58 25%	8 13%
Don't know	2 1%	2 1%	0 0%	1 1%	1 1%	0 0%	1 1%	1 1%	1 1%	0 0%	1 0%	0 0%	2 1%	0 0%	1 0%	0 0%
Mean	7.6	7.3	7.8	7.7	7.5	7.6	7.5	7.5	7.7	7.7	7.7	7.2	7.6	6.9	7.7	7.1
SD	2.2	2.4	1.9	2.1	2.2	2.2	2.1	2.3	2.0	2.3	2.1	2.4	2.2	2.4	2.2	2.0

# Lake Oswego 2011 Vision Survey

## Q5k. Performance:

**Our architecture and natural setting inspire people to live here. Development respects the physical environment and meets the highest design standards to foster the distinctive character and beauty of this special place.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	1 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
1	4 1%	4 3%	0 0%	1 1%	3 2%	3 2%	1 1%	0 0%	2 2%	2 4%	4 2%	0 0%	4 1%	0 0%	3 1%	1 2%
2	6 2%	3 2%	3 2%	2 2%	4 2%	5 3%	1 1%	2 2%	2 2%	2 4%	4 2%	1 5%	4 1%	2 17%	5 2%	1 2%
3	4 1%	4 3%	0 0%	2 2%	2 1%	1 1%	3 2%	2 2%	2 2%	0 0%	3 1%	0 0%	3 1%	1 8%	3 1%	1 2%
4	10 3%	4 3%	6 4%	1 1%	9 5%	7 4%	3 2%	3 3%	3 2%	4 7%	10 4%	0 0%	10 3%	0 0%	7 3%	3 5%
5	40 13%	21 15%	19 12%	15 13%	24 13%	22 13%	18 14%	10 9%	24 18%	6 11%	36 14%	3 14%	38 13%	2 17%	32 14%	8 13%
6	33 11%	13 9%	20 13%	14 12%	18 10%	21 12%	12 10%	10 9%	17 13%	6 11%	31 12%	2 9%	32 11%	1 8%	29 12%	4 6%
7	67 22%	30 21%	37 23%	27 23%	39 22%	38 22%	28 22%	29 25%	27 20%	11 20%	54 21%	10 45%	66 23%	1 8%	52 22%	14 23%
8	66 22%	29 21%	37 23%	23 19%	43 24%	35 20%	31 25%	30 26%	29 22%	7 13%	60 23%	2 9%	63 22%	3 25%	52 22%	14 23%
9	30 10%	13 9%	17 11%	13 11%	17 9%	19 11%	11 9%	13 11%	11 8%	6 11%	26 10%	2 9%	28 10%	2 17%	24 10%	6 10%
10	36 12%	17 12%	19 12%	17 14%	19 11%	20 12%	16 13%	13 11%	14 11%	9 17%	32 12%	2 9%	36 13%	0 0%	26 11%	10 16%
Don't know	3 1%	2 1%	1 1%	2 2%	1 1%	1 1%	1 1%	2 2%	0 0%	1 2%	1 0%	0 0%	3 1%	0 0%	2 1%	0 0%
Mean	7.0	6.8	7.2	7.2	7.0	7.0	7.1	7.3	6.9	6.9	7.0	7.0	7.1	6.0	7.0	7.2
SD	2.0	2.2	1.8	2.0	2.0	2.0	2.0	1.8	2.0	2.4	2.0	1.8	2.0	2.6	2.0	2.1

# Lake Oswego 2011 Vision Survey

## Q51. Importance:

**We are leaders in the region. By sharing the example of our successes and by our active engagement with other metropolitan-area governments we help preserve the region's quality of life and Lake Oswego's unique place in it.**

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	8 3%	5 4%	3 2%	3 3%	5 3%	2 1%	6 5%	4 4%	4 3%	0 0%	7 3%	1 5%	7 2%	1 8%	8 3%	0 0%
1	5 2%	2 1%	3 2%	3 3%	2 1%	3 2%	2 2%	2 2%	2 2%	1 2%	5 2%	0 0%	5 2%	0 0%	5 2%	0 0%
2	8 3%	1 1%	7 4%	4 3%	4 2%	3 2%	5 4%	3 3%	4 3%	1 2%	8 3%	0 0%	7 2%	1 8%	8 3%	0 0%
3	10 3%	7 5%	3 2%	1 1%	9 5%	7 4%	3 2%	3 3%	4 3%	3 6%	10 4%	0 0%	10 3%	0 0%	8 3%	2 3%
4	9 3%	4 3%	5 3%	4 3%	4 2%	5 3%	4 3%	5 4%	2 2%	2 4%	9 3%	0 0%	8 3%	1 8%	7 3%	2 3%
5	44 15%	26 18%	18 11%	18 15%	26 15%	22 13%	21 17%	20 18%	18 14%	6 11%	36 14%	2 9%	44 15%	0 0%	36 15%	7 11%
6	36 12%	16 11%	20 13%	13 11%	22 12%	18 10%	18 14%	15 13%	16 12%	5 9%	32 12%	3 14%	32 11%	4 33%	29 12%	7 11%
7	47 16%	21 15%	26 16%	24 20%	23 13%	26 15%	21 17%	19 17%	23 17%	5 9%	41 16%	4 18%	45 16%	2 17%	38 16%	9 15%
8	51 17%	24 17%	27 17%	16 14%	34 19%	30 17%	20 16%	20 18%	22 17%	9 17%	44 17%	4 18%	50 17%	1 8%	34 14%	16 26%
9	31 10%	15 11%	16 10%	10 8%	21 12%	23 13%	8 6%	8 7%	17 13%	6 11%	26 10%	4 18%	31 11%	0 0%	22 9%	9 15%
10	50 17%	20 14%	30 19%	22 19%	28 16%	32 19%	18 14%	15 13%	20 15%	15 28%	43 16%	4 18%	48 17%	2 17%	40 17%	10 16%
Don't know	1 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
Mean	6.8	6.7	6.9	6.8	6.8	7.1	6.4	6.5	6.9	7.4	6.8	7.5	6.9	6.0	6.7	7.5
SD	2.5	2.5	2.5	2.5	2.5	2.4	2.6	2.5	2.5	2.5	2.5	2.3	2.5	2.9	2.6	1.9

# Lake Oswego 2011 Vision Survey

## Q51. Performance:

**We are leaders in the region. By sharing the example of our successes and by our active engagement with other metropolitan-area governments we help preserve the region's quality of life and Lake Oswego's unique place in it.**

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	5 2%	3 2%	2 1%	2 2%	3 2%	3 2%	2 2%	0 0%	4 3%	1 2%	4 2%	1 5%	4 1%	1 8%	5 2%	0 0%
1	4 1%	3 2%	1 1%	2 2%	2 1%	3 2%	1 1%	1 1%	3 2%	0 0%	4 2%	0 0%	4 1%	0 0%	4 2%	0 0%
2	4 1%	0 0%	4 3%	2 2%	2 1%	2 1%	2 2%	2 2%	1 1%	1 2%	4 2%	0 0%	3 1%	1 8%	4 2%	0 0%
3	12 4%	9 6%	3 2%	3 3%	9 5%	6 3%	6 5%	3 3%	7 5%	2 4%	12 5%	0 0%	12 4%	0 0%	11 5%	1 2%
4	9 3%	3 2%	6 4%	1 1%	8 4%	5 3%	4 3%	3 3%	4 3%	2 4%	9 3%	0 0%	8 3%	1 8%	7 3%	2 3%
5	53 18%	29 21%	24 15%	24 20%	28 16%	24 14%	28 22%	24 21%	22 17%	7 13%	44 17%	4 18%	50 17%	3 25%	39 17%	13 21%
6	47 16%	25 18%	22 14%	23 19%	23 13%	23 13%	24 19%	23 20%	20 15%	4 7%	43 16%	3 14%	46 16%	1 8%	42 18%	5 8%
7	56 19%	23 16%	33 21%	24 20%	32 18%	33 19%	23 18%	27 24%	19 14%	10 19%	47 18%	5 23%	53 18%	3 25%	47 20%	9 15%
8	51 17%	24 17%	27 17%	12 10%	38 21%	35 20%	15 12%	13 11%	23 17%	15 28%	45 17%	4 18%	50 17%	1 8%	35 15%	15 24%
9	22 7%	7 5%	15 9%	10 8%	12 7%	11 6%	11 9%	10 9%	9 7%	3 6%	19 7%	2 9%	21 7%	1 8%	14 6%	8 13%
10	18 6%	9 6%	9 6%	7 6%	11 6%	15 9%	3 2%	3 3%	10 8%	5 9%	15 6%	1 5%	18 6%	0 0%	11 5%	7 11%
Don't know	19 6%	6 4%	13 8%	8 7%	11 6%	12 7%	7 6%	5 4%	10 8%	4 7%	16 6%	2 9%	19 7%	0 0%	17 7%	2 3%
Mean	6.4	6.2	6.6	6.4	6.5	6.6	6.2	6.4	6.3	6.8	6.4	6.7	6.5	5.4	6.2	7.2
SD	2.1	2.2	2.0	2.1	2.1	2.2	2.0	1.7	2.4	2.2	2.1	2.1	2.1	2.5	2.1	1.8



## Lake Oswego 2011 Vision Survey

**Q6. In addition to these statements, a brief overall statement that summarizes the community's vision for 2035 has been created. The current version of this statement says: "In 2035, Lake Oswego is a thriving, sustainable city, meeting the community's needs without compromising the needs of future generations. Our community is recognized for its quality of life, exceptional schools, and excellent local government. Our multigenerational neighborhoods, natural resources, vibrant mixed-use shopping and employment districts, and diverse service and activities are accessible to all."**

**Again using the "0" to "10" scale, how well do you think this statement summarizes your vision for what Lake Oswego should be like in 2035?**

	TOTAL	Gender		Time in LO 10YRS		Children		Age			Home		Location		Education	
		MALE	FEM- ALE	OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
0	5 2%	4 3%	1 1%	2 2%	3 2%	2 1%	2 2%	1 1%	3 2%	1 2%	4 2%	0 0%	5 2%	0 0%	4 2%	0 0%
1	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	2 2%	0 0%	0 0%	1 0%	0 0%	2 1%	0 0%	1 0%	1 2%
2	4 1%	4 3%	0 0%	2 2%	2 1%	4 2%	0 0%	1 1%	1 1%	2 4%	3 1%	1 5%	2 1%	2 17%	3 1%	1 2%
4	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
5	14 5%	10 7%	4 3%	4 3%	10 6%	11 6%	3 2%	3 3%	5 4%	6 11%	12 5%	1 5%	12 4%	2 17%	7 3%	7 11%
6	13 4%	7 5%	6 4%	7 6%	6 3%	6 3%	7 6%	4 4%	7 5%	2 4%	12 5%	0 0%	12 4%	1 8%	10 4%	3 5%
7	36 12%	18 13%	18 11%	12 10%	23 13%	17 10%	19 15%	17 15%	17 13%	2 4%	31 12%	3 14%	35 12%	1 8%	27 11%	9 15%
8	75 25%	37 26%	38 24%	27 23%	48 27%	43 25%	32 25%	32 28%	32 24%	11 20%	66 25%	6 27%	71 25%	4 33%	64 27%	11 18%
9	53 18%	20 14%	33 21%	27 23%	26 15%	27 16%	26 21%	23 20%	25 19%	5 9%	51 19%	1 5%	53 18%	0 0%	43 18%	10 16%
10	95 32%	38 27%	57 36%	36 31%	57 32%	59 34%	35 28%	30 26%	41 31%	24 44%	79 30%	10 45%	93 32%	2 17%	74 31%	20 32%
Don't know	2 1%	1 1%	1 1%	0 0%	2 1%	2 1%	0 0%	0 0%	1 1%	1 2%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%
Mean	8.2	7.8	8.6	8.2	8.2	8.2	8.2	8.1	8.2	8.2	8.2	8.4	8.3	6.6	8.3	8.0
SD	2.0	2.3	1.6	2.0	2.0	2.1	1.8	1.9	2.0	2.4	1.9	2.0	2.0	2.7	1.9	2.1

# Lake Oswego 2011 Vision Survey

## Q7. As the City continues to develop the plan to guide Lake Oswego over the next 25 years, what do you believe is the one most important community value they should keep in mind?

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
Quality schools	112 37%	46 33%	66 42%	54 46%	58 32%	43 25%	69 55%	60 53%	41 31%	11 20%	105 40%	5 23%	111 39%	1 8%	94 40%	18 29%
Natural beauty/ environment	36 12%	20 14%	16 10%	17 14%	19 11%	29 17%	7 6%	11 10%	19 14%	6 11%	31 12%	2 9%	34 12%	2 17%	32 14%	4 6%
Safety	32 11%	18 13%	14 9%	8 7%	23 13%	16 9%	15 12%	12 11%	16 12%	4 7%	27 10%	2 9%	30 10%	2 17%	23 10%	8 13%
More public transit	26 9%	11 8%	15 9%	9 8%	17 9%	22 13%	4 3%	6 5%	12 9%	8 15%	19 7%	6 27%	25 9%	1 8%	22 9%	4 6%
Affordability/ affordable housing	18 6%	5 4%	13 8%	3 3%	15 8%	13 8%	5 4%	4 4%	10 8%	4 7%	17 6%	1 5%	18 6%	0 0%	14 6%	4 6%
Increase diversity	16 5%	4 3%	12 8%	4 3%	12 7%	11 6%	5 4%	6 5%	5 4%	5 9%	13 5%	2 9%	16 6%	0 0%	13 6%	3 5%
Efficient with tax dollar/reduce taxes	13 4%	6 4%	7 4%	4 3%	9 5%	10 6%	3 2%	4 4%	6 5%	3 6%	13 5%	0 0%	13 5%	0 0%	10 4%	3 5%
Quality of life/ livability	12 4%	8 6%	4 3%	4 3%	8 4%	4 2%	7 6%	4 4%	5 4%	3 6%	11 4%	0 0%	12 4%	0 0%	11 5%	0 0%
Good government/ accessible government	11 4%	5 4%	6 4%	3 3%	8 4%	5 3%	5 4%	2 2%	7 5%	2 4%	10 4%	0 0%	11 4%	0 0%	8 3%	2 3%
Family-friendly	10 3%	3 2%	7 4%	3 3%	7 4%	5 3%	5 4%	6 5%	4 3%	0 0%	8 3%	1 5%	10 3%	0 0%	7 3%	3 5%
Small town feel	9 3%	6 4%	3 2%	4 3%	5 3%	6 3%	3 2%	1 1%	6 5%	2 4%	8 3%	1 5%	9 3%	0 0%	7 3%	2 3%
Limit growth	8 3%	6 4%	2 1%	2 2%	6 3%	5 3%	3 2%	1 1%	3 2%	4 7%	7 3%	1 5%	7 2%	1 8%	7 3%	1 2%
Good fiscal management of government	7 2%	5 4%	2 1%	3 3%	4 2%	5 3%	2 2%	1 1%	5 4%	1 2%	6 2%	1 5%	7 2%	0 0%	4 2%	3 5%
Economy/jobs	6 2%	5 4%	1 1%	3 3%	3 2%	6 3%	0 0%	2 2%	2 2%	2 4%	4 2%	1 5%	5 2%	1 8%	4 2%	2 3%
Bike/walking paths	6 2%	3 2%	3 2%	4 3%	1 1%	4 2%	1 1%	2 2%	4 3%	0 0%	5 2%	0 0%	6 2%	0 0%	5 2%	0 0%

# Lake Oswego 2011 Vision Survey

## Q7. As the City continues to develop the plan to guide Lake Oswego over the next 25 years, what do you believe is the one most important community value they should keep in mind? (Cont.)

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65+	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
Business-friendly	6 2%	4 3%	2 1%	2 2%	4 2%	4 2%	2 2%	3 3%	2 2%	1 2%	6 2%	0 0%	5 2%	1 8%	5 2%	1 2%
Sustainability	6 2%	2 1%	4 3%	3 3%	3 2%	3 2%	3 2%	3 3%	2 2%	1 2%	6 2%	0 0%	5 2%	1 8%	4 2%	2 3%
Recreational activity	4 1%	2 1%	2 1%	2 2%	2 1%	2 1%	2 2%	1 1%	3 2%	0 0%	4 2%	0 0%	4 1%	0 0%	4 2%	0 0%
Treat all fairly	4 1%	2 1%	2 1%	1 1%	3 2%	3 2%	1 1%	0 0%	2 2%	2 4%	4 2%	0 0%	4 1%	0 0%	4 2%	0 0%
For all age levels	3 1%	1 1%	2 1%	1 1%	2 1%	2 1%	1 1%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
Library	3 1%	1 1%	2 1%	0 0%	3 2%	3 2%	0 0%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
No street car/mass transit	3 1%	3 2%	0 0%	0 0%	3 2%	1 1%	2 2%	2 2%	0 0%	1 2%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
Property rights/ sensitive lands	3 1%	0 0%	3 2%	0 0%	3 2%	2 1%	1 1%	0 0%	3 2%	0 0%	3 1%	0 0%	3 1%	0 0%	2 1%	1 2%
Sense of community	3 1%	2 1%	1 1%	2 2%	1 1%	1 1%	2 2%	1 1%	2 2%	0 0%	3 1%	0 0%	3 1%	0 0%	3 1%	0 0%
Variety of retail	3 1%	1 1%	2 1%	1 1%	2 1%	2 1%	1 1%	1 1%	2 2%	0 0%	2 1%	1 5%	2 1%	1 8%	3 1%	0 0%
Transportation/roads	2 1%	1 1%	1 1%	0 0%	2 1%	2 1%	0 0%	0 0%	0 0%	2 4%	2 1%	0 0%	2 1%	0 0%	1 0%	1 2%
Manage growth	1 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
Others	28 9%	11 8%	17 11%	11 9%	17 9%	20 12%	8 6%	7 6%	15 11%	6 11%	21 8%	4 18%	26 9%	2 17%	20 8%	8 13%
Don't know	3 1%	2 1%	1 1%	1 1%	1 1%	2 1%	1 1%	2 2%	0 0%	1 2%	2 1%	0 0%	2 1%	1 8%	1 0%	2 3%

# Lake Oswego 2011 Vision Survey

## Q8. How long have you lived in the city of Lake Oswego?

	Gender			Time in LO		Children		Age			Home		Location		Education	
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
2 years or less	13 4%	6 4%	7 4%	13 11%	0 0%	9 5%	4 3%	8 7%	2 2%	3 6%	10 4%	0 0%	13 5%	0 0%	8 3%	5 8%
3 to 5 years	27 9%	13 9%	14 9%	27 23%	0 0%	12 7%	15 12%	15 13%	9 7%	3 6%	22 8%	4 18%	26 9%	1 8%	26 11%	1 2%
6 to 10 years	78 26%	29 21%	49 31%	78 66%	0 0%	27 16%	51 40%	44 39%	28 21%	6 11%	73 28%	4 18%	78 27%	0 0%	66 28%	12 19%
11 to 20 years	88 29%	45 32%	43 27%	0 0%	88 49%	47 27%	40 32%	30 26%	48 36%	10 19%	75 29%	7 32%	84 29%	4 33%	67 28%	20 32%
21 to 30 years	44 15%	20 14%	24 15%	0 0%	44 25%	36 21%	8 6%	11 10%	27 20%	6 11%	35 13%	5 23%	42 15%	2 17%	34 14%	10 16%
31 to 40 years	24 8%	15 11%	9 6%	0 0%	24 13%	19 11%	5 4%	3 3%	8 6%	13 24%	23 9%	1 5%	23 8%	1 8%	17 7%	7 11%
41 to 50 years	13 4%	7 5%	6 4%	0 0%	13 7%	11 6%	2 2%	2 2%	5 4%	6 11%	12 5%	1 5%	11 4%	2 17%	10 4%	3 5%
Over 50 years	10 3%	4 3%	6 4%	0 0%	10 6%	10 6%	0 0%	0 0%	4 3%	6 11%	10 4%	0 0%	10 3%	0 0%	7 3%	3 5%
Refused	3 1%	2 1%	1 1%	0 0%	0 0%	1 1%	1 1%	1 1%	1 1%	1 2%	2 1%	0 0%	1 0%	2 17%	1 0%	1 2%
Mean	18.0	18.7	17.4	6.4	25.6	22.1	12.5	12.1	18.3	29.7	18.5	16.0	17.7	26.4	17.4	20.4
SD	14.5	14.2	14.8	2.7	14.1	16.4	9.0	9.0	12.2	20.8	15.0	11.8	14.4	14.7	14.1	16.1

# Lake Oswego 2011 Vision Survey

## Q9. Do you own or rent your current home?

	TOTAL	Gender		Time in LO		Children		Age			Home		Location		Education	
		MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65+	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
Own	262 87%	122 87%	140 88%	105 89%	155 87%	141 82%	121 96%	94 82%	121 92%	47 87%	262 100%	0 0%	251 87%	11 92%	214 91%	48 77%
Rent	22 7%	9 6%	13 8%	8 7%	14 8%	18 10%	4 3%	6 5%	11 8%	5 9%	0 0%	22 100%	21 7%	1 8%	18 8%	4 6%
Don't know/refused	16 5%	10 7%	6 4%	5 4%	10 6%	13 8%	1 1%	14 12%	0 0%	2 4%	0 0%	0 0%	16 6%	0 0%	4 2%	10 16%

# Lake Oswego 2011 Vision Survey

## Q10. How many, if any, children under the age of 18 live in your home?

	TOTAL	Gender		Time in LO		Children		Age			Home		Location		Education	
		MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
None	172 57%	83 59%	89 56%	48 41%	123 69%	172 100%	0 0%	34 30%	86 65%	52 96%	141 54%	18 82%	164 57%	8 67%	126 53%	46 74%
1	45 15%	23 16%	22 14%	22 19%	22 12%	0 0%	45 36%	25 22%	19 14%	1 2%	42 16%	2 9%	44 15%	1 8%	34 14%	11 18%
2	57 19%	25 18%	32 20%	37 31%	20 11%	0 0%	57 45%	39 34%	17 13%	1 2%	56 21%	1 5%	56 19%	1 8%	53 22%	4 6%
3	18 6%	5 4%	13 8%	9 8%	9 5%	0 0%	18 14%	10 9%	8 6%	0 0%	17 6%	1 5%	17 6%	1 8%	17 7%	1 2%
4	4 1%	2 1%	2 1%	2 2%	2 1%	0 0%	4 3%	2 2%	2 2%	0 0%	4 2%	0 0%	4 1%	0 0%	4 2%	0 0%
5	1 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 0%	0 0%	1 0%	0 0%	1 0%	0 0%
6	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%	1 8%	1 0%	0 0%
Refused	2 1%	2 1%	0 0%	0 0%	1 1%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%

# Lake Oswego 2011 Vision Survey

## Q11. Are you registered to vote?

	Gender		Time in LO		Children		Age			Home		Location		Education		
	TOTAL	MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
Yes	290 97%	136 96%	154 97%	113 96%	175 98%	168 98%	121 96%	111 97%	126 95%	53 98%	255 97%	20 91%	278 97%	12 100%	230 97%	59 95%
No	8 3%	4 3%	4 3%	4 3%	4 2%	4 2%	4 3%	1 1%	6 5%	1 2%	6 2%	2 9%	8 3%	0 0%	6 3%	2 3%
Don't know/refused	2 1%	1 1%	1 1%	1 1%	0 0%	0 0%	1 1%	2 2%	0 0%	0 0%	1 0%	0 0%	2 1%	0 0%	0 0%	1 2%

# Lake Oswego 2011 Vision Survey

## Q12. And what is the last year of education you had the opportunity to complete?

	TOTAL	Gender		Time in LO		Children		Age			Home		Location		Education	
		MALE	FEM- ALE	10YRS OR LESS	OVER 10YRS	NO CHILD	CHILD REN	18-44	45-64	65 +	OWN	RENT	INSIDE	URB SER	COL- EG GRAD	NO DGR- EE
Total	300	141	159	118	179	172	126	114	132	54	262	22	288	12	236	62
High school or less	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	0 0%	1 2%	2 1%	0 0%	2 1%	0 0%	0 0%	2 3%
High school graduate	15 5%	6 4%	9 6%	5 4%	10 6%	12 7%	3 2%	8 7%	4 3%	3 6%	11 4%	1 5%	15 5%	0 0%	0 0%	15 24%
Some post secondary	45 15%	23 16%	22 14%	12 10%	32 18%	33 19%	12 10%	14 12%	17 13%	14 26%	35 13%	3 14%	42 15%	3 25%	0 0%	45 73%
College graduate	91 30%	34 24%	57 36%	38 32%	53 30%	45 26%	46 37%	43 38%	38 29%	10 19%	83 32%	6 27%	89 31%	2 17%	91 39%	0 0%
Some post-graduate	43 14%	20 14%	23 14%	14 12%	29 16%	28 16%	15 12%	10 9%	25 19%	8 15%	40 15%	3 14%	40 14%	3 25%	43 18%	0 0%
Master's or higher	102 34%	55 39%	47 30%	48 41%	53 30%	53 31%	49 39%	36 32%	48 36%	18 33%	91 35%	9 41%	98 34%	4 33%	102 43%	0 0%
Refused	2 1%	2 1%	0 0%	0 0%	1 1%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%