

DECISION RESOURCES, LTD.  
3128 Dean Court  
Minneapolis, Minnesota 55416

EDINA RESIDENTIAL  
SURVEY  
FINAL APRIL 2013

Hello, I'm \_\_\_\_\_ of Decision Resources, Ltd., a polling firm located in Minneapolis. We've been retained by the City of Edina to speak with a random sample of residents about issues facing the city. The survey is being taken because your city representatives and staff are interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

1. Approximately how many years have you lived in the City of Edina?
- |                         |     |
|-------------------------|-----|
| LESS THAN TWO YEAR..... | 3%  |
| 2.1 TO FIVE YEARS.....  | 9%  |
| 5.1 TO TEN YEARS.....   | 13% |
| 10.1 TO 20 YEARS.....   | 28% |
| 20.1 TO 30 YEARS.....   | 19% |
| OVER THIRTY YEARS.....  | 29% |
| DON'T KNOW/REFUSED..... | 0%  |

2. As things now stand, how long do you expect to live in Edina?
- |                         |     |
|-------------------------|-----|
| LESS THAN TWO YEAR..... | 2%  |
| 2.1 TO FIVE YEARS.....  | 1%  |
| 5.1 TO TEN YEARS.....   | 11% |
| OVER TEN YEARS.....     | 79% |
| DON'T KNOW/REFUSED..... | 7%  |

3. Thinking back to when you moved to Edina, what factors were most important to you in selecting the city?

CLOSE TO FAMILY AND FRIENDS, 12%; CLOSE TO JOB, 11%; ALWAYS EDINA, 9%; HOUSING/NEIGHBORHOOD, 21%; REPUTATION, 7%; CONVENIENT LOCATION, 3%; GOOD SCHOOLS, 35%; SCATTERED, 2%.

4. How would you rate the quality of life in Edina -- excellent, good, only fair, or poor?
- |                         |     |
|-------------------------|-----|
| EXCELLENT.....          | 73% |
| GOOD.....               | 26% |
| ONLY FAIR.....          | 1%  |
| POOR.....               | 0%  |
| DON'T KNOW/REFUSED..... | 0%  |

5. What do you like most about living in the city of Edina?

CLOSE TO FAMILY AND FRIENDS, 11%; CLOSE TO JOB, 5%; CONVENIENT LOCATION, 9%; HOUSING/NEIGHBORHOOD, 15%; REPUTATION/PRESTIGE, 7%; PARKS AND TRAILS, 4%; CLOSE TO SHOPPING, 8%; NATURAL BEAUTY, 12%; SAFE, 6%; GOOD SCHOOLS, 18%; CITY SERVICES, 4%; SCATTERED, 2%.

6. What do you feel is the most serious issue, if anything, facing the community?

UNSURE, 3%; NOTHING, 34%; HIGH TAXES, 13%; CITY GOVERNMENT DECISIONS, 4%; LACK OF REDEVELOPMENT, 2%; RISING CRIME, 2%; POOR RAODS, 6%; TRAFFIC CONGESTION, 9%; SCHOOL FUNDING, 3%; AGING COMMUNITY, 2%; HOUSING TEARDOWNS, 10%; TOO MUCH DEVELOPMENT, 5%; SCATTERED, 7%.

7. How would you rate the general sense of community and neighborliness among Edina residents -- excellent, good, only fair, or poor?

EXCELLENT.....	40%
GOOD.....	55%
ONLY FAIR.....	5%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

8. All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are off on the wrong track?

RIGHT DIRECTION.....	92%
WRONG TRACK.....	6%
DON'T KNOW/REFUSED.....	2%

IF "WRONG TRACK," ASK: (n=25)

9. Why do you feel that way?

HIGH TAXES, 32%; CITY GOVERNMENT, 16%; HOUSING TEARDOWNS, 12%; ANIMAL CONTROL, 12%; LACK OF REDEVELOPMENT, 16%; TOO MUCH DEVELOPMENT, 12%.

Let's spend a few minutes discussing the quality of life and image of the City of Edina.

10. What one word would you use to describe Edina?

UNSURE, 3%; EXCELLENT, 29%; GOOD, 17%; SNOBS, 3%; HIGH QUALITY, 20%; RICH/WEALTHY, 5%; PRESITGIOUS, 6%; SAFE, 3%; COMFORTABLE, 4%; FRIENDLY, 3%; SCATTERED, 7%.

11. What City of Edina facility or service best represents that description?

UNSURE, 8%; NOTHING, 7%; CITY HALL, 18%; HIGH SCHOOL, 21%; SOUTHDALE, 2%; PARKS AND RECREATION, 26%; EDINA COUNTRY CLUB, 7%; SCHOOL DISTRICT, 6%; POLICE, 2%; SCATTERED, 3%.

12. Are there any City facilities or services that don't represent that description?

DON'T KNOW, 5%; NO, 86%; FRED RICHARDS GOLF COURSE, 3%; SCATTERED, 6%.

13. When you think about Edina both today and yesterday, what, if anything, do you think should be preserved for the future?

UNSURE, 8%; NOTHING, 8%; HOUSING STOCK, 15%; SOUTHDALE, 4%; HIGH SCHOOL, 16%; LAKES, 21%; BRAEMAR GOLF COURSE, 4%; PARKS/OPEN SPACE, 10%; SCHOOL DISTRICT, 9%; SCATTERED, 5%.

Moving on....

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor?

	EXCL	GOOD	FAIR	POOR	D.K.
14. Police protection?	68%	30%	1%	1%	1%
15. Fire protection?	71%	28%	0%	0%	2%
16. Emergency medical services?	72%	24%	1%	0%	4%
17. Quality and taste of drinking water?	19%	48%	22%	11%	0%
18. Sanitary sewer service?	21%	76%	1%	1%	2%
19. Park maintenance?	51%	49%	1%	0%	0%
20. Condition of trails and sidewalks?	31%	64%	4%	0%	1%
21. Recreational programs?	39%	56%	1%	0%	5%
22. Recycling service?	49%	46%	3%	1%	2%

IF ANY SERVICES WERE RATED EITHER "ONLY FAIR" OR "POOR,"  
ASK: (n=142)

23. What changes or improvements, if any, would be needed in that service for it to be rated "excellent" or "good?"

BETTER MAINTENANCE, 2%; TAKE MORE RECYCLING, 4%;  
BETTER DRINKING WATER, 84%; MORE SIDEWALKS, 4%;  
SCATTERED, 6%.

Roadways in the City of Edina consist of both city and county streets and state highways. City streets are those found in residential neighborhoods and also include many major streets. County roads in Edina are France Avenue, Xerxes Avenue, York Avenue, and Vernon Avenue, while state highways include Highway 100, Highway 169, Highway 62 and Interstate 494.

Keeping in mind we are talking only about city streets, please tell me whether you would rate the quality of the following services as excellent, good, only fair, or poor?

	EXCL	GOOD	FAIR	POOR	D.K.
24. Pavement repair and patching on city streets?	12%	47%	29%	11%	1%
25. Snowplowing of city streets?	34%	62%	3%	2%	0%
26. Street lighting?	13%	80%	6%	2%	0%

IF ANY SERVICES WERE RATED EITHER "ONLY FAIR" OR "POOR,"  
ASK: (n=174)

27. What changes or improvements, if any, would be needed in that service for it to be rated "excellent" or "good?"

BETTER STREET REPAIR, 47%; FASTER RESPONSE, 3%; MORE STREET LIGHTS, 7%; BETTER SNOWPLOWING, 5%; FASTER STREET REPAIR, 36%; SCATTERED, 2%.

Moving on....

28. Do you consider city property taxes in Edina to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?	VERY HIGH.....10%
	SOMEWHAT HIGH.....30%
	ABOUT AVERAGE.....48%
	SOMEWHAT LOW.....5%
	VERY LOW.....0%
	DON'T KNOW/REFUSED.....8%
29. When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?	EXCELLENT.....18%
	GOOD.....75%
	ONLY FAIR.....3%
	POOR.....1%
	DON'T KNOW/REFUSED.....3%
30. Would you favor or oppose an increase in YOUR city property tax if an increase was needed to maintain city services at their current level?	FAVOR.....65%
	OPPOSE.....30%
	DON'T KNOW/REFUSED.....5%

IF "OPPOSE," ASK: (n=120)

31. What services would you be willing to see cut to keep property taxes at their current level?

UNSURE, 8%; NONE/CUT WASTE, 43%; ADMINISTRATION, 12%; PARKS AND RECREATION, 8%; ACROSS THE BOARD, 28%; SCATTERED, 2%.

For each of the following, please tell me whether the City is too tough, about right, or not tough enough in enforcing city codes on the nuisances.

	TOO TOU	ABO RIG	NOT TOU	DK/ REF
32. Animal control?	7%	79%	13%	2%
33. Storage of cars, trucks and recreation vehicles?	4%	80%	15%	1%
34. Messy yards?	1%	80%	18%	0%
35. Exterior home maintenance?	3%	84%	13%	1%
36. Construction site maintenance?	4%	79%	14%	3%

Switching focus....

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Edina currently has too many or too much, too few or too little, or about the right amount.

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REFD
37. the number of people residing in the community?	16%	2%	82%	1%
38. rental units?	34%	21%	41%	5%
39. higher cost housing opportunities?	28%	8%	60%	5%
40. condominiums and townhouses?	14%	12%	71%	3%
41. starter homes?	4%	48%	43%	5%
42. assisted living for seniors?	4%	29%	53%	15%
43. nursing homes?	2%	28%	52%	19%
44. one level housing for seniors maintained by an association?	2%	33%	46%	20%
45. parks and open spaces?	1%	7%	91%	1%
46. trails and bikeways?	7%	10%	83%	0%
47. sidewalks?	2%	41%	58%	0%
48. service and retail establishments?	3%	10%	87%	0%
49. entertainment and dining establishments?	4%	12%	83%	0%

50.	Excluding gasoline, what is your primary shopping area -- the greater Southdale area, 50th and France, Centennial Lakes, Grandview, neighborhood shopping center or someplace else?	GREATER SOUTHDALE.....47% 50TH AND FRANCE.....21% CENTENNIAL LAKES.....6% GRANDVIEW.....13% NEIGHBORHOOD SHOPPING..8% SAINT LOUIS PARK.....2% EDEN PRAIRIE.....2% SCATTERED.....1%
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IF LOCATION IN EDINA IS NAMED, ASK: (n=380)

51.	How would you rate appearance and upkeep of your primary shopping area - excellent, good, only fair or poor?	EXCELLENT.....24% GOOD.....72% ONLY FAIR.....4% POOR.....1% DON'T KNOW/REFUSED.....0%
52.	How would you rate redevelopment in Edina -- excellent, good, only fair, or poor?	EXCELLENT.....9% GOOD.....64% ONLY FAIR.....20% POOR.....4% DON'T KNOW/REFUSED.....3%

IF A RATING IS GIVEN, ASK: (n=389)

53.	Why do you feel that way?	
	UNSURE, 1%; LOOKS NICE, 34%; ATTRACTS BUSINESSES, 19%; IMPROVE BUSINESS CLIMATE, 17%; POOR PLANNING, 7%; TOO MUCH TRAFFIC, 3%; SOUTHDALE ISSUE, 2%; TOO MANY HIGH RISES, 4%; HOUSES ARE TOO LARGE, 12%; SCATTERED, 2%.	
54.	Do you support or oppose the continued redevelopment in Edina? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....6% SUPPORT.....69% OPPOSE.....13% STRONGLY OPPOSE.....5% DON'T KNOW/REFUSED.....7%

IF "OPPOSE" OR "STRONGLY OPPOSE," ASK: (n=72)

55.	Why do you feel that way?	
	NEED TO PLAN BETTER, 21%; BRINGS TOO MUCH TRAFFIC, 15%; HIGH TAXES, 8%; TOO MANY HIGH RISES, 14%; HOUSES ARE TOO LARGE, 36%; DOING TOO MUCH, 4%; SCATTERED, 1%.	

56. Are there any types of development or redevelopment you would like to see in Edina? (IF "YES," ASK:) What are they?

UNSURE, 3%; NO, 49%; FINE DINING, 5%; AFFORDABLE HOUSING, 12%; REVITALIZE SOUTHDALE, 12%; TRAILS, 2%; SENIOR HOUSING, 7%; SIDEWALKS, 6%; SCATTERED, 5%.

57. Are there any types of development or redevelopment you would strongly oppose?

NO, 34%; HIGH RISES, 17%; LOW INCOME HOUSING, 13%; ROUNDABOUTS, 3%; BARS, 8%; BICYCLE LANES, 4%; APARTMENTS, 6%; MANSIONS, 10%; SCATTERED, 5%.

As the City of Edina continues redevelopment....

58. Do you support or oppose the City providing financial incentives to attract specific types of development? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....4%
	SUPPORT.....62%
	OPPOSE.....23%
	STRONGLY OPPOSE.....6%
	DON'T KNOW/REFUSED.....5%

Turning specifically to housing redevelopment, there have been many homes torn down in the city during the past few years. These homes have mostly been replaced with larger homes.

59. Do you support or oppose continued single-family housing redevelopment in the city? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....6%
	SUPPORT.....66%
	OPPOSE.....15%
	STRONGLY OPPOSE.....10%
	DON'T KNOW/REFUSED.....4%

IF A RESPONSE IS GIVEN, ASK: (n=384)

60. Could you tell me one or two reasons for your decision?

RUINS NEIGHBORHOODS, 8%; DOESN'T FIT INTO NEIGHBORHOODS, 3%; DISRUPTS NEIGHBORHOODS, 9%; IMPROVES PROPERTY VALUES, 34%; LOOKS NICE, 34%; MORE TRAFFIC, 2%; HOUSES ARE TOO BIG, 3%; BRINGS IN YOUNG FAMILIES, 4%; SCATTERED, 3%.

IF "OPPOSE" OR "STRONGLY OPPOSE," ASK: (n=103)

For your information, the 197 homes torn down and rebuilt over the past five years has added an additional \$131 million to the city's tax rolls. With this information....

61.	Do you still oppose the continued single-family housing redevelopment in the city?	YES.....41%
		NO.....51%
		DON'T KNOW/REFUSED.....9%

Edina has commercial areas in the city with higher density housing options, high-rise apartment or condominium buildings. As the city continues to explore options for residential development....

62.	Do you favor or oppose additional higher density housing options being built in commercial areas of Edina? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....4%
		FAVOR.....53%
		OPPOSE.....24%
		STRONGLY OPPOSE.....15%
		DON'T KNOW/REFUSED.....4%

IF "OPPOSE" OR "STRONGLY OPPOSE," ASK: (n=156)

When higher density housing options are offered it allows for more space for public amenities such as parks, green space and trails. Examples in the community include Centennial Lakes Park, Edinborough Park and the planned Edina Promenade enhancements by Byerly's.

63.	Do you still oppose additional higher density housing options being built if it allows for more space for public amenities?	YES.....65%
		NO.....33%
		DON'T KNOW/REFUSED.....2%

Changing topics....

As you may know, the City of Edina owns and operates three\_ municipal liquor stores. It's the City's policy that profits from the liquor operations be used for capital and public improvements.

64.	Do you favor or oppose the City continuing to operate its municipal liquor stores?	FAVOR.....94%
		OPPOSE.....5%
		DON'T KNOW/REFUSED.....1%

  

65.	Have you visited any of these stores during the past twelve months?	YES.....71%
		NO.....28%
		DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=284)

66.	Which store do you generally shop at -- Grandview on Vernon Avenue, 50th and France on West 50th Street, or Southdale on York Avenue?	GRANDVIEW.....34%
		50TH AND FRANCE.....27%
		SOUTHDALE.....39%
		DON'T KNOW/REFUSED.....0%

Please rate the store and/or staff on each of the following criteria. For each one, please tell me if you would rate it as excellent, good, only fair, or poor. If you have no opinion, just say so....

	EXC	GOO	FAI	POO	DKR
67. Product selection?	32%	66%	2%	0%	0%
68. Prices of products?	23%	59%	19%	0%	0%
69. Layout and organization of the store?	30%	68%	1%	0%	0%
70. Courtesy and friendliness of staff?	51%	48%	1%	0%	0%

Changing topics....

71. Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?	YES.....	84%
	NO.....	12%
	DON'T KNOW/REFUSED.....	4%

IF "NO," ASK: (n=48)

72. Why do you feel that way?

DON'T LISTEN, 60%; DON'T MAKE DECISIONS I AGREE WITH, 6%; DON'T WANT TO HAVE SAY/VOTE, 25%; NOT AWARE, 6%; SCATTERED, 2%.

73. How much first-hand contact have you had with the Edina City Staff -- quite a lot, some, very little, or none?	QUITE A LOT.....	5%
	SOME.....	41%
	VERY LITTLE.....	41%
	NONE.....	13%
	DON'T KNOW/REFUSED.....	1%

74. From what you have seen, heard, or experienced, how would you rate the job of the Edina City Staff -- excellent, good, only fair, or poor?	EXCELLENT.....	15%
	GOOD.....	76%
	ONLY FAIR.....	5%
	POOR.....	1%
	DON'T KNOW/REFUSED.....	3%

IF "ONLY FAIR" OR "POOR," ASK: (n=24)

75. How could the city staff improve?

UNSURE, 4%; MORE POLITE, 13%; MORE HELPFUL, 17%; MORE EFFICIENT, 25%; LISTEN TO RESIDENTS, 29%; FASTER RESPONSE TIME, 13%.

76. During the past year, have you contacted by telephone or in person any Edina City staff member on city business?

YES.....	40%
NO.....	60%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=159)

77. On your last contact with City staff, which department did you reach -- Police, Fire, Utility Billing, Planning, Building Inspections, Public Works, Engineering, Parks and Recreation, Assessing, Communications and Technology Services, Health, the Information Desk, or Administration?

POLICE.....	14%
FIRE.....	1%
UTILITY BILLING.....	8%
PLANNING.....	10%
BUILDING INSPECTIONS..	10%
PUBLIC WORKS.....	21%
ENGINEERING.....	1%
PARKS AND RECREATION..	13%
ASSESSING.....	1%
COMMUNICATIONS/TECH....	1%
HEALTH.....	2%
INFORMATION DESK.....	12%
ADMINISTRATION.....	6%
DON'T KNOW/REFUSED.....	1%

Thinking about that last contact, for each of the following characteristics, please rate the Edina City staff as excellent, good, only fair, or poor....

	EXC	GOO	FAI	POO	DKR
78. Waiting time for service?	30%	62%	8%	1%	0%
79. Ease of reaching a department staff member who could help you?	37%	55%	5%	3%	1%
80. Efficiency of the department staff?	35%	54%	9%	3%	0%
81. Courtesy of the department staff?	46%	49%	4%	1%	0%

Let's talk about park and recreation opportunities in Edina....

82. How would you rate park and recreation facilities in Edina -- excellent, good, only fair, or poor?

EXCELLENT.....	47%
GOOD.....	52%
ONLY FAIR.....	1%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

83. How would you rate the maintenance and upkeep of park and recreation facilities in the city -- excellent, good, only fair, or poor?

EXCELLENT.....	36%
GOOD.....	62%
ONLY FAIR.....	2%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

IF "ONLY FAIR" OR "POOR," ASK: (n=10)

84. What facilities would you rate as (only fair/poor)?

BRAEMAR ICE ARENA, 10%; PARKS, 70%; FRED RICHARDS, 10%; ATHLETIC FIELDS, 10%.

I will now read you a short list of park and recreational opportunities within the City. First, for each one, please tell me if you or members of your household have used it during the past year. Then, for those you have used, please rate it as excellent, good, only fair, or poor....

	NOT	EXC	GOO	FAI	POR	DKR
85. Trails?	21%	38%	38%	2%	1%	0%
86. Neighborhood parks?	17%	44%	38%	2%	0%	0%
87. Larger community athletic fields?	52%	20%	27%	1%	0%	1%
88. Edinborough park?	53%	20%	24%	2%	1%	1%
89. Centennial Lakes park?	36%	42%	22%	0%	0%	1%
90. The Aquatic Center?	62%	18%	17%	1%	1%	1%
91. The Senior Center?	67%	21%	12%	0%	0%	1%
92. The ice arena, Braemar Arena?	68%	13%	15%	2%	1%	2%
93. The Edina Art Center?	55%	22%	22%	1%	0%	1%
94. Braemar Golf Course?	58%	24%	16%	0%	0%	2%
95. Fred Richards Executive Golf Course?	76%	10%	12%	1%	0%	1%

IF "ONLY FAIR" OR "POOR" IN ANY QUESTION #85-#95, ASK: (n=44)

96. Could you tell me why you rated \_\_\_\_\_ as (only fair/poor)?

UNSURE, 5%; NOT MAINTAINED WELL ENOUGH, 41%; AGING, 20%; NEED MORE TRAILS, 23%; JUVENILE CRIME IN PARKS, 5%; SCATTERED, 7%.

Edina's Vision Statement is making Edina the preeminent place for living, learning, raising families and doing business. I would like to read you the list of park and recreation facilities again. This time, I would like you to think ONLY of the building or facility, not the programs offered there, and tell me if the building or facility very strongly represents Edina's Vision

Statement, somewhat strongly represents it, not too strongly represents it or doesn't represent the Vision Statement at all. If you have no opinion, please tell me....

	STR	SMR	NTR	NAA	DKR
97. Braemar Arena?	28%	43%	19%	2%	9%
98. Braemar Clubhouse?	39%	38%	11%	1%	12%
99. Braemar Golf Course?	54%	32%	5%	0%	9%
100. Edina Aquatic Center?	33%	40%	17%	2%	9%
101. Centennial Lakes Park?	50%	34%	10%	3%	4%
102. Edina Art Center	40%	37%	12%	2%	10%
103. Edina Senior Center?	30%	29%	16%	7%	18%
104. Edinborough Park?	25%	38%	19%	7%	12%
105. Fred Richards Executive Golf Course?	24%	32%	21%	6%	17%
106. Arneson Acres Park?	18%	39%	23%	5%	16%

107. In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?

YES.....	97%
NO.....	2%
DON'T KNOW/REFUSED.....	1%

IF "NO," ASK: (n=8)

108. What additional recreational facilities would you like to see the City offer its residents?

UNSURE, 13%; SPORTS DOME, 50%; MORE ATHLETIC FIELDS, 13%; MORE PICNIC AREAS, 25%.

The City has been considering several outdoor park improvements. I would like to read you a list of such improvements. For each one, please tell me if you would strongly support it, somewhat support, somewhat oppose, or strongly oppose it. If you have no opinion, just say so.... (ROTATE)

	STS	SMS	SMO	STO	DKR
109. Volleyball courts?	22%	32%	31%	12%	3%
110. Badminton courts?	16%	28%	33%	20%	3%
111. Pickleball courts?	12%	24%	33%	23%	8%
112. Basketball courts?	26%	29%	27%	17%	2%
113. Horseshoe pits?	24%	36%	25%	14%	2%
114. Chess boards?	21%	33%	24%	19%	3%
115. Community gardens?	43%	32%	14%	11%	1%
116. Disk golf?	14%	27%	33%	21%	6%
117. Barbeque and picnic areas?	33%	41%	16%	9%	1%

	STS	SMS	SMO	STO	DKR
118. Picnic shelters?	38%	41%	14%	7%	0%
119. Dog parks?	20%	33%	25%	19%	3%
120. Splash pads?	20%	33%	25%	17%	6%
121. Wi-fi internet access?	15%	26%	24%	30%	5%

122. Do you or members of your household currently leave the city for park and recreation facilities or activities not offered in Edina? (IF "YES," ASK:) What would that be?

NO, 84%; SWIMMING, 2%; LAKES/BOATING, 8%; TRAILS, 2%; SCATTERED, 4%.

The City has also been considering several new or improved park facilities. I would like to read you a list of such improvements. For each one, please tell me if you would strongly support it, somewhat support, somewhat oppose, or strongly oppose it. If you have no opinion, just say so.... (ROTATE)

	STS	SMS	SMO	STO	DKR
123. Construction of new Art Center?	15%	30%	31%	21%	3%
124. Construction of a new Sports Dome?	23%	26%	25%	22%	5%
125. Improvements at the Braemer Golf Course, including the clubhouse and driving range?	9%	23%	31%	31%	6%
126. Construction of new community Performing arts Center?	9%	30%	33%	23%	5%
127. Construction of a new Community Center?	14%	29%	34%	21%	3%
128. Renovation of athletic fields?	10%	25%	32%	30%	3%

IF "STRONGLY SUPPORT" OR "SUPPORT," ASK: (n=315)

These facility improvements could require the use of property taxes....

129. How much would you be willing to see your property taxes increase to fund these improvements? Would you be willing to see your monthly property taxes increase by \$____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE)	NOTHING.....	13%
	\$2.00.....	15%
	\$4.00.....	24%
	\$6.00.....	20%
	\$8.00.....	12%
	\$10.00.....	6%
	\$12.00.....	9%
	DON'T KNOW.....	1%
How about \$____ per month?	REFUSED.....	0%

Turning to recreation programming....

130. Have you or members of your household participated in any City-sponsored park and recreation programs, apart from the private athletic associations in the city?

YES.....	35%
NO.....	65%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=139)

131. How would you rate your experience -- excellent, good, only fair, or poor?

EXCELLENT.....	37%
GOOD.....	62%
ONLY FAIR.....	1%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

IF "ONLY FAIR" OR "POOR," ASK: (n=1)

132. Could you tell me why you rated it as (only fair/poor)?

POOR OFFICIATING, 100%.

133. Does the current mix of City park and recreation programming meet the needs of your household?

YES.....	99%
NO.....	1%
DON'T KNOW/REFUSED.....	0%

IF "NO," ASK: (n=2)

134. What program(s) do you feel are lacking?

INDOOR SPORTS LEAGUES, 100%.

135. How much of a role should the City place on health and wellness when making policy decisions - should it have a very significant role, somewhat significant, not too significant or no role at all?

VERY SIGNIFICANT.....	20%
SOMEWHAT SIGNIFICANT..	49%
NOT TOO SIGNIFICANT...	20%
NOT AT ALL SIGNIFICANT..	9%
DON'T KNOW/REFUSED.....	2%

Turning to the issue of public safety in the community....

I would like to read you a list of public issues.

136. Please tell me which one you consider to be the greatest concern in Edina? If you feel that none of these concerns are serious in Edina, just say so. (READ LIST)

- Personal safety?.....8%
- Burglary?.....17%
- Speeding and other traffic violations?.....21%
- Drugs?.....3%
- Underage drinking?.....9%
- Juvenile crimes?.....12%
- Identity theft?.....5%
- Domestic abuse?.....2%
- Something else?.....1%
- None are serious (VOL).....22%
- Don't Know/Refused.....1%

137. Are there places in the City you would not feel safe walking alone at night? (IF "YES, " ASK:) Where would that be?

UNSURE, 1%; NO, 72%; SOUTHDALE, 11%; MINNEAPOLIS BORDER, 5%; APARTMENTS, 3%; LOW INCOME AREAS, 5%; SCATTERED, 3%.

138. And, do you think crime in the City of Edina has increased, decreased, or stayed about the same during the past three years?

INCREASED.....	18%
DECREASED.....	2%
STAYED ABOUT SAME.....	78%
DON'T KNOW/REFUSED.....	2%

139. During the past year, has the volume of traffic on residential streets in your area increased, decreased, or remained about the same?

INCREASED.....	31%
DECREASED.....	2%
REMAINED ABOUT SAME...	65%
DON'T KNOW/REFUSED.....	2%

140. How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?

VERY SERIOUS.....	7%
SOMEWHAT SERIOUS.....	33%
NOT TOO SERIOUS.....	40%
NOT AT ALL SERIOUS....	21%
DON'T KNOW/REFUSED.....	0%

141. And, how serious of a problem are stop sign violations in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?

VERY SERIOUS.....	6%
SOMEWHAT SERIOUS.....	27%
NOT TOO SERIOUS.....	47%
NOT AT ALL SERIOUS....	20%
DON'T KNOW/REFUSED.....	1%

As I read the following statements about public safety in Edina, please answer "yes" or "no."

	YES	NO	DKR
142. The Edina Fire Department responds to calls in a timely manner.	90%	2%	8%
143. I trust the City's Police, Fire, and Emergency Medical Services response and the services rendered?	99%	0%	1%

Moving on....

144. Do you leave the City of Edina on a regular or daily basis to go to work? (IF "NO," ASK:) Do you work in Edina?	YES.....	29%
	NO/WORK IN EDINA.....	26%
	NO/NOT EMPLOY/RETIRED.....	45%
	DON'T KNOW/REFUSED.....	1%

IF "YES," ASK: (n=116)

145. In what city is your job located?	REFUSED.....	2%
	MINNEAPOLIS.....	56%
	ST. PAUL.....	9%
	MINNETONKA.....	3%
	BLOOMINGTON.....	15%
	EDEN PRAIRIE.....	4%
	VARIES.....	3%
	HOPKINS.....	3%
	BURNSVILLE/EAGAN.....	2%
	SCATTERED.....	4%

146. How many minutes does it take you to get to work?	FIVE MINUTES OR LESS...	2%
	SIX TO TEN MINUTES....	12%
	11 TO 15 MINUTES.....	26%
	16 TO 20 MINUTES.....	34%
	21 TO 25 MINUTES.....	17%
	26 TO 30 MINUTES.....	4%
	OVER 30 MINUTES.....	3%
	DON'T KNOW/REFUSED.....	3%

147. How would you rate the ease of getting to and from work -- excellent, good, only fair or poor?	EXCELLENT.....	13%
	GOOD.....	74%
	ONLY FAIR.....	11%
	POOR.....	2%
	DON'T KNOW/REFUSED.....	1%

Weather permitting....

148. How often do you walk in the City of Edina - frequently, occasionally, rarely or never?

FREQUENTLY.....	32%
OCCASIONALLY.....	47%
RARELY.....	18%
NEVER.....	4%
DON'T KNOW/REFUSED.....	0%

149. How would you rate the ease of getting from place to place within the City of Edina by walking -- excellent, good, only fair or poor?

EXCELLENT.....	23%
GOOD.....	63%
ONLY FAIR.....	11%
POOR.....	2%
DON'T KNOW/REFUSED.....	1%

IF "ONLY FAIR" OR "POOR," ASK: (n=52)

150. What changes or improvements could the City of Edina make to improve your ability to get from place to place within the city by walking?

UNSURE, 6%; NONE, 2%; MORE SIDEWALKS, 73%; MORE TRAILS, 4%; LONGER CROSSWALK TIMES, 10%; SCATTERED, 6%.

Weather permitting....

151. How often do you bike in the City of Edina - frequently, occasionally, rarely or never?

FREQUENTLY.....	5%
OCCASIONALLY.....	28%
RARELY.....	15%
NEVER.....	52%
DON'T KNOW/REFUSED.....	1%

152. How would you rate the ease of getting from place to place within the City of Edina by biking - excellent, good, only fair, or poor?

EXCELLENT.....	9%
GOOD.....	71%
ONLY FAIR.....	5%
POOR.....	1%
DON'T KNOW/REFUSED.....	15%

IF "ONLY FAIR" OR "POOR," ASK: (n=22)

153. What changes or improvements could the City of Edina make to improve your ability to get from place to place within the city by biking?

UNSURE, 5%; NONE, 14%; MORE SIDEWALKS, 9%; MORE TRAILS, 27%; WIDER TRAILS, 9%; MORE BICYCLE LANES, 14%; LONGER CROSSWALK TIMES, 14%; BICYCLE LANES ARE TOO CONFUSING, 5%; SCATTERED, 4%.

Moving on....

154. What is your principal source of information about city government and its activities?

CITY NEWSLETTER, 35%; CITY WEBSITE, 12%; CABLE TELEVISION, 4%; LOCAL NEWSPAPER, 37%; WORD OF MOUTH, 6%; STAR TRIBUNE, 5%; SCATTERED, 2%.

155. How would you prefer to receive information about city government and its activities?

CITY NEWSLETTER, 38%; CITY WEBSITE, 13%; CABLE TELEVISION, 5%; LOCAL NEWSPAPER, 28%; WORD OF MOUTH, 4%; STAR TRIBUNE, 4%; E-MAILS, 6%; SCATTERED, 2%.

For each of the following, please tell me whether you consider it to be a major source of information for news about the city, a minor source, or not a source at all. (ROTATE)

	MAJ	MIN	NOT	DKR
156. The City publication, the "About Town?"	55%	36%	9%	0%
157. The Parks and Recreation Activities Directory?	12%	41%	48%	0%
158. The "Edina Sun Current" newspaper?	60%	32%	8%	0%
159. The Star Tribune West Metro section?	19%	53%	29%	0%
160. The City's website?	21%	29%	49%	1%
161. Edina Community Channel 16?	14%	21%	65%	0%
162. City employees?	6%	35%	58%	1%
163. Direct mail updates?	14%	40%	46%	0%
164. Social media, such as Facebook or Twitter?	1%	13%	85%	1%
165. Blogs?	0%	5%	94%	1%
166. On-line webstream videos on YouTube or Granicus?	1%	6%	93%	1%
167. E-mail subscription service, "City Extra?"	9%	16%	74%	1%
168. Friends and family?	32%	45%	23%	1%
169. Do you recall receiving the City publication "About Town" during the past year?	YES.....93%	NO.....7%	DON'T KNOW/REFUSED.....0%	
IF "YES, ASK: (n=372)				
170. Do you or any members of your household regularly read it?	YES.....93%	NO.....7%	DON'T KNOW/REFUSED.....1%	



179. Do you have access to the Internet at home? (WAIT FOR RESPONSE) Do you have access to the Internet at work?	HOME ONLY.....41%
	WORK ONLY.....1%
	BOTH.....42%
	NEITHER.....16%
	DON'T KNOW/REFUSED.....0%

IF "HOME ONLY" OR "BOTH," ASK: (n=331)

180 How do you connect to the internet at home--on a dial-up modem, DSL, T-1 line, fiber, cable or telephone internet, satellite, or smart phone?	DIAL-UP MODEM.....7%
	DSL.....43%
	T-1.....0%
	FIBER.....1%
	CABLE/TELEPHONE.....44%
	SATELLITE.....4%
	SMART PHONE.....2%
	DON'T KNOW/REFUSED.....0%

181. Have you visited the City's website during the past year?	YES.....63%
	NO.....37%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=208)

182. How would you rate the city's website -- excellent, good, only fair, or poor?	EXCELLENT.....23%
	GOOD.....75%
	ONLY FAIR.....2%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%

183. Were you able to find what you were looking for on the website?	YES.....98%
	NO.....2%
	DON'T KNOW/REFUSED.....0%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

184. First, persons 65 or over?	NONE.....65%
	ONE.....19%
	TWO OR MORE.....16%
	REFUSED.....0%

185. Adults under 65?	NONE.....28%
	ONE.....12%
	TWO.....52%
	THREE OR MORE.....8%
	REFUSED.....0%

186. School-aged children or pre-schoolers?	NONE.....70%
	ONE.....8%
	TWO.....16%
	THREE OR MORE.....6%
	REFUSED.....0%
187. What is your age, please?	18-24.....2%
	25-34.....11%
	35-44.....15%
	45-54.....21%
	55-64.....21%
	65 AND OVER.....30%
	REFUSED.....0%
188. What is the last grade of formal education you completed?	LESS THAN HIGH SCHOOL..1%
	HIGH SCHOOL GRADUATE...7%
	VO-TECH/TECH COLLEGE...9%
	SOME COLLEGE.....17%
	COLLEGE GRADUATE.....48%
	POST-GRADUATE.....18%
	REFUSED.....1%
189. Do you reside in an apartment, townhouse or condominium, or a detached single family home?	APARTMENT.....15%
	TOWNHOUSE/CONDO.....26%
	SINGLE-FAMILY HOME....58%
	SOMETHING ELSE (VOL)...1%
	DON'T KNOW/REFUSED....0%
190. Do you own or rent your present residence?	OWN.....74%
	RENT.....25%
	REFUSED.....1%
191. Which of the following categories represents your ethnicity -- White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	WHITE.....88%
	AFRICAN-AMERICAN.....3%
	HISPANIC-LATINO.....2%
	ASIAN-PACIFIC ISLAND...5%
	NATIVE AMERICAN.....1%
	SOMETHING ELSE.....0%
	MIXED/BI-RACIAL.....1%
	DON'T KNOW.....0%
	REFUSED.....1%

And now, for one final question, keeping in mind that your answers are held strictly confidential....

192. Thinking about your household finances, how would you describe your financial situation, would you say that --	STATEMENT A.....5%
A) Your monthly expenses are exceeding your income;	STATEMENT B.....20%
B) You are meeting your monthly expenses but are putting aside little or no savings;	STATEMENT C.....57%
C) You are managing comfortably while putting some money aside;	STATEMENT D.....19%
D) Managing very well?	DON'T KNOW/REFUSED.....0%
193. Gender.	MALE.....48%
	FEMALE.....52%
194. Region of City.	NE.....25%
	NW.....25%
	SE.....25%
	SW.....25%