



# Minneapolis, MN

## Resident Survey

### Report of Results

### Zoning, Planning and Community Development Services

Prepared by:



# Table of Contents

---

**Survey Background ..... 1**

**Summary of Findings ..... 7**

- Challenges Facing the City .....7
- Neighborhood Perception & Image .....8
- Downtown Usage & Image .....12
- Satisfaction with City Services .....16
- Prioritization of City Services .....18
- Balancing Satisfaction and Priorities.....20
- Discrimination .....23

**Appendix I: Respondent Demographics ..... 24**

**Appendix II: Crosstabulations of Select Survey Questions ..... 27**

**Appendix III: Complete Set of Frequencies..... 36**

**Table of Figures**

Figure 1: Biggest Challenges Minneapolis Will Face in the Next Five Years ..... 7

Figure 2: Neighborhood Perceptions and Image Compared Over Time ..... 8

Figure 3: Size of Current Residence ..... 9

Figure 4: Size of Current Residence Compared Over Time ..... 9

Figure 5: Perceptions of Current Place of Residence Compared Over Time ..... 10

Figure 6: Intended Location of Move ..... 11

Figure 7: Reason for Intended Move ..... 11

Figure 8: Living and Working in Downtown Minneapolis Compared Over Time ..... 12

Figure 9: Frequency of Visiting Downtown Minneapolis in the Last Year ..... 13

Figure 10: Frequency of Visiting Downtown Minneapolis in the Last Year Compared Over Time ..... 13

Figure 11: Reasons for Avoiding Downtown Minneapolis ..... 14

Figure 12: Zoning, Planning and Community Development Services Quality Ratings Compared Over Time..... 17

Figure 13: Zoning, Planning and Community Development Services Importance Ratings Compared Over Time..... 19

Figure 14: Agreement with Property Tax Increases to Maintain or Improve City Services ..... 21

Figure 15: Agreement with Property Tax Increases to Maintain or Improve City Services Compared Over Time..... 22

**Table of Tables**

Table 1: Neighborhood Perceptions and Image..... 8

Table 2: Perceptions of Current Place of Residence ..... 10

Table 3: Reasons for Avoiding Downtown Minneapolis Compared Over Time ..... 15

Table 4: Zoning, Planning and Community Development Services Quality Ratings..... 16

Table 5: Zoning, Planning and Community Development Services Importance Ratings ..... 18

Table 6: Zoning, Planning and Community Development Departments Responsible for Discrimination Compared Over Time ..... 23

## Survey Background

### Survey Purpose

The City of Minneapolis contracted with National Research Center, Inc. (NRC) to conduct a citywide resident survey. The Minneapolis Resident Survey serves as a consumer report card for Minneapolis by providing residents the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for decisions and lays the groundwork for tracking community opinions about the core responsibilities of Minneapolis City government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the fifth iteration of the Minneapolis Resident Survey since the baseline study conducted in 2001. This is the third iteration conducted by NRC.

### Methods

A random digit dial sample (RDD) of Minneapolis residents was purchased for this project, where part of the sample was geocoded using reverse directory look-up to help determine in which Community Planning District potential respondents lived. Phone numbers of Minneapolis residents were randomly selected for interviewing. Phone calls were made from February 1, 2011 to March 10, 2011. A majority of the interviews was completed during the evening hours, although calls were made on the weekend and during weekdays also. All phone numbers were dialed at least eight times before replacing with another number, with at least one of the attempts on either a weekend or weekday evening.

Once interviews were completed using the RDD list, respondent address information was geocoded to determine in which of 11 community planning districts a respondent resided. Community planning districts were chosen as the geographic unit of analysis below the City level. The districts were the same geographic units selected for prior surveys. Datasets are available for a wide variety of demographics based upon the community planning districts. To complete the minimum number of responses determined for each community (95), a set of numbers was pre-coded for location and called to fill the quota for each community planning district. An additional quota system based on racial groups was used to ensure that a representative number of these populations participated in the survey. Another quota of cell phone users was implemented for this iteration and residents using Text Telephone (TTY) (use of telephones for the hearing impaired) also were dialed.

Interviewers who spoke Spanish, Vietnamese, Somali, Hmong, Lao and Oromo were available for this survey; 12 surveys were conducted in Spanish, one in Hmong, one in Vietnamese, one in Oromo and four in Somali. While interviewers were available to conduct the survey in Lao, no interviews were completed in these languages. About a quarter of completed interviews were conducted with residents of color and about a quarter were completed with cell phone users. Also, while TTY capabilities were offered this year, no surveys were completed with TTY users. The overall response rate was 23%.

## Understanding the Results

### “Don’t Know” Responses and Rounding

On the questions in the survey, respondents could answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in

Question 20 by Gender, Age, Race and Ethnicity

|   | Respondent Gender and Age |            |          |              |              |            |         | Respondent Racial Origin |                 |         | Respondent Ethnicity |                     |         |
|---|---------------------------|------------|----------|--------------|--------------|------------|---------|--------------------------|-----------------|---------|----------------------|---------------------|---------|
|   | Male 18-34                | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | Overall | White                    | People of Color | Overall | Latino/Hispanic      | Not Latino/Hispanic | Overall |
| To what extent do you agree or disagree that property taxes or fees should be increased to maintain or improve City services? | 64%                       | 48%        | 48%      | 54%          | 52%          | 47%        | 53%     | 55%                      | 49%             | 54%     | 57%                  | 53%                 | 53%     |

*Percent reporting "agree" or "strongly agree"*

Question 20 by Length of Residency, Housing Tenure, Income

|   | Length of Residency |              |                |                  |         | Tenure |      |         | Household Income   |                      |                   |         |
|---|---------------------|--------------|----------------|------------------|---------|--------|------|---------|--------------------|----------------------|-------------------|---------|
|   | Less than 5 years   | 5 to 9 years | 10 to 19 years | 20 or more years | Overall | Own    | Rent | Overall | Less than \$25,000 | \$25,000 to \$99,999 | \$100,000 or more | Overall |
| To what extent do you agree or disagree that property taxes or fees should be increased to maintain or improve City services? | 59%                 | 59%          | 47%            | 51%              | 53%     | 50%    | 57%  | 53%     | 53%                | 54%                  | 54%               | 54%     |

*Percent reporting "agree" or "strongly agree"*

Appendix III: Complete Set of Frequencies. However, the “don’t know” responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs in the report body display the responses from respondents who had an opinion about a specific item. This approach to presenting data is used in order to allow the fairest comparisons across items.

Though a somewhat small percentage of respondents offer “don’t know” for most items, inevitably some items have a larger “don’t know” percentage. Comparing responses to a set of items on the same scale can be misleading when the “don’t know” responses have been left in. If two items have disparate “don’t know” percentages (2% vs. 15%, for example), any apparent similarities or differences across the remaining response options may disappear once the “don’t know” responses are removed.

Resident survey reports prior to 2005 for the City of Minneapolis have included “don’t know” responses in the report bodies. In this report, comparisons to previous data omit the “don’t know” responses.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because the answers from some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number.

### **“Resident” and “Respondent”**

As the results of the survey are intended to reflect the City of Minneapolis population as a whole, the terms “resident” and “respondent” are used interchangeably throughout this report.

### **Confidence Intervals**

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,172 completed interviews). For each community planning district from the survey, the margin of error rises to as much as plus or minus 10% for a sample size of 95 (in the smallest district response) to plus or minus 9% for 129 completed surveys (in the largest district response). Where estimates are given for subgroups, they may be less precise. Generally the 95% confidence interval is plus or minus five percentage points for samples of about 400 to 10 percentage points for samples as small as 100. (For comparisons made across community planning districts, the margin of error is equivalent to that for the smallest group.)

### **Comparing Survey Results**

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in Minneapolis, but from Minneapolis services to services like them provided by other jurisdictions. This way we can better understand if “good” is good enough for Minneapolis service evaluations.

### **Comparison of Results Over Time and by Subgroup**

Because this survey was the fifth iteration of the resident survey, the current results are presented along with past ratings when available. For comparisons by survey year, the margin of error is plus or minus four percentage points around any given percentage point, which means that differences from 2008 to 2011 must be five percentage points or higher before they should be considered real changes in population sentiment.

Finally, selected results for all Minneapolis residents were compared to results from subgroups of the population (community planning district and sociodemographics) in Minneapolis and are presented *Appendix II: Crosstabulations of Select Survey Questions*.

### Normative Database

National comparisons and comparisons to select cities<sup>1</sup> also have been included in the report when available. NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on resident surveying. In *Resident surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA), we not only articulated the principles for quality survey methods, we pioneered both the idea of benchmark data for citizen opinion and the method for gathering benchmark data. We called it, “In Search of Standards,” and argued for norms. “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in resident surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. We have described our integration methods thoroughly in *Public Administration Review, Journal of Policy Analysis and Management* and in our first book on conducting and using resident surveys. Scholars who specialize in the analysis of resident surveys regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of resident surveys in our proprietary databases.

NRC’s work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

### The Role of Comparisons

Normative comparisons are used for benchmarking. Jurisdictions use the comparative information to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don’t know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to ask more important and harder questions. We need to know how residents’ ratings of fire service compare to opinions about fire service in other communities.

---

<sup>1</sup> Ann Arbor, MI; Austin, TX; Boulder, CO; Charlotte, NC; Denver, CO (City and County); Durham, NC; Oklahoma City, OK; Phoenix, AZ; Portland, OR; San Francisco, CA;

Jurisdictions in the normative database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category such as jurisdictions in the Minnesota region). Most commonly comparisons are made to all jurisdictions. In this report, comparisons were made to all jurisdictions in the database. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Minneapolis to the Normative Database

In this report, comparisons are made both to the entire database (“National Database”) and a portion of the database (“Select Cities”)<sup>2</sup>, featuring communities identified by Minneapolis, when available. Normative comparisons have been provided when similar questions on the Minneapolis survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other jurisdictions across the country.

Where comparisons for quality ratings were available, the City of Minneapolis’s results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Minneapolis’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above,” “below,” “more,” or “less” if the difference between Minneapolis’s rating and the benchmark is greater than the margin of error; and “much above,” “much below,” “much more” or “much less” if the difference between Minneapolis’s rating and the benchmark is more than twice the margin of error.

### Summary

- Survey respondents provided unprompted responses to a question about the three biggest challenges Minneapolis will face in the next five years. This was an open-ended question where respondents were able to give any answer. Comments about housing (14%) and economic development (19%) were among the unprompted answers given by 2011 respondents. Growth was mentioned by 7% of respondents and foreclosures by 2% of survey participants. When compared to previous years, items mentioned were stated by fewer respondents in 2011 than in 2008.
- Minneapolis residents responding to the survey were asked the extent to which they agreed or disagreed with various statements about their neighborhood. Eighty-three percent of respondents agreed or strongly agreed that their neighborhood is clean and well maintained and 76% agreed that their neighborhood had a good selection of stores and services that met their needs. National comparisons and comparisons to select cities for other neighborhood qualities were not available.
- Survey respondents were asked how they felt about the size of their current place of residence based on their household’s needs. About three-quarters of respondents (72%) felt that their current residence was just the right size, about one in five (21%) said it was too small and 7% said it was too big. Responses to this question have remained stable over time.

<sup>2</sup> Ann Arbor, MI; Austin, TX; Boulder, CO; Charlotte, NC; Denver, CO (City and County); Durham, NC; Oklahoma City, OK; Phoenix, AZ; Portland, OR; San Francisco, CA.

- A related question asked Minneapolis residents the extent to which they agreed or disagreed with statements about their current place of residence. About 9 in 10 respondents “agreed” or “strongly agreed” that the location and physical condition were adequate to meet their needs. Eight in ten agreed that their housing costs were affordable and within the household’s budget and fewer (35%) agreed that they planned to move within the next two years. Responses to this question were similar in 2008. Of the 10% of respondents who strongly agreed that they intend to move within the next two years, about one in five said they would either move out of state, to another neighborhood in Minneapolis or to another location with the same neighborhood. When asked why they intend to move, 31% said it was due to financial reasons or because of family.
- The survey instrument asked a series of questions about residents’ use and perceptions of Downtown Minneapolis. A majority of respondents (76%) reported they neither live nor work in Downtown Minneapolis, similar to 2008 (75%). A similar proportion of respondents to the 2011 survey reported living and working in Downtown Minneapolis when compared to 2008 results. Respondents who said they do not live or work Downtown were asked how often, if ever, they visited the Downtown area in the last year. About 9 in 10 respondents reported visiting Downtown Minneapolis at least once in the past year, similar to previous years, with about two in five (39%) reporting they had visited at least 26 times. Six percent reported never visiting the area in the last year. The 17% of respondents who reported never going Downtown or only going once or twice in the last year were asked to give major reasons that kept them from spending more time in the Downtown area. This was an open-ended question where respondents were able to give any answer. In addition to the 25% of respondents stating that they “just don’t want to go Downtown,” other common answers were related to a lack of parking (17%) or having nowhere to go (15%).
- About 8 in 10 respondents (84%) were satisfied or very satisfied with Downtown revitalization in Minneapolis, about three-quarters (77%) were satisfied with neighborhood revitalization efforts and approximately 7 in 10 (71%) reported satisfaction with how the City deals with problem businesses and unkempt properties. About two-thirds (69%) of respondents gave positive ratings when asked to rate affordable housing development in the City. This service was rated much higher than the national benchmark and when compared to select cities across the nation. While about three in five respondents (61%) noted satisfaction with mortgage foreclosure assistance services, very few (4%) were “very satisfied” and 40% reported dissatisfaction with this service. While most ratings remained stable over time, a higher proportion of respondents in 2011 than in 2008 reported positive ratings for Downtown revitalization efforts.
- About a third of respondents felt that revitalizing neighborhoods and affordable housing development were extremely important. About a quarter of respondents rated Downtown revitalization as extremely important. Mortgage foreclosure assistance and dealing with problem businesses and unkempt properties was viewed as extremely important by about one in five respondents. Respondents to the 2011 survey in lower percents rated zoning, planning and community development services as important compared to 2008 survey participants. Despite the change in importance ratings, the rank order of service importance was largely the same in 2011 and 2008.
- Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents’ satisfaction, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important

services delivered with lower satisfaction – to which attention needs to be paid. Zoning, planning and community development services were rated lower in importance and lower in satisfaction.

- When asked the extent to which they agreed or disagreed that property taxes or fees should be increased to maintain or improve City services, about half (53%) of respondents agreed with this statement, with 12% in strong agreement. A higher proportion of respondents strongly disagreed with this statement (17%) than did those who strongly agreed (12%) with it. While the proportion of respondents agreeing that property taxes or fees should be increased to maintain or improve City services was similar between 2011 and 2008, there has been a small decline in support for this idea over time.

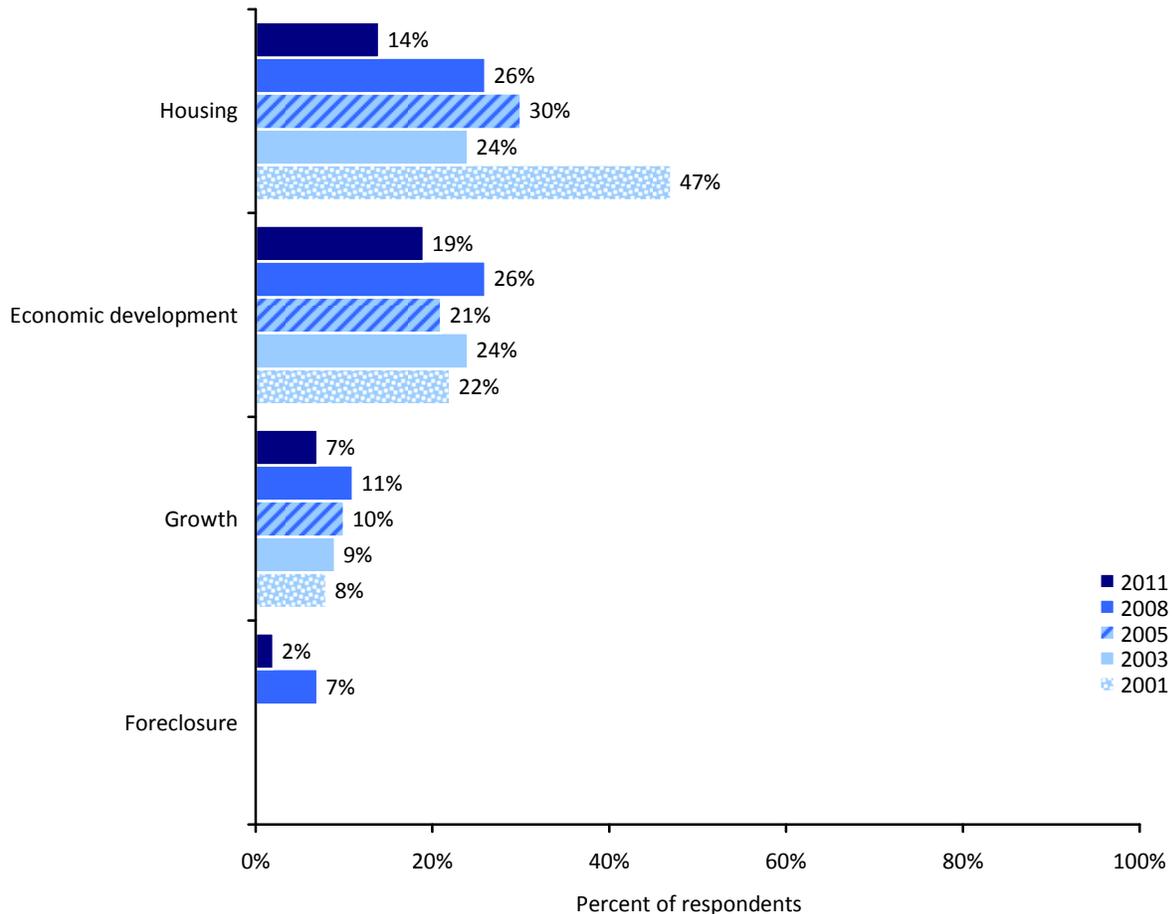
# Summary of Findings

This document will include summaries about findings related to zoning, planning and community development services. For full detail of survey methodology and responses to all survey questions, please see the complete report of results for the 2011 City of Minneapolis Resident Survey.

## Challenges Facing the City

Survey respondents provided unprompted responses to a question about the three biggest challenges Minneapolis will face in the next five years. This was an open-ended question where respondents were able to give any answer. Many potential categories of response were available to interviewers; interviewers selected the one category that best fit each respondent's stated issue. Comments about housing (14%) and economic development (19%) were among the unprompted answers given by 2011 respondents. Growth was mentioned by 7% of respondents and foreclosures by 2% of survey participants. When compared to previous years, items mentioned were stated by fewer respondents in 2011 than in 2008. Please note that foreclosures was added to the list of potential response categories in 2008.

**Figure 1: Biggest Challenges Minneapolis Will Face in the Next Five Years**



*"Foreclosures" was not asked in 2005, 200, or 2001.*

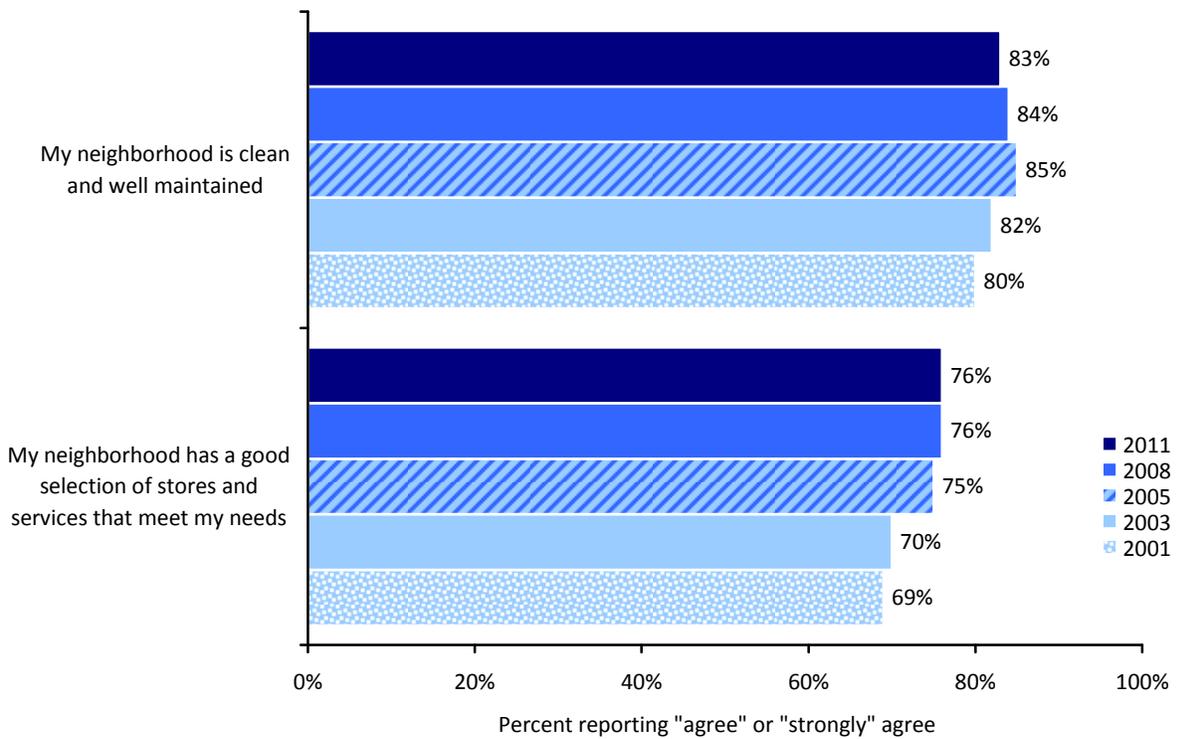
## Neighborhood Perception & Image

Minneapolis residents responding to the survey were asked the extent to which they agreed or disagreed with various statements about their neighborhood. Eighty-three percent of respondents agreed or strongly agreed that their neighborhood is clean and well maintained and 76% agreed that their neighborhood had a good selection of stores and services that met their needs. National comparisons and comparisons to select cities for other neighborhood qualities were not available.

**Table 1: Neighborhood Perceptions and Image**

| Now I'm going to read some statements. For each, please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement. | Strongly agree | Agree | Disagree | Strongly disagree | Total | National comparison | Select cities comparison |
|--|----------------|-------|----------|-------------------|-------|---------------------|--------------------------|
| My neighborhood is clean and well maintained   | 24%            | 59%   | 14%      | 3%                | 100%  | Not available       | Not available            |
| My neighborhood has a good selection of stores and services that meet my needs   | 26%            | 50%   | 18%      | 6%                | 100%  | Not available       | Not available            |

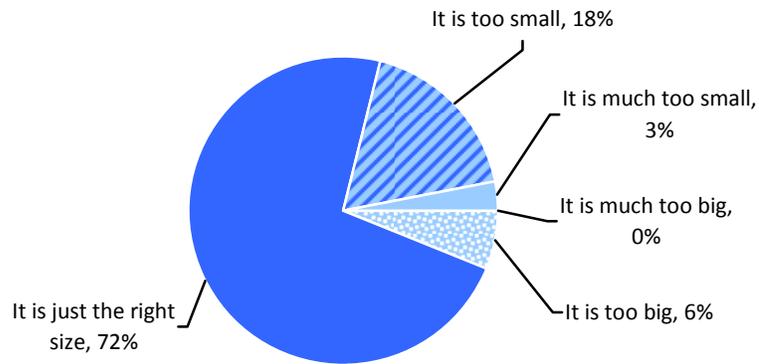
**Figure 2: Neighborhood Perceptions and Image Compared Over Time**



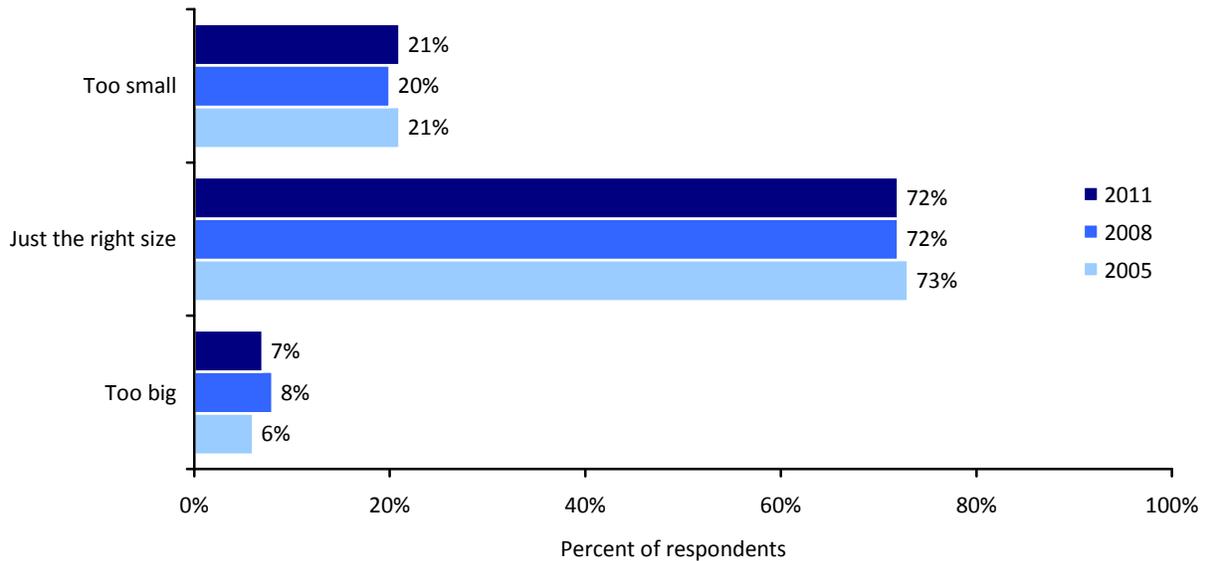
Survey respondents were asked how they felt about the size of their current place of residence based on their household's needs. About three-quarters of respondents (72%) felt that their current residence was just the right size, about one in five (21%) said it was too small and 7% said it was too big. Responses to this question have remained stable over time.

**Figure 3: Size of Current Residence**

Which of the following best describes the size of your current place of residence based on your household's needs?



**Figure 4: Size of Current Residence Compared Over Time**



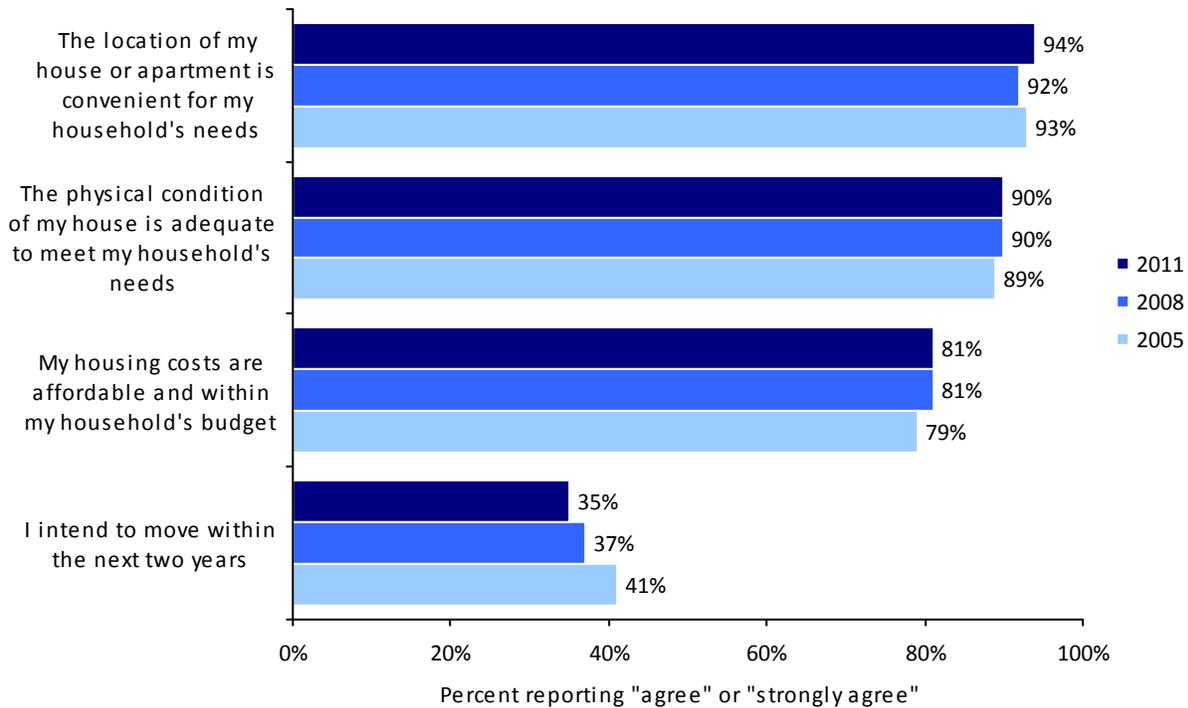
*This question was not asked in 2003 or 2001.*

A related question asked Minneapolis residents the extent to which they agreed or disagreed with statements about their current place of residence. About 9 in 10 respondents “agreed” or “strongly agreed” that the location and physical condition were adequate to meet their needs. Eight in ten agreed that their housing costs were affordable and within the household’s budget and fewer (35%) agreed that they planned to move within the next two years. Responses to this question were similar in 2008.

**Table 2: Perceptions of Current Place of Residence**

| Please indicate the extent to which you agree or disagree with each of the following statements about your current place of residence using the scale strongly agree, agree, disagree, or strongly disagree. | Strongly agree | Agree | Disagree | Strongly disagree | Total |
|--|----------------|-------|----------|-------------------|-------|
| The location of my house or apartment is convenient for my household's needs   | 46%            | 48%   | 5%       | 1%                | 100%  |
| The physical condition of my house is adequate to meet my household's needs  | 30%            | 60%   | 9%       | 1%                | 100%  |
| My housing costs are affordable and within my household's budget   | 20%            | 62%   | 16%      | 3%                | 100%  |
| I intend to move within the next two years   | 10%            | 25%   | 37%      | 28%               | 100%  |

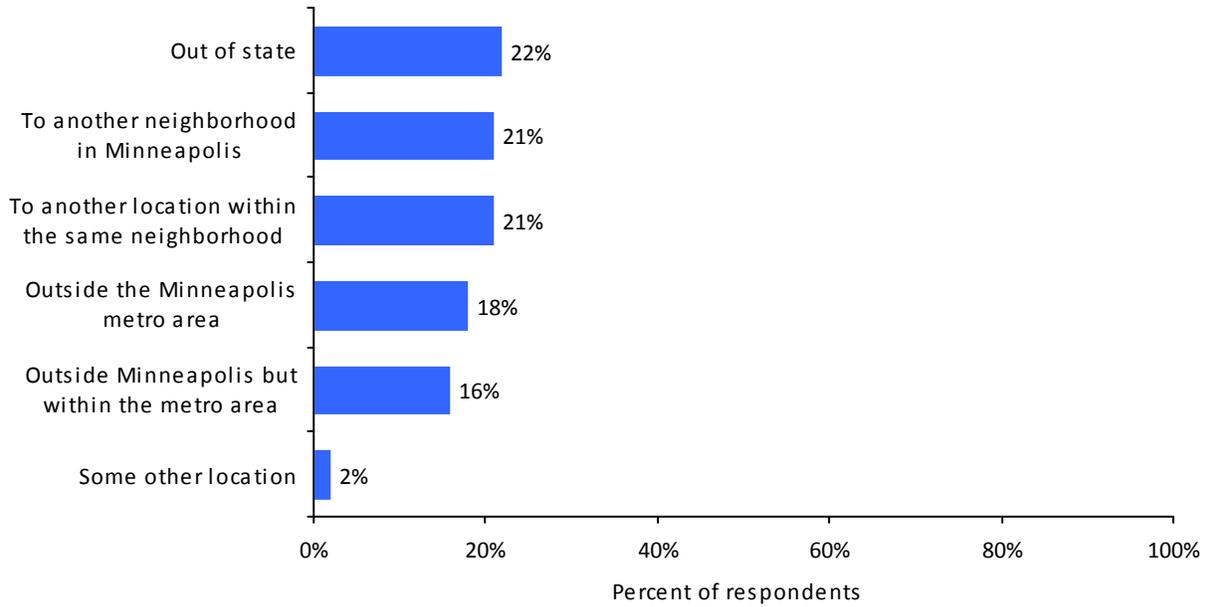
**Figure 5: Perceptions of Current Place of Residence Compared Over Time**



*This question was not asked in 2003 or 2001.*

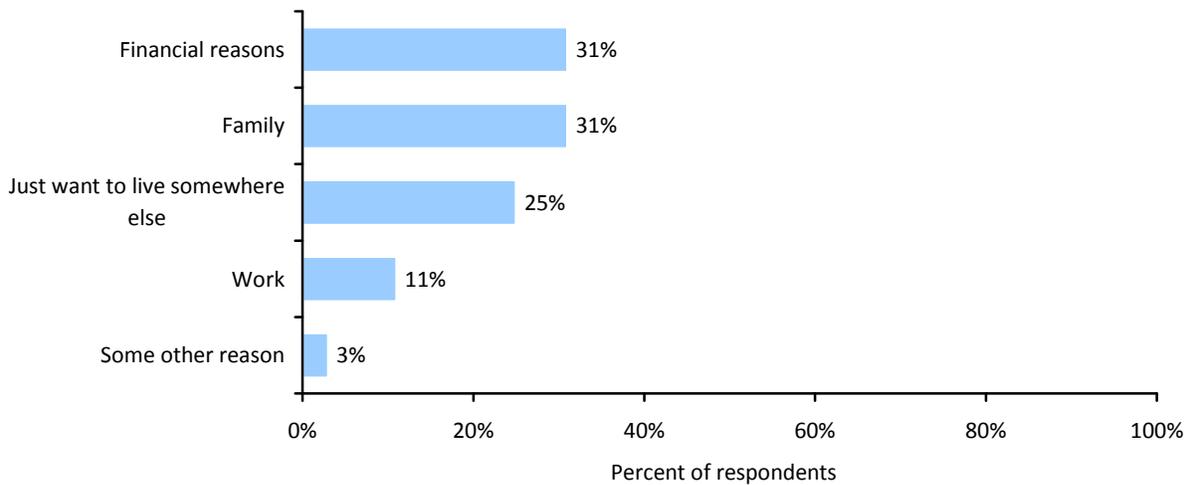
Of the 10% of respondents who strongly agreed that they intend to move within the next two years, about one in five said they would either move out of state, to another neighborhood in Minneapolis or to another location with the same neighborhood. When asked why they intend to move, 31% said it was due to financial reasons or because of family.

**Figure 6: Intended Location of Move**



*This question was asked only of those who reported "strongly agree" when asked if they intend to move within the next two years. N=110*

**Figure 7: Reason for Intended Move**

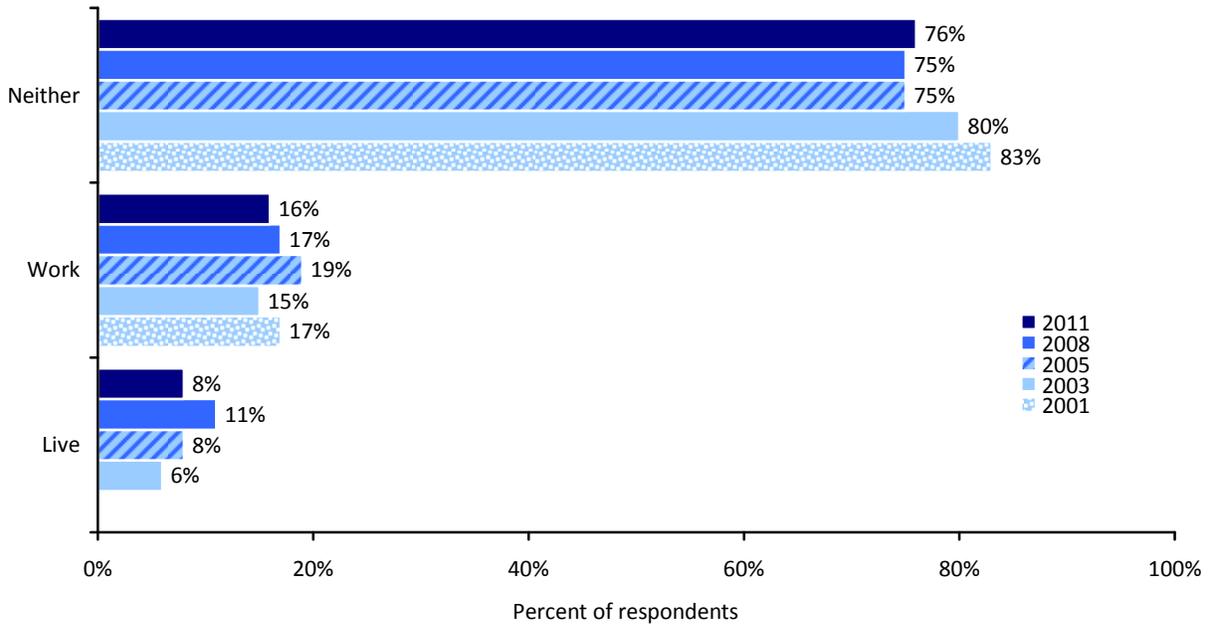


*This question was asked only of those who reported "strongly agree" when asked if they intend to move within the next two years. N=124*

## Downtown Usage & Image

The survey instrument asked a series of questions about residents' use and perceptions of Downtown Minneapolis. A majority of respondents (76%) reported they neither live nor work in Downtown Minneapolis, similar to 2008 (75%). A similar proportion of respondents to the 2011 survey reported living and working in Downtown Minneapolis when compared to 2008 results.

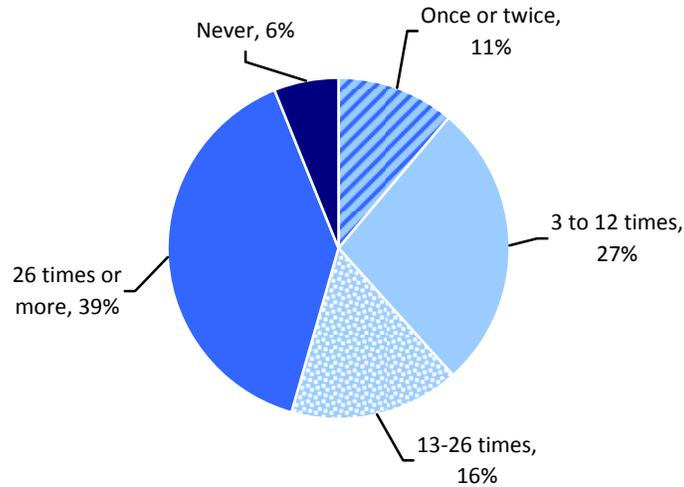
**Figure 8: Living and Working in Downtown Minneapolis Compared Over Time**



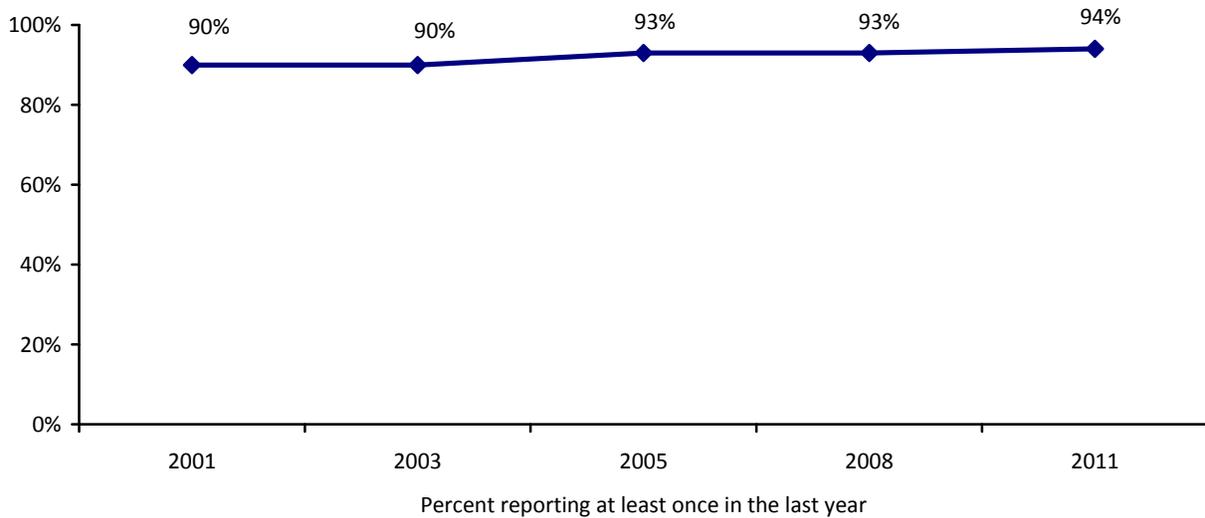
*In 2001, respondents were only asked if they work Downtown. In this instance, “no” is equivalent to “neither.” If respondents reported that they did not live or work Downtown, they were asked how frequently they visited the area in the last year. About 9 in 10 respondents (89%) said they had visited the Downtown area at least once in the last year. About 3 in 10 (28%) reported visiting 26 times or more and a similar proportion (31%) reported visiting three to 12 times in the last year. Fifteen percent said they had visited 13 to 26 times, 15% reported visiting once or twice and 11% said they never visited Downtown Minneapolis in the past year. The percentage of respondents who have visited Downtown Minneapolis has remained stable over time.*

Respondents who said they do not live or work Downtown were asked how often, if ever, they visited the Downtown area in the last year. About 9 in 10 respondents reported visiting Downtown Minneapolis at least once in the past year, similar to previous years, with about two in five (39%) reporting they had visited at least 26 times. Six percent reported never visiting the area in the last year.

**Figure 9: Frequency of Visiting Downtown Minneapolis in the Last Year**



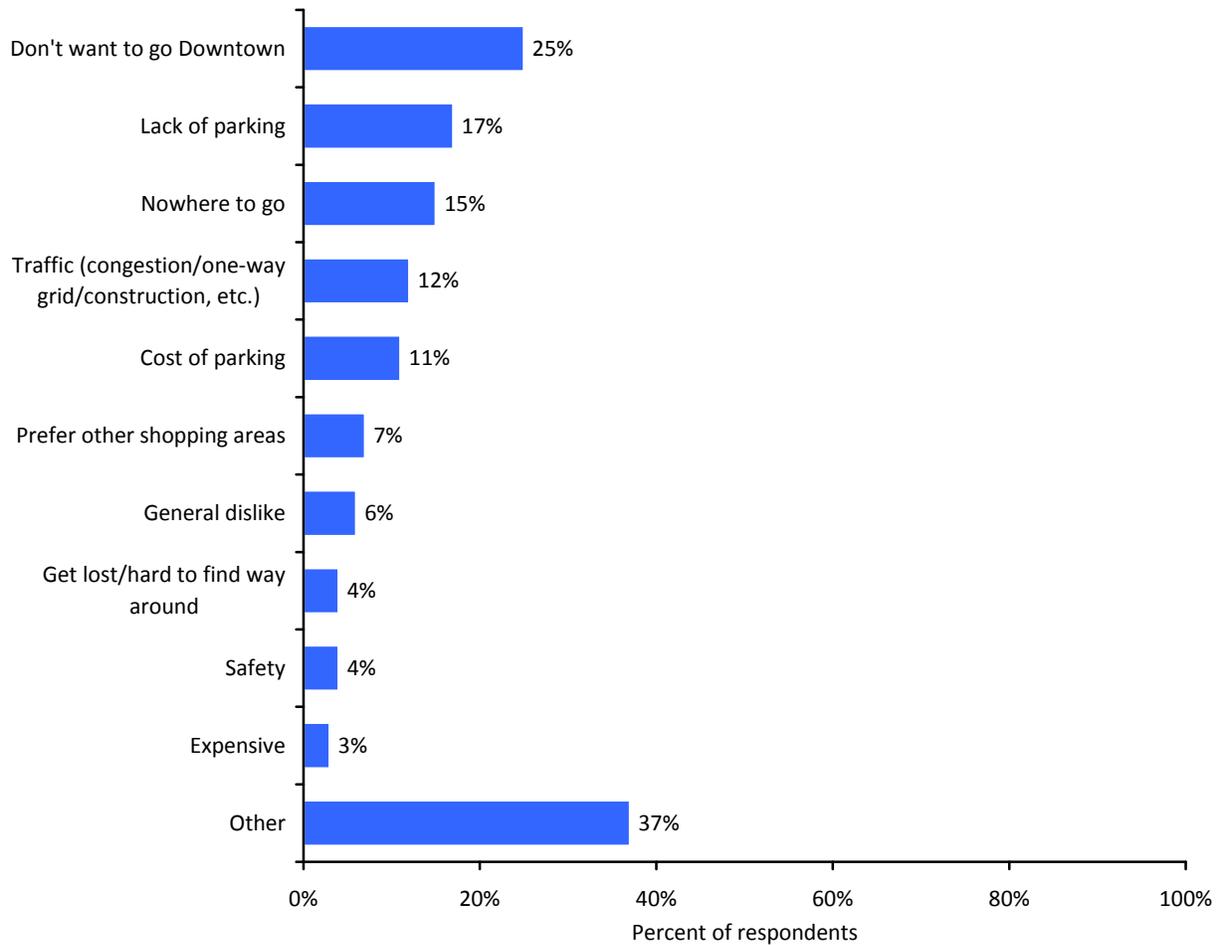
**Figure 10: Frequency of Visiting Downtown Minneapolis in the Last Year Compared Over Time**



*The 2008, 2005 and 2003 questionnaire asked this question of only those people who did not live or work Downtown. The questionnaires asked this question only of people who did not live or work Downtown. The 2001 and 2003 questionnaires contained more response options than the 2005 and the 2008 surveys.*

The 17% of respondents who reported never going Downtown or only going once or twice in the last year were asked to give major reasons that kept them from spending more time in the Downtown area. This was an open-ended question where respondents were able to give any answer. Many potential categories of response were available to interviewers; they selected the one that best fit each respondent's stated issue. Many respondents mentioned "other" items that could not be coded into a specific category. In addition to the 25% of respondents stating that they "just don't want to go Downtown," other common answers were related to a lack of parking (17%) or having nowhere to go (15%).

**Figure 11: Reasons for Avoiding Downtown Minneapolis**



Total may exceed 100% as respondents were able to choose more than one response. This question was asked only of those who reported going Downtown twice in the last year or less. "Other" responses were not recorded and not available for analysis.

**Table 3: Reasons for Avoiding Downtown Minneapolis Compared Over Time**

| <b>What are the major reasons that keep you from spending more time Downtown?</b> | <b>2011</b> | <b>2008</b> | <b>2005</b> | <b>2003</b> | <b>2001</b> |
|---|-------------|-------------|-------------|-------------|-------------|
| Don't want to go Downtown   | 25%         | 26%         | 14%         | NA          | NA          |
| Lack of parking   | 17%         | 13%         | 20%         | 36%         | 29%         |
| Nowhere to go   | 15%         | 15%         | 7%          | 16%         | 26%         |
| Traffic (congestion/one-way grid/construction, etc.)                              | 12%         | 8%          | 7%          | 13%         | 15%         |
| Cost of parking   | 11%         | 13%         | 16%         | NA          | NA          |
| Prefer other shopping areas   | 7%          | 8%          | 10%         | 17%         | 20%         |
| General dislike   | 6%          | 2%          | 3%          | 2%          | 4%          |
| Get lost/hard to find way around  | 4%          | 4%          | 2%          | NA          | NA          |
| Safety  | 4%          | 13%         | 10%         | 7%          | NA          |
| Expensive   | 3%          | 2%          | 5%          | 11%         | 6%          |
| Dirty   | 0%          | 1%          | 0%          | 1%          | 0%          |
| Other   | 37%         | 28%         | 30%         | 30%         | 33%         |

*Total may exceed 100% as respondents were able to choose more than one response.*

*This question was asked only of those who reported going Downtown twice in the last year or less.*

*"Other" responses were not recorded and not available for analysis.*

*Some categories were combined or categorized slightly differently in 2003 and 2001. Comparisons are of the closest matches to data from those years.*

## Satisfaction with City Services

Residents responding to the survey were read a list of services provided by the City of Minneapolis government and asked to rate the extent to which they were satisfied or dissatisfied with each. About 8 in 10 respondents (84%) were satisfied or very satisfied with Downtown revitalization in Minneapolis, about three-quarters (77%) were satisfied with neighborhood revitalization efforts and approximately 7 in 10 (71%) reported satisfaction with how the City deals with problem businesses and unkempt properties. About two-thirds (69%) of respondents gave positive ratings when asked to rate affordable housing development in the City. This service was rated much higher than the national benchmark and when compared to select cities across the nation. While about three in five respondents (61%) noted satisfaction with mortgage foreclosure assistance services, very few (4%) were “very satisfied” and 40% reported dissatisfaction with this service. Please note that a high proportion of respondents reported “don’t know” when asked to rate this service.

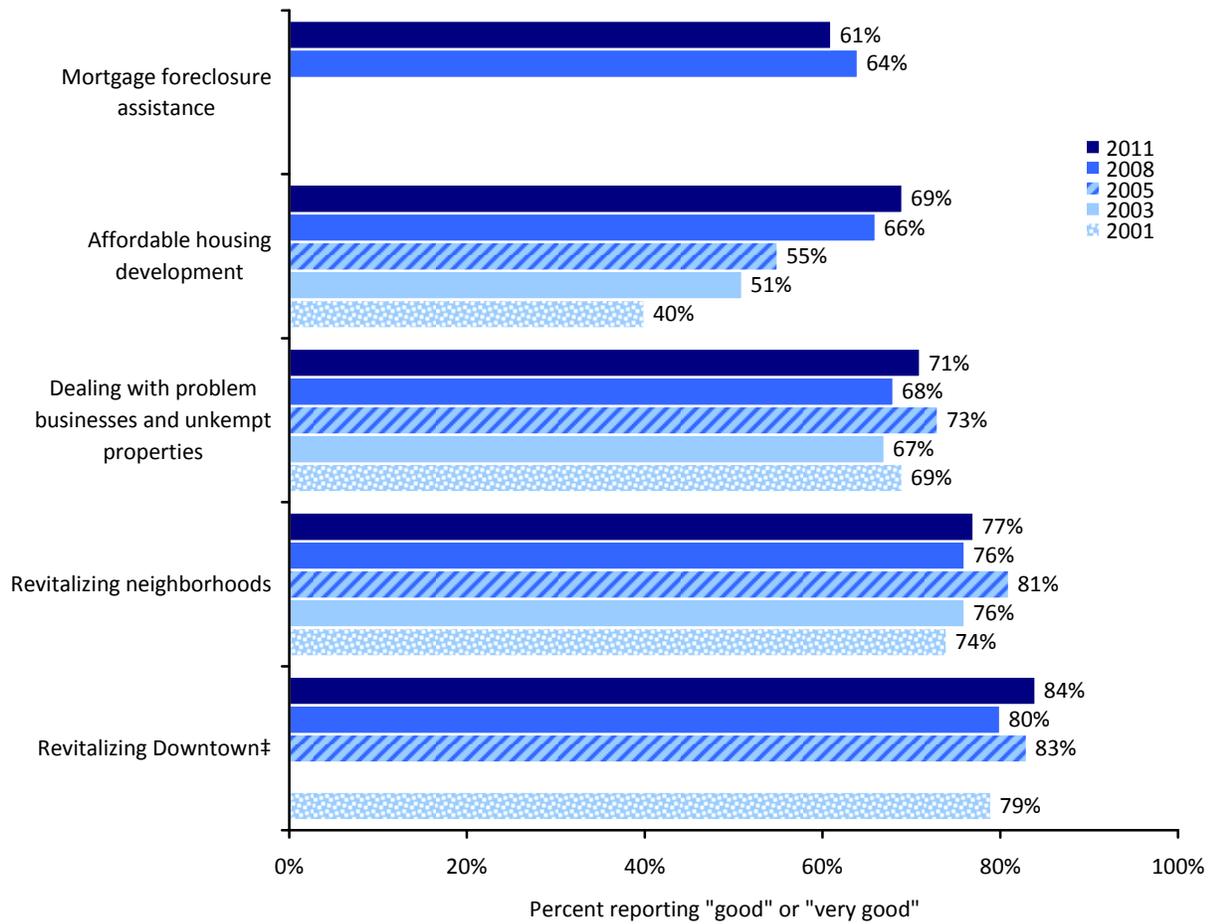
While most ratings remained stable over time, a higher proportion of respondents in 2011 than in 2008 reported positive ratings for Downtown revitalization efforts.

It is important to note that in 2003 and 2001, residents were asked how satisfied they were with the City's efforts at providing the service, while the 2011, 2008 and 2005 surveys asked residents the extent to which they were satisfied or dissatisfied with the new way that the City provides each service. Also, “affordable housing development” was worded as “preserving and providing affordable housing for low-income residents” in 2001 and 2003 and “revitalizing neighborhoods” was worded as “revitalizing neighborhood commercial areas” in 2001 and 2003. Mortgage foreclosure assistance was added in 2008.

**Table 4: Zoning, Planning and Community Development Services Quality Ratings**

| <b>Please tell me how satisfied or dissatisfied you are with the new way the City provides the service.</b> | <b>Very satisfied</b> | <b>Satisfied</b> | <b>Dissatisfied</b> | <b>Very dissatisfied</b> | <b>Total</b> | <b>National comparison</b> | <b>Select cities comparison</b> |
|---|-----------------------|------------------|---------------------|--------------------------|--------------|----------------------------|---------------------------------|
| Mortgage foreclosure assistance   | 4%                    | 57%              | 30%                 | 10%                      | 100%         | Not available              | Not available                   |
| Affordable housing development  | 9%                    | 60%              | 27%                 | 4%                       | 100%         | Much above                 | Much above                      |
| Dealing with problem businesses and unkempt properties  | 7%                    | 64%              | 24%                 | 4%                       | 100%         | Not available              | Not available                   |
| Revitalizing Neighborhoods  | 8%                    | 69%              | 21%                 | 2%                       | 100%         | Not available              | Not available                   |
| Revitalizing Downtown   | 15%                   | 69%              | 13%                 | 3%                       | 100%         | Not available              | Not available                   |

Figure 12: Zoning, Planning and Community Development Services Quality Ratings Compared Over Time



Question wording differed between survey years. In 2003 and 2001, residents were asked how satisfied they were with the City's efforts at providing the service. Also, "affordable housing development" was worded as "preserving and providing affordable housing for low-income residents" in 2001 and 2003 and "revitalizing neighborhoods" was worded as "revitalizing neighborhood commercial areas" in 2001 and 2003.

"Mortgage foreclosure assistance" was added in 2008.

‡ Notes statistically significant differences between 2011 and 2008. (Significant at  $p < .05$ .)

## Prioritization of City Services

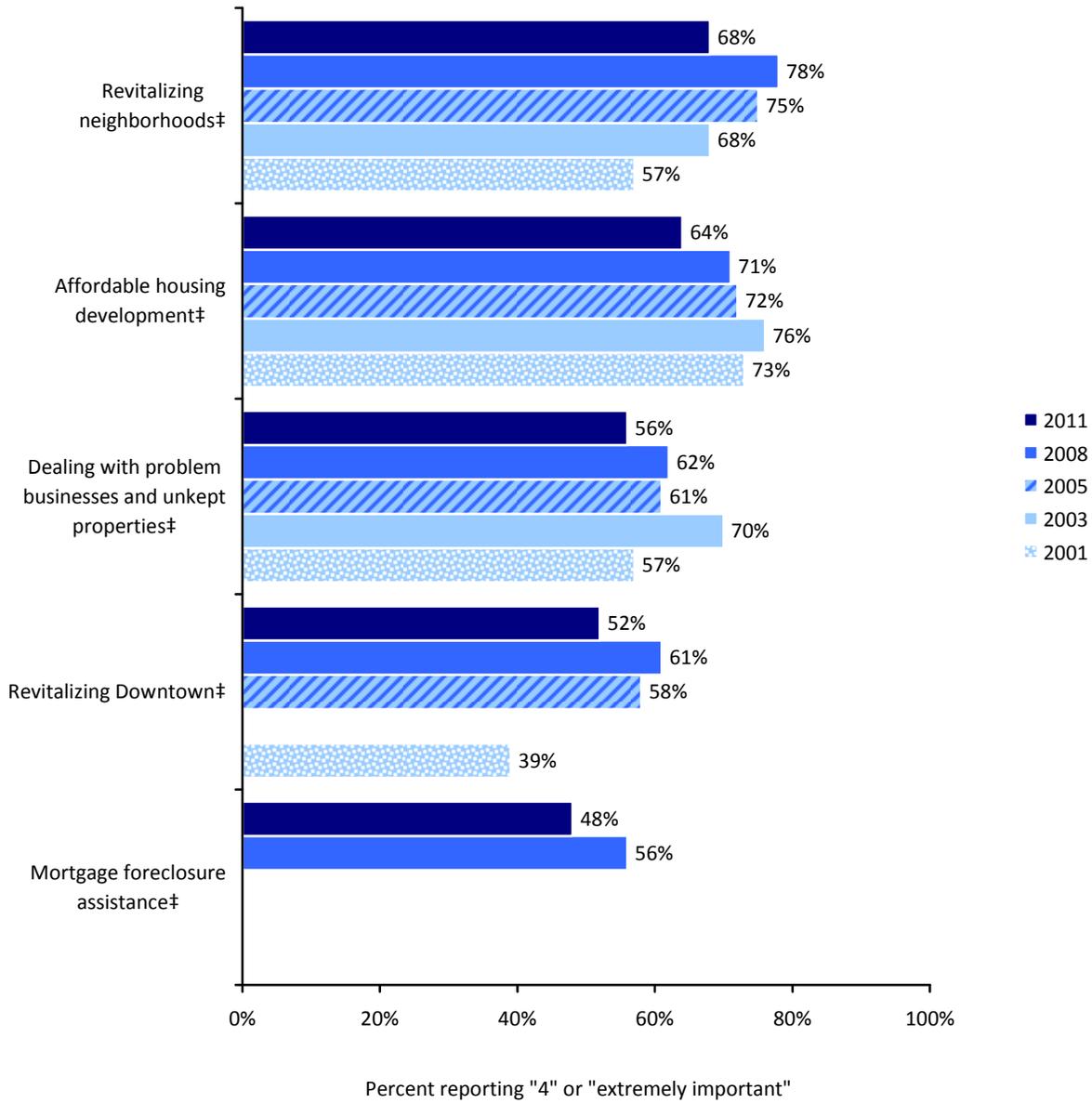
After rating their satisfaction with City services, respondents were asked to rate the importance of each service using a 5-point scale with 5 represents “extremely important” and 1 equals “not at all important.” About a third of respondents felt that revitalizing neighborhoods and affordable housing development were extremely important. About a quarter of respondents rated Downtown revitalization as extremely important. Mortgage foreclosure assistance and dealing with problem businesses and unkempt properties was viewed as extremely important by about one in five respondents.

Respondents to the 2011 survey in lower percents rated zoning, planning and community development services as important compared to 2008 survey participants. Despite the change in importance ratings, the rank order of service importance was largely the same in 2011 and 2008. It should be noted that the scale used in 2003 and 2001 was a 10-point scale. Also, question wording differed in 2001, where residents were asked “how much attention” each service should get. In prior years, street and alley repair were combined. Snow removal and 311 services were added to the list in 2011.

**Table 5: Zoning, Planning and Community Development Services Importance Ratings**

| <b>Please rate the importance of the following services on a 5-point scale, with 5 being "extremely important" and 1 being "not at all important."</b> | <b>Extremely important</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>Not at all important</b> | <b>Total</b> |
|--|----------------------------|----------|----------|----------|-----------------------------|--------------|
| Revitalizing neighborhoods   | 33%                        | 35%      | 25%      | 5%       | 2%                          | 100%         |
| Affordable housing development   | 35%                        | 29%      | 23%      | 9%       | 4%                          | 100%         |
| Dealing with problem businesses and unkempt properties   | 25%                        | 31%      | 31%      | 9%       | 3%                          | 100%         |
| Revitalizing Downtown  | 18%                        | 34%      | 33%      | 9%       | 7%                          | 100%         |
| Mortgage foreclosure assistance  | 22%                        | 26%      | 31%      | 13%      | 9%                          | 100%         |

Figure 13: Zoning, Planning and Community Development Services Importance Ratings Compared Over Time



Question wording differed between survey years. In 2003, residents were asked how to rate the importance of each service on a 1-10 scale. In 2001, residents were asked how much attention each service should get.  
 ‡ Notes statistically significant differences between 2011 and 2008. (Significant at p<.05.)

## Balancing Satisfaction and Priorities

Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' satisfaction, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower satisfaction – to which attention needs to be paid first (see *Error! Reference source not found.* on the following page).

To identify the services perceived by residents to have relatively lower satisfaction at the same time as relatively higher importance, all services were ranked from highest perceived satisfaction to lowest perceived satisfaction and from highest perceived importance to lowest perceived importance. While most services were rated as important and with high quality, some services were in the top half of both lists (higher satisfaction and higher importance); some were in the top half of one list but the bottom half of the other (higher satisfaction and lower importance or lower satisfaction and higher importance) and some services were in the bottom half of both lists.

Ratings of importance were compared to ratings of satisfaction as well as to benchmark comparisons. Services were classified as “more important” if 71% or more of respondents gave an importance rating of “4” or “5” – extremely important). Services were rated as “less important” if fewer than 71% of respondents gave an importance rating of “4” or “5.” Services receiving a “satisfied” or “very satisfied” rating by 85% or more of respondents were considered of “higher satisfaction” and those receiving a “satisfied” or “very satisfied” rating by fewer than 85% of respondents were considered “lower satisfaction.”

Zoning, planning and community development services were rated lower in importance and lower in satisfaction.

### Property Taxes

When asked the extent to which they agreed or disagreed that property taxes or fees should be increased to maintain or improve City services, about half (53%) of respondents agreed with this statement, with 12% in strong agreement. A higher proportion of respondents strongly disagreed with this statement (17%) than did those who strongly agreed (12%) with it.

While the proportion of respondents agreeing that property taxes or fees should be increased to maintain or improve City services was similar between 2011 and 2008, there has been a small decline in support for this idea over time.

Powderhorn, Nokomis, Northeast and Southwest residents were less likely to agree that property taxes should be increased to maintain or improve City services than were residents living in other areas of the city. Older residents (age 55 and older), those reporting a longer length of residency (20 years or more) and respondents who own their homes were less likely than other respondents to agree that property taxes should be increased to maintain or improve City services.

**Figure 14: Agreement with Property Tax Increases to Maintain or Improve City Services**

To what extent do you agree or disagree that property taxes or fees should be increased to maintain or improve City services?

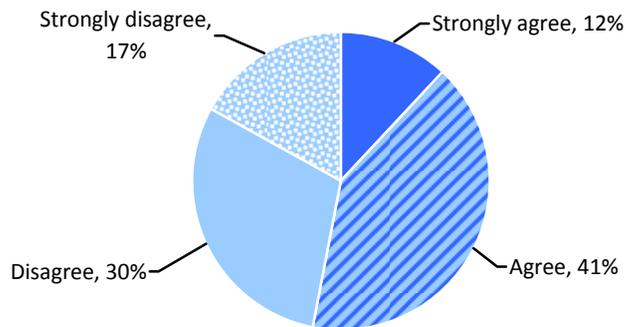
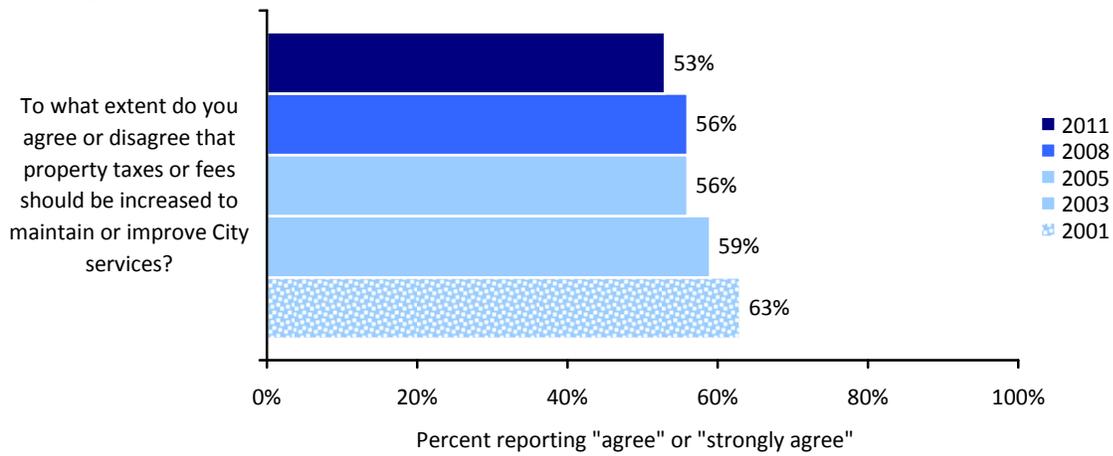


Figure 15: Agreement with Property Tax Increases to Maintain or Improve City Services Compared Over Time



The surveys in 2001 and 2003 provided a list of 14 (2001) to 17 (2003) City services and asked residents how much they agreed or disagreed with a property tax increase to maintain or improve each service. The 2011, 2008 and 2005 surveys simply asked whether residents agreed or disagreed that property taxes should be increased to maintain or improve services in general. Though the data are not directly comparable, the "agree" and "strongly agree" responses were summed for each service in 2001 and 2003, and then an average across the set of services in the two years was calculated. This average is shown in the comparison chart above.

## Discrimination

The 14 respondents who reported experiencing discrimination “in dealing with the City” were asked which department was involved. The responses were unprompted. No respondents in 2011 mentioned Community Planning or Inspections/licensing. This question was not asked in 2001.

**Table 6: Zoning, Planning and Community Development Departments Responsible for Discrimination Compared Over Time**

| Do you recall which City department was involved?  | Year of Survey |      |      |      |      |
|--|----------------|------|------|------|------|
|  | 2011           | 2008 | 2005 | 2003 | 2001 |
| Community planning and economic development (CPED) | 0              | 2    | 6    | 1    | NA   |
| Inspections/licensing                              | 0              | 0    | 1    | 2    | NA   |
| Total  | 0              | 2    | 7    | 3    | NA   |

*Please note: this table shows the total count of respondents instead of the percent of respondents, due to the low number of total respondents answering this question.*

*“Other” responses were not recorded and not available for analysis.*

*This question was asked only of the respondents who said they experienced discrimination “in dealing with the City.”*

*Question wording differed between survey years (CPED is the successor to the MCDA).*

*This question was not asked on the 2001 questionnaire.*

## Appendix I: Respondent Demographics

Characteristics of the survey respondents are displayed in the tables and charts on the following pages of this appendix.

| Respondent Housing Tenure                            |                        |
|--|------------------------|
| Do you currently own or rent your current residence? | Percent of respondents |
| Own  | 52%                    |
| Rent   | 48%                    |
| Total  | 100%                   |

| Household Members   |     |     |       |
|---|-----|-----|-------|
| Please tell me if each of the following statements is true of your household/members of your household? What about... | Yes | No  | Total |
| There are children under the age of 18  | 38% | 62% | 100%  |
| There are adults age 70 or older  | 12% | 88% | 100%  |

| Respondent Primary Mode of Transportation    |                        |
|--|------------------------|
| What is your primary mode of transportation? | Percent of respondents |
| Bus  | 21%                    |
| Bike   | 5%                     |
| Car  | 66%                    |
| Taxi   | 1%                     |
| Walk   | 5%                     |
| Training/lightrail                           | 2%                     |
| Other  | 1%                     |
| Total  | 100%                   |

| Household Primary Language                           |                        |
|--|------------------------|
| Is English the primary language spoken in the house? | Percent of respondents |
| Yes  | 90%                    |
| No   | 10%                    |
| Total  | 100%                   |

| Respondent Age   |                        |
|--|------------------------|
| Please stop me when I reach the category that includes your age. | Percent of respondents |
| 18 to 24 years   | 9%                     |
| 25 to 34 years   | 32%                    |
| 35 to 44 years   | 15%                    |
| 45 to 54 years   | 20%                    |
| 55 to 64 years   | 12%                    |
| 65 years and over  | 11%                    |
| Total  | 100%                   |

| Household Income  |                        |
|---|------------------------|
| Please stop me when I reach the category that includes your household's annual income for 2011. | Percent of respondents |
| Less than \$10,000  | 9%                     |
| \$10,000 to less than \$15,000  | 12%                    |
| \$15,000 to less than \$25,000  | 9%                     |
| \$25,000 to less than \$35,000  | 14%                    |
| \$35,000 to less than \$50,000  | 16%                    |
| \$50,000 to less than \$75,000  | 14%                    |
| \$75,000 to less than \$100,000   | 9%                     |
| \$100,000 to less than \$150,000  | 11%                    |
| \$150,000 to less than \$200,000  | 3%                     |
| \$200,000 or more   | 3%                     |
| Total   | 100%                   |

| Respondent Ethnicity   |                        |
|--|------------------------|
| For statistical purposes only, could you please tell me if you are of Latino or Hispanic origin? | Percent of respondents |
| Latino/Hispanic  | 7%                     |
| Not Latino/Hispanic  | 93%                    |
| Total  | 100%                   |

| Question 32  |                        |
|--|------------------------|
| Now, can you tell me what best describes your racial origin? | Percent of respondents |
| White  | 72%                    |
| Black, African American or African                           | 13%                    |
| American Indian/Native American or Alaskan Native            | 3%                     |
| Asian, Native Hawaiian or other Pacific Islander             | 2%                     |
| Hmong  | <1%                    |
| Somali   | 1%                     |
| Vietnamese   | <1%                    |
| Laotian  | 0%                     |
| Ethiopian  | <1%                    |
| Hispanic/Spanish   | 5%                     |
| Two or more races  | 4%                     |

| Respondent Gender |                        |
|-------------------|------------------------|
| Record gender     | Percent of respondents |
| Male              | 51%                    |
| Female            | 49%                    |
| Total             | 100%                   |

| Community District |                        |
|--------------------|------------------------|
| District           | Percent of respondents |
| Calhoun-Isle       | 10%                    |
| Camden             | 7%                     |
| Central            | 9%                     |
| Longfellow         | 8%                     |
| Near North         | 7%                     |
| Nokomis            | 9%                     |
| Northeast          | 10%                    |
| Phillips           | 4%                     |
| Powderhorn         | 14%                    |
| Southwest          | 11%                    |
| University         | 8%                     |
| Unknown            | 2%                     |
| Total              | 100%                   |

| Cell Phone Use                                      |                        |
|---|------------------------|
| Which of the following applies to your phone usage? | Percent of respondents |
| Cell only or cell primary                           | 35%                    |
| Landline only or landline primary                   | 65%                    |
| Total   | 100%                   |

## Appendix II: Crosstabulations of Select Survey Questions

Crosstabulations of select survey questions are shown in this appendix. Responses that are statistically significantly different ( $p < .05$ ) by subgroup are marked with gray shading. Below is a map that illustrates the 11 community planning districts.



## Community Planning District Comparisons

### Question 5 by Community Planning District

| Please tell me whether you strongly agree, agree, disagree or strongly disagree with each statement. | Community District |        |         |            |            |         |           |          |            |           |            |         |
|--|--------------------|--------|---------|------------|------------|---------|-----------|----------|------------|-----------|------------|---------|
|  | Calhoun-Isle       | Camden | Central | Longfellow | Near North | Nokomis | Northeast | Phillips | Powderhorn | Southwest | University | Overall |
| My neighborhood has a good selection of stores and services that meet my needs                       | 88%                | 45%    | 67%     | 94%        | 34%        | 77%     | 76%       | 75%      | 84%        | 94%       | 75%        | 76%     |
| My neighborhood is clean and well maintained   | 97%                | 73%    | 79%     | 89%        | 58%        | 91%     | 84%       | 57%      | 85%        | 90%       | 83%        | 83%     |

Percent reporting "agree" or "strongly agree"

### Question 6 by Community Planning District

| Which of the following best describes the size of your current place of residence based on your household's needs? | Community District |        |         |            |            |         |           |          |            |           |            |         |
|--|--------------------|--------|---------|------------|------------|---------|-----------|----------|------------|-----------|------------|---------|
|  | Calhoun-Isle       | Camden | Central | Longfellow | Near North | Nokomis | Northeast | Phillips | Powderhorn | Southwest | University | Overall |
| Too big  | 16%                | 5%     | 1%      | 7%         | 9%         | 5%      | 4%        | 2%       | 7%         | 9%        | 3%         | 7%      |
| Just the right size  | 79%                | 64%    | 61%     | 73%        | 61%        | 79%     | 71%       | 61%      | 86%        | 73%       | 72%        | 73%     |
| Too small  | 4%                 | 31%    | 38%     | 20%        | 30%        | 17%     | 24%       | 37%      | 7%         | 18%       | 25%        | 21%     |
| Total  | 100%               | 100%   | 100%    | 100%       | 100%       | 100%    | 100%      | 100%     | 100%       | 100%      | 100%       | 100%    |

Question 7 by Community Planning District

| Please indicate the extent to which you agree or disagree with each of the following statements about your current place of residence. | Community District |        |         |            |            |         |           |          |            |           |            |         |
|--|--------------------|--------|---------|------------|------------|---------|-----------|----------|------------|-----------|------------|---------|
|  | Calhoun-Isle       | Camden | Central | Longfellow | Near North | Nokomis | Northeast | Phillips | Powderhorn | Southwest | University | Overall |
| My housing costs are affordable and within my household's budget   | 81%                | 74%    | 87%     | 83%        | 65%        | 78%     | 83%       | 86%      | 85%        | 76%       | 92%        | 81%     |
| The location of my house or apartment is convenient for my household's needs   | 98%                | 86%    | 98%     | 99%        | 81%        | 98%     | 96%       | 85%      | 91%        | 98%       | 89%        | 94%     |
| The physical condition of my house is adequate to meet my household's needs  | 99%                | 90%    | 91%     | 91%        | 77%        | 90%     | 90%       | 89%      | 84%        | 94%       | 92%        | 90%     |
| I intend to move within the next two years   | 36%                | 35%    | 27%     | 33%        | 52%        | 24%     | 27%       | 52%      | 44%        | 22%       | 45%        | 35%     |

*Percent reporting "agree" or "strongly agree"*

**Question 18 by Community Planning District**

| For each, please tell me how satisfied or dissatisfied you are with the way the City provides the service. | Community District |        |         |            |            |         |           |          |            |           |            |         |
|--|--------------------|--------|---------|------------|------------|---------|-----------|----------|------------|-----------|------------|---------|
|  | Calhoun-Isle       | Camden | Central | Longfellow | Near North | Nokomis | Northeast | Phillips | Powderhorn | Southwest | University | Overall |
| Affordable housing development   | 74%                | 77%    | 74%     | 84%        | 57%        | 78%     | 59%       | 68%      | 64%        | 57%       | 74%        | 69%     |
| Revitalizing Downtown  | 87%                | 95%    | 78%     | 83%        | 83%        | 83%     | 77%       | 88%      | 89%        | 88%       | 79%        | 84%     |
| Revitalizing Neighborhoods   | 92%                | 59%    | 85%     | 83%        | 68%        | 79%     | 64%       | 78%      | 80%        | 80%       | 69%        | 77%     |
| Dealing with problem businesses and unkempt properties   | 89%                | 60%    | 59%     | 72%        | 62%        | 70%     | 59%       | 71%      | 82%        | 73%       | 80%        | 71%     |
| Mortgage foreclosure assistance  | 79%                | 45%    | 63%     | 65%        | 25%        | 69%     | 69%       | 44%      | 84%        | 48%       | 85%        | 61%     |

*Percent reporting "satisfied" or "very satisfied"*

**Question 20 by Community Planning District**

| To what extent do you agree or disagree that property taxes or fees should be increased to maintain or improve City services? | Community District |        |         |            |            |         |           |          |            |           |            |         |
|---|--------------------|--------|---------|------------|------------|---------|-----------|----------|------------|-----------|------------|---------|
|   | Calhoun-Isle       | Camden | Central | Longfellow | Near North | Nokomis | Northeast | Phillips | Powderhorn | Southwest | University | Overall |
|   | 58%                | 52%    | 53%     | 73%        | 54%        | 43%     | 44%       | 54%      | 42%        | 41%       | 81%        | 53%     |

*Percent reporting "agree" or "strongly agree"*

## Sociodemographic Comparisons

| Question 5 by Gender, Age, Race and Ethnicity  |                           |            |          |              |              |            |                          |       |                 |                      |                 |                     |         |
|--|---------------------------|------------|----------|--------------|--------------|------------|--------------------------|-------|-----------------|----------------------|-----------------|---------------------|---------|
| Please tell me whether you strongly agree, agree, disagree or strongly disagree with each statement. | Respondent Gender and Age |            |          |              |              |            | Respondent Racial Origin |       |                 | Respondent Ethnicity |                 |                     |         |
|  | Male 18-34                | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | Overall                  | White | People of Color | Overall              | Latino/Hispanic | Not Latino/Hispanic | Overall |
| My neighborhood has a good selection of stores and services that meet my needs                       | 82%                       | 71%        | 79%      | 75%          | 77%          | 73%        | 76%                      | 80%   | 70%             | 77%                  | 75%             | 77%                 | 77%     |
| My neighborhood is clean and well maintained   | 85%                       | 80%        | 87%      | 77%          | 85%          | 88%        | 83%                      | 86%   | 78%             | 84%                  | 71%             | 84%                 | 83%     |

*Percent reporting "agree" or "strongly agree"*

| Question 5 by Length of Residency, Housing Tenure, Income  |                     |              |                |                  |         |     |      |         |                    |                      |                   |         |  |
|--|---------------------|--------------|----------------|------------------|---------|-----|------|---------|--------------------|----------------------|-------------------|---------|--|
| Please tell me whether you strongly agree, agree, disagree or strongly disagree with each statement. | Length of Residency |              |                |                  | Tenure  |     |      |         | Household Income   |                      |                   |         |  |
|  | Less than 5 years   | 5 to 9 years | 10 to 19 years | 20 or more years | Overall | Own | Rent | Overall | Less than \$25,000 | \$25,000 to \$99,999 | \$100,000 or more | Overall |  |
| My neighborhood has a good selection of stores and services that meet my needs                       | 83%                 | 74%          | 68%            | 79%              | 76%     | 79% | 73%  | 76%     | 71%                | 77%                  | 84%               | 77%     |  |
| My neighborhood is clean and well maintained   | 78%                 | 85%          | 82%            | 85%              | 83%     | 87% | 79%  | 83%     | 77%                | 84%                  | 87%               | 83%     |  |

*Percent reporting "agree" or "strongly agree"*

Question 6 by Gender, Age, Race and Ethnicity

| Which of the following best describes the size of your current place of residence based on your household's needs? | Respondent Gender and Age |            |          |              |              |            |         | Respondent Racial Origin |                 |         | Respondent Ethnicity |                     |         |
|--|---------------------------|------------|----------|--------------|--------------|------------|---------|--------------------------|-----------------|---------|----------------------|---------------------|---------|
|  | Male 18-34                | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | Overall | White                    | People of Color | Overall | Latino/Hispanic      | Not Latino/Hispanic | Overall |
| Too big  | 2%                        | 9%         | 13%      | 3%           | 6%           | 12%        | 7%      | 7%                       | 5%              | 7%      | 5%                   | 7%                  | 7%      |
| Just the right size  | 82%                       | 64%        | 73%      | 69%          | 69%          | 77%        | 72%     | 74%                      | 69%             | 72%     | 79%                  | 72%                 | 72%     |
| Too small  | 16%                       | 26%        | 14%      | 28%          | 25%          | 11%        | 21%     | 19%                      | 26%             | 21%     | 16%                  | 21%                 | 21%     |
| Total  | 100%                      | 100%       | 100%     | 100%         | 100%         | 100%       | 100%    | 100%                     | 100%            | 100%    | 100%                 | 100%                | 100%    |

Question 6 by Length of Residency, Housing Tenure and Income

| Which of the following best describes the size of your current place of residence based on your household's needs? | Length of Residency |              |                |                  |         | Tenure |      |         | Household Income   |                      |                   |         |
|--|---------------------|--------------|----------------|------------------|---------|--------|------|---------|--------------------|----------------------|-------------------|---------|
|  | Less than 5 years   | 5 to 9 years | 10 to 19 years | 20 or more years | Overall | Own    | Rent | Overall | Less than \$25,000 | \$25,000 to \$99,999 | \$100,000 or more | Overall |
| Too big  | 4%                  | 4%           | 7%             | 9%               | 7%      | 10%    | 2%   | 6%      | 6%                 | 6%                   | 9%                | 6%      |
| Just the right size  | 74%                 | 72%          | 72%            | 72%              | 72%     | 77%    | 68%  | 73%     | 62%                | 77%                  | 75%               | 72%     |
| Too small  | 21%                 | 24%          | 22%            | 19%              | 21%     | 13%    | 29%  | 21%     | 32%                | 17%                  | 16%               | 22%     |
| Total  | 100%                | 100%         | 100%           | 100%             | 100%    | 100%   | 100% | 100%    | 100%               | 100%                 | 100%              | 100%    |

Question 7 by Gender, Age, Race and Ethnicity

| Please indicate the extent to which you agree or disagree with each of the following statements about your current place of residence. | Respondent Gender and Age |            |          |              |              |            |         | Respondent Racial Origin |                 |         | Respondent Ethnicity |                     |         |
|--|---------------------------|------------|----------|--------------|--------------|------------|---------|--------------------------|-----------------|---------|----------------------|---------------------|---------|
|  | Male 18-34                | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | Overall | White                    | People of Color | Overall | Latino/Hispanic      | Not Latino/Hispanic | Overall |
| My housing costs are affordable and within my household's budget   | 88%                       | 80%        | 87%      | 80%          | 71%          | 84%        | 81%     | 83%                      | 78%             | 81%     | 73%                  | 82%                 | 81%     |
| The location of my house or apartment is convenient for my household's needs   | 92%                       | 92%        | 96%      | 94%          | 94%          | 96%        | 94%     | 96%                      | 89%             | 94%     | 80%                  | 95%                 | 94%     |
| The physical condition of my house is adequate to meet my household's needs  | 93%                       | 91%        | 95%      | 83%          | 86%          | 94%        | 90%     | 92%                      | 84%             | 90%     | 83%                  | 90%                 | 90%     |
| I intend to move within the next two years   | 47%                       | 33%        | 21%      | 47%          | 29%          | 16%        | 35%     | 30%                      | 46%             | 35%     | 46%                  | 34%                 | 35%     |

Percent reporting "agree" or "strongly agree"

| Question 7 by Length of Residency, Housing Tenure, Income  |                     |              |                |                  |         |        |      |         |                    |                      |                   |         |
|--|---------------------|--------------|----------------|------------------|---------|--------|------|---------|--------------------|----------------------|-------------------|---------|
| Please indicate the extent to which you agree or disagree with each of the following statements about your current place of residence. | Length of Residency |              |                |                  |         | Tenure |      |         | Household Income   |                      |                   |         |
|  | Less than 5 years   | 5 to 9 years | 10 to 19 years | 20 or more years | Overall | Own    | Rent | Overall | Less than \$25,000 | \$25,000 to \$99,999 | \$100,000 or more | Overall |
| My housing costs are affordable and within my household's budget   | 86%                 | 88%          | 80%            | 77%              | 81%     | 82%    | 81%  | 81%     | 77%                | 80%                  | 90%               | 81%     |
| The location of my house or apartment is convenient for my household's needs   | 91%                 | 91%          | 97%            | 95%              | 94%     | 96%    | 91%  | 94%     | 89%                | 95%                  | 99%               | 94%     |
| The physical condition of my house is adequate to meet my household's needs  | 86%                 | 89%          | 93%            | 91%              | 90%     | 95%    | 85%  | 90%     | 84%                | 90%                  | 95%               | 89%     |
| I intend to move within the next two years   | 45%                 | 43%          | 34%            | 27%              | 35%     | 19%    | 53%  | 35%     | 40%                | 36%                  | 26%               | 35%     |

*Percent reporting "agree" or "strongly agree"*

**Question 18 by Gender, Age, Race and Ethnicity**

| For each, please tell me how satisfied or dissatisfied you are with they way the City provides the service. | Respondent Gender and Age |            |          |              |              |            |         | Respondent Racial Origin |                 |         | Respondent Ethnicity |                      |         |
|---|---------------------------|------------|----------|--------------|--------------|------------|---------|--------------------------|-----------------|---------|----------------------|----------------------|---------|
|   | Male 18-34                | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | Overall | White                    | People of Color | Overall | Latino/ Hispanic     | Not Latino/ Hispanic | Overall |
| Affordable housing development  | 80%                       | 63%        | 73%      | 66%          | 63%          | 67%        | 69%     | 70%                      | 66%             | 69%     | 65%                  | 69%                  | 69%     |
| Revitalizing Downtown   | 89%                       | 73%        | 82%      | 90%          | 88%          | 83%        | 85%     | 83%                      | 87%             | 85%     | 92%                  | 84%                  | 85%     |
| Revitalizing Neighborhoods  | 77%                       | 70%        | 79%      | 83%          | 76%          | 80%        | 77%     | 80%                      | 72%             | 77%     | 80%                  | 77%                  | 77%     |
| Dealing with problem businesses and unkempt properties  | 83%                       | 68%        | 75%      | 65%          | 69%          | 67%        | 71%     | 75%                      | 64%             | 72%     | 74%                  | 71%                  | 71%     |
| Mortgage foreclosure assistance   | 75%                       | 64%        | 53%      | 55%          | 57%          | 38%        | 61%     | 67%                      | 52%             | 61%     | 66%                  | 61%                  | 61%     |

*Percent reporting "satisfied" or "very satisfied"*

**Question 18 by Length of Residency, Housing Tenure, Income**

| For each, please tell me how satisfied or dissatisfied you are with they way the City provides the service. | Length of Residency |              |                |                  |         | Tenure |      |         | Household Income   |                      |                   |         |
|---|---------------------|--------------|----------------|------------------|---------|--------|------|---------|--------------------|----------------------|-------------------|---------|
|   | Less than 5 years   | 5 to 9 years | 10 to 19 years | 20 or more years | Overall | Own    | Rent | Overall | Less than \$25,000 | \$25,000 to \$99,999 | \$100,000 or more | Overall |
| Affordable housing development  | 69%                 | 67%          | 77%            | 66%              | 69%     | 69%    | 69%  | 69%     | 64%                | 73%                  | 67%               | 69%     |
| Revitalizing Downtown   | 91%                 | 85%          | 82%            | 82%              | 84%     | 83%    | 86%  | 85%     | 87%                | 83%                  | 84%               | 85%     |
| Revitalizing Neighborhoods  | 89%                 | 77%          | 71%            | 75%              | 77%     | 75%    | 79%  | 77%     | 82%                | 71%                  | 84%               | 77%     |
| Dealing with problem businesses and unkempt properties  | 76%                 | 73%          | 70%            | 69%              | 71%     | 71%    | 71%  | 71%     | 68%                | 71%                  | 77%               | 71%     |
| Mortgage foreclosure assistance   | 84%                 | 63%          | 61%            | 49%              | 61%     | 65%    | 56%  | 61%     | 56%                | 62%                  | 71%               | 61%     |

*Percent reporting "satisfied" or "very satisfied"*

| Question 20 by Gender, Age, Race and Ethnicity  |                           |            |          |              |              |            |                          |       |                 |                      |                 |                     |         |
|---|---------------------------|------------|----------|--------------|--------------|------------|--------------------------|-------|-----------------|----------------------|-----------------|---------------------|---------|
|   | Respondent Gender and Age |            |          |              |              |            | Respondent Racial Origin |       |                 | Respondent Ethnicity |                 |                     |         |
|   | Male 18-34                | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | Overall                  | White | People of Color | Overall              | Latino/Hispanic | Not Latino/Hispanic | Overall |
| To what extent do you agree or disagree that property taxes or fees should be increased to maintain or improve City services? | 64%                       | 48%        | 48%      | 54%          | 52%          | 47%        | 53%                      | 55%   | 49%             | 54%                  | 57%             | 53%                 | 53%     |

Percent reporting "agree" or "strongly agree"

| Question 20 by Length of Residency, Housing Tenure, Income  |                     |              |                |                  |         |        |      |         |                    |                      |                   |         |  |
|---|---------------------|--------------|----------------|------------------|---------|--------|------|---------|--------------------|----------------------|-------------------|---------|--|
|   | Length of Residency |              |                |                  |         | Tenure |      |         | Household Income   |                      |                   |         |  |
|   | Less than 5 years   | 5 to 9 years | 10 to 19 years | 20 or more years | Overall | Own    | Rent | Overall | Less than \$25,000 | \$25,000 to \$99,999 | \$100,000 or more | Overall |  |
| To what extent do you agree or disagree that property taxes or fees should be increased to maintain or improve City services? | 59%                 | 59%          | 47%            | 51%              | 53%     | 50%    | 57%  | 53%     | 53%                | 54%                  | 54%               | 54%     |  |

Percent reporting "agree" or "strongly agree"

## Appendix III: Complete Set of Frequencies

The following pages contain a complete set of survey frequencies for questions related to zoning, planning and community development. The number of respondents for each question is 1,172 unless noted otherwise.

| Question 4   |                        |
|--|------------------------|
| In your opinion, what are the three biggest challenges Minneapolis will face in the next five years? | Percent of respondents |
| Public safety  | 24%                    |
| City government  | 7%                     |
| Transportation related issues - includes traffic related responses                                   | 18%                    |
| Education  | 30%                    |
| Economic development   | 16%                    |
| Housing  | 12%                    |
| Growth   | 6%                     |
| Job opportunities  | 18%                    |
| Maintain public infrastructure - including bridge and road maintenance                               | 20%                    |
| Foreclosure  | 2%                     |
| Property/Real Estate Taxes   | 18%                    |
| Other  | 34%                    |
| Don't know   | 14%                    |
| Refused  | 0%                     |

Total may exceed 100% as respondents were able to choose more than one response.

| Question 5   |                |       |          |                   |            |         |       |
|--|----------------|-------|----------|-------------------|------------|---------|-------|
| Please tell me whether you strongly agree, agree, disagree or strongly disagree with each statement. | Strongly agree | Agree | Disagree | Strongly disagree | Don't know | Refused | Total |
| People in my neighborhood look out for one another   | 23%            | 55%   | 16%      | 2%                | 4%         | 0%      | 100%  |
| My neighborhood is a safe place to live  | 20%            | 63%   | 12%      | 3%                | 2%         | 0%      | 100%  |
| My neighborhood has a good selection of stores and services that meet my needs                       | 26%            | 50%   | 17%      | 6%                | 1%         | 0%      | 100%  |
| My neighborhood is clean and well maintained   | 24%            | 58%   | 13%      | 3%                | 1%         | 0%      | 100%  |
| Street lighting in my neighborhood is adequate   | 18%            | 63%   | 14%      | 4%                | 1%         | 0%      | 100%  |

| Question 6   |                        |
|--|------------------------|
| Which of the following best describes the size of your current place of residence based on your household's needs? | Percent of respondents |
| It is much too big   | 0%                     |
| It is too big  | 6%                     |
| It is just the right size  | 72%                    |
| It is too small  | 18%                    |
| It is much too small   | 3%                     |
| Don't know   | 0%                     |
| Refused  | 0%                     |
| Total  | 100%                   |

| Question 7  |                |       |          |                   |            |         |       |
|---|----------------|-------|----------|-------------------|------------|---------|-------|
| Please indicate the extent to which you agree or disagree with each of the following statements about your current place of residence using the scale strongly agree, agree, disagree or strongly disagree. | Strongly agree | Agree | Disagree | Strongly disagree | Don't know | Refused | Total |
| My housing costs are affordable and within my household's budget  | 19%            | 60%   | 16%      | 3%                | 2%         | 0%      | 100%  |
| The location of my house or apartment is convenient for my household's needs  | 45%            | 48%   | 5%       | 1%                | 0%         | 0%      | 100%  |
| The physical condition of my house is adequate to meet my household's needs   | 29%            | 60%   | 9%       | 1%                | 1%         | 0%      | 100%  |
| I intend to move within the next two years  | 9%             | 24%   | 35%      | 27%               | 4%         | 0%      | 100%  |

| Question 7aa  |                        |
|---|------------------------|
| Which of the following best describes where you intend to move? | Percent of respondents |
| To another location within the same neighborhood                | 20%                    |
| To another neighborhood in Minneapolis                          | 20%                    |
| Outside Minneapolis but within the metro area                   | 15%                    |
| Outside the Minneapolis metro area                              | 18%                    |
| Out of state  | 21%                    |
| Some other location   | 2%                     |
| Don't know  | 3%                     |
| Refused   | 0%                     |
| Total   | 100%                   |

*This question was asked only of those who reported a likelihood of moving in the next two years.  
N=110*

| Question 7bb  |                        |
|---|------------------------|
| Which one of the following best describes why you intend to move? | Percent of respondents |
| Work  | 5%                     |
| Family  | 15%                    |
| Financial reasons   | 15%                    |
| Just want to live somewhere else                                  | 12%                    |
| Children are grown/moved out – don't need the big house anymore   | 1%                     |
| Current Property Taxes are too high                               | 4%                     |
| Schools – I want to get my child(ren) into better schools         | 9%                     |
| Some other reason   | 38%                    |
| Don't know  | 1%                     |
| Refused   | 0%                     |
| Total   | 100%                   |

*This question was asked only of those who reported a likelihood of moving in the next two years.  
N=110*

| Question 18   |                |           |              |                   |                       |         |       |
|---|----------------|-----------|--------------|-------------------|-----------------------|---------|-------|
| For each please tell me how satisfied or dissatisfied you are with the way the City provides the service. | Very satisfied | Satisfied | Dissatisfied | Very dissatisfied | Don't know/No opinion | Refused | Total |
| Affordable housing development  | 6%             | 43%       | 19%          | 3%                | 28%                   | 0%      | 100%  |
| Revitalizing Downtown   | 14%            | 62%       | 12%          | 2%                | 10%                   | 0%      | 100%  |
| Revitalizing Neighborhoods  | 7%             | 61%       | 18%          | 2%                | 12%                   | 0%      | 100%  |
| Dealing with problem businesses and unkempt properties  | 5%             | 51%       | 19%          | 3%                | 21%                   | 0%      | 100%  |
| Mortgage foreclosure assistance   | 1%             | 21%       | 11%          | 4%                | 63%                   | 0%      | 100%  |

| Minneapolis is facing increasing financial challenges in providing City services. Please rate the importance of the following services on a 5-point scale, with 5 being "extremely important" and 1 being "not at all important." | Not at all important | 2   | 3   | 4   | Extremely important | Don't know/No opinion | Total |
|---|----------------------|-----|-----|-----|---------------------|-----------------------|-------|
| Affordable housing development  | 4%                   | 9%  | 23% | 28% | 34%                 | 3%                    | 100%  |
| Revitalizing Downtown   | 7%                   | 9%  | 32% | 33% | 18%                 | 2%                    | 100%  |
| Revitalizing Neighborhoods  | 2%                   | 5%  | 25% | 34% | 32%                 | 1%                    | 100%  |
| Dealing with problem businesses and unkempt properties  | 3%                   | 9%  | 31% | 30% | 24%                 | 2%                    | 100%  |
| Mortgage foreclosure assistance   | 8%                   | 11% | 27% | 23% | 20%                 | 10%                   | 0%    |

| Question 20   |                        |
|---|------------------------|
| To what extent do you agree or disagree that property taxes or fees should be increased to maintain or improve City services? | Percent of respondents |
| Strongly agree  | 11%                    |
| Agree   | 39%                    |
| Disagree  | 28%                    |
| Strongly disagree   | 16%                    |
| Don't know/No opinion   | 5%                     |
| Refused   | 0%                     |
| Total   | 100%                   |

| Question 24c                                       |                       |
|--|-----------------------|
| Do you recall which City department was involved?  | Number of respondents |
| Police   | 3                     |
| Public Works                                       | 3                     |
| Community Planning and Economic Development (CPED) | 0                     |
| City Attorney                                      | 0                     |
| Fire   | 0                     |
| Human Resources                                    | 1                     |
| Inspections/Licensing                              | 0                     |
| Other  | 5                     |
| Don't know   | 2                     |
| Refused  | 0                     |
| Total  | 14                    |

*This question was asked only of those who reported experiencing discrimination in dealing with the City within the last 12 months.*