

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.1 To the best of your knowledge, are there any ongoing, long range planning projects for the future of Coeur d'Alene and its surrounding areas?

	Total
Total	400 100%
Yes	127 32%
No	177 44%
Don't know/Refused	96 24%

This question was asked of all 400 respondents.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.2 Do you know the name of the project?

	Total
Total	127 100%
McEuen Park Project	10 8%
CDA 2030	7 6%
Vision 2030	5 4%
Coeur d'Alene 2030 Visioning Project	4 3%
10 Year Visioning Project	1 1%
Don't know/Refused	98 77%

This question was asked of the 127 respondents who reported knowledge of any ongoing, long-range planning projects. Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed.

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Public Awareness & Perceptions Study
Frequencies

Q.3 Before now, had you heard about the Coeur d'Alene 2030 Visioning Project, also known as CDA 2030?

	Total
Total	382 100%
Yes	44 12%
No	327 86%
Don't know/Refused	11 3%

This question was asked of the 382 respondents who did not demonstrate unaided awareness of CDA 2030.

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Public Awareness & Perceptions Study
Frequencies

Q.4 Where did you hear about CDA 2030?

	Total
Total	61 100%
Newspaper	42 69%
Television	5 8%
Civic organizations	4 7%
Service Club Presentations	3 5%
Neighbors/friends/ family	3 5%
Radio	2 3%
Work/co-workers	2 3%
Chamber of Commerce	2 3%
Library	1 2%
Local government	1 2%
Don't know/Refused	2 3%

This question was asked of the 61 respondents who demonstrated awareness of CDA 2030. Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.5 Where would you expect to find information and updates about projects like CDA 2030?

	Total
Total	400 100%
Newspaper	194 49%
Internet	143 36%
Civic organizations	49 12%
Television	49 12%
Chamber of Commerce	36 9%
Neighbors/friends/ family	25 6%
Service Club Presentations	8 2%
Radio	7 2%
Social network	7 2%
Local government	5 1%
Library	2 1%
Work/co-workers	1
Local businesses	1
Mailers	1
Don't know/Refused	30 8%

This question was asked of all 400 respondents. Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.6 How familiar would you say you are with CDA 2030? Would you say...

	Total	
Total	61	100%
Very familiar (2)	2	3%
Somewhat familiar (1)	20	33%
Somewhat unfamiliar (-1)	20	33%
Not at all familiar (-2)	18	30%
Don't know/Refused	1	2%
Mean	-0.53	
Standard Deviation	1.31	

This question was asked of the 61 respondents who demonstrated awareness of CDA 2030.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.8 Using a one to five scale, where one means you completely disagree and five means you completely agree, how important is it to you for the Coeur d'Alene community to have a vision and implementation plan for our future?

	Total
Total	400 100%
1 – Completely disagree	26 7%
2	26 7%
3	109 27%
4	77 19%
5 – Completely agree	145 36%
Don't know/Refused	17 4%
Mean	3.75
Standard Deviation	1.22

This question was asked of all 400 respondents.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.9 CDA 2030 represents a broad range of input from people across the community

	Total
Total	61 100%
1 – Completely disagree	8 13%
2	13 21%
3	7 11%
4	9 15%
5 – Completely agree	9 15%
Don't know/Refused	15 25%
Mean	2.96
Standard Deviation	1.40

This question was asked of the 61 respondents who demonstrated awareness of CDA 2030.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.10 CDA 2030 reflects core values that are relevant to our community today

	Total
Total	61 100%
1 – Completely disagree	11 18%
2	8 13%
3	11 18%
4	7 11%
5 – Completely agree	12 20%
Don't know/Refused	12 20%
Mean	3.02
Standard Deviation	1.48

This question was asked of the 61 respondents who demonstrated awareness of CDA 2030.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.11 CDA 2030 should be a part of our area's decision-making process

	Total
Total	61 100%
1 – Completely disagree	7 11%
2	5 8%
3	10 16%
4	13 21%
5 – Completely agree	20 33%
Don't know/Refused	6 10%
Mean	3.62
Standard Deviation	1.38

This question was asked of the 61 respondents who demonstrated awareness of CDA 2030.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.12 It's important that our local leaders work together to achieve the community's vision and implementation plan

	Total

Total	61 100%
1 – Completely disagree	4 7%
2	5 8%
3	6 10%
4	10 16%
5 – Completely agree	31 51%
Don't know/Refused	5 8%
Mean	4.05
Standard Deviation	1.29

This question was asked of the 61 respondents who demonstrated awareness of CDA 2030.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.13 In your opinion, what is the biggest challenge currently facing the Coeur d'Alene area?

	Total
Total	400 100%
Traffic congestion	69 17%
Population growth/ overcrowding	68 17%
Lack of jobs	54 14%
Local Government leadership	27 7%
Crime	20 5%
Economy general	19 5%
Inadequate community planning	15 4%
Political Climate	14 4%
High taxes	8 2%
Poor schools	7 2%
Low paying jobs	6 2%
Parking	6 2%
Cost of housing	5 1%
Residents/community	5 1%
Police out of control	5 1%
Tourism	4 1%
Cost of living	3 1%
Poor infrastructure	3 1%
Not enough cultural/arts activities	2 1%
Lack of information given to public	2 1%
Too many regulations	2 1%
Lack of fiscal responsibility	2 1%
Shopping	1

This question was asked of all 400 respondents. Respondents were not read a list of possible responses from which to choose. Only one response was allowed.

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Public Awareness & Perceptions Study
Frequencies

Q.13 In your opinion, what is the biggest challenge currently facing the Coeur d'Alene area?

	Total -----
Travel distance	1
Low quality of living	1
Character of city changing	1
Drug/alcohol abuse	1
Not multicultural	1
Transients	1
Hydroplane races	1
Lack of medical care	1
Too many outsiders	1
Federal government	1
Too many apartments	1
The LCDC Project	1
Too much development	1
Hagadone	1
Selling water to other states	1
Don't know/Refused	38 10%

This question was asked of all 400 respondents. Respondents were not read a list of possible responses from which to choose. Only one response was allowed.

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Public Awareness & Perceptions Study
Frequencies

Q.14 What other challenges do you see?

	Total
Total	362 ----- 100%
Inadequate community planning	51 14%
Population growth/overcrowding	45 12%
Crime	34 9%
Low paying jobs	30 8%
Traffic congestion	30 8%
Local Government leadership	29 8%
Economy general	27 7%
Lack of jobs	27 7%
Cost of living	23 6%
Poor schools	18 5%
Parking	16 4%
High taxes	12 3%
Cost of housing	11 3%
Residents/community	10 3%
Poor infrastructure	10 3%
Lack of affordability	8 2%
Political Climate	6 2%
Tourism	6 2%
Shopping	5 1%
Not enough cultural/arts activities	4 1%
Winters/climate	3 1%
Too many regulations	3 1%

This question was asked of the 362 respondents who responded to the previous question. Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed.

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Public Awareness & Perceptions Study
Frequencies

Q.14 What other challenges do you see?

	Total

Travel distance	2 1%
McEuen Park Project	1
LGBT community	1
Youths committing crimes	1
Tribal disputes	1
Lack of lake access	1
Too many elderly people	1
Water supplies	1
Lack of unions	1
Agriculture under threat	1
Don't know/Refused	106 29%

This question was asked of the 362 respondents who responded to the previous question. Respondents were not read a list of possible responses from which to choose. Multiple responses were allowed.

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Public Awareness & Perceptions Study
Frequencies

Q.15 Create a public-private partnership to provide affordable child care

	Total
Total	400 100%
1 – Completely disagree	92 23%
2	46 12%
3	72 18%
4	78 20%
5 – Completely agree	105 26%
Don't know/Refused	7 2%
Mean	3.15
Standard Deviation	1.52

This question was asked of all 400 respondents.

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Frequencies

Q.16 Construct a complex of public attractions- and events-related facilities located in proximity to one another

	Total

Total	400 100%
1 – Completely disagree	91 23%
2	87 22%
3	112 28%
4	61 15%
5 – Completely agree	44 11%
Don't know/Refused	5 1%
Mean	2.70
Standard Deviation	1.28

This question was asked of all 400 respondents.

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Frequencies

Q.17 Construct a new state-of-the-art Museum of North Idaho

	Total

Total	400 100%
1 – Completely disagree	76 19%
2	87 22%
3	122 31%
4	63 16%
5 – Completely agree	46 12%
Don't know/Refused	6 2%
Mean	2.79
Standard Deviation	1.25

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.18 Promote a unified higher education system that offers enhanced, more diverse programs and opportunities

	Total

Total	400 100%
1 – Completely disagree	35 9%
2	21 5%
3	51 13%
4	106 27%
5 – Completely agree	178 45%
Don't know/Refused	9 2%
Mean	3.95
Standard Deviation	1.27

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.19 Implement summer programs for intensive development of math and literary skills offered to students who do not meet grade level requirements

	Total

Total	400 100%
1 – Completely disagree	24 6%
2	30 8%
3	48 12%
4	87 22%
5 – Completely agree	208 52%
Don't know/Refused	3 1%
Mean	4.07
Standard Deviation	1.22

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.20 Develop a voluntary public Pre-K program to better prepare more students for educational success

	Total

Total	400 100%
1 – Completely disagree	53 13%
2	51 13%
3	76 19%
4	80 20%
5 – Completely agree	135 34%
Don't know/Refused	5 1%
Mean	3.49
Standard Deviation	1.41

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.21 Encourage youth citizenship and service opportunities starting in elementary school

	Total
Total	400 100%
1 – Completely disagree	26 7%
2	28 7%
3	79 20%
4	94 24%
5 – Completely agree	164 41%
Don't know/Refused	9 2%
Mean	3.87
Standard Deviation	1.22

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.22 Expand residential curbside recycling options to include materials such as glass and yard waste

	Total

Total	400 100%
1 – Completely disagree	34 9%
2	34 9%
3	65 16%
4	100 25%
5 – Completely agree	161 40%
Don't know/Refused	6 2%
Mean	3.81
Standard Deviation	1.29

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.23 Secure funding to extend a multi-use trail from Lake Coeur d'Alene to Canfield Mountain on the east side of town

	Total

Total	400 100%
1 – Completely disagree	75 19%
2	79 20%
3	114 29%
4	63 16%
5 – Completely agree	57 14%
Don't know/Refused	12 3%
Mean	2.87
Standard Deviation	1.31

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.24 Create a public partnership to acquire ownership and preserve shoreline access to Lake Coeur d'Alene from Silver Beach to Higgins Point

	Total

Total	400 100%
1 – Completely disagree	52 13%
2	45 11%
3	72 18%
4	77 19%
5 – Completely agree	128 32%
Don't know/Refused	26 7%
Mean	3.49
Standard Deviation	1.42

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.25 Acquire railroad rights of way for major trail expansions and connections

	Total

Total	400 100%
1 – Completely disagree	52 13%
2	53 13%
3	98 25%
4	93 23%
5 – Completely agree	93 23%
Don't know/Refused	11 3%
Mean	3.31
Standard Deviation	1.33

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.26 Create a master plan for revitalization of the East Sherman Avenue neighborhood that includes a gateway-style entrance on the east side of the city

	Total

Total	400 100%
1 – Completely disagree	103 26%
2	77 19%
3	96 24%
4	68 17%
5 – Completely agree	42 11%
Don't know/Refused	14 4%
Mean	2.66
Standard Deviation	1.33

This question was asked of all 400 respondents.

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Frequencies

Q.27 Require and develop links between neighborhoods, schools, and parks with bike trails and bus systems

	Total

Total	400 100%
1 – Completely disagree	40 10%
2	46 12%
3	108 27%
4	111 28%
5 – Completely agree	93 23%
Don't know/Refused	2 1%
Mean	3.43
Standard Deviation	1.24

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.28 Conduct a feasibility study for a light rail or other express transit service linking CDA to Spokane Airport

	Total

Total	400 100%
1 – Completely disagree	75 19%
2	34 9%
3	75 19%
4	74 19%
5 – Completely agree	139 35%
Don't know/Refused	3 1%
Mean	3.42
Standard Deviation	1.50

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.29 Create a network of support services in the areas of mental health and substance abuse treatment to address the needs of the community

	Total

Total	400 100%
1 – Completely disagree	22 6%
2	35 9%
3	97 24%
4	98 25%
5 – Completely agree	140 35%
Don't know/Refused	8 2%
Mean	3.76
Standard Deviation	1.19

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.30 Expand medical services of our existing mobile health unit to provide comprehensive health, wellness and medical services

	Total

Total	400 100%
1 – Completely disagree	44 11%
2	53 13%
3	97 24%
4	87 22%
5 – Completely agree	105 26%
Don't know/Refused	14 4%
Mean	3.40
Standard Deviation	1.32

This question was asked of all 400 respondents.

CDA 2030
Public Awareness & Perceptions Study
Frequencies

Q.31 Establish substations for police at existing and new fire and EMS station locations

	Total

Total	400 100%
1 – Completely disagree	40 10%
2	58 15%
3	87 22%
4	111 28%
5 – Completely agree	94 24%
Don't know/Refused	10 3%
Mean	3.41
Standard Deviation	1.28

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.32 Develop increased housing and shelter options for the homeless to address the needs of the community

	Total

Total	400 100%
1 – Completely disagree	56 14%
2	50 13%
3	102 26%
4	93 23%
5 – Completely agree	93 23%
Don't know/Refused	6 2%
Mean	3.30
Standard Deviation	1.34

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.33 Develop specific recruitment strategies for targeted industries and employers that provide living wage jobs with benefits

	Total
Total	400 100%
1 – Completely disagree	23 6%
2	14 4%
3	67 17%
4	98 25%
5 – Completely agree	189 47%
Don't know/Refused	9 2%
Mean	4.06
Standard Deviation	1.15

This question was asked of all 400 respondents.

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Frequencies

Q.34 Create innovative local investment funds to support business startup, growth and retention

	Total
Total	400 100%
1 – Completely disagree	36 9%
2	34 9%
3	98 25%
4	102 26%
5 – Completely agree	119 30%
Don't know/Refused	11 3%
Mean	3.60
Standard Deviation	1.26

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

Q.35 Create strategies for economic development that identify and promote specific types of business and industry clusters

	Total

Total	400 100%
1 – Completely disagree	37 9%
2	42 11%
3	93 23%
4	105 26%
5 – Completely agree	105 26%
Don't know/Refused	18 5%
Mean	3.52
Standard Deviation	1.27

This question was asked of all 400 respondents.

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Public Awareness & Perceptions Study
Frequencies

D.1 Do you currently own or rent your home?

	Total
Total	400 ----- 100%
Own	347 87%
Rent	41 10%
Don't know/Refused	12 3%

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Frequencies

D.2 What is your current occupation status?

	Total
Total	400 100%
Retired	195 49%
Full-time	130 33%
Part-time	27 7%
Homemaker	21 5%
Disabled	12 3%
Unemployed	9 2%
Student	6 2%

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Public Awareness & Perceptions Study
Frequencies

D.3 May I ask your age, please?	Total
Total	400 100%
18-34	34 9%
35-44	46 12%
45-54	49 12%
55-64	81 20%
65-74	96 24%
75+	94 24%
Mean	60.88
Median	62.89

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Public Awareness & Perceptions Study
Frequencies

D.4 What is your race or ethnicity?

	Total
Total	400 ----- 100%
Caucasian	381 95%
Native American	7 2%
Hispanic	5 1%
Asian	1
Don't know/Refused	16 4%

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Public Awareness & Perceptions Study
Frequencies

D.5 In general, would you describe your political views as...

	Total
Total	400 100%
Very conservative	54 14%
Conservative	144 36%
Moderate	102 26%
Liberal	59 15%
Very liberal	12 3%
Refused	29 7%

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Frequencies

D.6 Which of the following categories best describes your annual household income?

	Total

Total	400 100%
Under \$15,000	19 5%
\$15,000 to \$25,000	50 13%
\$25,001 to \$35,000	60 15%
\$35,001 to \$50,000	59 15%
\$50,001 to \$75,000	63 16%
\$75,001 to \$100,000	30 8%
\$100,001 to \$150,000	20 5%
\$150,001 and up	10 3%
Don't know/Refused	89 22%
Mean	50.56
Standard Deviation	34.80

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Public Awareness & Perceptions Study
Frequencies

D.7 Gender	Total
Total	400 ----- 100%
Male	200 50%
Female	200 50%

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Frequencies

D.8 Zip code	Total
Total	400 ----- 100%
83815	120 30%
83854	87 22%
83814	80 20%
83835	66 17%
83858	47 12%

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Frequencies

D.9 Location	Total
Total	400 ----- 100%
Inside Coeur d'Alene	202 51%
Outside Coeur d'Alene	198 50%