



Citizen Survey Executive Summary
City of Medford
April 2010

HR HEBERT RESEARCH, INC.
www.HebertResearch.com



Table of Contents

- Research Methodology 1
 - Response Rate..... 1
 - Sampling Frame 1
 - Estimated Maximum Margin of Error 1
 - Questionnaire 1
 - Survey..... 1
 - Weighting..... 2
 - Analysis 2
- Research Goal and Objectives 3
 - Research Goal 3
 - Research Objectives..... 3
- Respondent Profile 4
 - Gender 4
- Importance of Expanding Medford’s Outreach Efforts 5
- Importance of Outreach Sources 6
 - Multivariate Analysis..... 7
 - Updates to the City Website 7
 - Increase Use of Social Networking..... 8
- Linear Discriminant Analysis 9
- Usage of the City’s Newsletter..... 10
 - Multivariate Analysis..... 11
 - Usage of the City’s Newsletter..... 11
- Usefulness of the Newsletter..... 12
 - Why they gave their rating 12
- Usage of the Parks and Recreation Community Connections Program and Services Guide 13
- Usefulness of the Parks and Recreation Community Connections Program and Services Guide 14
- Sources of Information Used to Find Out What is Happening in Medford 15
- Specific Sources of Information Used 16
 - Newspapers 16

Local Television	16
Local Radio	17
Social Networking Sites.....	17
Most Trustworthy Sources of Information Used	18
Satisfaction with City of Medford Services	19
Multivariate Analysis.....	20
Accessibility to Council Members and City Staff.....	20
Number of Times Attended City Services and Activities.....	21
Top Spending Priorities for Medford’s Local Government Programs.....	22
Most Important Community Values	23

Research Methodology

Response Rate

A total sample of 400 respondents was included in the April 2010 research project for the City of Medford. The response rate was 55.2% which represents the percentage of individuals who agreed to participate in the research. The interviews were conducted with residents in the City of Medford. All tests of statistical significance were conducted at a 95% confidence level. The sampling took place between March 31st and April 7th.

Sampling Frame

Hebert Research utilized a sampling list of residents within the City of Medford provided by the City government. In addition, Hebert Research purchased an additional citizen's list to include residents that lived in multifamily dwellings (including but not limited to apartments, condos, town homes, etc.). The multifamily dwellings' list was then integrated within the list provided by the City. Hebert Research made certain that one-third of the sample came from multifamily classifications to accurately reflect the actual number of multifamily dwellings within the City of Medford. The stratified probability sampling was applied to this research by randomly drawing a predetermined sample size in order to specifically match the sampling frame.

City of Medford Sampling Frame		
Respondent Group	Sample Size	Max. Margin of Error (+/-)
Multifamily Housing	124	
Single Family Housing	276	
Total	400	(+/-) 4.9%

Estimated Maximum Margin of Error

The estimated maximum margin of error for a sample size of 400 is +/- 4.9%.

Questionnaire

The questionnaire was developed in collaboration with the City of Medford and Hebert Research, and consisted of approximately 25 questions.

Survey

The research methodology employed was a quantitative telephone survey. Hebert Research employed ten (10) highly skilled research assistants to conduct the April 2010 community wide City of Medford research project.

Weighting

The data was weighted to reflect the actual distribution of residents by age and gender. The U.S. Census Bureau's data for the City of Medford was used as the baseline.

Monitoring and Verification

Interviews were monitored to ensure that all respondents completed the survey according to the certain specifications and that the information they provided was accurate.

Analysis

The data was analyzed using generally accepted univariate measures of central tendency.

Multivariate analyses were also conducted to examine whether differences existed between age, gender and other demographic variables. The multivariate analysis consisted of Analysis of Variance (ANOVA) and Chi-Square analysis.

Interpretations and inferences set forth in the analysis are intended to provide an independent statistical perspective. The statistical procedures utilized were applied with a 95% confidence level for estimating values and/or providing significant inferences. A .05 significance level was used as the criterion to test the hypotheses. Multivariate analysis findings, if statistically significant, are reported at the end of each section. The statistical significance is measured by the p-value (if $p < .05$, the statistical test is significant; if $p > .05$, the statistical test is not significant).

Hebert Research has made every effort to produce the highest quality research product within the agreed specifications, budget and schedule. The customer understands that Hebert Research uses those statistical techniques, which, in its opinion, are the most accurate possible. However, inherent in any statistical process is the possibility of error, which must be taken into account in evaluating the results. Statistical research can predict consumer reaction and market conditions only as of the time of the sampling, within the parameters of the project, and within the margin of error inherent in the techniques used.

Evaluations and interpretations of statistical research findings and decisions based on them are solely the responsibility of the customer and not Hebert Research. The conclusions, summaries and interpretations provided by Hebert Research are based strictly on the analysis of the data and are not to be construed as recommendations; therefore, Hebert Research neither warrants their viability nor assumes responsibility for the success or failure of any customer actions subsequently taken.

Research Goal and Objectives

Research Goal

The goal of this research was to determine what areas of governmental services are of interest to citizens and to identify their desired methods to receive communications.

Research Objectives

The following are the research objectives addressed in this research project:

1. Conducted a statistically valid community wide survey using a representative sample of Medford citizens based on:
 - a. Age
 - b. Gender
 - c. Years lived in Medford
 - d. Involvement in the City
2. Identified all forms of media and communication used as sources of information among Medford citizens. A few examples of communication methods tested are as follows:
 - a. Newsprint
 - b. Newsletters
 - c. Websites
 - d. Social media networking (Facebook, Twitter, LinkedIn, etc.)
 - e. Live broadcasts
 - f. Radio
 - g. Television
3. Determined most frequently utilized methods of communication, as well as the opportunities for additional communication outlets.
4. Assessed existing City of Medford services and identified areas for expansion, improvement and/or elimination.
5. Utilized the findings from the quantitative telephone survey to develop a community outreach plan.

Respondent Profile

Gender

Of the respondents, 53.9% were female and 46.1% were male. This represents the weighted data based upon the U.S. Census Bureau.

Table 1:

Gender of Respondents	
Gender	Percentage
Male	46.1%
Female	53.9%

Table 2:

Gender of Respondents Sample	
Gender	Percentage
Male	42.1%
Female	57.9%

Table 2 represents the actual sample collected without the weighted data technique applied.

Age

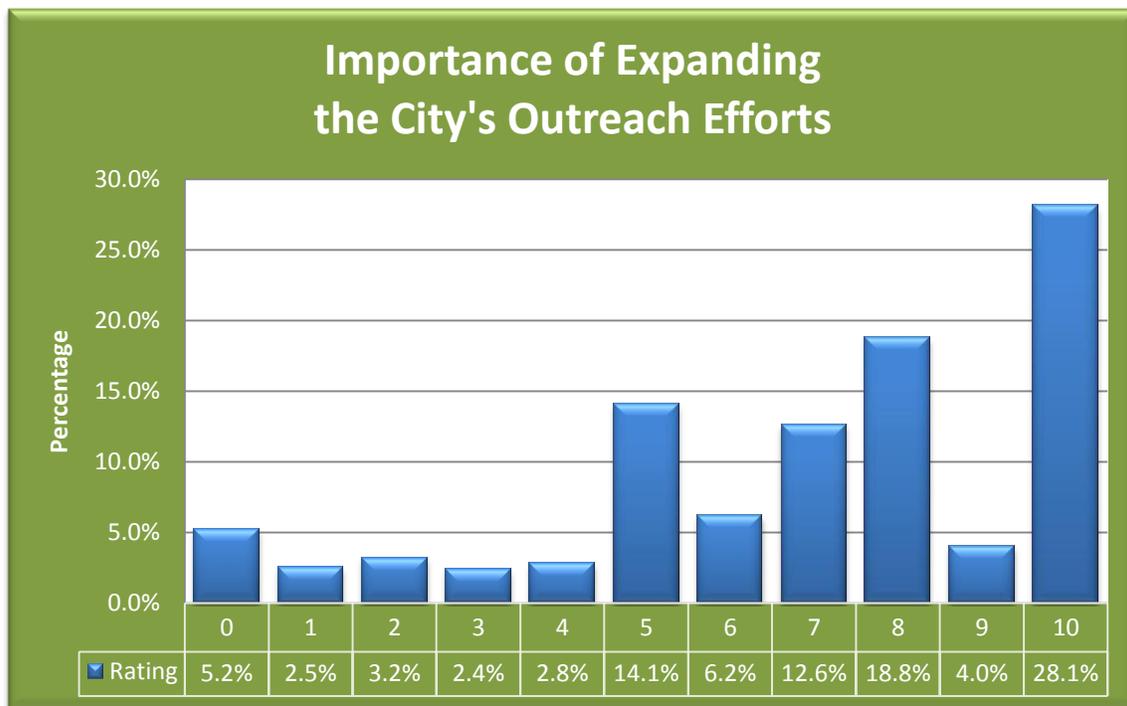
The following represents the age distribution for the City of Medford. This represents the weighted data based upon the demographic data from the U.S. Census Bureau. The average age of the City of Medford respondents was 47.92 years old.

Age of Respondents	
Age	Percentage
18 to 24	11.6%
25 to 34	17.2%
35 to 44	19.5%
45 to 54	18.2%
55 to 64	11.2%
65 and Older	22.3%
Mean	47.92

Importance of Expanding Medford's Outreach Efforts

The first question of the survey asked respondents to rate the importance of the City of Medford expanding their outreach efforts on a scale from 0 to 10, where 0 is not at all important and 10 is very important.

Overall, respondents reported moderate to highly importance ratings for the city to expand their outreach efforts and this was reflected by an overall mean of 6.91. Additionally, over half of the respondents (50.9%) gave a rating of "8" or higher, which reflects very high importance in the City of Medford expanding their outreach efforts. Only 13.3% of the respondents gave a rating of "3" or lower which suggests that it is not important to expand Medford's outreach efforts. The kurtosis of $-.079$ indicates that the distribution of the responses is more peaked than normal, in this case peaked towards the right, which suggests that expanding the City's outreach efforts is highly important.



Mean: 6.91

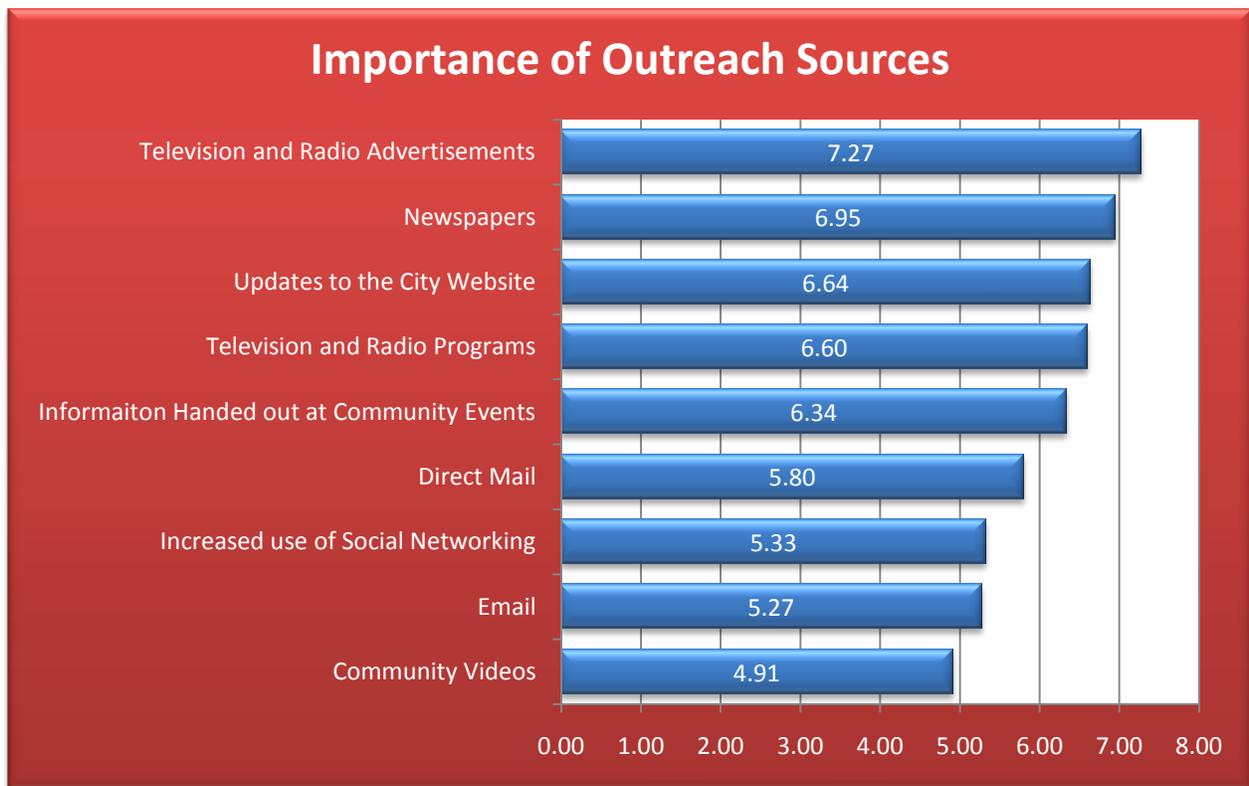
Kurtosis: $-.079$

Standard Deviation: 2.90

Importance of Outreach Sources

Respondents were then asked how important various sources of information are for the City of Medford to focus on in their outreach efforts. These questions were also rated on a scale from 0 to 10, where 0 is not at all important and 10 is very important.

Of all the responses, television and radio advertisements were considered to be the most important outreach sources for the City of Medford with a high average rating of 7.27. Newspapers, updates to the city website, television and radio programs, and information handed out at community events were all considered moderate to highly important, with ratings of 6.95, 6.64, 6.60 and 6.34 respectively. Direct mail, social networking sites and email received moderate ratings of 5.80, 5.33 and 5.27 respectively. Community videos received the lowest average importance with a rating of 4.91.



Multivariate Analysis

The following table reports those values which were statistically significant among gender in regard to the importance of information sources to be utilized for improved outreach efforts. An interesting discovery is the fact that women assign a higher importance to these variables than men. These findings indicate that gender does not necessarily explain the importance of the information source.

Importance of Information Sources (Statistically Significant)				
Source	Male (Mean)	Female (Mean)	P Value	eta ²
Television and Radio Announcements	6.84	7.65	0.004	0.021
Television and Radio Programs	6.12	7.01	0.003	0.022
Community Videos	4.37	5.42	0.001	0.029
Updates to the City Website	6.07	7.13	0.002	0.026
Information Handed out at Community Events	5.80	6.80	0.001	0.028
Newspapers	6.20	7.59	0.000	0.057
Direct Mail	5.26	6.26	0.002	0.023

Updates to the City Website

When tested for significance among different ages, statistical significance was found. Respondents between the ages of 18 to 24 were significantly more likely than those 65 and older to report that updates to city website are important to improving outreach efforts ($p \leq .001$, $eta^2 = .101$).

Age	Mean Rating
18 to 24	7.84
25 to 34	7.55
35 to 44	6.88
45 to 54	6.91
55 to 64	6.60
65 and older	4.77

Increased Use of Social Networking

The increased use of social media was significantly more important in the development of improving outreach efforts for respondents between the ages of 18 to 34 ($p \leq .001$, $\eta^2 = .148$).

Age	Mean Rating
18 to 24	7.11
25 to 34	6.64
35 to 44	5.55
45 to 54	5.51
55 to 64	5.12
65 and Older	2.97

Linear Discriminant Analysis

A linear discriminant analysis was used which developed two linear regression equations for those respondents who gave high ratings (8 to 10) and lower ratings (0 to 7). The purpose of this analysis is to identify how the overall importance of expanding Medford’s outreach is correlated to specific information sources used to expand the outreach. This variance between the two logit regressions enabled standardized discriminant functions to be developed that allowed for the further development of standardized discriminant functions where:

$$D_i = d_1 Z_1 + d_2 Z_2$$

The results of the discriminant analysis were:

Eigen Value: .438
 Canonical Correlation: .552

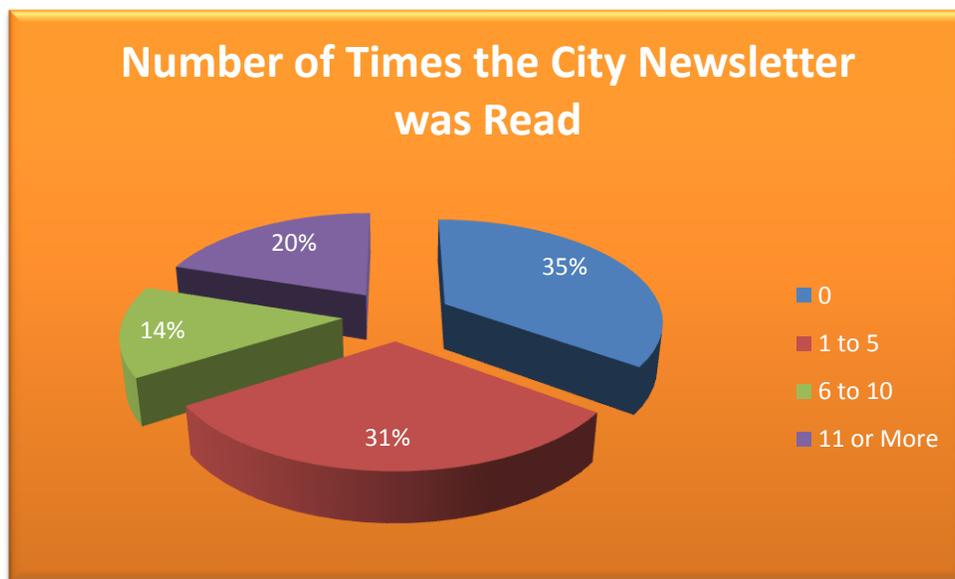
This indicates that 43.8% of the variance was explained by the Eigen value. Furthermore, the .552 canonical correlation shows the set of variables that determine the importance with various outreach sources. A value closer to 1 indicates that the particular source is correlated to the overall importance of the City of Medford’s outreach efforts. For example, respondents who gave high average ratings tended to ascribe to a higher level of importance to the outreach efforts of the City of Medford.

Discriminant Analysis	
Variable	Function
Television and Radio Advertisements	0.762
Community Videos	0.717
Information Handed Out at Community Events	0.692
Television and Radio Programs	0.690
Newspapers	0.643
Updates to the City Website	0.641
Direct Mail	0.592
Increased Use of Social Networking	0.392
Email	0.292

Usage of the City's Newsletter

Respondents were then asked how many times they had read the city's newsletter included in their utility bill in the past 12 months. On average, respondents had read the newsletter 4.6 times. More than one third of the respondents (35.1%) had not read the newsletter at all, and three out of ten respondents (30.5%) had read the newsletter between one and five times. An additional 34.1% had read the newsletter six or more times, in the past 12 months.

Number of Times the City Newsletter was Read in the Past 12 Months	
Number	Percentage
0	35.1%
1 to 5	30.9%
6 to 10	14.2%
11 or More	19.9%
Mean	4.60



Multivariate Analysis

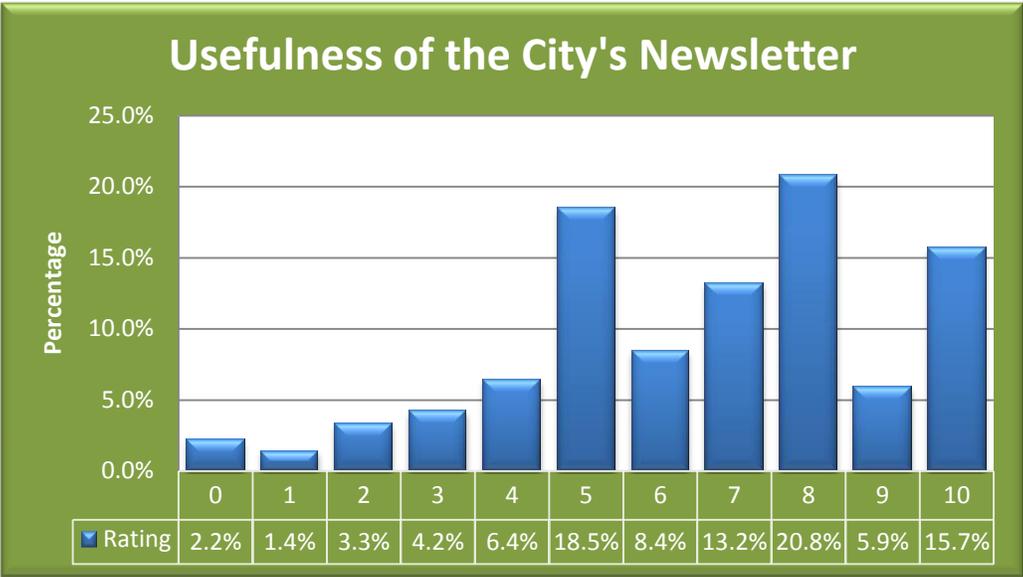
Usage of the City’s Newsletter

Those respondents 65 and older read the city’s newsletter significantly more (7.00 times in the past 12 months) than the other age groups in the survey ($p \leq .001$, $\eta^2 = .086$). This is an interesting finding that may be related to the stage of life respondents are in. Respondents who are young (18 to 24) and those who are older (65 and up) are more likely to have the time to focus on reading the newsletter and understand what is happening in the community.

Age	Mean Rating
18 to 24	5.28
25 to 34	3.73
35 to 44	2.71
45 to 54	3.93
55 to 64	4.97
65 and Older	7.00

Usefulness of the Newsletter

Those respondents, who had read the newsletter, were then asked how useful they found the newsletter. Ratings were based on a scale from 0 to 10 where 0 was not at all useful and 10 was very useful. Overall, respondents reported the city newsletter to be moderate to highly useful and reported an average rating of 6.58. In addition, 42.4% of respondents reported the newsletter to be highly useful and gave ratings of “8” or higher. Of the respondents who had read the newsletter, only 11.1% did not found the newsletter to be useful. This indicates that the respondents feel the city’s newsletter is highly useful as a source of information.



Mean: 6.58

Why they gave their rating

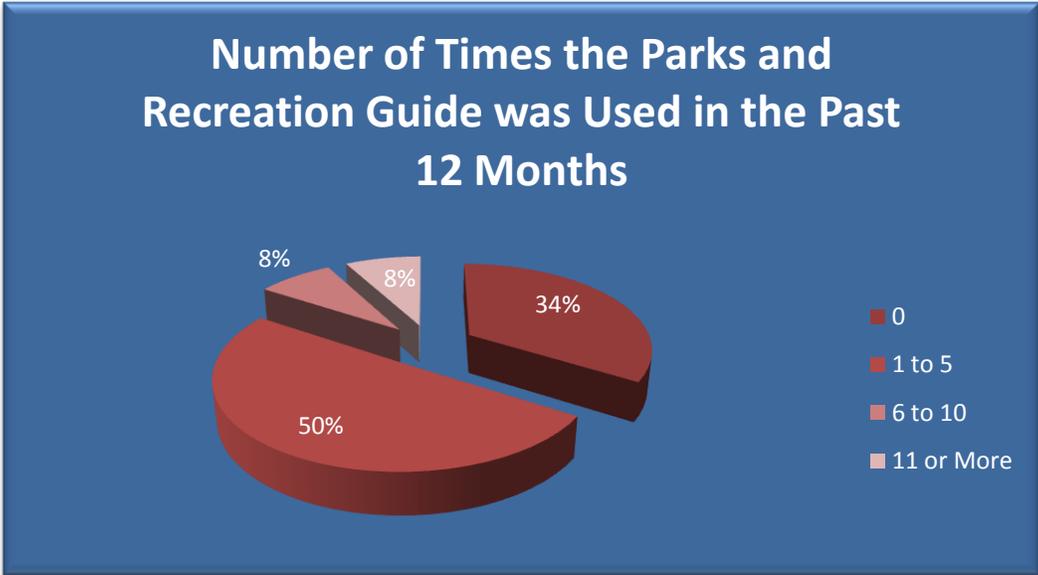
The following are the most common responses as to why respondents gave the rating they did in regard to the usefulness of the city:

- I find it interesting and informative
- I don't read it at all
- I learn about what is going on in the community
- It has information I couldn't get otherwise
- It is useful
- It is not helpful for me
- The information is there, but not everyone reads it

Usage of the Parks and Recreation Community Connections Program and Services Guide

On average, respondents used the Parks and Recreation Connections program and service guide 3.18 times in the past year. There were 33.9% of the respondents who had not used the guide at all in the past 12 months. Approximately half of the respondents (50.3%) had used the program between one and five times, and 15.8% had used the program six or more times in the past 12 months.

Number of Times the Parks and Recreation Guide was used in the Past 12 Months	
Number	Percentage
0	33.9%
1 to 5	50.3%
6 to 10	7.9%
11 or More	7.9%
Mean	3.18



Usefulness of the Parks and Recreation Community Connections Program and Services Guide

Those respondents who had used the Parks and Recreation Community Connections program and services guide in the past 12 months found it to be highly useful and reported an average rating of 7.55. In fact, only 8.0% of respondents gave a rating of "3" or lower which suggests that the program and services guide is not at all useful. Additionally, nearly two-thirds of the respondents (62.4%) gave a rating of "8" or higher, which indicates that the Parks and Recreation Community Connections program and services guide is very useful.



Mean: 7.55

The most common verbatim responses as to why respondents gave their rating were:

- It is informative for the programs offered to the youth
- Informs of classes for all ages
- I don't use it much but I know people that do
- Not too much useful information for me
- I look at it for special events
- Has a lot of good information
- I don't use any of the programs
- We use it a lot

Sources of Information Used to Find Out What is Happening in Medford

Respondents reported using several sources to find out what is happening in the City of Medford, and the two most frequently used sources were local television channels (69.4%) and local newspapers (65.3%). There were 44.2% of respondents who use word of mouth to find out what is happening in the City of Medford and 37.7% reported that they listen to local radio. Community events, the city newsletter and the city website received similar usage, with 30.3%, 30.2% and 29.9% using these sources to find out what is happening. Social networking sites and city hall were the least frequently used sources with 8.0% and 7.8% using these sources, respectively.

Sources of Information Used to find out what is happening in Medford	
Source	Percentage
Local Television Channels	69.4%
Local Newspaper	65.3%
Word of Mouth	44.2%
Local Radio	37.7%
Community Events (fairs, festivals, school events, etc.)	30.3%
City Newsletter	30.2%
City Website	29.9%
Community Connections Program Directory	20.1%
Community Organizations (Kiwanis, Rotary, School PTA, etc.)	13.8%
Business Organizations (Chamber of Commerce)	13.4%
Social Networking Sites	8.0%
City Hall	7.8%

**Totals may add to more than 100% as respondents were able to select multiple responses*

As a follow up question, respondents were additionally asked what other sources would be helpful for receiving information from the City of Medford. The most common responses were:

- Direct Mail
- Email
- Put out more commercials
- Phone calls
- Web site
- Flyers

Specific Sources of Information Used

Newspapers

Of those respondents that read the newspapers as an information source to find out what is happening in the City of Medford, an overwhelming 98.0% reported reading the Medford Mail Tribune. It is clear that this is the primary newspaper read. Other newspapers that respondents reported reading were:

- The Ashland Tidings
- The Oregonian
- West Side quarterly paper
- Tempo
- Sneak Peak

Local Television

There were five primary local television channels that respondents reported watching as a source of information to find out what is happening in the City of Medford. Nearly two-thirds of respondents (64.9%) who selected television as a source of information utilized reported that they watch KDRV and almost half of the respondents (45.8%) watch KTVL. Additionally, 39.2% of respondents reported watching KOBI, 5.2% watch KGW and 4.5% watch KMVU to find out what is happening in the City of Medford. It is clear that three major television stations used to find information about what is happening in the City of Medford are KDRV, KTVL and KOBI.

Television Channels Watched as a Source of Information	
Station	Percentage
KDRV	64.9%
KTVL	45.8%
KOBI	39.2%
KGW	5.2%
KMVU	4.5%

**Totals may add to more than 100% as respondents were able to select multiple responses*

Local Radio

KMED 1440 was the most frequently listened to radio station to find out about what is happening in the City of Medford with 24.2% of respondents who listen to this station. NPR 89.1 was the next most frequently listened to station with 11.7%, and KCMX 880 and KOOL 103.5 both had 10.8% respectively. KCNA 102.7 was reported as the primary source of information used to find out about what is happening in the City of Medford with 9.2% and 8.3% listen to KDOV 91.7. For those respondents who selected “other” the responses consisted of a small number of respondents who listen to other radio stations in the City of Medford.

Radio Stations Listened to for Information About Medford	
Radio Station	Percentage
KMED 1440	24.2%
NPR 89.1	11.7%
KCMX 880	10.8%
KOOL 103.5	10.8%
KCNA 102.7	9.2%
KDOV 91.7	8.3%
KBOY 97.5	7.5%
KZZE 106.3	7.5%
KIFS 107.5	6.7%
KROG 96.9	6.7%
KRSK 105.1	5.0%
KTMT 93.7	5.0%
KLOVE 88.7	3.3%
KUBQ 4	3.3%
Other	12.5%

**Totals may add to more than 100% as respondents were able to select multiple responses*

Social Networking Sites

For the 8.0% who reported that they use social networking sites as a source to find out what is happening in the City of Medford, every respondent (100%) reported that they use Facebook. Nearly one quarter of the respondents reported they use MySpace and Twitter to find out what is happening in the City of Medford with 22.2% for each of these social networks.

Most Trustworthy Sources of Information Used

In addition to identifying the most frequently used sources of information, respondents were asked a follow up question regarding what they consider to be the most trustworthy sources of information. Media (reports/bulletins, newspaper articles, radio, T.V., etc.) were considered to be the most trustworthy source of information by more than half of the respondents (57.7%) and the city newsletter was the most trusted source by 38.2%. Neighbors/residents, City of Medford employees and business owners were considered the most trustworthy by 32.1%, 30.0% and 29.2% respectively. City of Medford elected officials were considered a trustworthy, relevant and accurate source of information by 22.9% of the respondents. The credibility of local elected officials is important as national, state and county issues trickle down to the local level. While limited control exists on a higher level, local elected officials are extremely important in shaping their communities.

Most Trustworthy Sources of Information	
Source	Percentage
Media (Reports/bulletins, newspaper articles, radio, T.V., etc.)	57.7%
City Newsletter	38.2%
Neighbors/residents	32.1%
City of Medford Employees and Staff	30.0%
Business owners	29.2%
City of Medford Elected Officials	22.9%
Other	14.1%

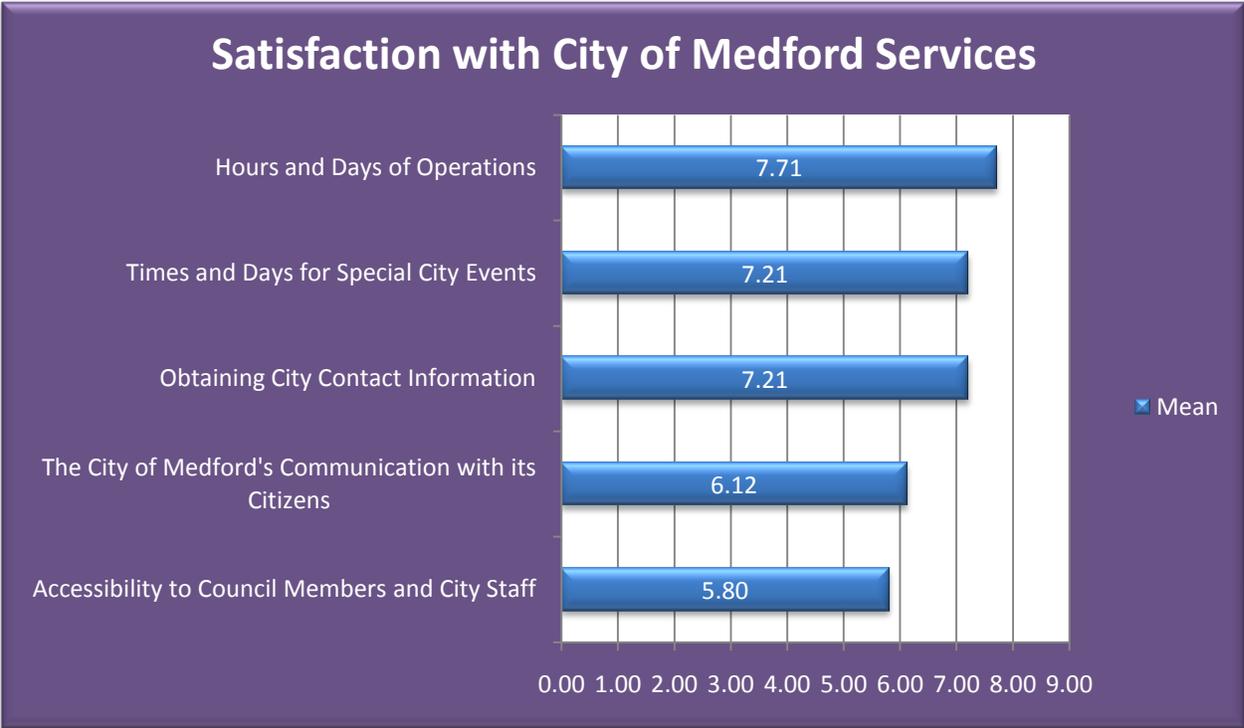
**Totals may add to more than 100% as respondents were able to select multiple responses*

For those respondents who said "other" the most common responses were:

- City Website
- Family and Friends
- Word of Mouth
- The internet
- All of the ones listed are fine

Satisfaction with City of Medford Services

There were five services that respondents were asked to rank their satisfaction in regard to the City of Medford services. Hours and days of operations received the highest average rating of 7.71 and times and days for special city events and obtaining city contact information also received high satisfaction ratings of 7.21. The City of Medford's communication with its citizens received a moderate satisfaction rating of 6.12 and accessibility to council members and city staff also received a moderate satisfaction score of 5.80.



Multivariate Analysis

Accessibility to Council Members and City Staff

When tested for significance among respondent age, statistical significance was found. Those respondents 18 to 24 were significantly more satisfied with the accessibility to council members and city staff than were the other age groups ($p \leq .001$, $\eta^2 = .095$).

Age	Mean Rating
18 to 24	7.31
25 to 34	6.20
35 to 44	4.44
45 to 54	5.62
55 to 64	6.33
65 and Older	5.48

Number of Times Attended City Services and Activities

The research also investigated the number of times that respondents have used city services and activities. Overall, respondents were most likely to attend Parks and Recreation related activities with an average attendance of 16.48 times in the past 12 months. Community sponsored events (Fairs, festivals, etc.) were the second most utilized activities with an average attendance of 2.77 times in the past 12 months. Police and City Council/Public hearings were utilized 1.96 and 1.06 times in the last 12 months and Fire service was used by respondents .44 times on average in the past 12 months.

Number of Times in the Past 12 Months You Have Used the Following City Services or Activities					
No. of Times	Parks and Recreation	Fire	Police	Community Sponsored Events (Fairs, Festivals, Etc.)	City Council Meetings/Public Hearings
0	36.4%	86.4%	69.9%	36.6%	85.0%
1 to 5	27.9%	10.2%	24.4%	54.7%	10.4%
6 to 10	13.8%	2.6%	1.8%	7.0%	3.1%
11 or More	21.9%	0.8%	3.9%	1.7%	1.5%
Mean	16.48	0.44	1.96	2.77	1.06

Top Spending Priorities for Medford’s Local Government Programs

To improve outreach efforts, it is critical to identify the top spending priorities of City of Medford residents for Medford’s local government programs. Respondents felt that spending is a top priority for police services, with nearly three-quarters of respondents (73.6%) selecting this area. Economic development and Fire were considered top priorities by over half of the respondents, 58.1% and 54.7% respectively. Road maintenance and improvements were considered a top priority by nearly half of the respondents (49.5%) and parks facilities and recreation programs was a top priority for 38.4%.

Top Spending Priorities for the City of Medford	
Priority	Percentage
Police	73.7%
Economic Development	58.1%
Fire	54.7%
Road Maintenance and Improvements	49.5%
Parks Facilities and Recreation Programs	38.4%

**Totals may add to more than 100% as respondents were able to select multiple responses*

Additionally, respondents were asked what they believe to be the number one spending priority in the City of Medford. The responses given were unaided, meaning that no potential response options were read. Similar to the table above, economic development and increased policing of the city were the two most frequently mentioned responses. Education was also an important issue among respondents, as were the elimination of drug use and crime/gang activity in the city. Improving the conditions of roads was another concern, as was traffic in the city. Respondents also mentioned that the issue of the high population of homeless individuals within the city needs to be addressed.

Most Important Community Values

The final question respondents were asked, aside from demographics, assessed what they believe are the community values that are most important to their quality of life. The number one most important community value was having safe neighborhoods and parks, with 60.6% of the respondents selecting this value. Close to this were quality education and accessible hospital/healthcare, where 59.0% and 58.3% selected these values respectively. Local employment opportunities was a value selected by 50.9%, 47.4% chose a financially balanced government and 43.0% selected having a family oriented community as an important community value. In addition, 40.5% reported that accountable city leaders are a community value important to their quality of life in the City of Medford.

Most Important Community Values	
Value	Percentage
Safe Neighborhood/Parks	60.6%
Quality Education	59.0%
Accessible Hospital/Health Care	58.3%
Local Employment Opportunities	50.9%
Financially Balanced Government	47.4%
Family Oriented Community	43.0%
Accountable City Leaders	40.5%
Other	8.8%

**Totals may add to more than 100% as respondents were able to select multiple responses*

For those respondents who said "other" the most common responses were:

- All of the above
- Employment
- Environmental Issues
- Openness of the City government to address the concerns of the citizens
- Transportation
- Economic Viability

Conclusions

1. Respondents are clearly connected to the City of Medford and are very engaged in their community. They also find it very important to expand the outreach efforts of the city in order to keep citizens informed. This is reflected through the finding that more than half of the respondents (50.9%) gave a rating of “8” or higher in regard to the city expanding their outreach efforts.
2. The most important sources of information for the City of Medford to focus their outreach efforts through were clearly through television and radio advertisements, with a mean rating of 7.27, and newspapers with a mean rating of 6.95.
3. Local television channels were the most frequently used source of information among respondents to find out what is happening in the City of Medford. Specifically, the three most frequently watched channels for information on Medford were:
 - a. KDRV
 - b. KTVL
 - c. KOBI
4. Newspapers were another frequently used source by approximately two-thirds of the respondents (65.3%) to find out what is happening in the City of Medford. The newspaper of choice was clearly the Medford Mail Tribune with 98.0% of respondents who read the newspaper, selecting the Medford Mail Tribune.
5. Local radio was a source of information used to find out what is happening in the City of Medford by 37.7% of the respondents and the station of choice was KMED 1440 with 24.2% of the respondents who selected radio, listen to this station.
6. In addition to being the most frequently utilized source of information used to find out what is happening in Medford, media (television, radio, newspaper, etc.) were also considered to be the most trustworthy source to gather information. This is unlike other communities where media is not considered trustworthy and credible.
7. The spending priority considered to be the most important among respondents was police with 73.7%. Economic development was also considered a major spending priority by 58.1%.

8. City of Medford elected officials were considered the most trustworthy source of information by 22.9%. This represents a lambda function where there is a possibility that credibility of government and the attitudes of citizens towards it are transferred over all levels of government. This finding has the potential to serve as a baseline which can be revisited in future research.