



239 NW 13<sup>th</sup> Ave., #205  
Portland, OR 97209  
503.220.0575

[www.dhmresearch.com](http://www.dhmresearch.com)

January 8, 2021

To: Anne Aurand, City of Bend  
From: Michelle Neiss and Tony Iaccarino, DHM Research  
Re: City of Bend Community Survey—Online Results, #01001

## INTRODUCTION & METHODOLOGY

From December 14–28, 2020 DHM Research conducted an online survey of 1,573 Bend residents. The opt-in online survey offered an opportunity for all interested residents to provide feedback to the City by answering the same questions that appeared in a statistically-valid phone survey.

**Research Methodology:** The online survey consisted of 1,573 Bend residents and took approximately 10 minutes to complete. This is a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups, including age, gender, and area of the city.

The City of Bend made the online survey available in both English and in Spanish on their website and promoted the survey on social media and with local media outlets.

**Statement of Limitations:** The online survey did not rely on random sampling and therefore, a margin of error cannot be calculated with confidence. Differences found between demographic groups should be interpreted cautiously as possible differences.

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

## DIFFERENCES BETWEEN ONLINE AND TELEPHONE SURVEY

The City of Bend promoted the online version of the survey and made it available in both English and Spanish from December 14–28, 2020. A link to the online survey appeared on the City's website and other outreach methods were used as appropriate. These methods ensured that all Bend residents who were interested in sharing feedback about the City's performance and upcoming priorities had the opportunity to do so.

While the statistically-valid phone survey brings rigor to public opinion research and accurately reflects the demographic makeup of the community, the opt-in online survey serves a valuable and complementary purpose. This type of client-promoted, opt-in survey allows local government leaders to engage with their constituents and elicit comments from thousands of people.

Differences are sure to arise between results from the representative phone sample and the self-selected online sample. While the former are more representative of the latter, both provide valuable context for interpreting the feedback policymakers may hear at community meetings or in email correspondence.

## Notable differences in sample

Before analyzing the different responses between the self-selected online and statistically-valid phone samples, it is important first to understand demographic differences across the two samples. In general, self-selected samples tend to skew older, more female, and overrepresent people with graduate degrees. This online community survey is no exception. For example, consider the following differences:

- In the online survey, fewer than 3% of respondents are under the age of 35, as compared to 26% in the phone survey.
- 55% of online survey respondents identify as female, compared to 47% in the phone survey.
- More than four in ten online survey respondents have a graduate degree or higher (42%), compared to 15% in the phone survey.

Differences in lifestyle also present themselves in a demographic analysis of the two samples. Self-selected online respondents are about half as likely to rent their home as respondents in the statistically-valid phone sample (19% compared to 33%). Additionally, these online respondents are more likely to rely on active transportation, like walking (7% compared to 4%) and biking (7% compared to 2%). These differences in primary modes of transportation were also present in the 2018 research.

While the total number of respondents who identify as White and not another race is somewhat similar across surveys (79% online; 83% phone), a total of 148 residents identified as Black, Indigenous, or People of Color in the online survey. The impact of large raw numbers in a self-selected online survey can be especially helpful in interpreting differences between White residents and People of Color with a greater sense of confidence.

There are small differences between the two surveys with respect to quadrant of the city and income level, with both samples providing broad representation across these categories.

## Differences in attitudes

### Quality of life and service ratings

Online survey respondents report more negative perceptions of quality of life in Bend, as well as diminished ratings for services. While the difference in attitudes regarding quality of life in Bend is modest (83% say it is a good or excellent place to live, compared to 88% of phone respondents), the differences are starker with regard to performance.

Online survey respondents give the City a lower grade (51% A or B grade, compared to 65% of phone respondents). Additionally, when rating services on a scale of 1 to 5 (with 1 as lowest and 5 as highest) online survey respondents are less likely to dole out ratings of 4 or 5. Each service garners a smaller percentage of high ratings, by a margin of 5 to 16 percentage points. The largest drop is with respect to police and fire service, for which 68% of online survey respondents gave the City a 4 or 5 rating, compared to 81% of phone respondents.

Whereas in the phone survey, Black, Indigenous, and People of Color were often more positive, that finding is reversed in the online survey. In raw numbers, the online survey represents 148 total People of Color, as compared to 38 in the phone survey. While the larger sample size provides greater confidence, serious consideration of the differences between White and BIPOC residents may be better suited for qualitative research or surveys that focus on specific communities of color.<sup>1</sup>

In the online survey, Black, Indigenous, and People of Color report lower satisfaction with every city service, ranging from a 4 to 13 percentage points lower compared to White residents. When it comes to ratings for city services, no difference is more pronounced than police and fire, for which 56% of People

---

<sup>1</sup> The margin of error for a sample size of n=148 is +/-8%. The margin of error for a sample size of n=38 is +/-16%.

of Color give the City a rating of 4 or 5, compared to 69% of White residents. (Note that when it comes to rating whether police and fire services are an urgent priority, there is little difference between White and BIPOC residents).

While these differences in racial demographics appear to contribute to overall diminished service ratings, it is important to note that online survey respondents reported diminished satisfaction in 2018 as well. Residents of all racial and ethnic identities who are dissatisfied with the City may have more incentive to take the time to fill out the survey.

### Future priorities and managing growth

Despite giving lower ratings for services, online survey respondents share roughly the same priorities for the next 10 years as the phone survey respondents. For example, both samples prioritize affordable housing and long-range community planning, although in the online sample, long-range community planning was seen as a higher priority (77% urgent or high) than affordable housing (66%). Recall that in the online sample, respondents were about half as likely to rent their homes. Considering only the renters in each survey, 90% of those in the online sample say affordable housing should be the City's top priority, compared to 79% of renters in the phone sample.

One notable departure in priorities is the relative importance of sidewalks and bike lanes in the online survey. About half of online respondents (52%) believe that sidewalks and bike lanes are an urgent or high priority, compared to 37% of phone survey respondents. These results are likely due to the outsized representation of walkers and cyclists in the online survey sample. A similar difference appeared in the 2018 research.

In the online survey, residents were asked to respond slightly differently to a question about how Bend should manage its future growth. While the phone survey asked residents to rank their top priority, online survey respondents were given a chance to rank their top three priorities. When considering only the highest priority, results are largely similar to responses from the phone survey, in that residents focus on keeping the region affordable especially with access to affordable housing (27% community to 32% statistical). However, when considering the second and third-highest priorities among online respondents as well, transportation bubbles up to the top of the list. This may suggest two things. First, while affordable housing is the urgent priority, transportation may be an equally enduring priority. Second, it may reflect different attitudes about transportation in the online survey, given the higher percentage of walkers and cyclists.

When asked about housing types, online survey respondents are twice as likely as phone survey respondents to express a preference for attached housing, such as duplexes, triplexes, or townhomes (38% compared to 19%). These results are more in line with the 2018 phone survey results, in which residents were split between favoring single-family homes and attached housing. In the 2020 phone survey, respondents lean heavily in favor of single-family homes (49%), and preference for attached housing fell (19%).

### Sources of information

Online survey respondents certainly appear to be well-informed about issues in Bend. These respondents are more likely to report relying on local newspapers (68% compared to 41%), neighborhood associations (25% to 7%), and radio (21% to 9%) for local news.

Notably, one-third of online survey respondents are also more likely than phone respondents to stay up-to-date by reading the city's e-newsletter (33% to 9%), engaging with NextDoor (26% to 3%), or using the City's social media pages and website (42% and 26%, compared to 21% and 12%).

**Bend Community Survey 2020**  
**December 14–28, 2020**  
**Online Version, Promoted by City**  
**9 minutes**  
**DHM Research**  
**#01001**

**LANDING PAGE**

S1. Please select your language / Por favor seleccione su idioma.

<b>Response Category</b>	<b>n=1,573</b>
English	1,569
Español	4

**2020 Community Survey**

Thank you for taking the time to answer these survey questions. The City of Bend wants to get your feedback about our City and various services we provide. Your input is very important and will help to inform City decisions on issues that are important to the community. We value your candid responses. If you have recently answered these questions on the phone, we thank you for your time. This survey is intended for those who were not contacted earlier, to give everyone an opportunity to share their opinions.

This survey may take up to 10 minutes to complete and will be available until December 28. Your responses are completely confidential and no name or identifying information will be associated with your responses. The online survey is being hosted by an independent, third-party research firm, DHM Research. DHM will also collect and analyze the results.

Thank you for providing your feedback!  
City of Bend

**2020 Community Survey (Spanish version)**

Thank you for taking the time to answer these survey questions. The City of Bend wants to get your feedback about our City and various services we provide. Your input is very important and will help to inform City decisions on issues that are important to the community. We value your candid responses. If you have recently answered these questions on the phone, we thank you for your time. This survey is intended for those who were not contacted earlier, to give everyone an opportunity to share their opinions.

This survey may take up to 10 minutes to complete and will be available until December 28. Your responses are completely confidential and no name or identifying information will be associated with your responses. The online survey is being hosted by an independent, third-party research firm, DHM Research. DHM will also collect and analyze the results.

Thank you for providing your feedback!  
City of Bend

## WARM-UP

1. I'd like to start with a question about quality of life. Would you say Bend, as a place to live, is:

Response Category	n=1,573
Excellent	30%
Good	53%
Fair	14%
Poor	3%
Very poor	n=7
I'm not sure	n=5

## GOVERNMENT PERFORMANCE AND PRIORITIES

2. If you were to give the City of Bend a grade for its performance, would you give it an A, meaning excellent, a B for above average, a C for average, a D for below average, or F for failing?

Response Category	n=1,573
A	7%
B	44%
C	33%
D	12%
F	3%
I'm not sure	2%

3. \*\*\*What is the most important issue in Bend that you would like your local government leaders to do something about? (Open comment box)

How would you rate the City of Bend in each of the following areas? Using a scale of 1 to 5, where 1 is very poor, 3 is neutral, 5 is excellent, how would you rate the city on providing these services? (Rotate)

Response Category n=1,573	Mean	Top Box (4+5)	Not sure
4. Police and fire service	3.9	68%	5%
5. Drinking water service	4.3	77%	7%
6. Sewer service	3.9	57%	14%
7. Maintaining City streets	3.1	39%	n=5
8. Building, planning, and permitting service	2.7	17%	16%

**[New page]**

Over the next 10 years, Bend will be facing many issues. The City won't be able to do everything and must identify priorities. I'd like to read a list of services we provide. Should the City give each of the following a low priority, medium priority, high priority, or urgent priority? Please be selective in your rating as funding is limited and remember that we're talking about priorities over the next 10 years. You may have other priorities, but please limit your answers for now to just these issues. **(Rotate questions)**

Response Category (n=1,573)	Low	Medium	High	Urgent	Not sure
9. Drinking water service	13%	37%	38%	5%	7%
10. Street maintenance	4%	34%	47%	14%	1%
11. Sidewalks and bike lanes	17%	31%	33%	19%	n=7
12. Increase availability of affordable housing	13%	20%	22%	44%	1%
13. Police Department services	17%	34%	36%	10%	3%
14. Fire Department services	7%	37%	43%	8%	5%
15. Sewer service	13%	49%	25%	2%	12%
16. Long-range community planning	4%	17%	40%	37%	2%

**BUDGET**

17. Now please tell me which ONE service you feel the city should prioritize to fund? **(Rotate items)**

Response Category	n=1,570
Drinking water service	2%
Street maintenance	10%
Sidewalks and bike lanes	10%
Increase availability of affordable housing	36%
Police Department services	11%
Fire Department services	3%
Sewer service	n=7
Long-range community planning	25%
I'm not sure	3%

18. Which one of these should Bend Police prioritize in the coming years? **[Rotate items]**

Response category	n=1,562
Community engagement and informational outreach	7%
Crime prevention programs	12%
Partnering with and supporting organizations that address homelessness and mental health issues	40%
Training in anti-racism and equity	11%
Diversity in hiring	3%
Training in mental health issues	8%
Expanding crisis intervention team	6%
Traffic and DUI safety/enforcement	9%
Don't know	4%

## TRANSPORTATION

19. How would you rate the condition of roads and streets in Bend?

Response Category	n=1,559
Excellent	4%
Good	61%
Poor	29%
Very poor	5%
I'm not sure	1%

## GROWTH

20. How many years have you lived in Bend? **(Open text box, autocode as)**

Response Category	n=1,558
less than 5	21%
5–9	21%
10–19	23%
20+	31%
I prefer not to say	4%

21. **\*\*\*[If live in Bend 5+ years]** In your opinion, how has Bend changed in the past five years because of growth? **[Open]**

22. **\*\*\*[If live in Bend < 5 years]** In the time you have lived in Bend, what changes have you seen, if any, because of Bend's growth? **[Open]**

23. **\*\*\*Right now, what should the City of Bend's biggest priorities be for better managing its growth? Please select the highest priority, second highest, and third highest priority. [Rotate items]**

Response category	Highest priority n=1,533	1 <sup>st</sup> -3 <sup>rd</sup> Combined n=1,533
Keeping the region an affordable place to live with access to affordable housing.	27%	61%
Ensuring our roadways and transportation system can handle more people.	24%	69%
Creating more living wage jobs and diversifying our economy.	16%	58%
Protecting scenic vistas and ability to view the surrounding landscape.	15%	46%
Protecting public safety as more people come to the area.	11%	38%
Attracting people of different backgrounds to make our community more diverse.	5%	25%
I'm not sure	1%	1%

## COMMUNICATIONS

24. Where do you get information about City issues in Bend? Click on all that apply.

Response Category	n=1,531
Local newspaper (daily Bend Bulletin or The Source Weekly)	68%
Other newspaper	7%
City government's e-newsletter (eNews, The Bend Current)	33%
TV	44%
Radio	21%
City social media (Facebook, Twitter, Instagram)	42%
City Website	26%
Nextdoor App	26%
Neighborhood association	25%
Friends, Family	40%
Other [open text box]	11%
I'm not sure [Exclusive]	1%

## CURRENT ISSUES

25. What type of housing options should Bend officials prioritize? Even if you think all of these are important, we'd like to hear which one you think the community needs most. [rotate options]

Response Category	n=1,531
Single-family homes	31%
Multi-family apartments	17%
Attached housing, such as duplexes, triplexes, or townhomes	38%
I'm not sure	14%

26. \*\*\*What's the most important role of the City related to the COVID-19 pandemic? [Rotate items]

Response category	n=1,529
Rental and mortgage assistance	11%
Small business support	41%
Critical care for vulnerable populations	13%
Public education and messaging	15%
Expanding childcare opportunities for working parents	8%
Other [Open]	9%
Don't know	3%



27. \*\*\*How important is it that the City of Bend address racial equity gaps in jobs, health, housing and policing?

Response category	n=1,528
Very important	47%
Somewhat important	23%
Not too important	13%
Not at all important	13%
I'm not sure	3%

## DEMOGRAPHICS

These last few questions are to make sure we have a valid sample of the community. It's important that we collect answers to all of these questions. Your information is completely confidential and anonymous.

28. Do you rent or own your home?

Response Category	n=1,527
Rent	19%
Own	79%
I prefer not to say	3%

29. Do you live in the Northwest, Southwest, Northeast, or Southeast area of Bend?

*Please use the location where Highway 97 and Colorado Avenue meet as a reference point to divide the city into quadrants.*

Response Category	n=1,527
Northwest	37%
Southwest	16%
Northeast	26%
Southeast	17%
I prefer not to say	4%

30. For most days of the week, what is your main mode of transportation?

Response Category	n=1,527
Driving in a car or truck alone	66%
Driving in a car or truck with others	17%
Bicycle	7%
Walking	7%
Bus or public transportation	n=5
Other mode [open text box]	2%
I'm not sure	n=4

31. What is your age? (Open text box, autocode in below categories.)

Response Category	n=1,194
18–24	n=2
25–34	2%
35–54	17%
55–64	53%
65+	21%
I prefer not to say	7%

[If Q31=98 ask question] Into which of the following groups does your age fall?

Response Category	n=1,194
18–24	n=2
25–34	2%
35–54	17%
55–64	53%
65+	21%
I prefer not to say	7%

32. What's the highest level of education you've obtained?

Response Category	n=1,523
Less than high school	n=4
High school diploma	2%
Some college	13%
College degree	41%
Graduate/professional school	42%
I prefer not to say	2%

33. Do you describe your gender as:

Response Category	n=1,523
Male	40%
Female	55%
Non-binary or gender non-conforming	1%
Other [open text box]	--
I prefer not to say	4%

34. Which category best describes your 2019 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=1,523
Less than \$25,000	5%
\$25,000 to less than \$50,000	11%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	22%
\$150,000 or more	20%
Refused/Missing	9%

35. \*\*\*Which of the following best describes your race or ethnicity? Click on all that apply.

Response Category	n=1,523
African	n=2
Asian/Pacific Islander	2%
Black/African American	1%
Hispanic/Latino	4%
Middle Eastern/North African	n=4
Native American/American Indian	2%
White/Caucasian	83%
Other [open text box]	2%
I'm not sure [Exclusive]	n=4
I prefer not to say [Exclusive]	11%

Thank you for your time!