



MEDFORD 2040 COMMUNITY VISION COMMUNITY SATISFACTION SURVEY SUMMARY OF FINDINGS

SURVEY GOAL

Understand Medford community members' thoughts and feelings about their community as a place to inform where we want to go in the Medford Community Vision process

TOP 15 WORDS USED TO DESCRIBE MEDFORD

- Growing
 - Homeless
 - Beautiful
 - Dirty
 - Friendly
- Potential
 - Home
 - Community
 - Small
 - Drugs
- Crime
 - Expensive
 - Busy
 - Boring
 - Safe

OVERALL RATING OF MEDFORD QUALITY OF LIFE

Quality	Responses (Total / %)
Very good	73 / 6.35%
Good	363 / 31.57%
Satisfactory	368 / 32.0%
Less than satisfactory	247 / 21.48%
Unacceptable	73 / 6.35%
Don't know	8 / 0.70%
Other	18 / 1.57%

Positive qualities
<ul style="list-style-type: none"> • Beautiful area with recreation • Good medical care • Full service with small town feel • Shopping and local businesses • Sense of community
Negative qualities
<ul style="list-style-type: none"> • Drugs, homelessness, and littering • Racism and political differences • High rent and cost of living • Road safety and traffic • Lack of diversity

GREATEST CHALLENGES	WAYS TO ADDRESS CHALLENGES
<ul style="list-style-type: none"> • Homelessness • Crime and drugs • Affordable housing • Cleaning up litter • Transportation system • Political division • Managing growth • Air pollution and wildfires 	<ul style="list-style-type: none"> • Rehabilitation and drug treatment center • More law enforcement and a new jail • Funding and a budget audit • Affordable housing and transition homes • Incentivize businesses for better paying jobs

COMMUNITY MEMBERS OF COLOR

Comments from respondents who identified as a person of color were largely aligned with comments from respondents who identified as white. However, people of color were more likely to include topics of social equity in their responses.

- Need to address systemic racism and white supremacy
- Diversity is not celebrated or welcomed in Medford
- There are few resources for people who are not white, heterosexual, cisgender
- Positions of community influence are largely held by white people

SURVEY RESPONDENTS

Total respondents	1,150
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Relationship to Medford	Responses (Total / %)
Reside	845 / 73.48%
Work	609 / 52.96%
School	47 / 4.09%
Shop, recreate, entertainment	455 / 39.57%
Other	340 / 29.57%

Years active in Medford	Responses (Total / %)
Less than 1 year	31 / 2.70%
1 – 5 years	175 / 15.22%
6 – 10 years	132 / 11.48%
11 – 20 years	185 / 16.09%
More than 20 years	627 / 54.52%

Age	Responses (Total / %)
Youth	3 / 0.31%
18 – 25	48 / 4.94%
26 – 35	171 / 17.61%
36 – 45	254 / 26.16%
46 – 65	360 / 37.08%
Seniors 65+	135 / 13.90%

Gender	Responses (Total / %)
Female	641 / 66.36%
Male	307 / 31.78%
Transgender	2 / 0.21%
Non-binary	7 / 0.72%
Self-describe	9 / 0.93%

Race / Ethnicity	Responses (Total / %)
American Indian or Alaska Native	15 / 1.58%
Asian American	11 / 1.16%
Black or African American	3 / 0.32%
Latino/a/x or Hispanic	42 / 4.44%
Native Hawaiian or Pacific Islander	5 / 0.53%
White or Caucasian	779 / 82.26%
Multiple races / ethnicities	52 / 5.49%
Self-describe	40 / 4.22%

Language spoken at home	Responses (Total / %)
Mandarin	2 / 0.21%
English	901 / 94.25%
Russian	1 / 0.10%
Spanish	12 / 01.26%
Vietnamese	1 / 0.10%
Other or multiple	39 / 4.08%

Most “other or multiple” responses reported speaking Spanish and English at home.

Housing	Responses (Total / %)
No permanent housing	32 / 3.31%
Rents home	247 / 25.52%
Owens home	689 / 71.18%

Household income	Responses (Total / %)
Less than \$25,000	97 / 10.43%
\$25,000 - \$50, 000	189 / 20.32%
\$50,000 - \$75,000	190 / 20.43%
\$75,000 – \$100,000	199 / 21.40%
\$100,000 - \$200,000	214 / 23.01%
More than \$200,000	41 / 4.41%