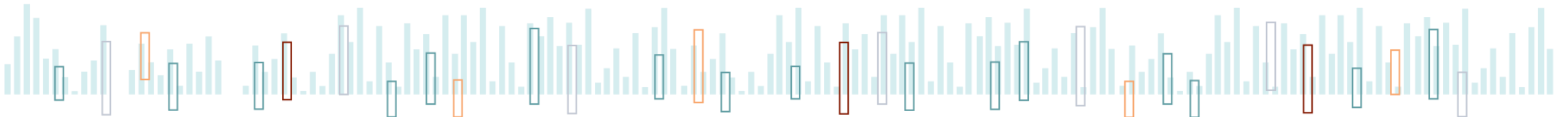




City of Eugene Library Levy Survey

January 2026 Presentation



Research purpose

- Evaluate quality of life and identify key issues for voters in the City of Eugene
- Assess satisfaction with key public services
- Gauge support for several potential levy options to fund public library services
- Identify the strongest reasons why voters might support or oppose levy options

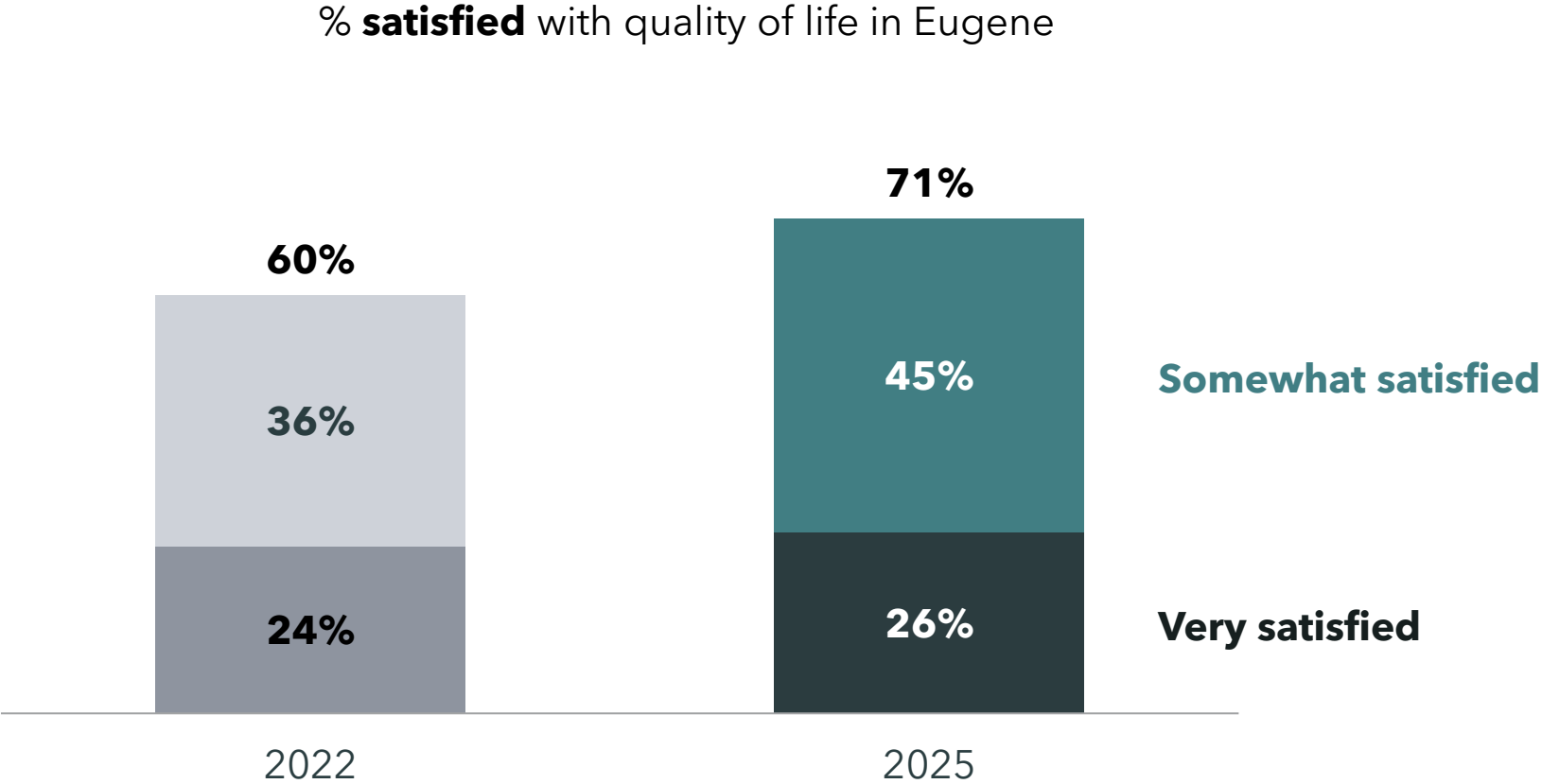
Methodology

- Mixed-mode (phone and text-to-online) survey of N=400 Eugene voters
- Conducted November 10-16, 2025; 15 minutes to complete
- Quotas set by age, gender, race, party, education level, and ward to ensure a representative sample; and modeled to reflect likely May 2026 voter turnout
- Margin of error $\pm 4.9\%$
- Due to rounding, some totals may differ by ± 1 from sum of separate responses

General mood and key issues



Roughly seven in ten Eugene voters are satisfied with their quality of life, up from six in ten in 2022.



Eugene voters most often mention homelessness, housing affordability, and public safety as the most important issues for the City to address.

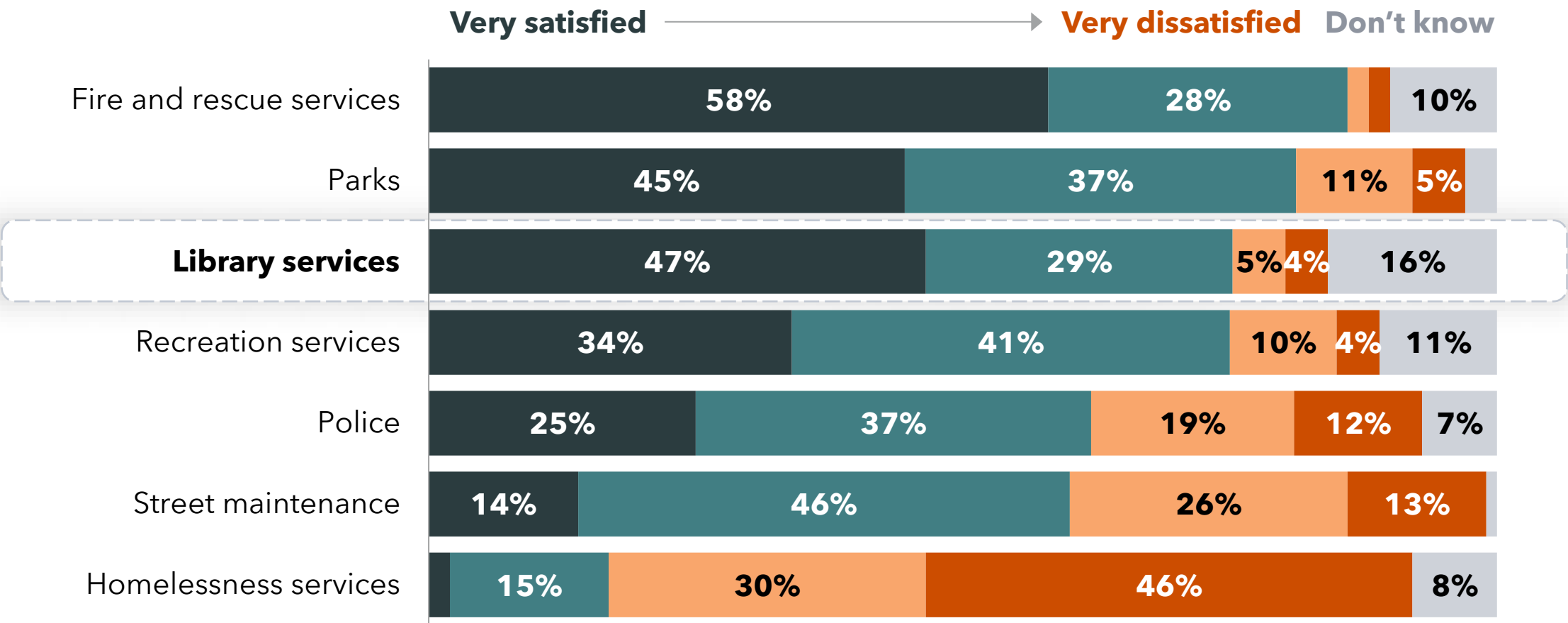
What is the most important issue you would like the City of Eugene to do something about?



Satisfaction with services



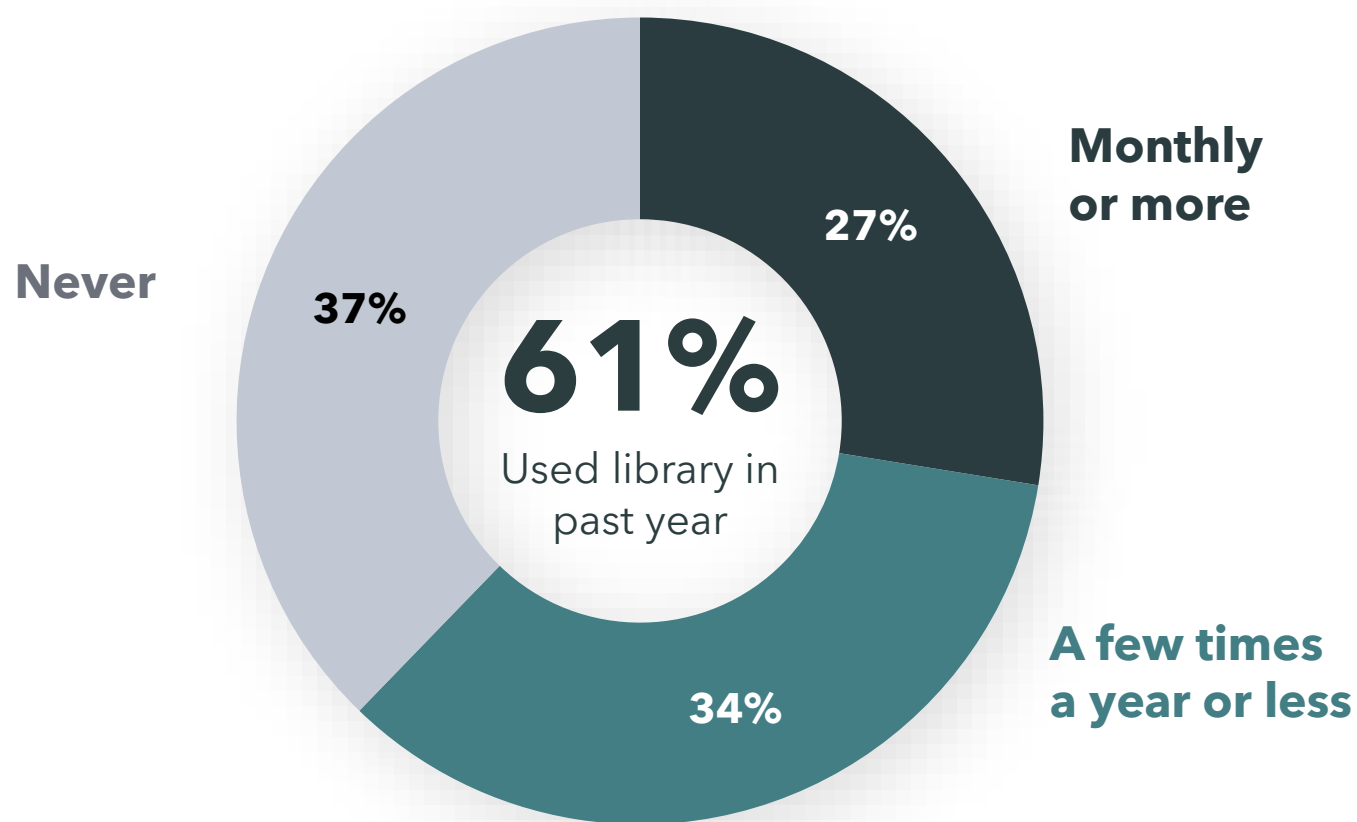
Eugene voters are highly satisfied with library services, along with fire and rescue services and parks and recreation services.



Library use



About six in ten voters have used library services in the past year, and nearly three in ten use them monthly or more.



Library levy tests



Survey respondents were presented with three ballot options:

The City of Eugene is considering putting one of the following measures related to library services on the May 2026 ballot. For each, indicate if you would vote yes to support the measure or no to oppose it. Only one of these options would go on the ballot:

Option 1	Option 2	Option 3
Shall Eugene levy \$3,450,000 per year for five years, beginning 2026-2027, to maintain level of library services?	Shall Eugene levy \$3,850,000 per year for five years, beginning 2026-2027, to expand library services?	Shall Eugene levy \$4,400,000 per year for five years, beginning 2026-2027, to expand library services?

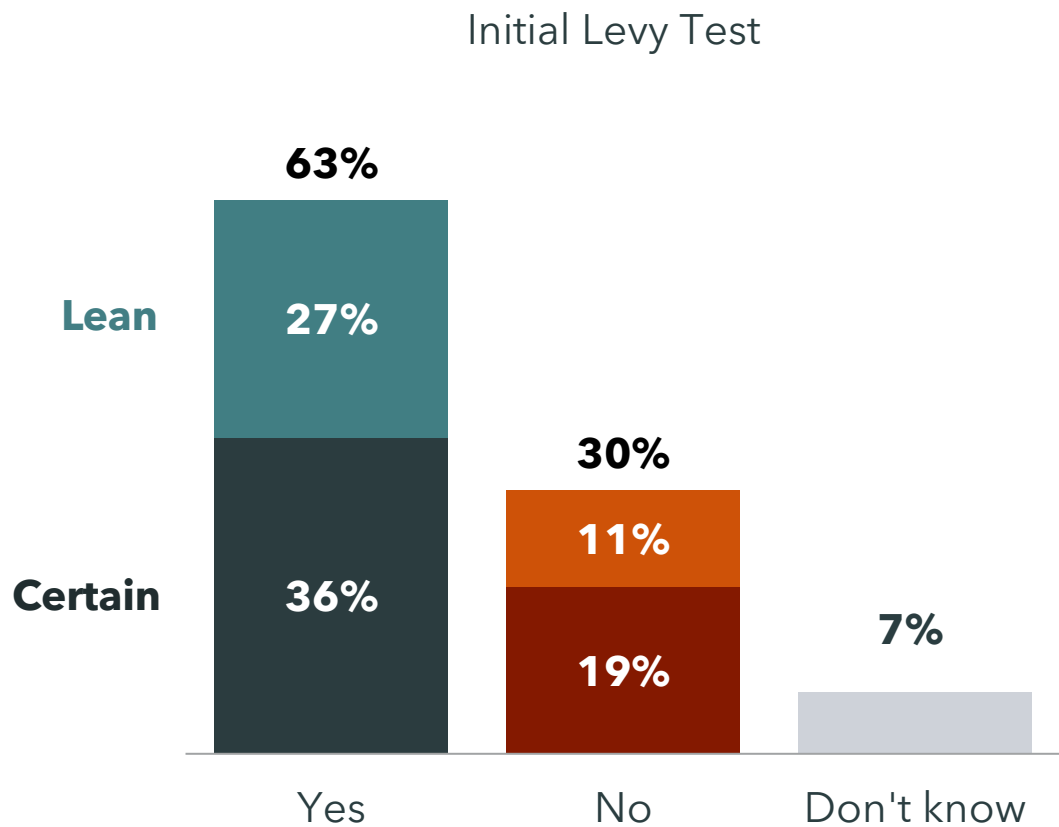
Option 1



Nearly 2 in 3 voters support Option 1 that maintains the current library service level, with over 1 in 3 certain of support.

Option 1:

*Shall Eugene levy
\$3,450,000 per year for five years,
beginning 2026-2027,
to maintain level of
library services?*

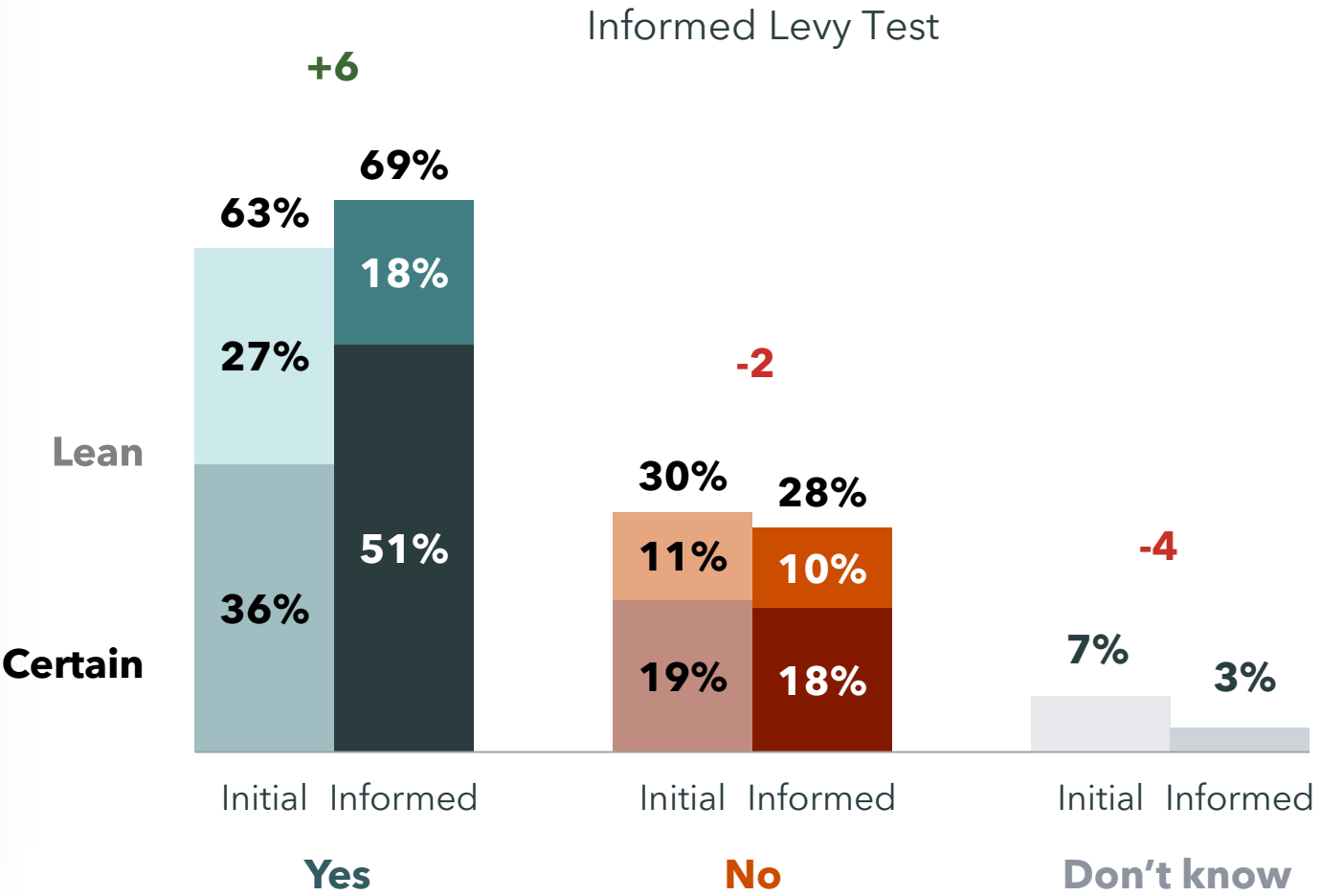


Support—including certainty of support—grows when voters learn more about Option 1’s cost and how it would prevent cuts, maintain service, and increase security.

Option 1:

If passed, the new five-year levy would allow Eugene to **maintain** the current level of library services funded by an expiring five-year levy that voters passed in 2020. This levy option would **prevent library service cuts, maintain services including hours, collections, and digital access at all three branches, and increase security at the downtown branch.** The estimated tax rate for this levy would be approximately \$0.15 per \$1,000 of assessed property value. The typical Eugene household is estimated to pay an **average of \$43 a year** over the levy’s five-year period.

Knowing this, if the election were today, would you vote “yes” to support the measure or “no” to oppose it?



Option 2

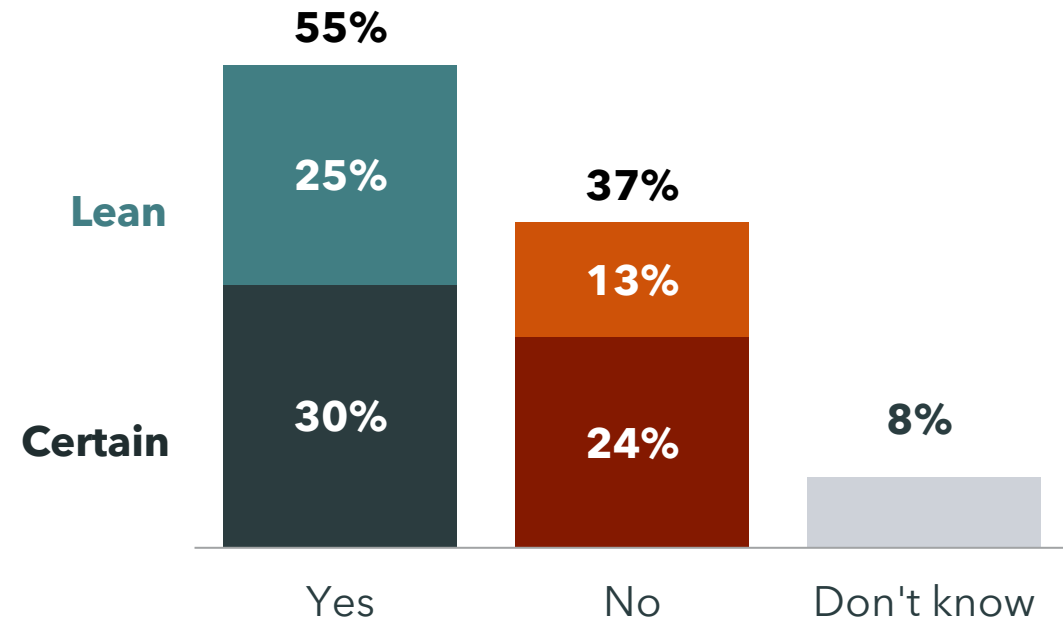


A smaller majority of voters support Option 2, which proposes an expansion of library services.

Option 2:

*Shall Eugene levy
\$3,850,000 per year for five years,
beginning 2026-2027,
to expand library services?*

Initial Levy Test



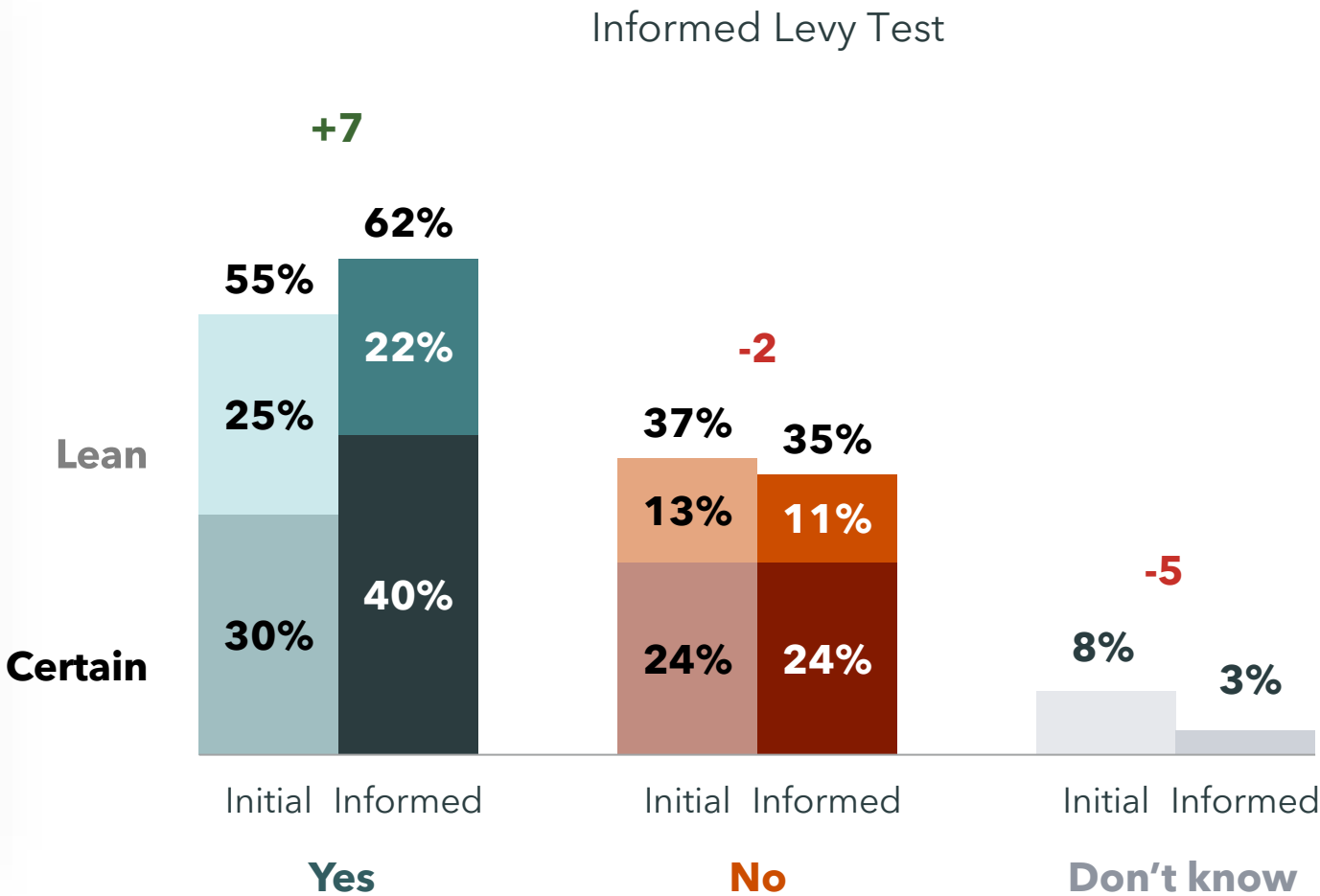
Support for Option 2 grows after voters learn it would expand early childhood literacy programs.

Option 2:

If passed, the new five-year levy would allow Eugene to **expand** the current level of library services funded by an expiring five-year levy that voters passed in 2020. Besides preventing library service cuts, maintaining services, and enhancing security, this levy option would also **expand early childhood literacy programs**.

The estimated tax rate for this levy would be approximately \$0.17 per \$1,000 of assessed property value. The typical Eugene household is estimated to pay an **average of \$49 a year** for five years starting in 2026.

Knowing this, if the election were today, would you vote “yes” to support the measure or “no” to oppose it?



Option 3

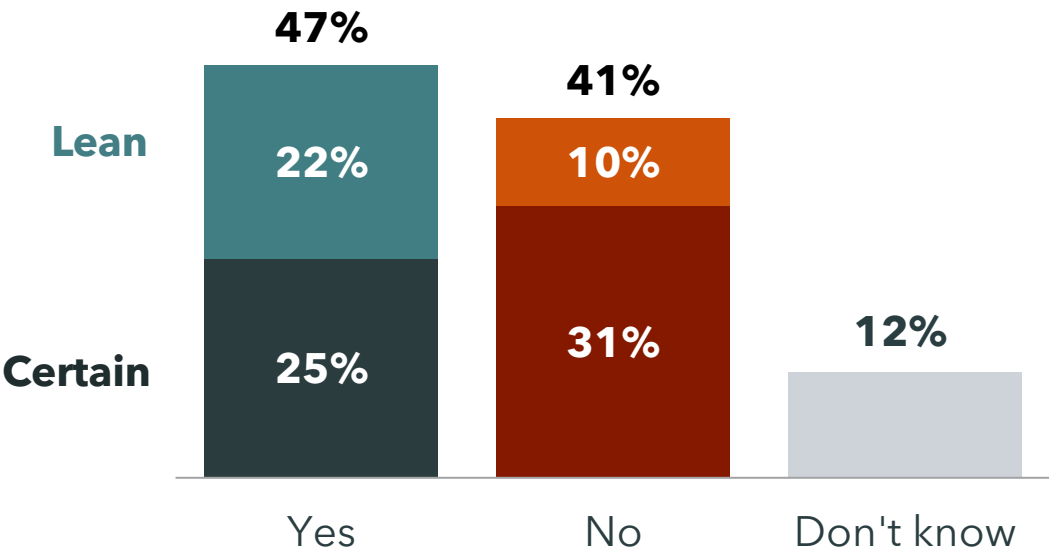


In an initial test, Option 3—the highest cost levy that expands library services—lacks majority support.

Initial Levy Test

Option 3:

Shall Eugene levy \$4,400,000 per year for five years, beginning 2026-2027, to expand library services?

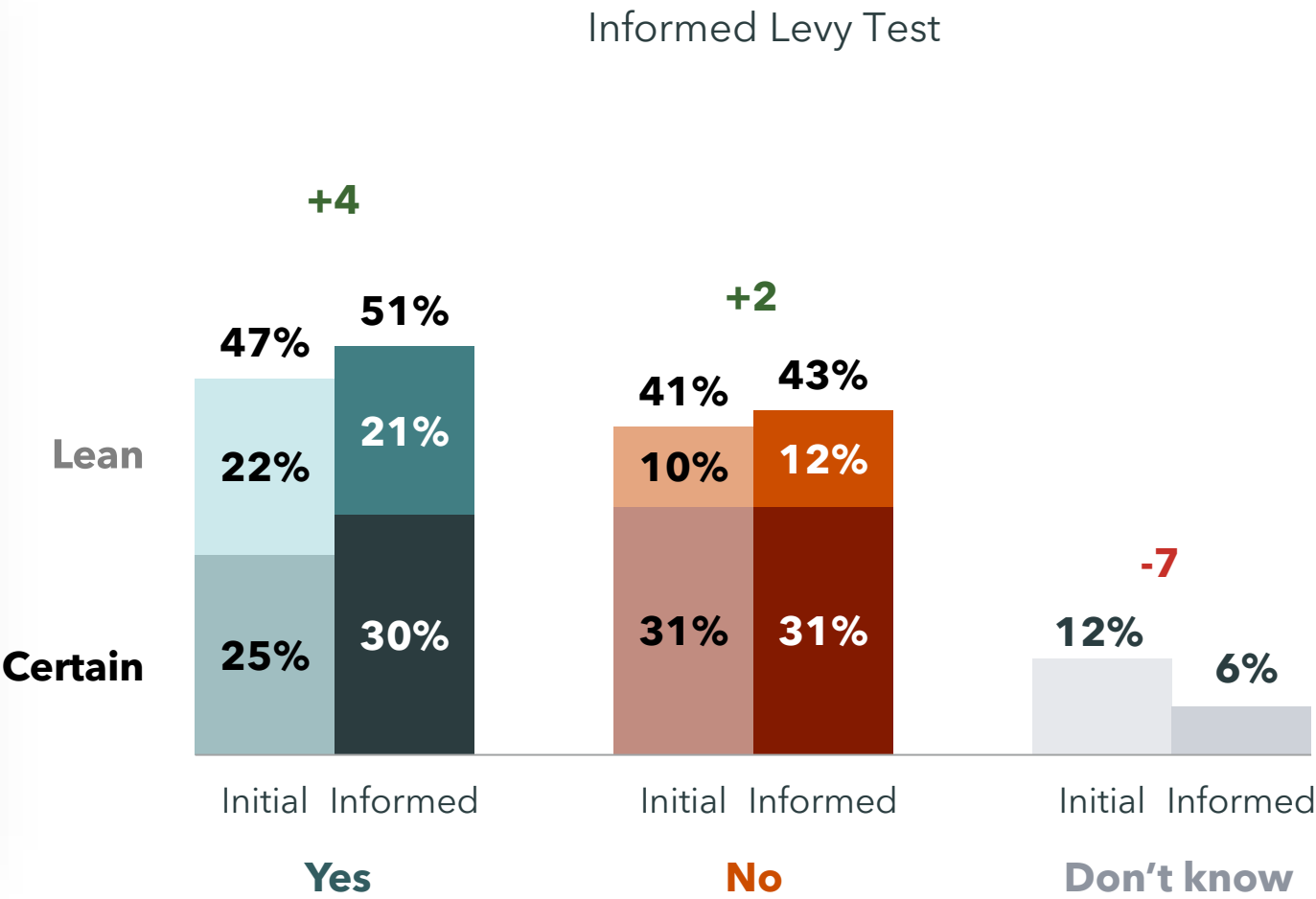


Support rises to just over the halfway mark when voters learn Option 3 would provide additional book pick-up and drop-off locations.

Option 3:

If passed, the new five-year levy would allow Eugene to **expand** the current level of library services funded by an expiring five-year levy that voters passed in 2020. Besides preventing library service cuts, maintaining services, and enhancing security, this levy option would expand early childhood literacy programs, and **expand book pick-up and drop-off locations**. The estimated tax rate for this levy would be approximately \$0.19 per \$1,000 of assessed property value. The typical Eugene household is estimated to pay an **average of \$56 a year** for five years starting in 2026.

Knowing this, if the election were today, would you vote “yes” to support the measure or “no” to oppose it?

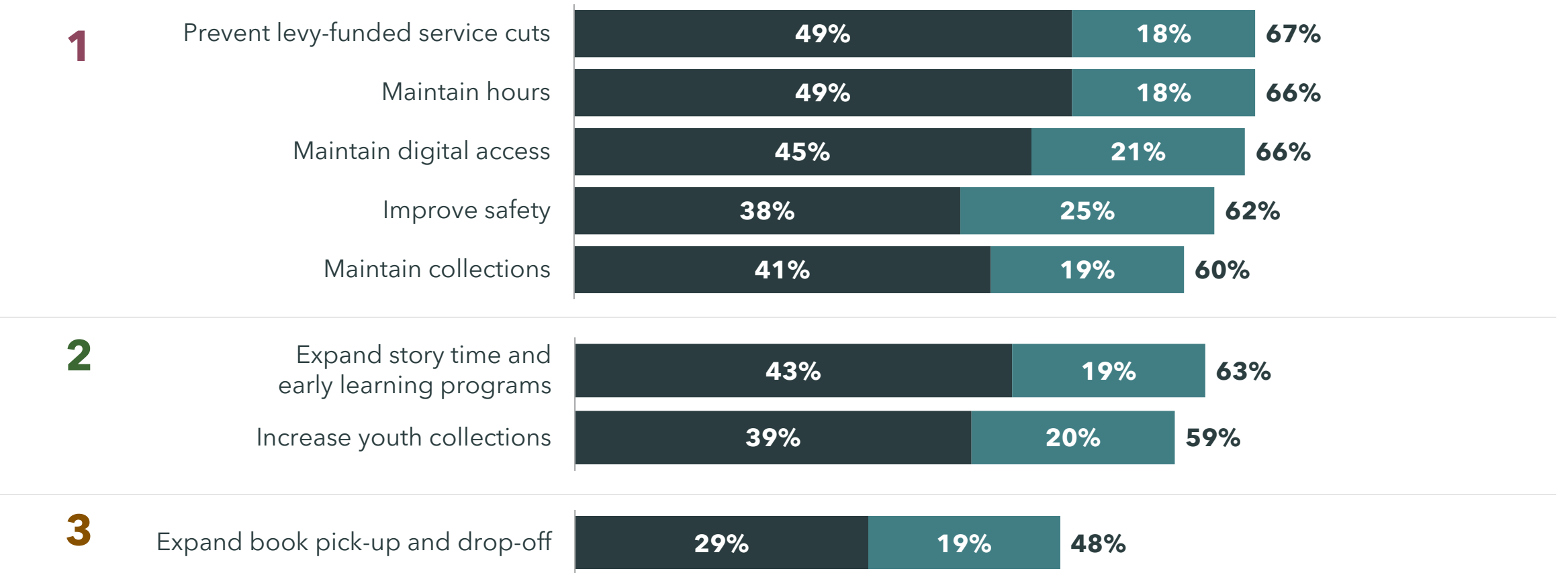


Reasons to support or oppose the levies



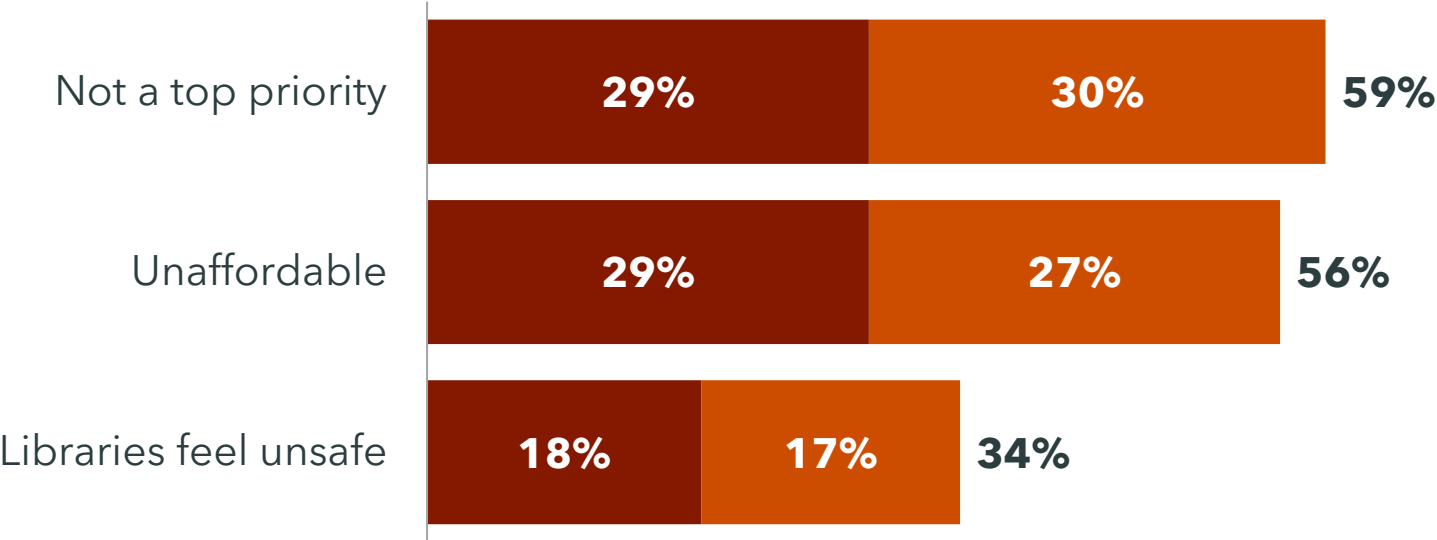
Voters find all reasons to support Options 1 and 2 compelling, with the reason to support Option 3 less so.

% **much more** / **somewhat more positive** toward the levy option



Nearly 6 in 10 voters have at least some concern that a library levy will not address the city’s most pressing issues and that it will add to housing costs.

% **very** / **somewhat good reason to oppose** the levy

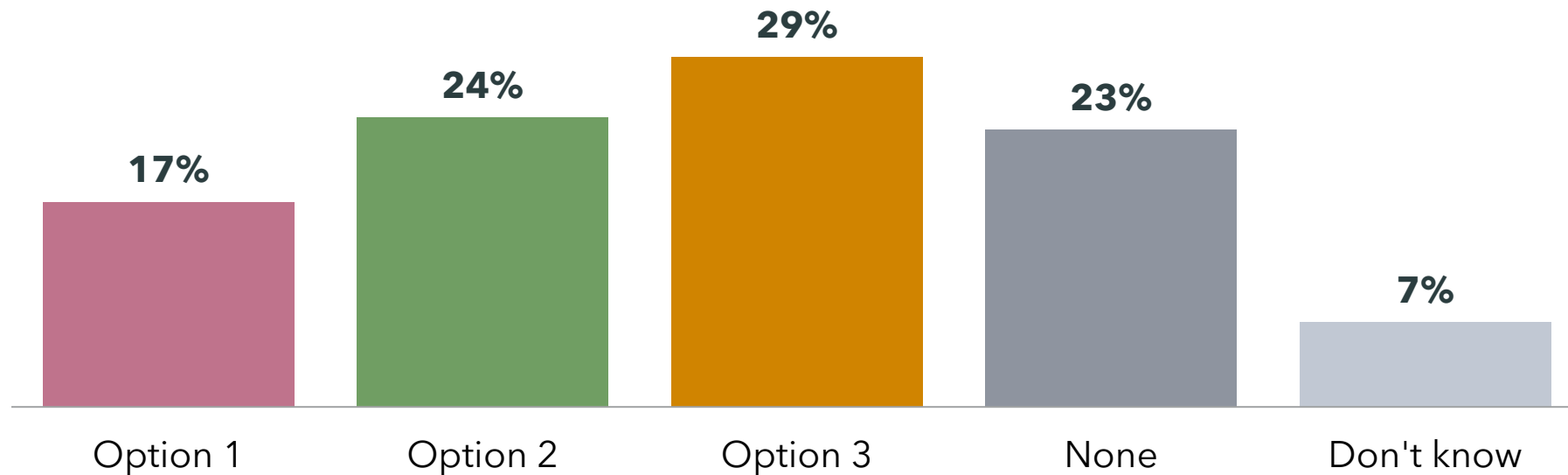


Final library levy test



In a head-to-head test, nearly 3 in 10 voters prefer Option 3, but it's less certain a majority of voters would support this option.

Which ballot measure option, if any, would you prefer?





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