

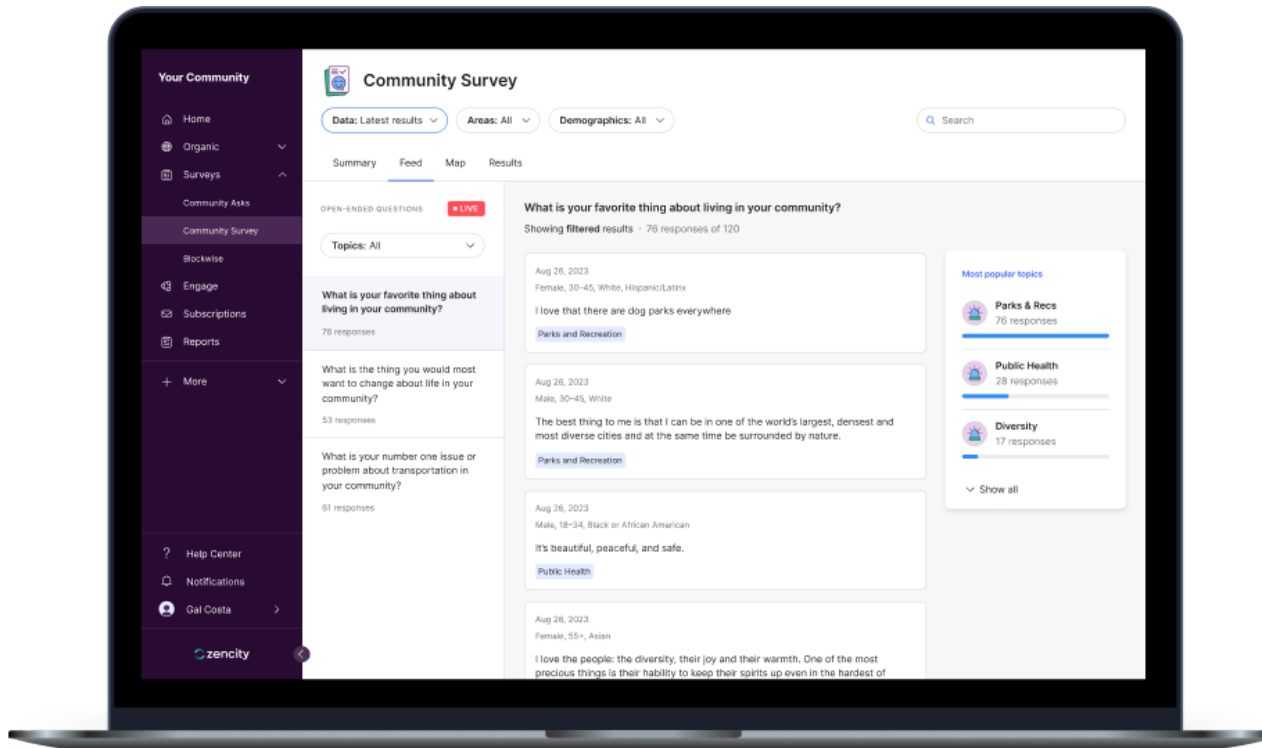


Hermiston, OR

Community Survey

January - July 2023

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The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

398 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between January - July 2023. An additional 18 responses were collected through the city's distribution efforts, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Hermiston, OR. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

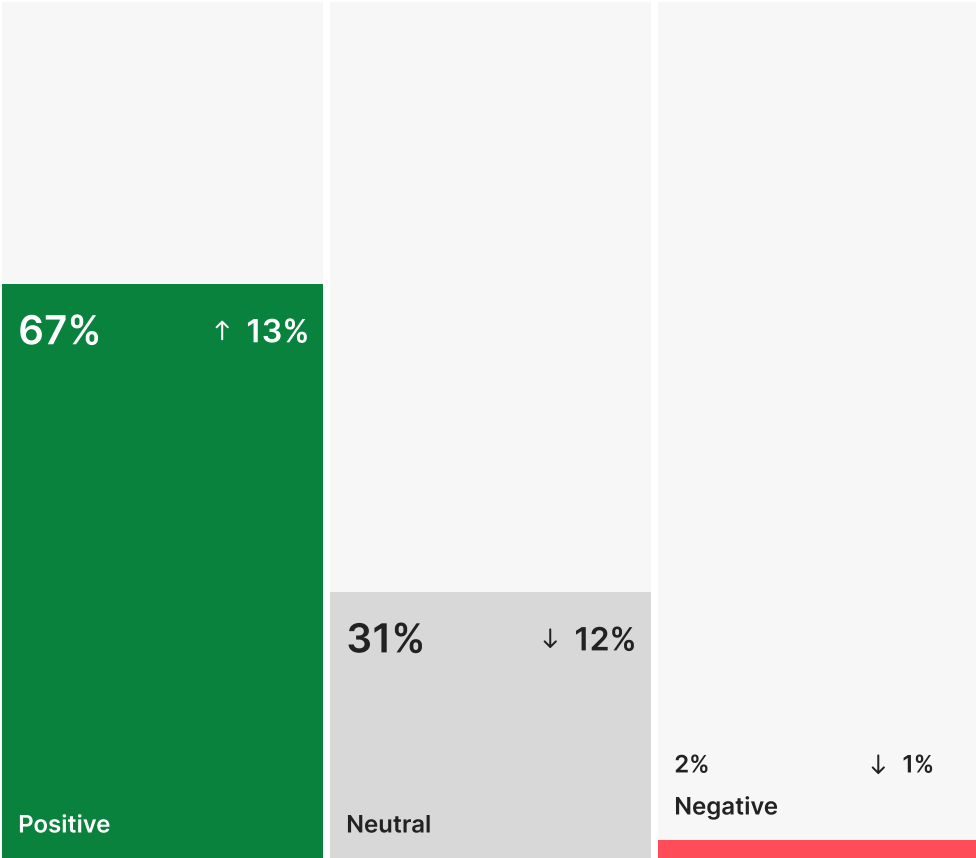
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

67%

of 398 surveyed residents are satisfied with life in Hermiston

↑ 13% vs. previous cycle







These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (\uparrow) and down (\downarrow) arrows will show the change in percentage points.

QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Hermiston?	50% • \uparrow 9% 
How likely are you to recommend Hermiston as a place to live?	44% • \uparrow 10% 
How likely are you to be living in Hermiston 5 years from now?	61% • \uparrow 7% 
Average rating from the Community Characteristics questions	56% • \uparrow 17% 

Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	63%	58
Age	35-54	64%	112
Age	55+	74%	221
Education	High school degree or less	70%	101
Education	Some college or college degree	65%	181
Education	Higher education degree	64%	116
Ethnicity	Hispanic/Latino	70%	67
Ethnicity	White	70%	312

DEMOGRAPHIC	GROUP	SCORE	N
Gender	Female	64%	246
Gender	Male	69%	145
Income	\$49,999 or less	67%	141
Income	\$50,000-\$149,999	67%	210
Income	\$150,000 or more	66% *	47

Life in Hermiston

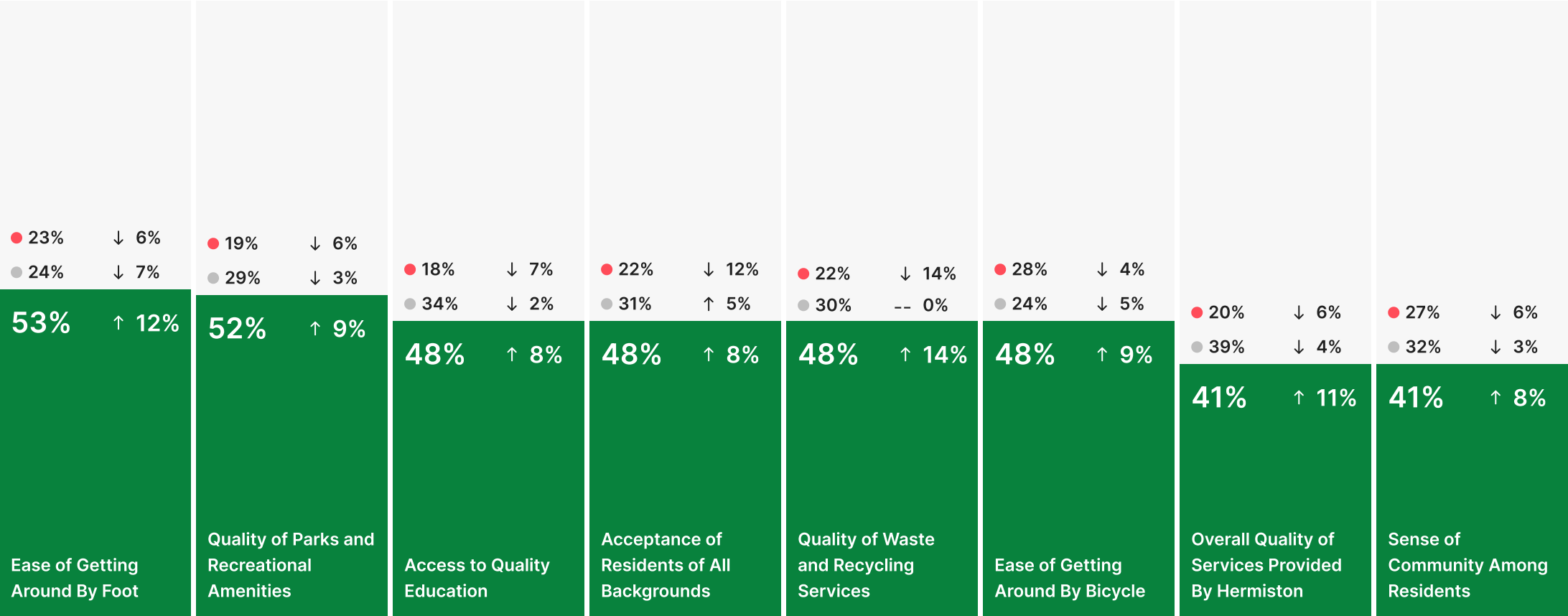
The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

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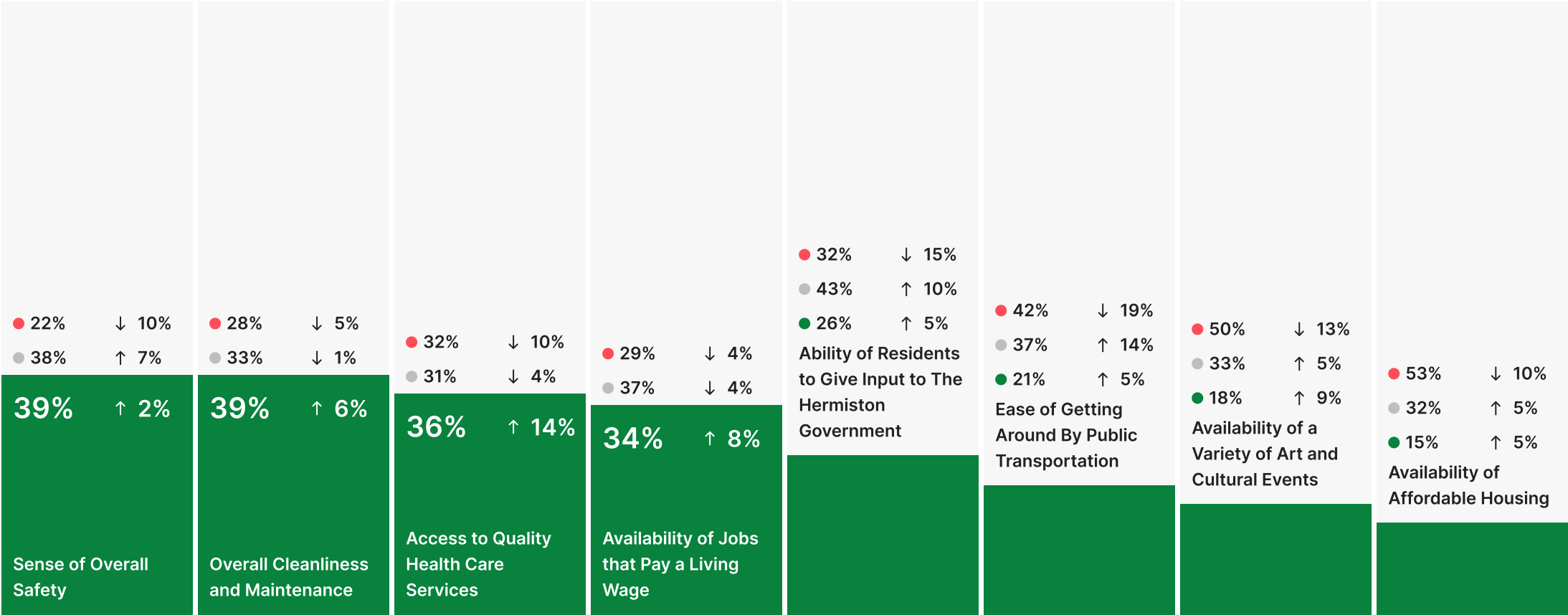
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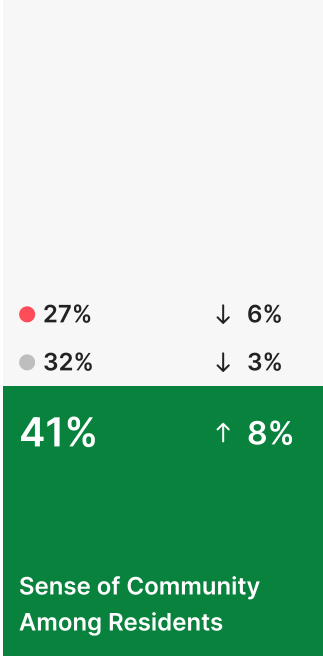



The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

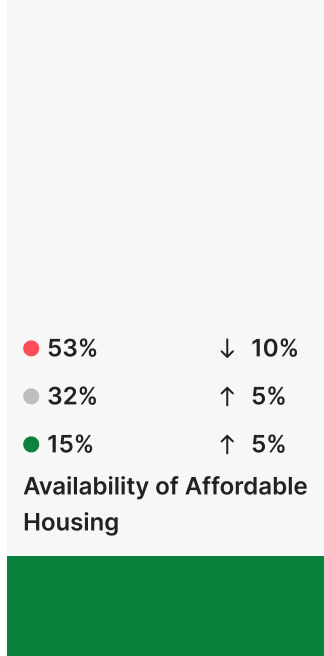
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

41%

of residents are satisfied with
the sense of community
among residents

↑ 8% vs. previous cycle



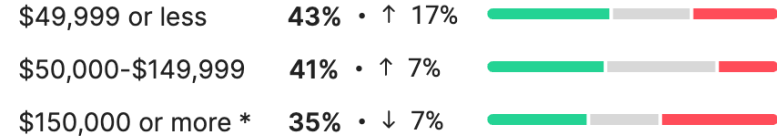
Neutral
32% • ↓ 3%

Dissatisfied
27% • ↓ 6%

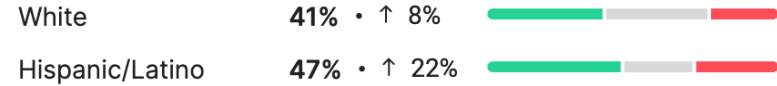
AGE



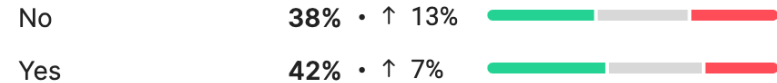
INCOME



RACE/ETHNICITY



HOME OWNERSHIP



In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

15%

of residents are satisfied with the availability of affordable housing

↑ 5% vs. previous cycle



Neutral
32% • ↑ 5%

Dissatisfied
53% • ↓ 10%

AGE		
18-34	13% • ↑ 11%	
35-54	15% • ↑ 1%	
55+	16% • ↑ 2%	
INCOME		
\$49,999 or less	13% • ↑ 6%	
\$50,000-\$149,999	14% • ↑ 4%	
\$150,000 or more *	23% • ↑ 7%	
RACE/ETHNICITY		
White	13% • ↑ 4%	
Hispanic/Latino	17% • ↑ 11%	
CHILDREN UNDER 18		
No	19% • ↑ 8%	
Yes	7% • -- 0%	

Community Benchmark

How we compare Hermiston, OR to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.

Diversity is measured by percentage of people who are not in the largest race or ethnicity group.

Median income is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Hermiston, Oregon	17,512	2,114	14.01%	58,341
Rohnert Park, California	42,559	5,841	20.73%	77,831
Olympia, Washington	52,290	2,870	13.75%	63,185
Springfield, Oregon	62,729	3,959	8.66%	49,938
Tukwila, Washington	20,265	2,206	63.47%	63,053
Antelope, California	48,468	7,090	25.04%	82,095

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

+ more communities with similar characteristics

Community Benchmark

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The overall resident satisfaction in Hermiston is similar to its cohort.

67% Hermiston
68% Cohort
75% National

- Hermiston
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Hermiston?	62%	57%	50%	
How likely are you to recommend Hermiston as a place to live?	59%	52%	44%	
How likely are you to be living in Hermiston 5 years from now?	62%	61%	61%	

Community Benchmark

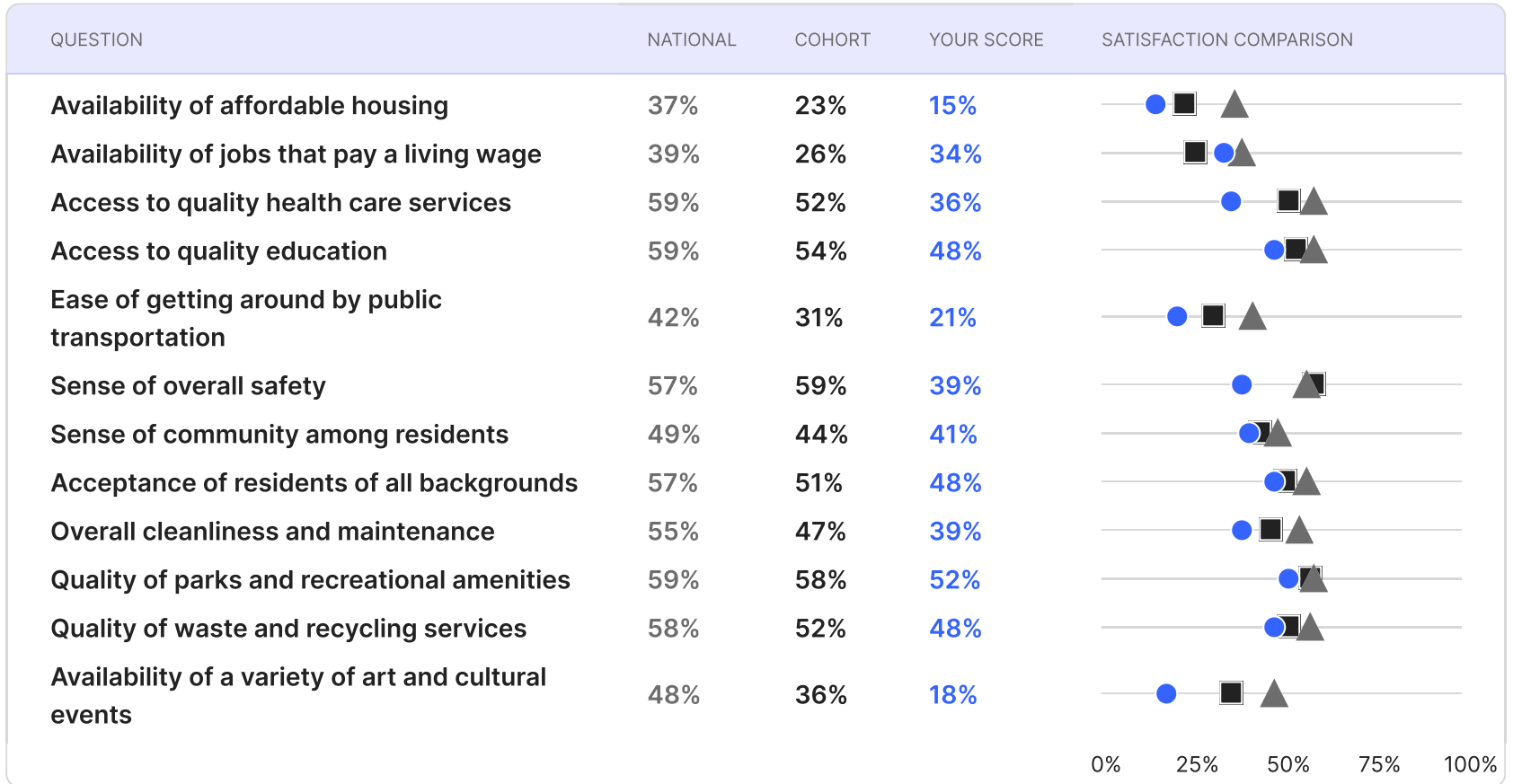
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Satisfaction with Life in Hermiston, OR

Breakdown by characteristic

- Hermiston
- Cohort
- ▲ National



Free-Text Responses



What residents love

Question: What is your favorite thing about living in Hermiston?



What residents want changed

Question: What is the one thing you would change in Hermiston?



Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

40%

of residents feel that homelessness is an issue in the city

↓ 7% vs. previous cycle



Neutral
31% • ↑ 3%

Dissatisfied
29% • ↑ 5%

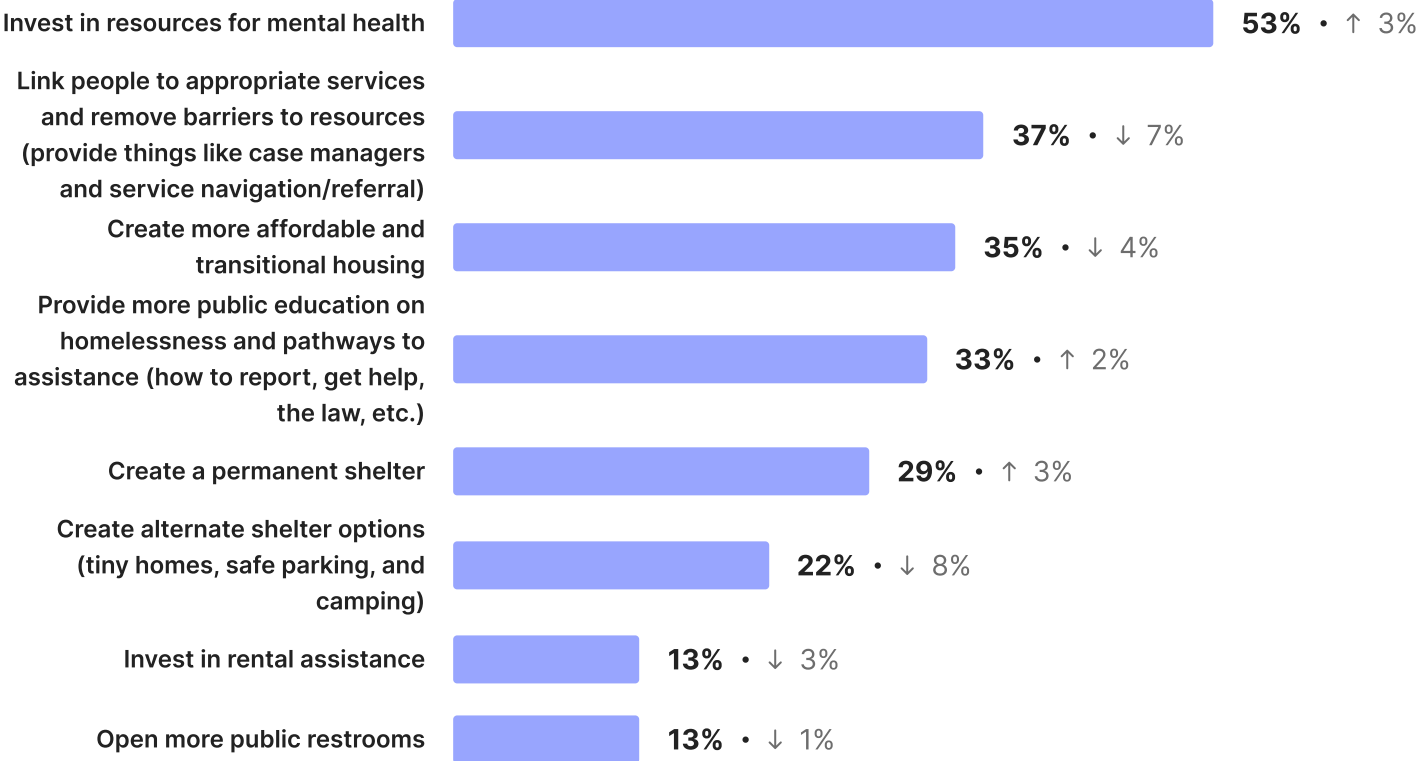
The question:
In your experience, how much of an issue is homelessness in the city?
(On a scale of 1 (Not at all) to 5 (to a large extent))

AGE		
18-34	32% • ↓ 17%	
35-54	42% • ↓ 8%	
55+	45% • ↑ 1%	
INCOME		
\$49,999 or less	40% • ↓ 9%	
\$50,000-\$149,999	40% • ↓ 4%	
\$150,000 or more *	37% • ↓ 18%	
RACE/ETHNICITY		
White	45% • ↑ 2%	
Hispanic/Latino	29% • ↓ 12%	

53%

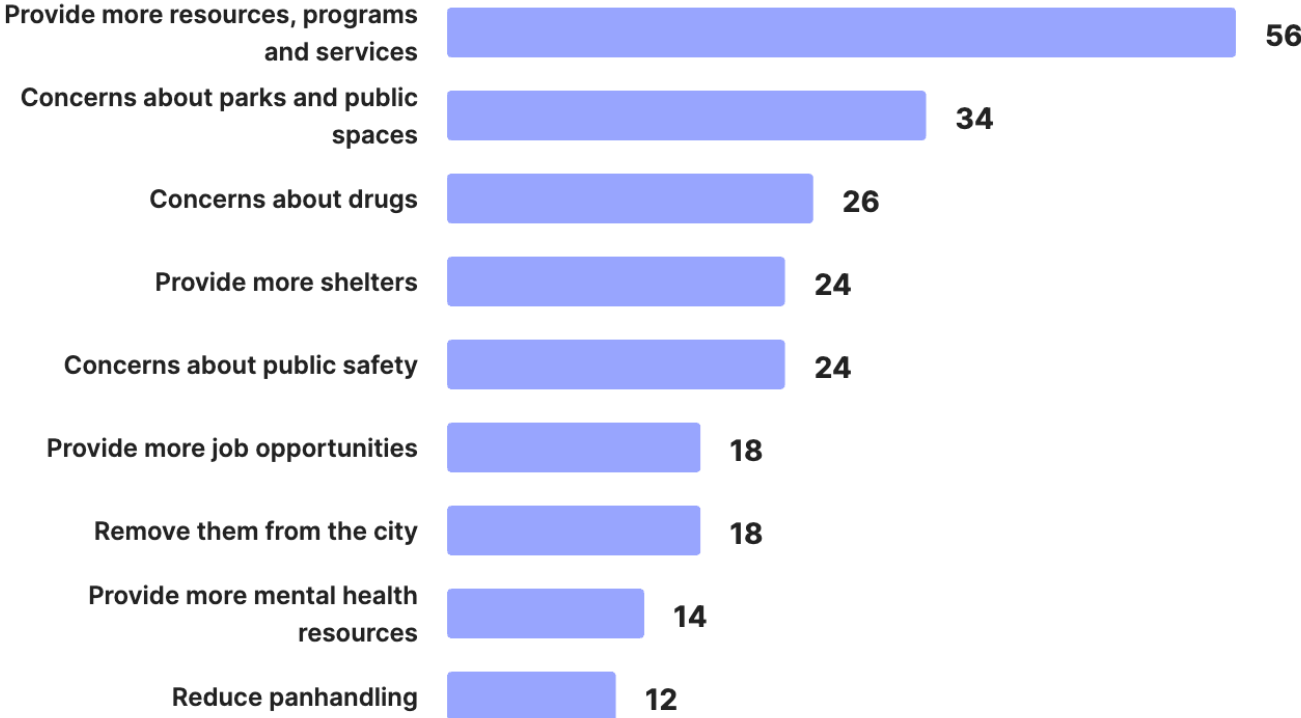
of respondents believed that the city should **invest in resources for mental health** in order to support residents experiencing homelessness.

The question:
Where do you think the city should put the greatest effort to support residents experiencing homelessness?



Respondents most commonly reported wanting the city to **provide more resources, programs, and services to residents experiencing homelessness.**

The question:
Any other ideas or concerns regarding the issue of homelessness that you'd like to share with the city?



The Questionnaire

Section 1

General Satisfaction

QUESTIONS	CHOICES
How is the overall quality of life in Hermiston? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Hermiston as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Hermiston 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
What is your favorite thing about living in Hermiston?	Open Ended
What is the thing you would most want to change about life in Hermiston?	Open Ended

Section 2

Community Characteristics

QUESTIONS
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Ease of getting around by public transportation
Ease of getting around by bicycle
Ease of getting around by foot
Sense of overall safety

QUESTIONS
Sense of community among residents
Acceptance of residents of all backgrounds
Ability of residents to give input to the Hermiston government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of waste and recycling services
Overall quality of services provided by Hermiston

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
In your experience, how much of an issue is homelessness in the city?	1 - 5 Scale (Not at All - To a Large Degree)
Where do you think the city should put the greatest effort to support residents experiencing homelessness?	Invest in rental assistance / Create a permanent shelter / Open more public restrooms / Invest in resources for mental health / Create more affordable and transitional housing / Link people to appropriate services and remove barriers to resources (provide things like case managers and service navigation/referral) / Create alternate shelter options (tiny homes, safe parking, and camping) / Provide more public education on homelessness and pathways to assistance (how to report, get help, the law, etc.)
Any other ideas or concerns regarding the issue of homelessness that you'd like to share with the city?	Open Ended

Section 4

Demographics

QUESTIONS	CHOICES
What year were you born in? *	Open Ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other
What is your current employment status? *	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
Are you of Hispanic, Latino/a/x or Spanish origin? *	Yes / No
What is your race? *	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
Do you, or someone else in your family, own the home you currently live in? *	Yes / No

Section 4

Demographics

QUESTIONS	CHOICES
What is the highest level of education you've completed to date? *	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
What is your marital status? *	Single / Married / Divorced or separated / Widowed
Do any children under the age of 18 live in your household? *	Yes / No
Were you born outside of the United States? *	Yes / No
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more



Published on July 27th, 2023 by Zencity
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