

CITY OF HOMER Comprehensive Plan Rewrite

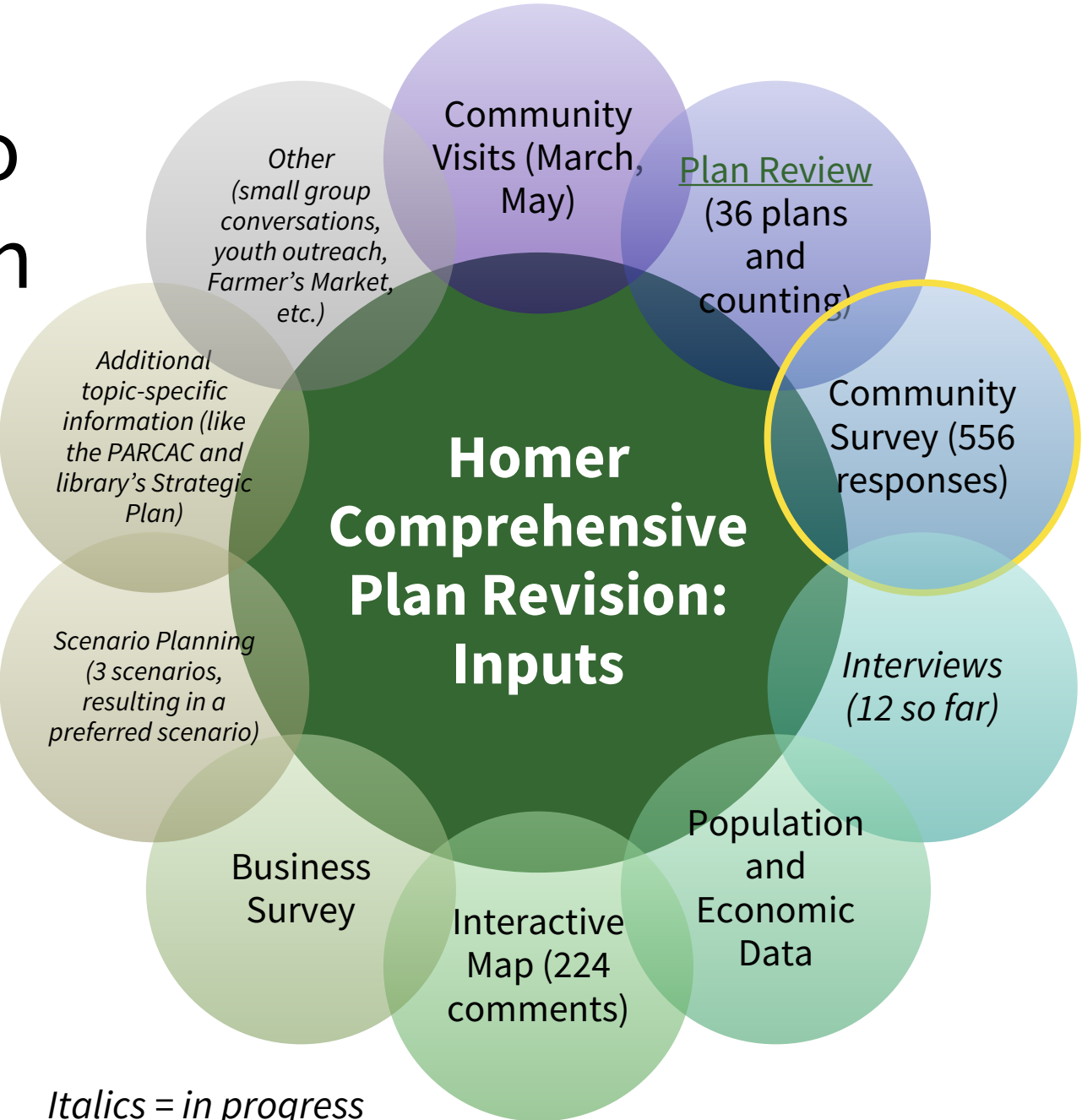
Visit <https://homercompplanupdate.com/> to download the full survey summary

Community Survey: Comparison Results

A deeper look into how the community responded to key questions by age, income, and location



Many Inputs Contribute to the Draft Plan



This analysis takes a closer look at the community survey.

We reviewed a subset of survey questions to see if there is variation between different segments of the Homer community. This analysis is a supplement to the community survey summary.

What is a Cross-Tab Analysis?

- A cross-tabulation (“**cross-tab**”) **analysis** looks at how **different respondent groups** answer questions in a survey, then assesses **whether there is a difference** between how one respondent group responds as compared to another.
 - For example, a cross-tab analysis can show us if the respondent group aged 65+ had a different opinion on the community's quality of senior services as compared to other age groups.
- Questions and factors for cross-tabulation were **selected with input from City staff and the Steering Committee**.
- The project team completed the cross-tab analysis and then reviewed the results to identify areas where there was variation in perspectives between **age groups, incomes**, and respondent **locations**.
- Key findings are included in this presentation. Findings from the cross-tab analysis are one of many inputs that will inform the **Homer Comprehensive Plan Revision**.
- This presentation supplements the **detailed analysis** presented in the [Homer Comprehensive Plan Community Survey & Interactive Comment Map Results \(September 2024\)](#).

Methodology & Presentation Guide

For the cross-tab analysis, question responses were analyzed by the following respondent characteristics:

Location	Annual Household Income	Age
<ul style="list-style-type: none">• Defined as “inside city limits” and “outside city limits”• “Inside city limits” = Homer and Old Town.• “Outside city limits” = East End, Fritz Creek, and beyond; Diamond Ridge/Skyline Area; Kachemak City; Anchor Point or north of Anchor Point; Seldovia, Halibut, or other community on the south side of Kachemak Bay; Voznesenka/Razdolna/Kachemak Selo	<ul style="list-style-type: none">• Ranges include:<ul style="list-style-type: none">under \$30K\$30K - \$50K\$50K - \$75K\$75K - \$100K\$100K - \$150K\$150K +	<ul style="list-style-type: none">• Ranges include:<ul style="list-style-type: none">18 – 2425 – 3445 – 5455 – 6465+• Excludes respondents who selected “below 18 years of age”

N = 123

All categories exclude respondents who chose “prefer not to answer” or who left their answer blank; therefore, the number of respondents varied by question (can be viewed as “N = ” in the top of slide).

Key
Takeaway

Key takeaways from cross-tab analyses results are included in pink-shaded callouts.

Factors Assessed in the Cross-Tab Analysis

Question Number & Question	Comparison by...		
	Inside/Outside City Limits	Age	Income
Q6: How Satisfied Are You With Your Current Housing Situation ?	X	X	X
Q8: How satisfied are you with the availability of Mental Health Services in Homer? (This is a sub-category from question #8)	X	X	X
Q8: How satisfied are you with the availability of Senior Services in Homer? (This is a sub-category from question #8)	X	X	X
Q9: How satisfied are you with the availability of the following Community & Economic Development programs or services in Homer?*	X	-	-
Q11: What is your preference for community/economic growth in Homer (increased population, jobs, specific industries expanding, etc.)?	X	X	X
Q13: Indicate level of importance for each potential priority for the greater Homer community to focus on for the next 10-20 years.	X	X	X

*For this question, the project team conducted cross-tab analysis by location only. Specifically, the objective is to see if there is a difference in satisfaction between those living inside city limits (and more likely to be receiving services) compared with those outside city limits.

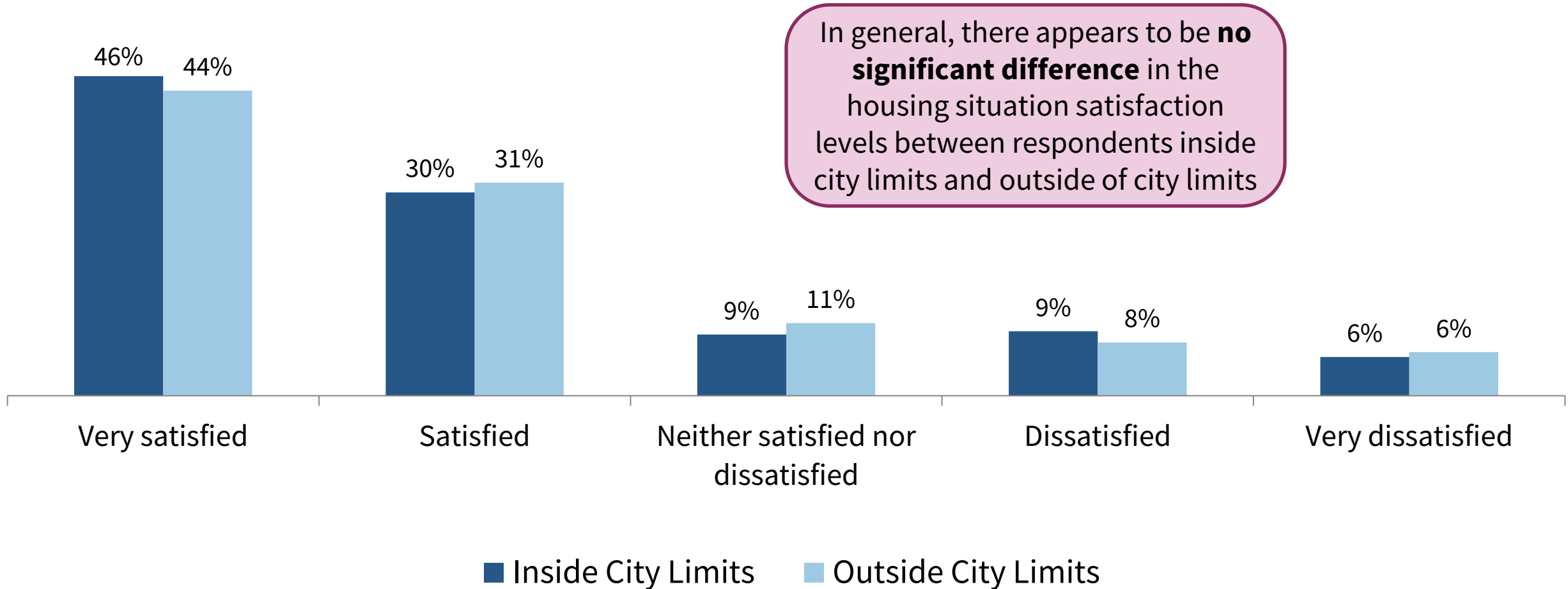
For this question, the project team sought to learn whether location, age, or income impacted respondents' levels of satisfaction with their housing situation

Satisfaction with Housing Situation

Q6: “How Satisfied Are You With Your Current Housing Situation?”

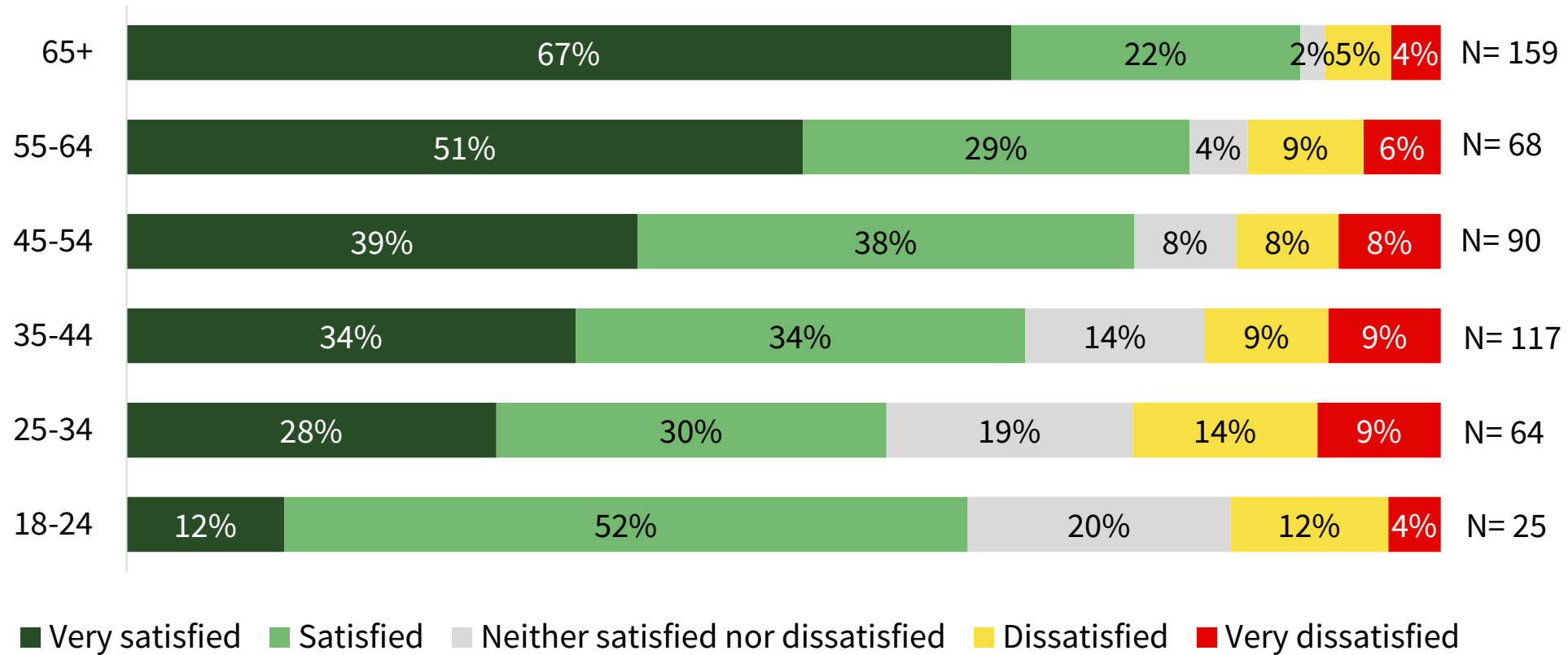
Satisfaction with Current Housing Situation by Location

N = 497
43% of respondents live inside city limits



Satisfaction with Current Housing Situation by Age

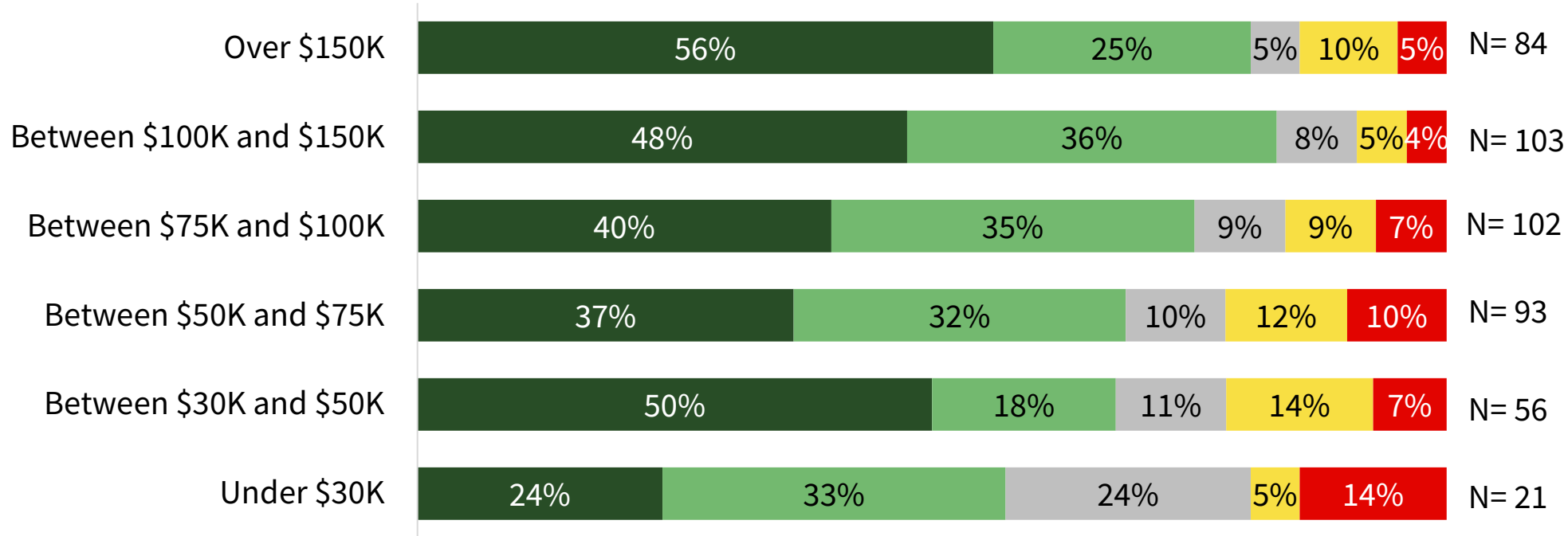
In general, respondents who are **older** tended to be **more satisfied** with their housing situation



Respondents who are **most dissatisfied** are **age 25 - 34**

Satisfaction with Current Housing Situation by Income

Most respondents are either **very satisfied** or **satisfied** with their housing situation



In general, respondents of **higher income** are **more satisfied** with their housing situation

Very satisfied
 Satisfied
 Neither satisfied nor dissatisfied
 Dissatisfied
 Very dissatisfied

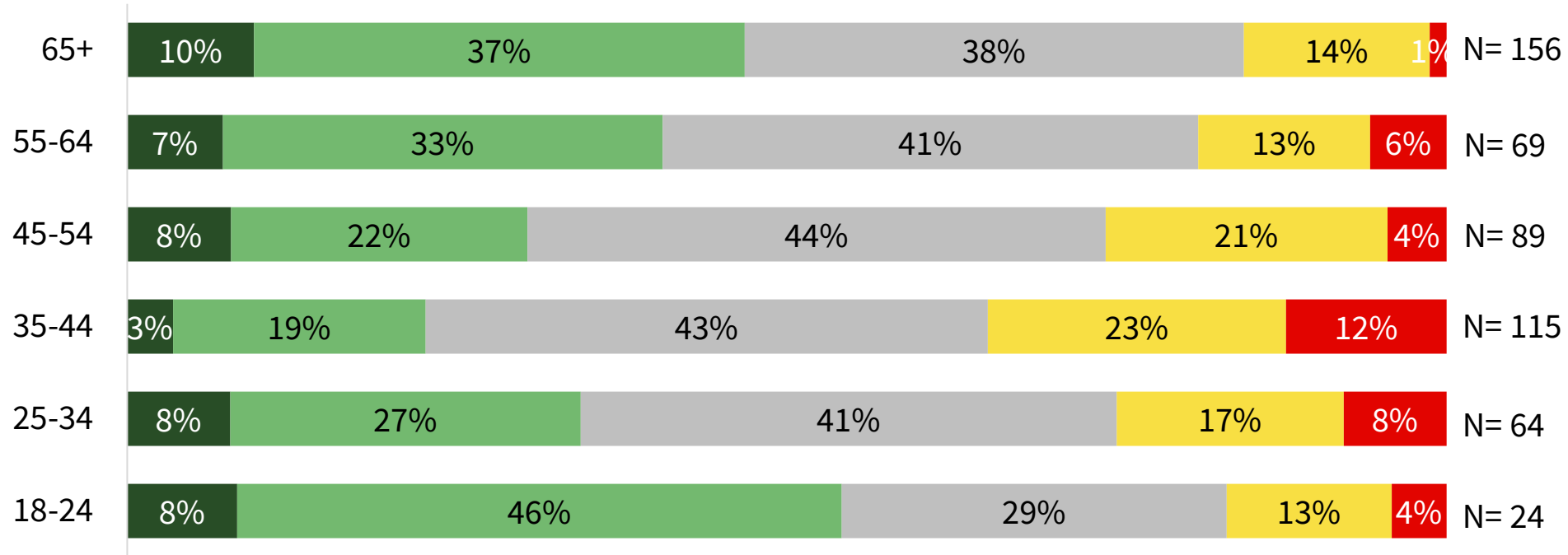
A subset of services were selected for analysis. Specifically, the two services with the lowest levels of satisfaction (Senior Services, Mental Health Services) were examined in more detail by age, location, and income

Satisfaction with Quality of Life Programs and Services

Q8: “How satisfied are you with the availability of [Mental Health Services / Senior Services] in Homer?”

Satisfaction with Mental Health Services by Age

In general, respondents who are **oldest and youngest** are **satisfied** with the availability of mental health services

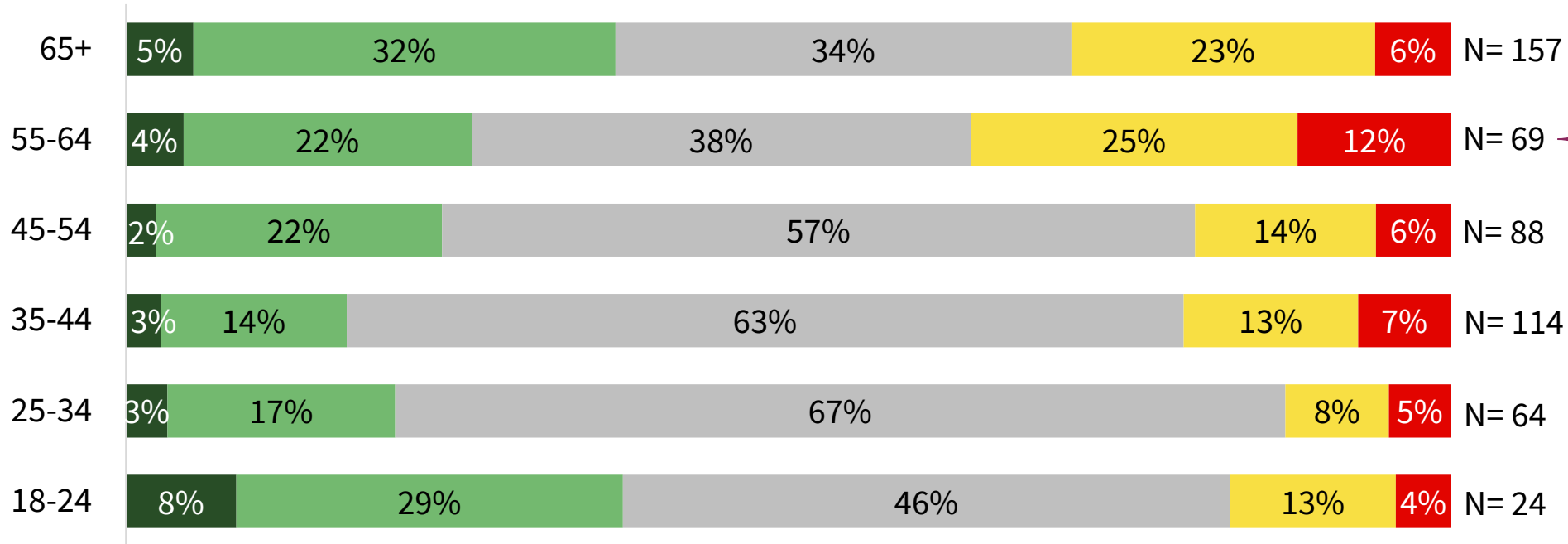


Respondents **aged 35 to 44** are **most dissatisfied** and **very dissatisfied** (combined 35%)

■ Very satisfied
 ■ Satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Dissatisfied
 ■ Very dissatisfied

Satisfaction with Senior Services by Age

Opinions on Senior Services largely **mirrored trends of mental health services**, with higher percentages respondents neither satisfied nor dissatisfied

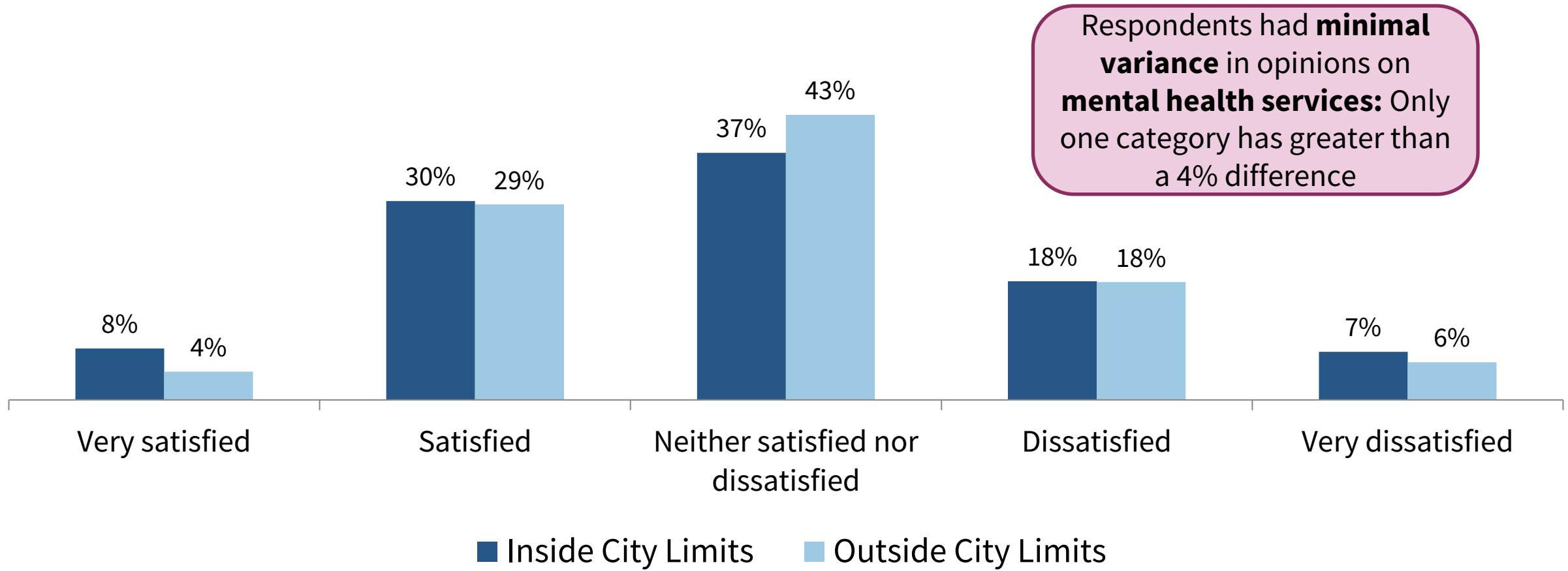


Respondents **aged 55 to 64** are **most dissatisfied** and **very dissatisfied** (combined 37%)

■ Very satisfied
 ■ Satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Dissatisfied
 ■ Very dissatisfied

Satisfaction with Mental Health Services by Location

N = 489
42% of respondents live inside city limits



Respondents had **minimal variance** in opinions on **mental health services**: Only one category has greater than a 4% difference

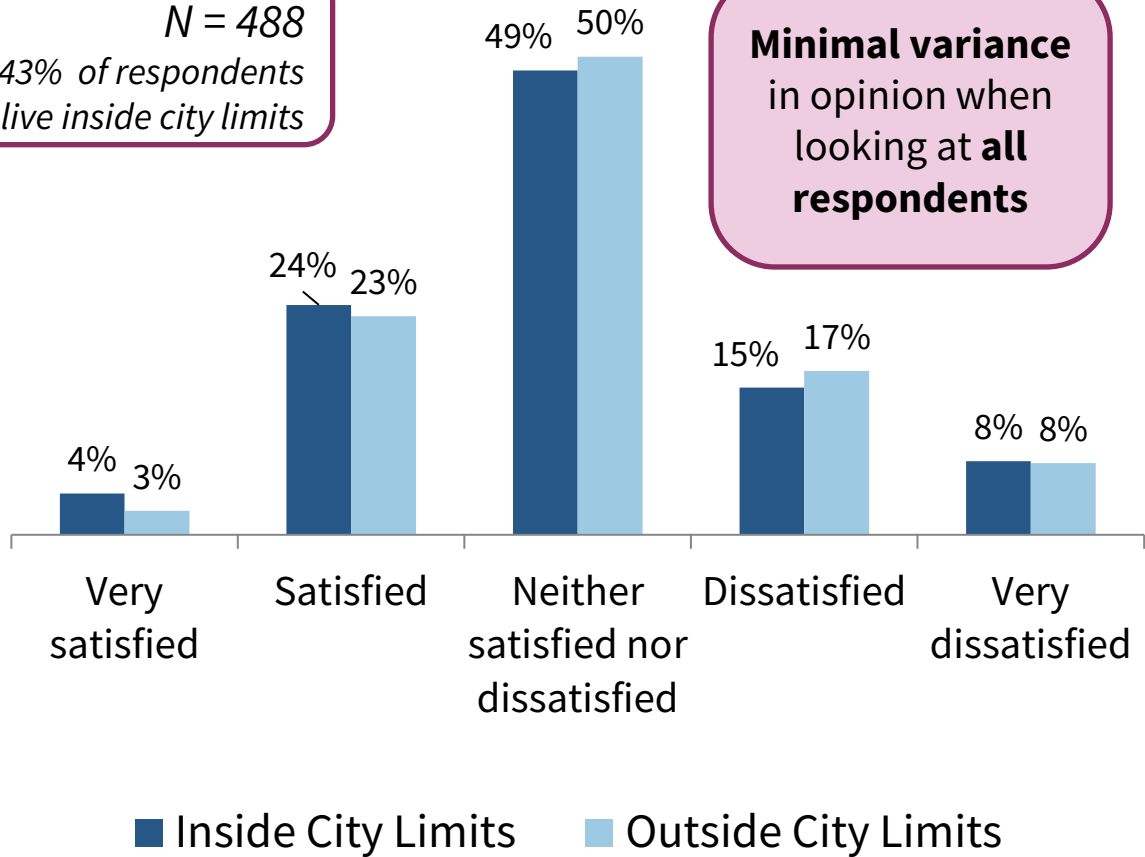
Satisfaction with Senior Services by Location

The project team additionally reviewed responses of those 55+, as they are more likely to receive senior services

All Respondents

N = 488
43% of respondents live inside city limits

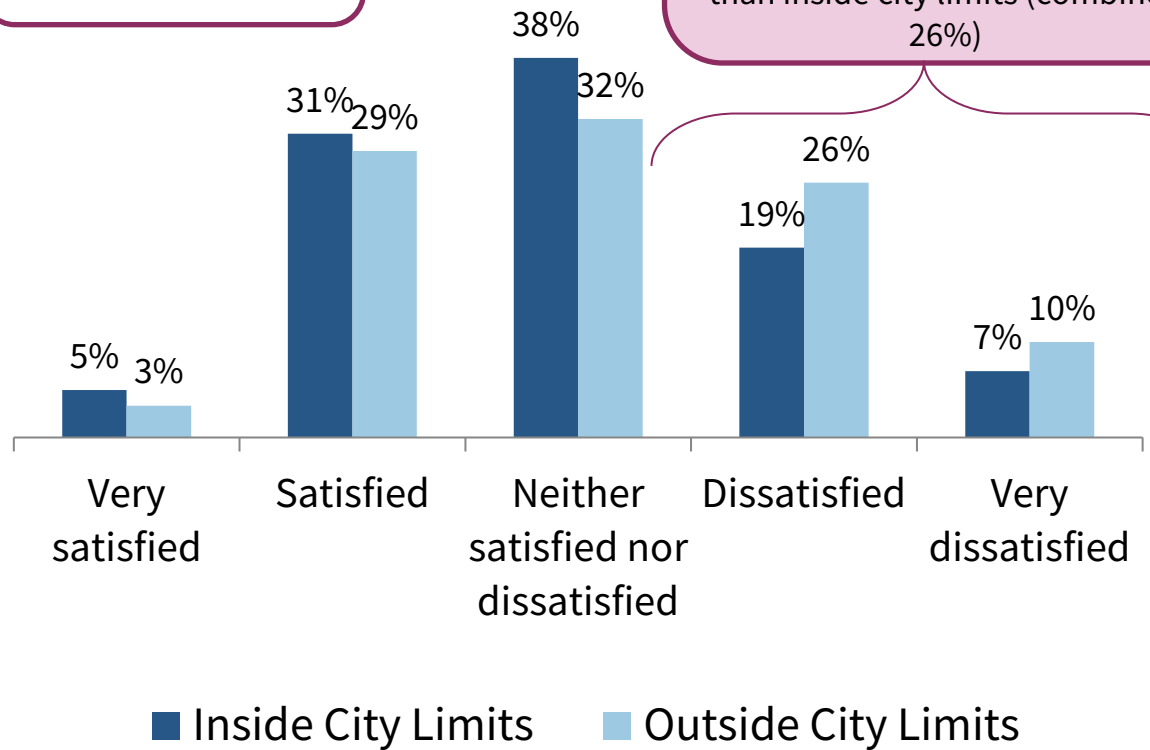
Minimal variance in opinion when looking at all respondents



Respondents Age 55+

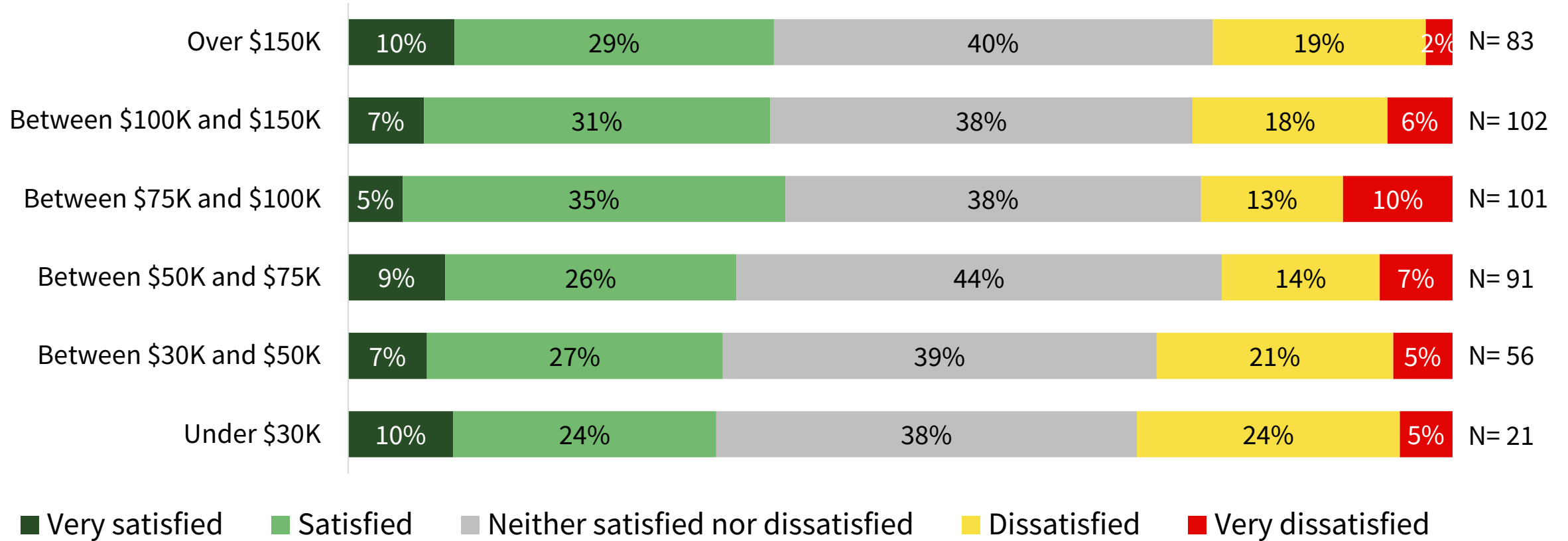
N = 197
53% of respondents live inside city limits

Respondents **outside city limits who are also 55+** are more **dissatisfied and very dissatisfied** (combined 36%) than inside city limits (combined 26%)



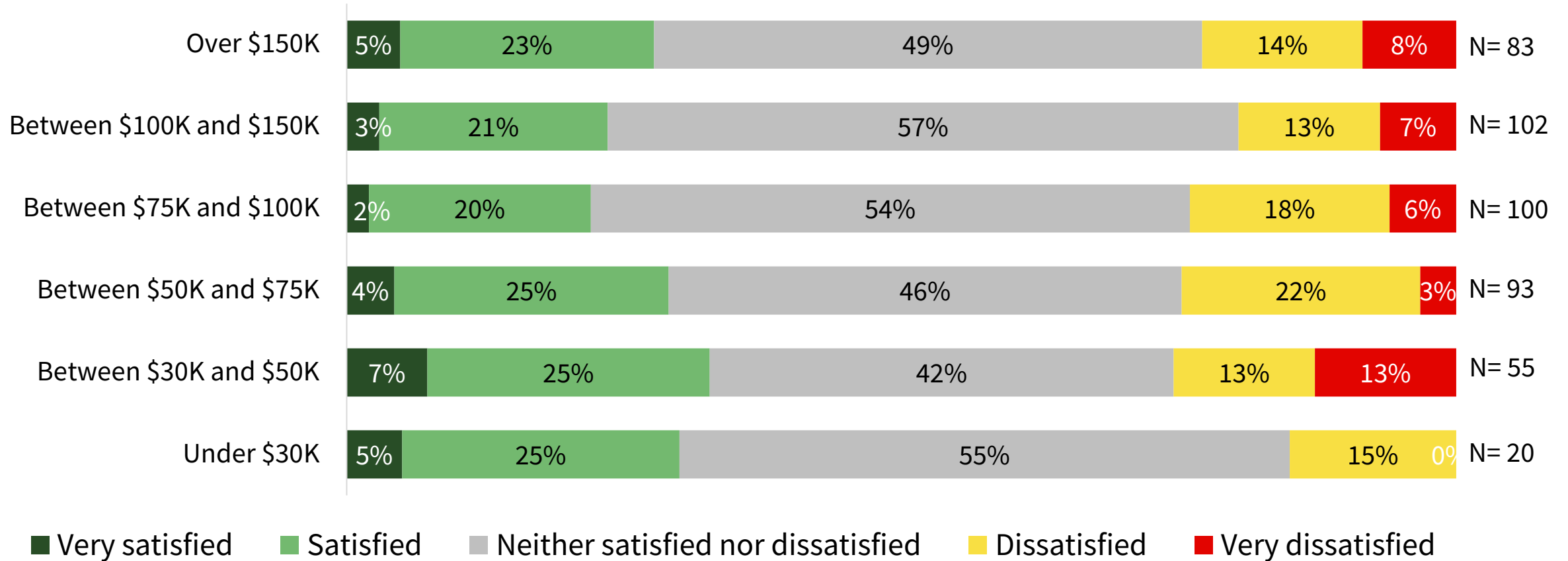
Satisfaction with Mental Health Services by Income

Respondents rank satisfaction **similarly across all income levels**



Satisfaction with Senior Services by Income

Respondents rank **similarly across incomes**: They are mostly neither satisfied nor dissatisfied



For this question, the project team sought to learn whether residents inside city limits had different levels of satisfaction when compared with respondents living outside city limits

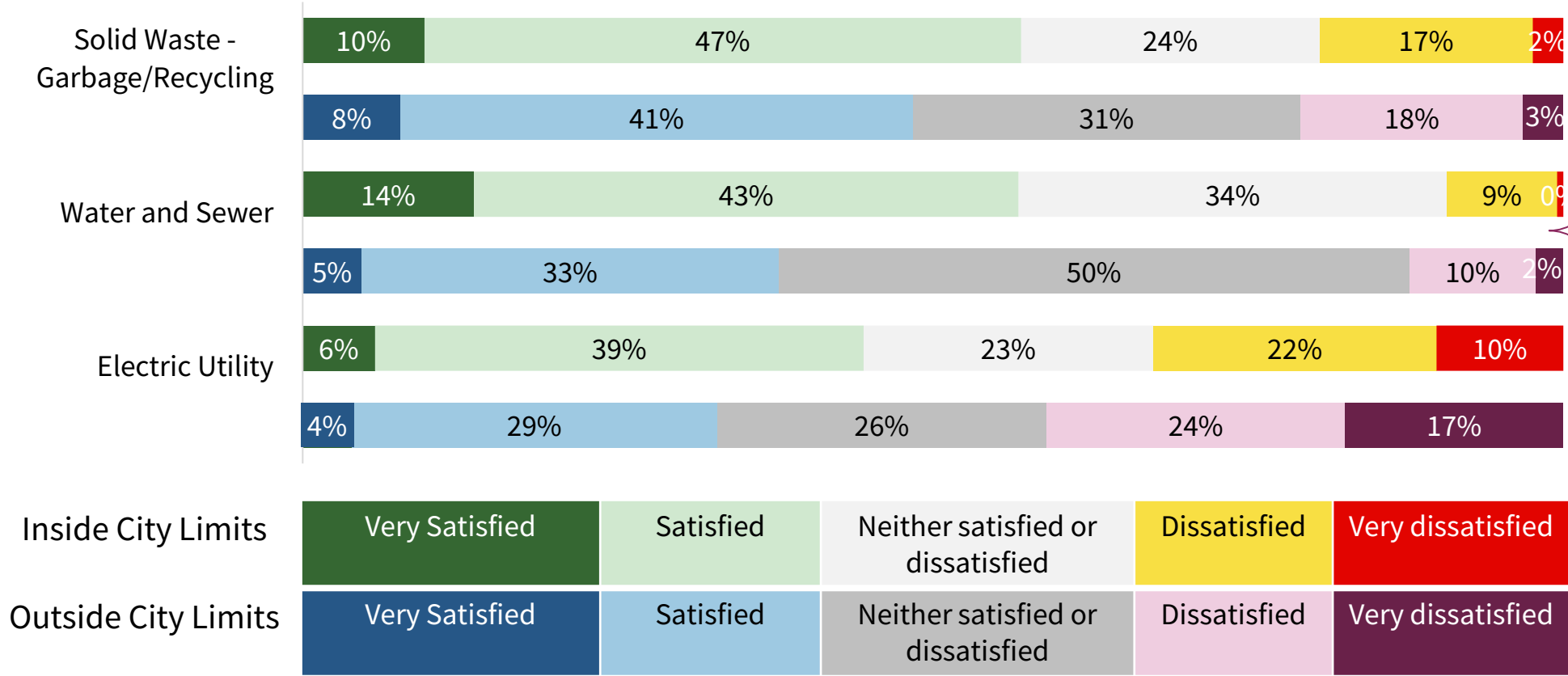
Satisfaction with Community & Economic Development Programs and Services

Q9: “How satisfied are you with the availability of the following Community & Economic Development programs or services in Homer?”

Satisfaction with Community and Economic Development Programs or Services by Location

N = 496
43% of respondents live inside city limits

Respondents who live **inside city limits** are **more satisfied** with **waste, sewer and water, and electric utility services**

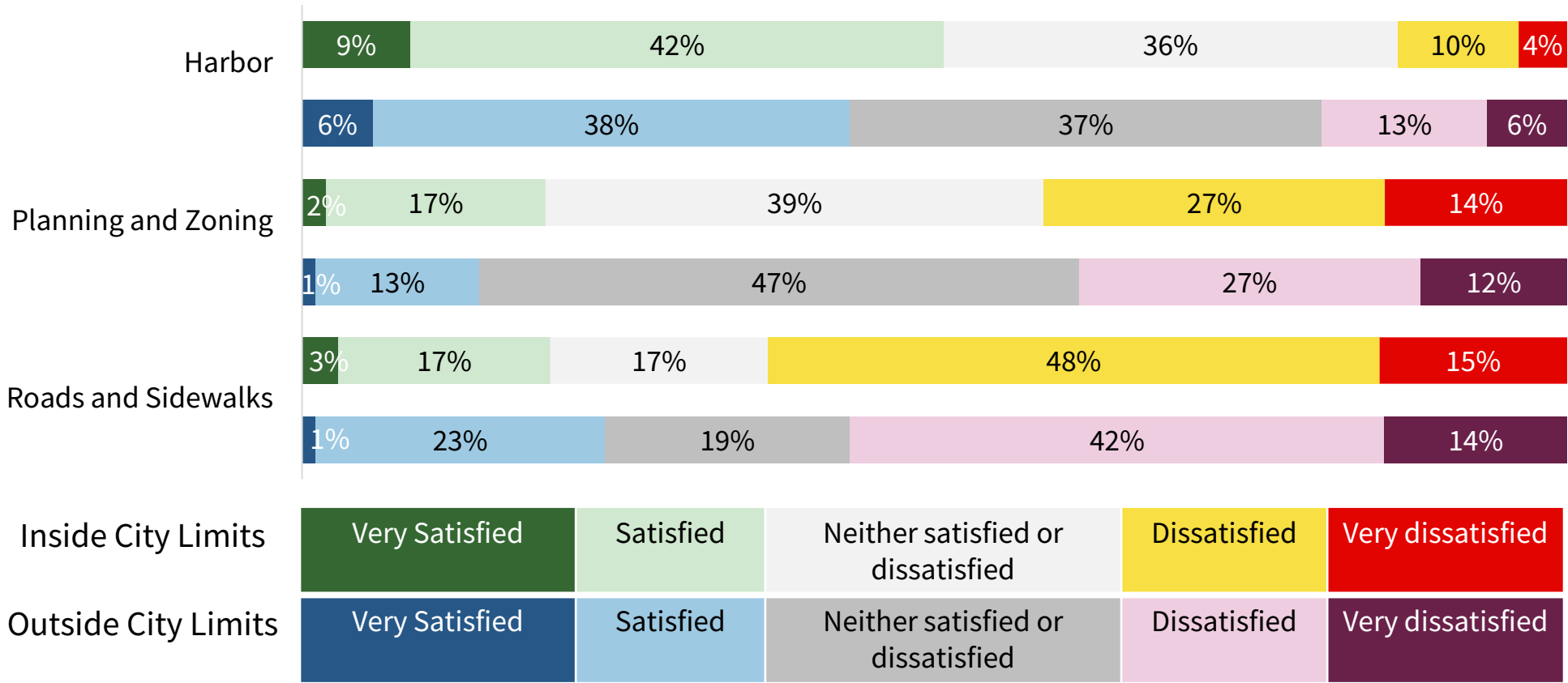


The largest gap is between **water and sewer**, where respondents who live **inside city limits** are 19% **more satisfied or very satisfied** combined

Satisfaction with Community and Economic Development Programs or Services by Location

N = 496
43% of respondents live inside city limits

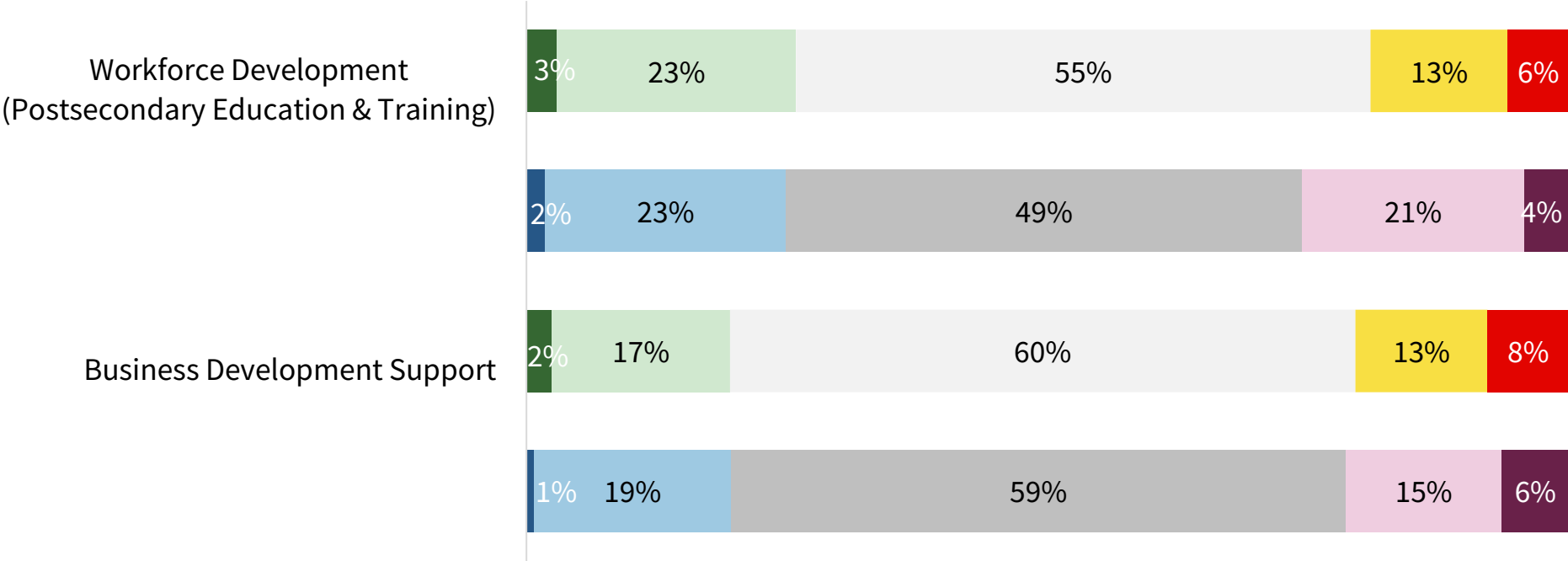
Respondents who live **inside city limits** are **more satisfied** with **harbor and planning and zoning services**



Roads and sidewalks are the only services where more than 50% of respondents who live **inside (63%) and outside city limits (56%)** are **dissatisfied** or **very dissatisfied** combined

Satisfaction with Community and Economic Development Programs or Services by Location

N = 496
 43% of respondents live inside city limits



Respondents who live **inside and outside city limits** are **mostly neither satisfied nor dissatisfied** with **workforce and business development** efforts

Inside City Limits	Very Satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Very dissatisfied
Outside City Limits	Very Satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Very dissatisfied

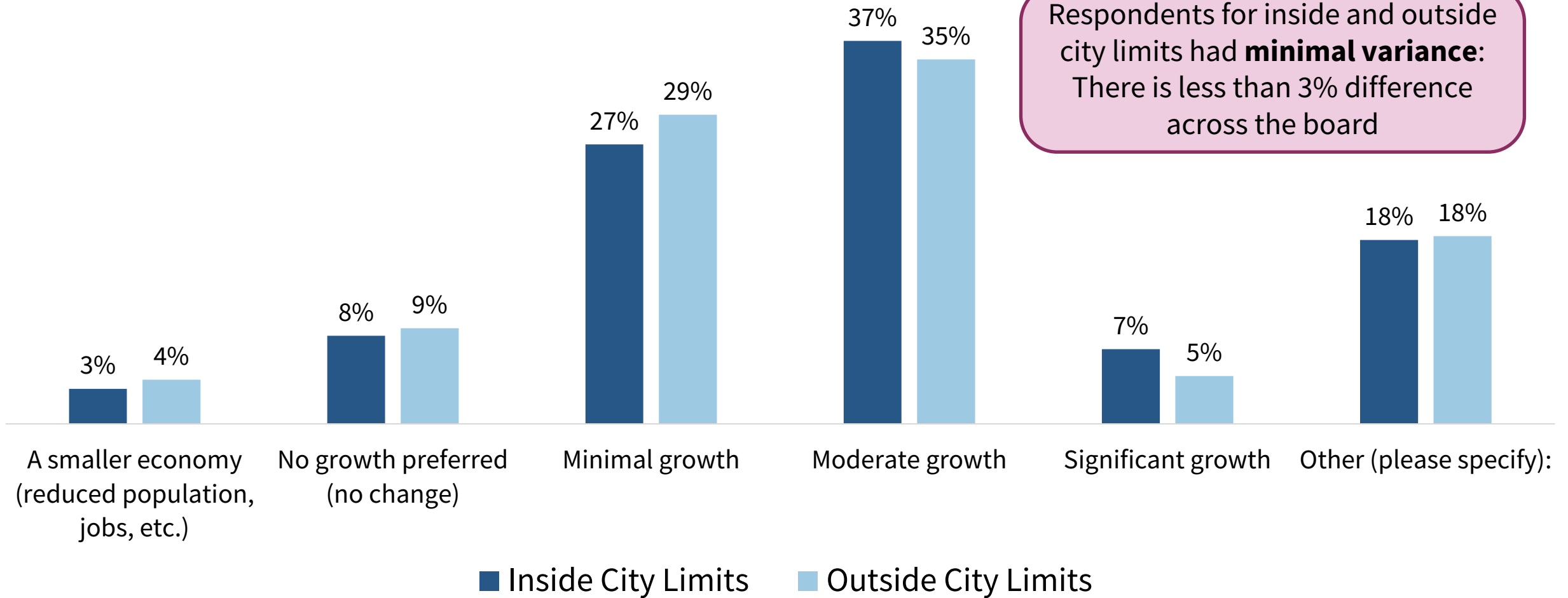
For this question, the project team sought to learn whether location, age, or income impacted respondents' opinions on if the community should grow or expand

Preference for Community and Economic Growth

Q11: “What is your preference for community/economic growth in Homer (increased population, jobs, specific industries expanding, etc.)?”

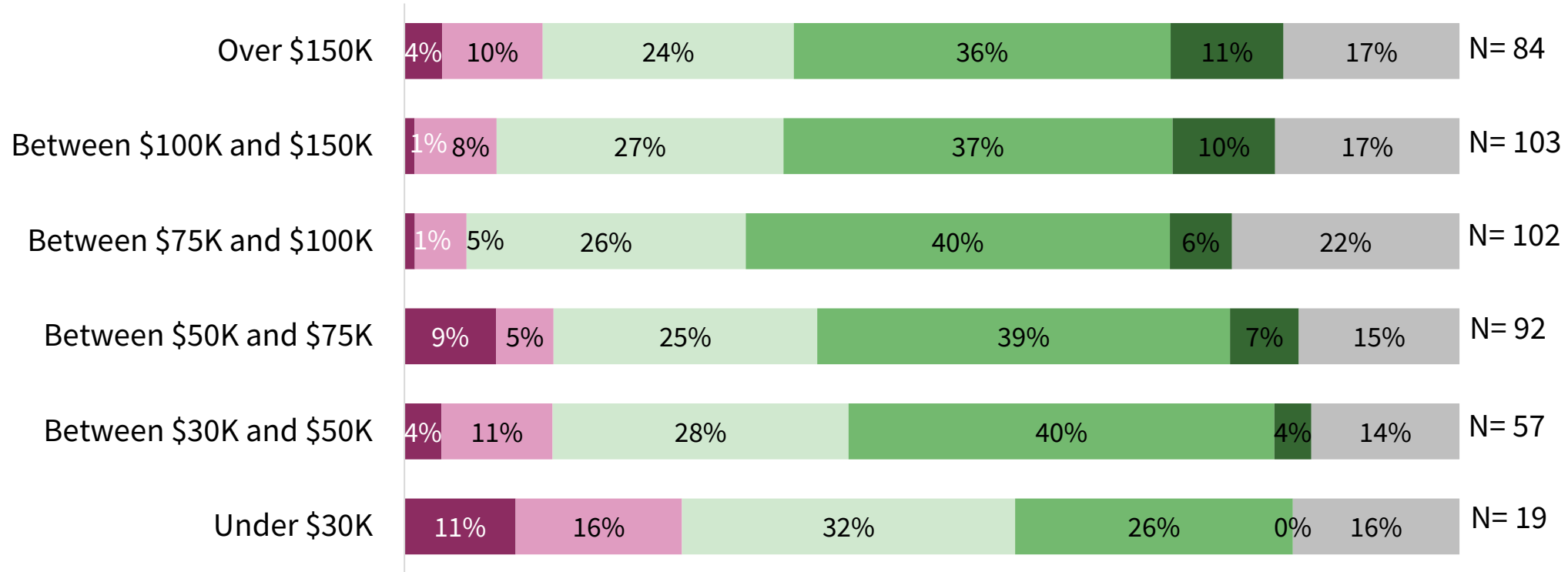
Preference for Community and Economic Growth by Location

N = 494
42% of respondents live
inside city limits



Preference for Community and Economic Growth by Income

Most respondents for each income want **either minimal or moderate growth**



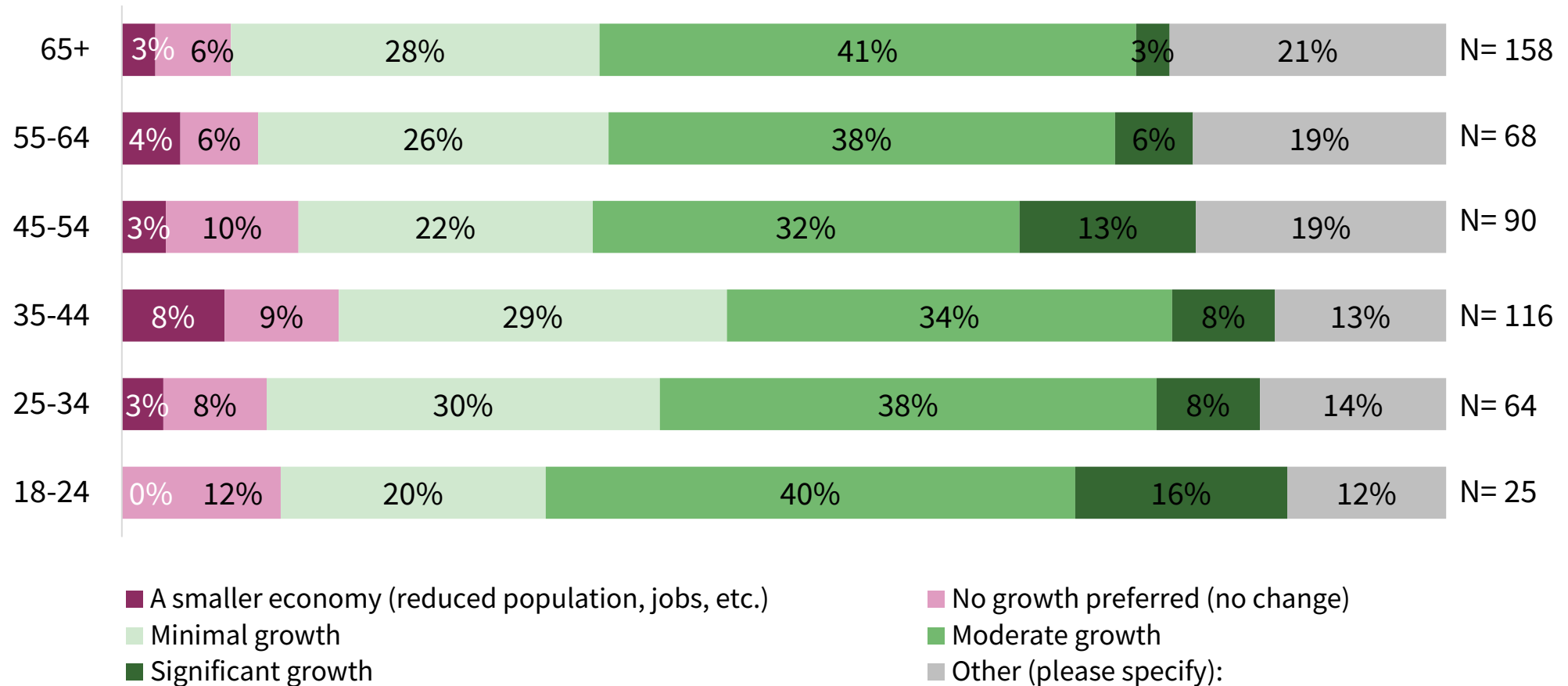
- A smaller economy (reduced population, jobs, etc.)
- Minimal growth
- Significant growth

- No growth preferred (no change)
- Moderate growth
- Other (please specify):

“Other” responses mostly indicate respondents want **sustainable, planned, or slow growth**

Preference for Community and Economic Growth by Age

Most respondents for all ages want **either minimal or moderate growth**



For this question, the project team sought to learn whether location, age, or income impacted respondents' opinions on a priority's level of importance

Importance of Priorities

Q13: “Indicate level of importance for each potential priority for the greater Homer community to focus on for the next 10-20 years”

Top Priorities by Location

N = 497
Responses included where more than 50% of respondents agreed

Inside City Limits

Top Priorities (“Very Important” or “Important”)	% of Responses
Increase supply and accessibility of affordable housing	87%
Create a livable, walkable, vibrant downtown	83%
Encourage the retention and creation of more year-round and higher wage employment	82%
Encourage renewable energy projects	77%
Preserve open public spaces within the city from development	77%
Increase access to recreational opportunities for visitors and residents	74%
Increase the diversity of Homer's economy and economic foundations	73%
Prepare for and address the effects of climate change on Homer	69%
Support the commercial and sport fishing industries	62%
Attract more year-round residents of all ages	54%

Outside City Limits

Top Priorities (“Very Important” or “Important”)	% of Responses
Increase supply and accessibility of affordable housing	87%
Encourage the retention and creation of more year-round and higher wage employment	84%
Preserve open public spaces within the city from development	76%
Increase access to recreational opportunities for visitors and residents	76%
Encourage renewable energy projects	73%
Create a livable, walkable, vibrant downtown	72%
Increase the diversity of Homer's economy and economic foundations	69%
Support the commercial and sport fishing industries	66%
Prepare for and address the effects of climate change on Homer	60%
Attract more year-round residents of all ages	52%

Only three priority areas showed a **greater than 5% difference** by location (see callouts on next slide)

Top Priorities by Location (cont.)

N = 497

Responses included where more than 50% of respondents agreed

Only three priority areas showed a **greater than 5% difference** between respondents who live inside city limits versus those outside city limits

Respondents who live **inside city limits** are more likely to prioritize “**Create a livable, walkable, vibrant downtown**” (83%) compared to those who live outside city limits (72%)

It is **less important** to respondents who live **outside city limits** to “**Prepare for and address the effects of climate change on Homer**” (60%) compared to those who live inside city limits (69%)

Respondents who live **inside city limits** are more likely to prioritize “**Expanding city boundaries to accommodate growth**” (49%) compared to outside city limits (37%)

Top Priorities by Age

Listed by the highest percentage of combined “very important” and “important” responses. Numbers may appear the same when rounded (e.g., 86.4% and 85.9% are both rounded to 86%). Colors are added for ease of comparison.

“Very Important” or “Important” Priority Responses by Age				
	Top Priority	Second Highest Priority	Third Highest Priority	
18 - 24 Year Olds (N = 24)	Increase supply and accessibility of affordable housing (88%)	Increase access to recreational opportunities for visitors and residents (83%)	Encourage the retention and creation of more year-round and higher wage employment (79%)	Preserve open public spaces within the city from development (79%)
25 - 34 Year Olds (N = 65)	Increase supply and accessibility of affordable housing (92%)	Encourage the retention and creation of more year-round and higher wage employment (91%)	Preserve open public spaces within the city from development (80%)	
35 - 44 Year Olds (N = 117)	Encourage the retention and creation of more year-round and higher wage employment (86%)	Increase supply and accessibility of affordable housing (86%)	Increase access to recreational opportunities for visitors and residents (75%)	
45-54 Year Olds (N = 90)	Encourage the retention and creation of more year-round and higher wage employment (85%)	Increase supply and accessibility of affordable housing (84%)	Create a livable, walkable, vibrant downtown (78%)	
55-64 Year Olds (N = 68)	Increase supply and accessibility of affordable housing (82%)	Encourage the retention and creation of more year-round and higher wage employment (81%)	Increase access to recreational opportunities for visitors and residents (81%)	
65+ (N = 159)	Encourage renewable energy projects (87%)	Increase supply and accessibility of affordable housing (87%)	Preserve open public spaces within the city from development (85%)	

In general, top **priorities across all ages** included **housing**, year-round and higher wage **employment**, and **recreation-related** opportunities

Top Priorities by Income

Listed by the highest percentage of combined “very important” and “important” responses. Numbers may appear the same when rounded (e.g., 86.4% and 85.9% are both rounded to 86%). Colors are added for ease of comparison.

“Very Important” or “Important” Priority Responses by Income				
	Top Priority		Second Highest Priority	Third Highest Priority
Under \$30K (N = 19)	Increase supply and accessibility of affordable housing (89%)	Encourage renewable energy projects (89%)	Preserve open public spaces within the city from development (79%)	
\$30K - \$50K (N = 58)	Increase supply and accessibility of affordable housing (91%)		Preserve open public spaces within the city from development (88%)	Increase access to recreational opportunities for visitors and residents (86%)
\$50K - \$75K (N = 93)	Increase supply and accessibility of affordable housing (92%)		Encourage renewable energy projects (85%)	Preserve open public spaces within the city from development (84%)
\$75K - 100K (N = 100)	Increase supply and accessibility of affordable housing (89%)	Encourage the retention and creation of more year-round and higher wage employment (89%)	Create a livable, walkable, vibrant downtown (83%)	
\$100K = \$150K (N = 104)	Increase supply and accessibility of affordable housing (91%)		Encourage the retention and creation of more year-round and higher wage employment (87%)	Increase the diversity of Homer's economy and economic foundations (80%)
\$150K + (N = 84)	Encourage the retention and creation of more year-round and higher wage employment (87%)		Create a livable, walkable, vibrant downtown (83%)	Increase access to recreational opportunities for visitors and residents (79%)

Top priorities are **similar across varying incomes**, and respondents prioritize **housing** and/or **year-round employment and wages**

Least Important Priority by Location, Age, and Income

“Least important” is defined as a category that had the highest percentage of combined “Unimportant” or “Very Unimportant” responses

Least Important Priority by Location	
Inside City Limits (N = 213)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (58%)
Outside City Limits (N = 284)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (54%)

Least Important Priority by Age	
18 - 24 Year Olds (N = 24)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (50%)
25 - 34 Year Olds (N = 65)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (58%)
35 - 44 Year Olds (N = 117)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (55%)
45-54 Year Olds (N = 90)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (43%)
55-64 Year Olds (N = 68)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (50%)
65+ (N = 159)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (67%)

Least Important Priority by Income	
Under \$30K (N = 19)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (63%)
\$30K - \$50K (N = 58)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (59%)
\$50K - \$75K (N = 93)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (66%)
\$75K - 100K (N = 100)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (58%)
\$100K - \$150K (N = 104)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (51%)
\$150K + (N = 84)	Grow Homer's visitor industry, including increasing frequency and number of cruise ships (46%)

The **least important** priority is the **same across all age groups, locations, and income ranges**: Grow Homer’s visitor industry

Summary of Findings

Summary of Findings



- There is minimal variance for all reviewed questions across age, income, and location.
- There are no polarizing views for any of the questions that were reviewed (e.g., none of the analyzed question show drastically different/conflicting perspectives between respondent groups).
- In most situations where there is variance in responses, the findings are consistent with what we would expect to see. Examples include:
 - Respondents with higher income are more likely to be satisfied with their housing situation
 - Respondents who live in city limits care more about having a vibrant downtown
- Respondents mostly agree that housing and employment are the most important priorities and growing the visitor industry is the least important priority.