

Taking Charge
Satisfaction Telephone Survey
Results
21 January 2010



This survey was conducted from December 1 through December 6, 2009, by Opinion Research Corporation out of Princeton, New Jersey. Participants were randomly invited to take the survey using Random Digit Dial (RDD) techniques. In total, 607 Lincoln residents completed the survey, yielding a +/- 4.4% margin of error. In the tables presented below, participants providing "Don't Know" responses were not included in the analysis (with the exception of two questions that ask about knowledge of City government), and all respondents were not included in the analysis if they refused to provide a response. All statistical analyses were conducted by the University of Nebraska Public Policy Center. All questions about the data collection and analyses can be directed to Alan Tomkins (atomkins@nebraska.edu) or Mitch Herian at (mnherian@nebraska.edu).

1. GENERAL SATISFACTION QUESTIONS

“Please tell me if you are very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with:”

Overall quality of life in the city

	Frequency	Percent
Very dissatisfied	1	.2%
Dissatisfied	18	3.0%
Neutral	30	4.9%
Satisfied	340	56.0%
Very satisfied	218	35.9%
Total	607	100.0%

The overall appearance of the city

	Frequency	Percent
Very dissatisfied	1	.2%
Dissatisfied	20	3.3%
Neutral	39	6.4%
Satisfied	406	67.0%
Very satisfied	140	23.1%
Total	606	100.0%

The cleanliness of the city

	Frequency	Percent
Very dissatisfied	3	.5%
Dissatisfied	12	2.0%
Neutral	36	5.9%
Satisfied	395	65.1%
Very satisfied	161	26.5%
Total	607	100.0%

The number of unsightly or blighted properties in the city

	Frequency	Percent
Very dissatisfied	26	4.4%
Dissatisfied	145	24.7%
Neutral	158	27.0%
Satisfied	232	39.6%
Very satisfied	25	4.3%
Total	586	100.0%

The safety and security of the city

	Frequency	Percent
Very dissatisfied	8	1.3%
Dissatisfied	25	4.1%
Neutral	32	5.3%
Satisfied	389	64.3%
Very satisfied	151	25.0%
Total	605	100.0%

Recreational opportunities

	Frequency	Percent
Very dissatisfied	11	1.8%
Dissatisfied	55	9.2%
Neutral	54	9.0%
Satisfied	351	58.5%
Very satisfied	129	21.5%
Total	600	100.0%

Employment opportunities

	Frequency	Percent
Very dissatisfied	26	4.5%
Dissatisfied	125	21.6%
Neutral	140	24.2%
Satisfied	253	43.8%
Very satisfied	34	5.9%
Total	578	100.0%

Ease of car travel in the city in the city

	Frequency	Percent
Very dissatisfied	18	3.0%
Dissatisfied	132	21.8%
Neutral	76	12.6%
Satisfied	294	48.6%
Very satisfied	85	14.0%
Total	605	100.0%

Ease of bike travel in the city

	Frequency	Percent
Very dissatisfied	5	.9%
Dissatisfied	24	4.3%
Neutral	122	21.7%
Satisfied	257	45.6%
Very satisfied	155	27.5%
Total	563	100.0%

Ease of bus travel in the city

	Frequency	Percent
Very dissatisfied	33	6.4%
Dissatisfied	74	14.3%
Neutral	208	40.2%
Satisfied	171	33.0%
Very satisfied	32	6.2%
Total	518	100.0%

Overall natural environment

	Frequency	Percent
Very dissatisfied	2	.3%
Dissatisfied	11	1.8%
Neutral	43	7.1%
Satisfied	404	67.0%
Very satisfied	143	23.7%
Total	603	100.0%

Community spirit of Lincoln's people

	Frequency	Percent
Very dissatisfied	6	1.0%
Dissatisfied	22	3.6%
Neutral	43	7.1%
Satisfied	345	57.1%
Very satisfied	188	31.1%
Total	604	100.0%

Snowplowing of city streets

	Frequency	Percent
Very dissatisfied	29	4.8%
Dissatisfied	125	20.8%
Neutral	59	9.8%
Satisfied	339	56.4%
Very satisfied	49	8.2%
Total	601	100.0%

Fire and ambulance services

	Frequency	Percent
Very dissatisfied	4	.7%
Dissatisfied	22	3.7%
Neutral	41	6.9%
Satisfied	379	63.4%
Very satisfied	152	25.4%
Total	598	100.0%

City recycling and sustainability efforts

	Frequency	Percent
Very dissatisfied	11	1.8%
Dissatisfied	77	12.8%
Neutral	88	14.7%
Satisfied	316	52.7%
Very satisfied	108	18.0%
Total	600	100.0%

Availability of affordable quality housing

	Frequency	Percent
Very dissatisfied	7	1.2%
Dissatisfied	67	11.4%
Neutral	99	16.9%
Satisfied	345	58.8%
Very satisfied	69	11.8%
Total	587	100.0%

Job creation and economic development

	Frequency	Percent
Very dissatisfied	27	4.6%
Dissatisfied	177	30.1%
Neutral	154	26.2%
Satisfied	215	36.6%
Very satisfied	15	2.6%
Total	588	100.0%

Zoning and growth planning

	Frequency	Percent
Very dissatisfied	19	3.2%
Dissatisfied	127	21.7%
Neutral	152	26.0%
Satisfied	264	45.1%
Very satisfied	23	3.9%
Total	585	100.0%

Management of sewage and storm water

	Frequency	Percent
Very dissatisfied	5	.9%
Dissatisfied	17	2.9%
Neutral	98	16.8%
Satisfied	391	67.0%
Very satisfied	73	12.5%
Total	584	100.0%

Building safety permits and inspections

	Frequency	Percent
Very dissatisfied	12	2.2%
Dissatisfied	65	11.6%
Neutral	185	33.2%
Satisfied	266	47.7%
Very satisfied	30	5.4%
Total	558	100.0%

Health department services

	Frequency	Percent
Very dissatisfied	11	1.9%
Dissatisfied	29	5.1%
Neutral	139	24.3%
Satisfied	324	56.6%
Very satisfied	69	12.1%
Total	572	100.0%

Street maintenance

	Frequency	Percent
Very dissatisfied	38	6.3%
Dissatisfied	163	26.9%
Neutral	83	13.7%
Satisfied	301	49.6%
Very satisfied	22	3.6%
Total	607	100.0%

The overall quality of parks

	Frequency	Percent
Very dissatisfied	1	.2%
Dissatisfied	25	4.1%
Neutral	37	6.1%
Satisfied	387	64.2%
Very satisfied	153	25.4%
Total	603	100.0%

2. PARKS AND RECREATION

Please tell me if you are very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with:*

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	n
Natural areas, such as Wilderness Park	.8%	4.6%	15.2%	58.5%	20.8%	591
Park maintenance, in other words, mowing or maintenance of trees	1.8%	12.7%	10.2%	59.3%	16.0%	599
The PROGRAMS offered by the Parks & Recreation Department	.3%	3.6%	20.8%	58.2%	17.0%	582
The FACILITIES maintained by the Parks & Recreation Department	.7%	6.4%	14.0%	63.4%	15.5%	593
Condition of street trees maintained by the Parks & Recreation Department	.8%	6.3%	11.6%	65.9%	15.4%	604

*These questions are also presented individually below.

“Please tell me if you are very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with:”

Natural areas, such as Wilderness Park

	Frequency	Percent
Very dissatisfied	5	.8%
Dissatisfied	27	4.6%
Neutral	90	15.2%
Satisfied	346	58.5%
Very satisfied	123	20.8%
Total	591	100.0%

Park maintenance, in other words, mowing or maintenance of trees

	Frequency	Percent
Very dissatisfied	11	1.8%
Dissatisfied	76	12.7%
Neutral	61	10.2%
Satisfied	355	59.3%
Very satisfied	96	16.0%
Total	599	100.0%

The PROGRAMS offered by the Parks & Recreation Department

	Frequency	Percent
Very dissatisfied	2	.3%
Dissatisfied	21	3.6%
Neutral	121	20.8%
Satisfied	339	58.2%
Very satisfied	99	17.0%
Total	582	100.0%

**The FACILITIES maintained by the Parks & Recreation
department**

	Frequency	Percent
Very dissatisfied	4	.7%
Dissatisfied	38	6.4%
Neutral	83	14.0%
Satisfied	376	63.4%
Very satisfied	92	15.5%
Total	593	100.0%

**Condition of street trees maintained by the Parks &
Recreation Department**

	Frequency	Percent
Very dissatisfied	5	.8%
Dissatisfied	38	6.3%
Neutral	70	11.6%
Satisfied	398	65.9%
Very satisfied	93	15.4%
Total	604	100.0%

3. NEIGHBORHOODS

Please tell me if you are very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with:*

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	n
General safety and security in your neighborhood	1.0%	6.1%	3.8%	59.1%	30.0%	607
The overall appearance of your neighborhood	.3%	4.3%	4.3%	55.0%	36.1%	607
The number of unsightly or blighted properties in your neighborhood	2.2%	10.3%	12.8%	46.6%	28.1%	594
The condition of the sidewalks in your neighborhood	3.3%	18.4%	14.0%	49.5%	14.7%	598
The condition of the streets in your neighborhood	2.1%	14.3%	9.4%	59.0%	15.2%	607
Snow plowing of your neighborhood streets	5.0%	21.6%	13.1%	47.2%	13.1%	597

*These questions are also presented individually below.

“Please tell me if you are very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with:”

General safety and security in your neighborhood

	Frequency	Percent
Very dissatisfied	6	1.0%
Dissatisfied	37	6.1%
Neutral	23	3.8%
Satisfied	359	59.1%
Very satisfied	182	30.0%
Total	607	100.0%

The overall appearance of your neighborhood

	Frequency	Percent
Very dissatisfied	2	.3%
Dissatisfied	26	4.3%
Neutral	26	4.3%
Satisfied	334	55.0%
Very satisfied	219	36.1%
Total	607	100.0%

The number of unsightly or blighted properties

	Frequency	Percent
Very dissatisfied	13	2.2%
Dissatisfied	61	10.3%
Neutral	76	12.8%
Satisfied	277	46.6%
Very satisfied	167	28.1%
Total	594	100.0%

The condition of the sidewalks

	Frequency	Percent
Very dissatisfied	20	3.3%
Dissatisfied	110	18.4%
Neutral	84	14.0%
Satisfied	296	49.5%
Very satisfied	88	14.7%
Total	598	100.0%

The condition of the streets

	Frequency	Percent
Very dissatisfied	13	2.1%
Dissatisfied	87	14.3%
Neutral	57	9.4%
Satisfied	358	59.0%
Very satisfied	92	15.2%
Total	607	100.0%

Snow plowing of your neighborhood streets

	Frequency	Percent
Very dissatisfied	30	5.0
Dissatisfied	129	21.6
Neutral	78	13.1
Satisfied	282	47.2
Very satisfied	78	13.1
Total	597	100.0

4. PUBLIC LIBRARIES

In general how often do you or a member of your household visit Lincoln's public libraries?

	Frequency	Percent
About once a week	126	20.8%
About once a month	159	26.2%
About once in the last three months	115	18.9%
About once a year	91	15.0%
Not at all	116	19.1%
Total	607	100.0%

Please tell me if you are very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with:*

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	n
The overall service of the city's public libraries	.2%	.8%	4.1%	53.7%	41.2%	488
Hours of operation	.2%	6.2%	12.3%	61.8%	19.5%	487
Comfort and cleanliness	.2%	.8%	4.9%	50.8%	43.3%	490
General availability of items such as books, magazines, DVDs or CDs	.2%	1.2%	7.9%	57.0%	33.7%	484
Use of the library's website for library services	.4%	1.5%	29.6%	42.5%	25.9%	456

*These questions are also presented individually below.

**** The following questions only asked of those who said they go to Lincoln Libraries at least once a year:**

“Please tell me if you are very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with:”

The overall service of the city's public libraries

	Frequency	Percent
Very dissatisfied	1	.2%
Dissatisfied	4	.8%
Neutral	20	4.1%
Satisfied	262	53.7%
Very satisfied	201	41.2%
Total	488	100.0%

Hours of operation

	Frequency	Percent
Very dissatisfied	1	.2%
Dissatisfied	30	6.2%
Neutral	60	12.3%
Satisfied	301	61.8%
Very satisfied	95	19.5%
Total	487	100.0%

Comfort and cleanliness

	Frequency	Percent
Very dissatisfied	1	.2%
Dissatisfied	4	.8%
Neutral	24	4.9%
Satisfied	249	50.8%
Very satisfied	212	43.3%
Total	490	100.0%

**General availability of items such as books, magazines,
DVDs or CDs**

	Frequency	Percent
Very dissatisfied	1	.2%
Dissatisfied	6	1.2%
Neutral	38	7.9%
Satisfied	276	57.0%
Very satisfied	163	33.7%
Total	484	100.0%

Use of the library's website for library services

	Frequency	Percent
Very dissatisfied	2	.4%
Dissatisfied	7	1.5%
Neutral	135	29.6%
Satisfied	194	42.5%
Very satisfied	118	25.9%
Total	456	100.0%

**** The following questions only asked of those who said they NEVER go to Lincoln Libraries:**

Reasons that people DO NOT go to public libraries:

	Yes	No	n
They are not open when you can go	9.5%	90.5%	116
They do not have items you want	8.6%	91.4%	116
There is a lack of availability of computers and/or Internet	9.5%	90.5%	116
You buy books and other materials	59.5%	40.5%	116
You use the Internet at home for research instead of going to a library	61.2%	38.8%	116
None of these	15.5%	84.5%	116

5. SATISFACTION WITH PROXIMITY OF SERVICES

I live an acceptable distance from a park

	Frequency	Percent
Strongly disagree	3	.5%
Disagree	31	5.1%
Remain neutral	13	2.2%
Agree	410	67.9%
Strongly agree	147	24.3%
Total	604	100.0%

I live an acceptable distance from a library

	Frequency	Percent
Strongly disagree	7	1.2%
Disagree	44	7.4%
Remain neutral	22	3.7%
Agree	410	68.7%
Strongly agree	114	19.1%
Total	597	100.0%

I live an acceptable distance from a grocery store and other retail businesses

	Frequency	Percent
Strongly disagree	5	.8%
Disagree	20	3.3%
Remain neutral	8	1.3%
Agree	384	63.7%
Strongly agree	186	30.8%
Total	603	100.0%

6. TRUST AND CONFIDENCE; OVERALL RATING OF CITY GOVERNMENT; KNOWLEDGE OF CITY GOVERNMENT

Please tell me strongly disagree, disagree, remain neutral, agree or strongly agree:*

	Strongly disagree	Disagree	Remain neutral	Agree	Strongly Agree	n
I have great confidence in Lincoln city government	4.8%	21.8%	29.1%	40.3%	4.0%	601
Lincoln city government can usually be trusted to make decisions that are right for residents as a whole	6.0%	24.2%	22.4%	44.5%	3.0%	604
Lincoln city government officials treat residents with respect	2.8%	8.4%	21.9%	60.8%	6.0%	597
Lincoln city government officials base their decisions on the facts, not their personal interests	8.5%	27.6%	28.6%	33.2%	2.0%	597
The city treats all neighborhoods and areas of town fairly and equally	10.8%	34.6%	21.5%	31.4%	1.7%	592

*These questions are also presented individually below.

“Please tell me whether you strongly disagree, disagree, remain neutral, agree or strongly agree:”

I have great confidence in Lincoln city government

	Frequency	Percent
Strongly disagree	29	4.8%
Disagree	131	21.8%
Remain neutral	175	29.1%
Agree	242	40.3%
Strongly agree	24	4.0%
Total	601	100.0%

Lincoln city government can usually be trusted to make decisions that are right for residents as a whole

	Frequency	Percent
Strongly disagree	36	6.0%
Disagree	146	24.2%
Remain neutral	135	22.4%
Agree	269	44.5%
Strongly agree	18	3.0%
Total	604	100.0%

Lincoln city government officials treat residents with respect

	Frequency	Percent
Strongly disagree	17	2.8%
Disagree	50	8.4%
Remain neutral	131	21.9%
Agree	363	60.8%
Strongly agree	36	6.0%
Total	597	100.0%

**Lincoln city government officials base their decisions on
the facts, not their personal interests**

	Frequency	Percent
Strongly disagree	51	8.5%
Disagree	165	27.6%
Remain neutral	171	28.6%
Agree	198	33.2%
Strongly agree	12	2.0%
Total	597	100.0%

**The city treats all neighborhoods and areas of town fairly
and equally**

	Frequency	Percent
Strongly disagree	64	10.8%
Disagree	205	34.6%
Remain neutral	127	21.5%
Agree	186	31.4%
Strongly agree	10	1.7%
Total	592	100.0%

**Overall, how would you rate the performance of Lincoln
city government?**

	Frequency	Percent
Poor	66	10.9%
Fair	200	33.1%
Good	237	39.2%
Very good	88	14.6%
Excellent	13	2.2%
Total	604	100.0%

I receive good value for my city government tax dollars.

	Frequency	Percent
Strongly disagree	40	6.7%
Disagree	129	21.5%
Remain neutral	158	26.3%
Agree	244	40.6%
Strongly agree	30	5.0%
Total	601	100.0%

Of each dollar collected in property taxes in Lincoln, the city government receives approximately how much?

	Frequency	Percent
Less than 20%	171	28.4%
20 to 40 %	185	30.7%
40 to 60%	99	16.4%
More than 60%	27	4.5%
Don't know	120	19.9%
Total	602	100.0%

The city government spends the HIGHEST amount of its budget on which category of services?

	Frequency	Percent
Health Department services	104	17.2%
Parks, recreation and libraries	26	4.3%
Public safety services	235	38.9%
Maintaining and building roads	159	26.3%
Don't know	80	13.2%
Total	604	100.0%

How informed on city issues are you?

	Frequency	Percent
Very informed	67	11.1%
Somewhat informed	407	67.4%
Somewhat uninformed	105	17.4%
Very uninformed	25	4.1%
Total	604	100.0%

7. WHERE RESPONDENTS RECEIVE INFORMATION

Where do you get your information on city issues?*			
	Yes	No	n
Government access and educational television channels, in other words, channels 5, 10 and 21	31.1%	68.9%	607
Newspapers	83.9%	16.1%	607
Local radio	55.2%	44.8%	607
Television news	76.1%	23.9%	607
City website	21.7%	78.3%	607
You call or email the city and/or city officials	12.2%	87.8%	607
Somewhere else	10.5%	89.5%	607

*These questions are also presented individually below.

“Where do you get your information on city issues?”

Government access and educational television channels, in other words, channels 5, 10 and 21

	Frequency	Percent
Yes	189	31.1%
No	418	68.9%
Total	607	100.0%

Newspapers

	Frequency	Percent
Yes	509	83.9%
No	98	16.1%
Total	607	100.0%

Local radio

	Frequency	Percent
Yes	335	55.2%
No	272	44.8%
Total	607	100.0%

Television news

	Frequency	Percent
Yes	462	76.1%
No	145	23.9%
Total	607	100.0%

City website

	Frequency	Percent
Yes	132	21.7%
No	475	78.3%
Total	607	100.0%

You call or email the city and/or city officials

	Frequency	Percent
Yes	74	12.2%
No	533	87.8%
Total	607	100.0%

Somewhere else

	Frequency	Percent
Yes	64	10.5%
No	543	89.5%
Total	607	100.0%

**** The following were only asked if respondent indicated that they watch local government access and educational television channels to get their information.**

“If you watch government information channels, which ones do you normally watch?”

Channel 5

	Frequency	Percent
Yes	134	70.9%
No	55	29.1%
Total	189	100.0%

Channel 10

	Frequency	Percent
Yes	101	53.4%
No	88	46.6%
Total	189	100.0%

Channel 21

	Frequency	Percent
Yes	52	27.5%
No	137	72.5%
Total	189	100.0%

Other

	Frequency	Percent
Yes	14	7.4%
No	175	92.6%
Total	189	100.0%

**On average, how many days per WEEK
do you watch those channels?**

	Frequency	Valid Percent
0	3	1.6%
1	70	38.3%
2	32	17.5%
3	25	13.7%
4	8	4.4%
5	12	6.6%
6	3	1.6%
7	30	16.4%
Total	183	100.0%

8. FITNESS AND WELLNESS

How many days PER WEEK do you engage in physical activity for at least THIRTY MINUTES?

	Frequency	Percent
0	51	8.5%
1	46	7.6%
2	67	11.1%
3	151	25.1%
4	86	14.3%
5	96	15.9%
6	30	5.0%
7	75	12.5%
Total	602	100.0%

How many days PER WEEK do the children in the household engage in physical activity for at least ONE HOUR?

	Frequency	Percent
0	27	4.5%
1	9	1.5%
2	18	3.0%
3	31	5.1%
4	29	4.8%
5	60	10.0%
6	17	2.8%
7	66	10.9%
Do not have children in household	346	57.4%
Total	603	100.0%

Has your household been involved in a continuing effort to recycle, compost or reduce household waste in the PAST YEAR?

	Frequency	Percent
Yes	474	78.5%
No	130	21.5%
Total	604	100.0%

9. DEMOGRAPHICS

What is the highest level of education you have achieved?

	Frequency	Percent
Less than high school	4	.7%
Some high school	5	.8%
High school diploma	87	14.4%
Some college	105	17.4%
Two year college or technical degree	89	14.7%
Four year college degree	149	24.6%
Some graduate school	28	4.6%
Advanced degree	138	22.8%
Total	605	100.0%

Are you Spanish, Hispanic, or Latino?

	Frequency	Percent
Valid Yes	11	1.8%
No	593	97.7%
Total	604	99.5%

Which of the following describe your race?

American Indian or Alaskan Native

	Frequency	Percent
Yes	11	1.8%
No	596	98.2%
Total	607	100.0%

Which of the following describe your race?

Asian

	Frequency	Percent
Yes	9	1.5
No	598	98.5
Total	607	100.0

Which of the following describe your race?

Black or African American

	Frequency	Percent
Yes	4	.7
No	603	99.3
Total	607	100.0

Which of the following describe your race?

Native Hawaiian or other Pacific Islander

	Frequency	Percent
Yes	4	.7
No	603	99.3
Total	607	100.0

Which of the following describe your race?

White

	Frequency	Percent
Yes	568	93.6
No	39	6.4
Total	607	100.0

Which of the following describe your race?

Some other race

	Frequency	Percent
Yes	24	4.0
No	583	96.0
Total	607	100.0

What is your zip code?

	Frequency	Valid Percent
68502	63	10.6%
68503	17	2.9%
68504	23	3.9%
68505	35	5.9%
68506	90	15.2%
68507	35	5.9%
68508	11	1.9%
68510	69	11.6%
68512	39	6.6%
68516	109	18.4%
68520	3	.5%
68521	57	9.6%
68522	15	2.5%
68523	2	.3%
68524	2	.3%
68526	11	1.9%
68527	1	.2%
68528	9	1.5%
68532	2	.3%
Total	593	100.0%

Respondent Age

	Frequency	Percent
Under 20	2	.3%
20-24	10	1.6%
25-29	14	2.3%
30-34	37	6.1%
35-39	39	6.4%
40-44	46	7.6%
45-49	64	10.5%
50-54	77	12.7%
55-59	88	14.5%
60-64	89	14.7%
65-69	47	7.7%
70-74	37	6.1%
75-79	20	3.3%
80 and Over	37	6.1%
Total	607	100.0%