REQUEST FOR COUNCIL ACTION

Date: July 11, 2016
Item No.: 11.a

Department Approval | City Manager Approval

Item Description: Accept the 2016 Community Survey and Analysis by William Morris and Peter Leatherman

BACKGROUND

Earlier this year, the City Council authorized staff to retain The Morris Leatherman Company to conduct a survey of Roseville residents. The 400-person random sample phone survey was conducted between April 22 and May 6, 2016. After survey data was entered and coded, survey results and executive summary were provided to the city. A copy of the survey, results, and an executive summary prepared by Morris Leatherman were provided to the City Council for acceptance at the June 13, 2016 meeting.

Bill Morris and Peter Leatherman of the Morris Leatherman Company will provide a complete presentation of the survey results, including an in-depth analysis of the data.

STAFF RECOMMENDATION

Receive presentation of survey findings by the Morris Leatherman Company and accept the 2016 community survey.

REQUESTED COUNCIL ACTION

No action is required. Material is provide for informational purposes.

Prepared by: Garry Bowman, Communications Manager
Attachments: A: Executive Summary – 2016 City of Roseville Resident Survey
B: Morris Leatherman PowerPoint - 2016 City of Roseville Resident Survey
C: City of Roseville 2016 Survey Results

The Morris Leatherman Company

Executive Summary
2016 City of Roseville

City Demographics:

Roseville is still a demographically balanced first-ring suburban community, but showing more generational change and somewhat greater diversity than in the 2014 study. The median longevity of adult residents is 13.0 years, down 2.7 years since the last study. Twenty-one percent of the sample report moving to the city during the past five years, while 17% were there for more than three decades. Seventeen percent report they will move in the next five years, six percent higher than in the 2014 study; in contrast, 61% have no plans to leave during the next ten years.

Thirty-three percent of city households classify themselves as "single, no other family at home." Seven percent are "single parents with children at home." Nineteen percent are "married or partnered, with children at home." Forty-one percent are "married or partnered with no children or no children at home." Seventy-one percent classify themselves as "White," down six percent in two years. Eleven percent each are "African-American," and nine percent are "Asian-Pacific Islanders." Five percent are "Hispanic-Latino." Two percent classify themselves as "Native American," while two percent are "mixed/bi-racial."

Twenty-six percent of Roseville households contain residents over 65 years old. Twenty-one percent report the presence of adults between the ages of 50 and 64; sixty-five percent contain adults between the ages of 18 and 49. Twenty-six percent of the households contain school-aged children or pre-schoolers. Sixty-six percent own their current homes, while 34% rent.

The average age of respondents is 49.3 years old. Thirty-seven percent of the sample fall into the over 55 years age range, while 21% are less than 35 years old. Women outnumber men by four percent in the sample. Fifteen percent live north of Highway 36 and west of Snelling Avenue. Forty-five percent reside north of Highway 36 and east of Snelling Avenue. Twenty-five percent are south of Highway 36 and east of Snelling Avenue, while 15% live south of Highway 36 and west of Snelling Avenue.

Quality of Life Issues:

Ninety-nine percent rate their quality of life as either "excellent" or "good." In fact, a very high 46% deem it "excellent." Only one percent rate the quality of life lower. The overall positive rating is at the top of suburban communities, while the "excellent" rating remains among the top five communities in the Metropolitan Area.

At 18% and 14%, respectively, "strong neighborhood/good housing" and "safe community" lead the list of attributes people like most about living in the community. "Friendly people" is third, at 13%, followed by "close to family," at 10%, "close to job," at nine percent, and "parks and trails," also at nine percent. The most serious issues facing the city remain "rising crime" and "high taxes," at 13% and 10%, respectively. Eight percent point to "poor city spending," and seven percent cite "lack of jobs and businesses." A "booster" group of 36%, twelve percent higher than in the 2014 study, says there are "no" serious issues facing the community; the size of the booster group in Roseville is five times higher than the norm for a Metropolitan Area suburb.

Ninety-five percent think things in Roseville are generally headed in the "right direction." Only three percent regard things "off on the wrong track," primarily due to "rising crime," "poor City spending," and "growing diversity."

A top rating of 91% of the sample report the general sense of community in the City of Roseville is "very strong" or "somewhat strong"; only eight percent rate it lower. Twenty-five percent report a closer connection to the City of Roseville "as a whole," while 48% have a closer connection to their "neighborhood." Six percent report a closer connection to the "School District"; five percent, to their "church; four percent to their "workplace"; and, 12% to their "family and friends." An almost-unanimous 99% feel "accepted" in the City of Roseville.

In thinking about a city's quality of life, 25%, down seven percent in two years, feel the most important aspect is "safety." Eighteen percent point to "sense of community," while 17% cite "good schools." Sixteen percent point to "city upkeep." Fourteen percent each believe "better roads" and "more jobs" are aspects of the city which needs to be fixed or improved in the future. Thirteen percent feel the same about "lower taxes." But, 33% think there is "nothing" or are unsure about anything needing fixing or improving. Fifty-nine percent believe there is "nothing" or are unsure about anything currently missing from the community which, if present, could greatly improve the quality of life for residents. Sixteen percent would like to see "more public transportation," while eight percent want "more affordable housing," and seven percent would like to see "more jobs."

Community Characteristics:

In assessing the one or two most important characteristics of a high quality of life community, 53% point to "low crime rate" and 43% choose "good school system." This reverses the order of the top two choices two years ago. Twenty-seven percent pick "well-maintained properties," and 21% select "low property taxes." There are two characteristics moderate percentages consider to be of least importance: "community events and festivals," picked by 32%, and "variety of shopping opportunities," chosen by 23%.

In examining the number or quantity of various community characteristics, majorities of residents think Roseville has "about the right amount" of 11 of 12 discussed. In fact, in all but three cases, the percent of residents seeing "too few" or "too many" is relatively equal, indicating even splits in opinions about each of these characteristics. In the three cases where opinions are more skewed in one direction or the other, residents tended to see "too few." When considering condominiums, 25% think there are "too few," while 12% see "too many." Similarly, with respect to townhomes, 28% see "too few" and 16% judge there to be "too many." Finally, in thinking about assisted living for seniors, 25% feel there are "too few" opportunities, while 13% see "too many. The 10 attributes posting higher levels of agreement about current numbers are: affordable rental units, market rate rental units, affordable owner-occupied housing, "move up" housing, higher cost housing, parks and open space, trails and bikeways, service and retail establishments, and entertainment and dining opportunities.

Ninety-four percent, six percent higher than the 2014 study, are either "very committed" or "somewhat committed" to stay in Roseville if they were going to move from their current home to upgrade. Just as impressive, 94%, a seven percent increase, are committed to stay in the city of they were going to move from their current home for downsizing.

City Services:

In evaluating specific city services, the mean approval rating is 90.4%, a significant 4.1% increase over the 2014 level. If we consider only residents holding opinions, the mean score is a high 94.6%, well within the top 10% of summary ratings in the Metropolitan Area. Over 95% rate police protection, fire protection, police protection, emergency medical services, drainage and flood control, building inspections, code enforcement, trail and pathway plowing in parks and pathway repair and maintenance in neighborhoods as either "excellent" or "good." Between 90% and 94% favorably rate sewer and water, animal control, snow plowing, trail and pathway plowing in neighborhoods, and pathway repair and maintenance in the parks. The only exception: eighty-one percent rate street repair and maintenance, nevertheless 16% higher than the Metropolitan Area norm. Ironically, the major irritants leading to lower ratings are not street maintenance-specific; they are "turkeys and coyotes," at 30%, "poor water taste," at 22%, and "flooding," at 17%.

Property Taxes:

Roseville residents can be classified as fiscal moderates. Forty-four percent think their property taxes are "high" in comparison with neighboring suburban communities, while 43% see them as

"about average." Ninety-four percent of the residents view city services as either an "excellent" or a "good" value for the property taxes paid; this endorsement level continues to place Roseville within the top decile of Metropolitan Area suburbs. While 58% of the sample would favor an increase in their city property taxes to maintain city services at their current level, 38% would oppose an increase under these circumstances; this split dramatically reverses the 2014 plurality, 49%-40%, opposed to this type of tax increase.

Solid majorities endorse the City continuing to invest in long-term infrastructure projects. By an 89%-11% margin, residents support investing in city roads. An 86%-13% majority favors investments in water and sewer pipes, and an 81%-19% majority feels the same about pedestrian pathways. Lower support levels, although still resounding, are the 75%-25% majority in favor of continued investment in bikeways and the 74%-25% in favor of City buildings. Overall, the average change in support in comparison with the 2014 study is +5.2%, reflecting a growing consensus in favor of long-term investments.

City Government and Staff:

Respondents give the Mayor and Council a job approval rating of 93%, up five percent in two years, and a disapproval rating of only four percent. The almost 23-to-one approval-to-disapproval rating of the Mayor and City Council remains among the top ratings in the Metropolitan Area suburbs.

Citizen empowerment is at a very high level. A comparatively low number of residents -- 14% – feel they could not have a say about the way the City of Roseville runs things, if they want. This level of alienation is 8% lower than the 2014 level. Most communities score between 20% and 30% on this query. Overall, the inability to influence decision-makers is not a major issue.

Residents award the City Staff a job approval rating of 97% and a disapproval rating of only two percent. Both the absolute level of approval and the 49-to-one ratio of approval-to-disapproval are also among the top Metropolitan Area suburbs.

Neighborhoods and Businesses:

Ninety-eight percent rate the general appearance of the community as either "excellent" or "good"; only two percent are more critical in their evaluations. "Messy yards" and "rundown homes" are the chief complaints of the small number posting a negative judgment. Over the past two years, 61% think the appearance of Roseville "remained about the same," while 31% – a five percent increase since the last study – see an "improvement," and only seven percent, a "decline." Code enforcement is also highly rated: 93% award this service either an "excellent" or "good" rating, a six percent increase since the 2014 study; only four percent are more critical,

focusing on "messy yards," "loose animals," and "rundown homes." Only 57% are aware that Roseville offers a housing program for residential home improvements; similarly, only 52% are aware the City also sponsors free home and garden workshops each February and Fall.

Curbside Recycling:

Seventy-five percent participate in the curbside recycling program by separating recyclable items from the rest of their garbage. The 25% who do not participate indicate they "don't have enough recycling," "don't recycle at all," and "don't want to separate recyclables from their garbage." A smaller percentage of nonparticipants report their "building or association handles it." Most program participants, 72%, put their recyclables out for collection every two weeks; twenty-seven percent do so on a monthly basis. By a 70%-26% majority, participants oppose a change to an every week collection schedule for recyclable. Of the minority supporting the change, only 53% would still favor a change if it increased their costs. When changes or improvements are discussed only two suggestions are made by most numbers of current participants: Six percent would like "bigger containers" and four percent would like "more timely pick-ups."

By a 49%-32% margin, residents oppose a curbside collection program for compostable waste for an additional fee. The main reason for opposition is the "additional cost," while the main reason for support is "general environmental benefits." If a curbside collection program for compostable waste were available, 50% of the household's surveys would be at least "somewhat likely" to participate; but, using standard market projection techniques, only 16% would actually participate in the new program.

Public Safety:

In rating the seriousness of public safety concerns in the City of Roseville, 19% feel "youth crimes and vandalism" is their greatest concern. Eighteen percent feel similarly about "traffic speeding," 11% point to "break-ins and theft from automobiles," and nine percent each see the most serious concern as "residential crimes, such as burglary and theft" or "drugs." As in the 2014 study, no one category clearly dominates. But, 21% consider none of these as serious concerns, up seven percent since the survey taken two years ago.

Ninety percent rate the amount of police patrolling in their neighborhood as "about the right amount," while eight percent think it is "not enough," and two percent see "too much."

Parks and Recreation:

Ninety-nine percent rate the park and recreation facilities in Roseville as either "excellent" or "good." Only one percent is more critical. Among the City's recreational facilities, 39% most frequently use "neighborhood parks," 26% most often use "trails," and seven percent most frequently use "athletic fields." But, 28% of the City's households do not use any of these facilities. Ninety-seven percent highly rate the upkeep and maintenance of Roseville City Parks; only two percent are more critical in their judgments. A nearly unanimous 98% feel existing recreational or sports facilities offered by the City of Roseville meet the needs of their households.

Forty-one percent again report household participation in a city-sponsored park and recreation program. While the vast majority have no suggestions for offering new or expanding current park and recreation programs, five percent support offering "more events in the parks."

Twenty-six percent report household members use the trail system at least once per week, a 13% decrease since the last study; forty-five percent do so several times a monthly or just on a monthly basis, a 17% increase in two years; and, 10% are less frequent trail users. Twenty percent report no one in their household uses the trails at all. In prioritizing expansions or improvements of the City's trail system, 41% choose "construction of trails connecting neighborhoods and parks," 25% pick "construction of additional trails for exercise within parks, "and 21% favor "construction of trails connecting the neighborhood and shopping and business areas."

Seventy-nine percent are aware the City opened new park buildings at Autumn Grove, Lexington, Oasis, Sandcastle and Villa Parks. Forty-nine percent of the sample visited or used one of the new park buildings. Among the 51% not visiting a new park building, 40% report "they have no time or are too busy," 28% have "no interest," 18% report "age or health issues," and 10% think the distance is "too far." But, 99% of park building visitors rate their experience as either "excellent" or "good," and an emphatic 95% would consider using one of the new park buildings again in the future.

Community Center:

By a 75%-19% majority, residents support *in concept* the construction of a Community Center by the City of Roseville; this level of support is 11% higher than in the 2014 study. Sixty-six percent of the sample, up 14% in two years, indicate that a member of their household would be at least "somewhat likely" to use the facility if it were built; using standard market projection techniques, the expected user level would be 21% of the city's households.

Communications Issues:

The City Newsletter remains the most often indicated primary source of information about the community, at 44%. The local newspaper ranks second, at 17%, and the "City website," is third, at 14%. The "grapevine" is relied upon by nine percent of the sample. Preferred sources of information about City Government and its activities are somewhat different from the existing communications pattern. This time, City publications and newsletters are at the top of the list, at 31%. Twenty-two percent choose "mailings to their home," nineteen percent prefer "e-mail," and 16% opt for the "City Website."

Eighty-three percent receive the "Roseville City News," and 85% of this group regularly read it. The reach of the publication is 71% of the community's households, down eight percent in two years. The newsletter's effectiveness as an information channel is highly regarded: ninety-one percent highly rate its effectiveness in keeping them informed about activities in the city.

Social media usage among Roseville residents is increasing. Twenty-two percent use Nextdoor, 35% use Speak Up Roseville, 41% tweet, 48% use YouTube, and 68% post or read Facebook. But, 76% use e-mail, and of this group, 72% are likely to use it to obtain information about the City of Roseville. In a similar fashion, 58% visit the City Website, and of this group, 95% are likely to access it for city information.

Ninety-three percent rate the City's overall performance in communicating key local issues to residents as either "excellent" or "good." Only six percent are more critical in their evaluations. This rating is also among the top three in the Metropolitan Area.

Conclusions:

Overall, Roseville citizens are extremely satisfied with their community, and very high ratings on nearly all aspects of city operations are commonplace. In fact, city service ratings, already very positive two years ago, improved even further across the board. The key issue facing decision-makers in the future is addressing perceptions about "rising crime," particularly "youth crimes and vandalism," "break-ins and theft from automobiles," and "drugs" Property tax levels have diminished as a secondary concern, but their level is still a limiting factor; however, residents are willing to increase property taxes to maintain city services at their current level.

Community development efforts should primarily focus on helping seniors stay in the community, since moderate concerns are the lack of assisted living opportunities for seniors, townhomes, and condominiums. In addition, the attraction of more job-producing businesses to the city will address one of the key needs identified by residents.

The Morris Leatherman Company
June, 2016

The parks and recreation system is the "crown jewels" in the City's quality of life. Usage is higher than expected viewed against the demography of the community. The new park buildings have been well-received by the public. Trails and neighborhood parks play an unusually large role in city life, acting as key ingredients in a strong sense of community. In the last two years, support in concept for and likely use of a community center increased. Still, electoral success will in large part depend on the financing structure for its construction and operations.

Information levels about City Government activities are startlingly high in comparison with neighboring communities. Positive ratings of both the Mayor and City Council and City Staff are at the top of the Metropolitan Area. "Roseville City News," the city's newsletter, is exceptionally well regarded: it still possesses a higher readership and effectiveness ratings than most peer communities.

In the past study, citizens were clearly enthusiastic about their City. Now, with the "City Booster" percentage at 36% – a 12% increase in two years – an even larger reservoir of goodwill has been established. Once again, this will serve decision-makers very well as current issues are tackled, new issues are encountered, and relatively tough decisions must be made.

Methodology:

This study contains the results of a telephone survey of 400 randomly selected adult residents of the City of Roseville. Survey responses were gathered by professional interviewers across the community between April 22nd and May 6th, 2016. The average interview took 22 minutes. All respondents interviewed in this study were part of a randomly generated sample of adult residents of the City of Roseville. In general, random samples such as this yield results projectable to their respective universe within ± 5.0 percent in 95 out of 100 cases.

City of Roseville

2016 Quality of Life Study

The Morris Leatherman Company

Methodology

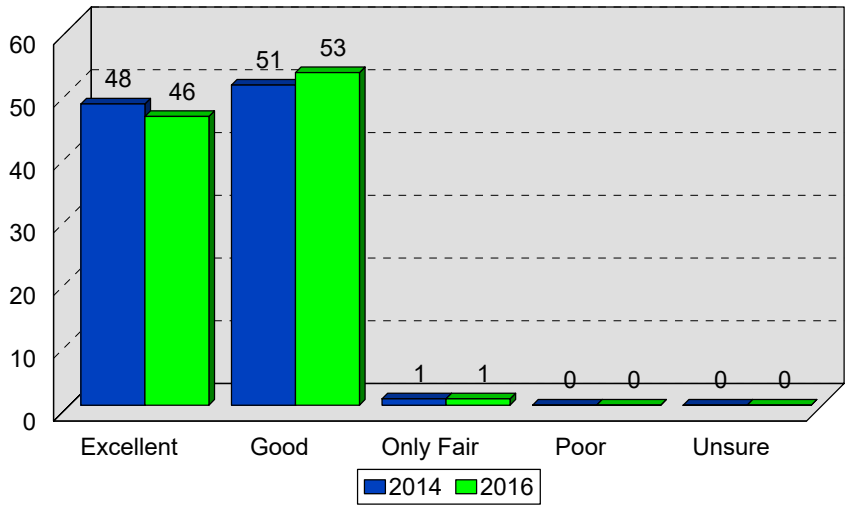
2016 City of Roseville

- 400 random sample of City of Roseville households
- Telephone interviews conducted between April 22nd and May 6th, 2016
- Average interview time of 22 minutes
- Non-response level of 4.5%
- City household sample projectable within +/- 5.0% in 95 out of 100 cases

The Morris Leatherman Company

Quality of Life Rating

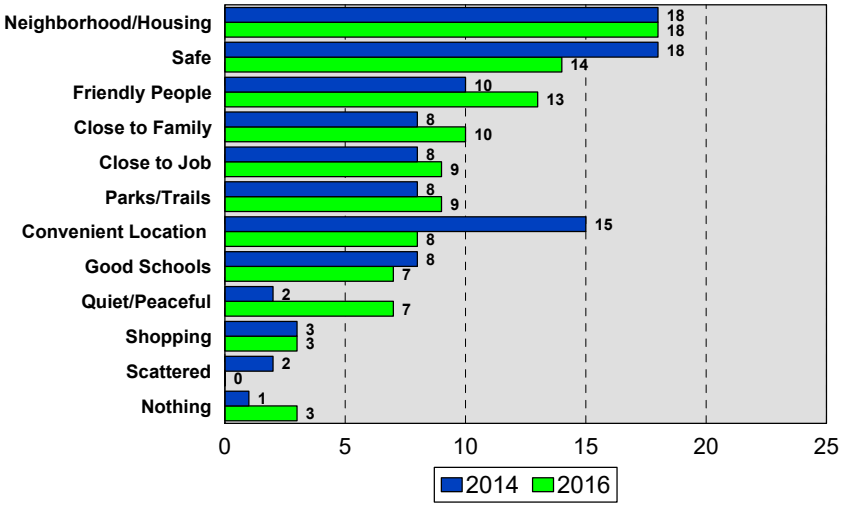
2016 City of Roseville



The Morris Leatherman Company

Like Most about City

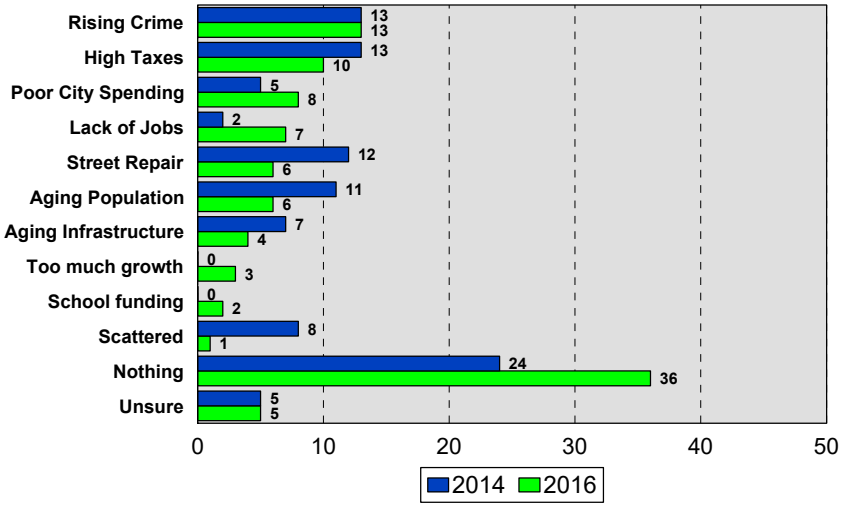
2016 City of Roseville



The Morris Leatherman Company

Most Serious Issue

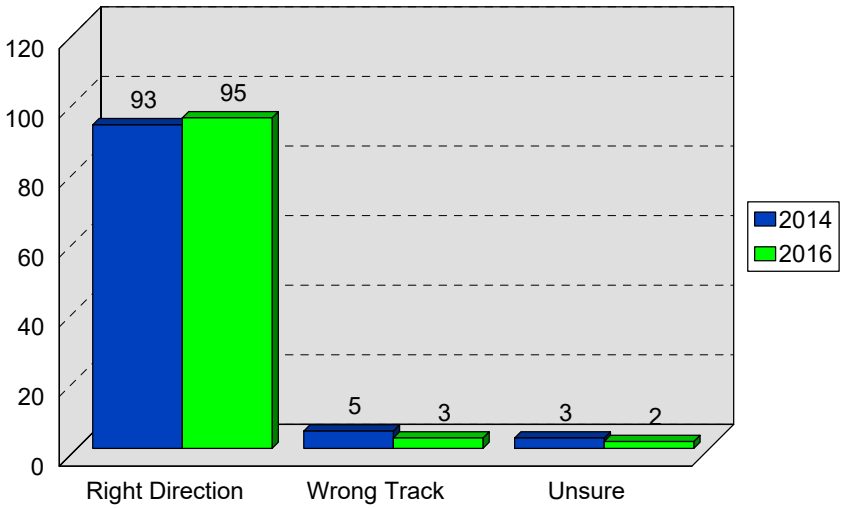
2016 City of Roseville



The Morris Leatherman Company

Heading of City

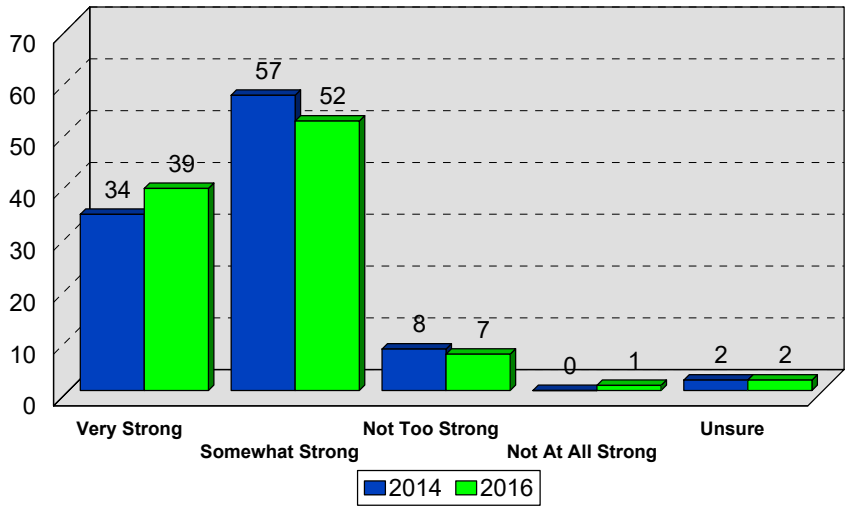
2016 City of Roseville



The Morris Leatherman Company

Sense of Community Identity

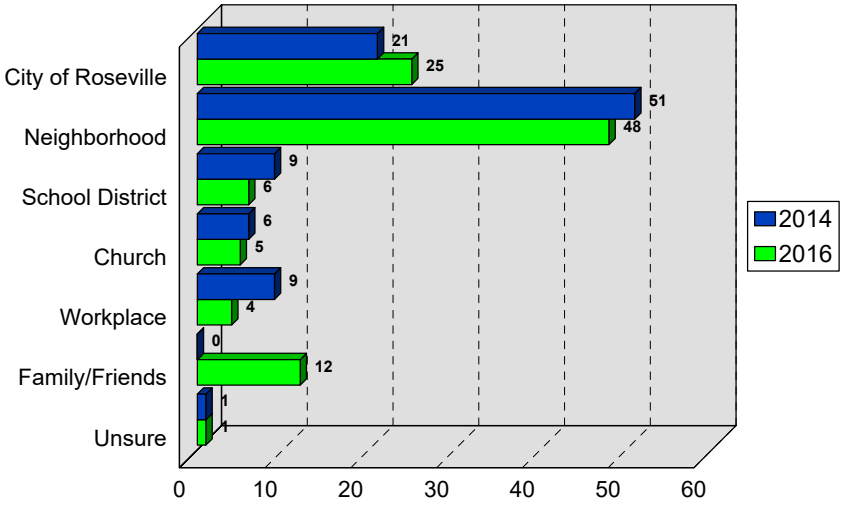
2016 City of Roseville



The Morris Leatherman Company

Closest Connection

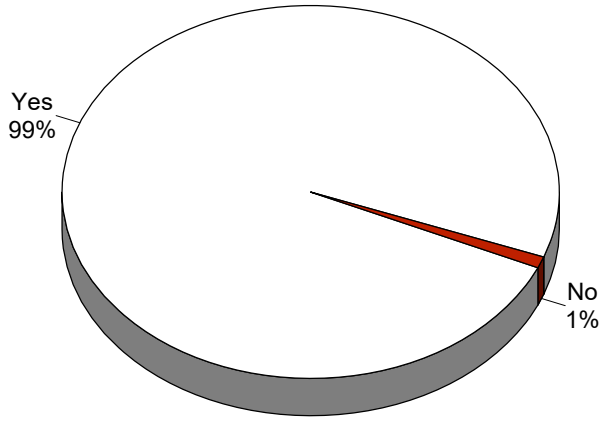
2016 City of Roseville



The Morris Leatherman Company

Feel Accepted

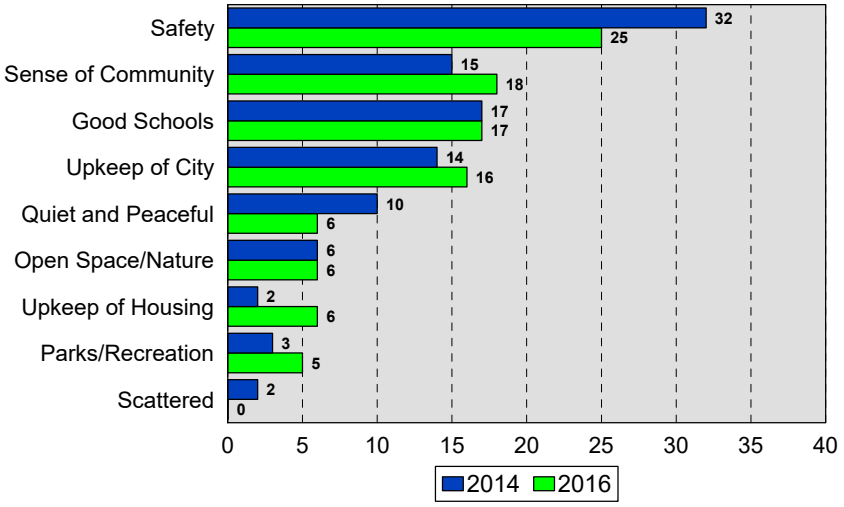
2016 City of Roseville



The Morris Leatherman Company

Most Important Aspect of Quality of Life

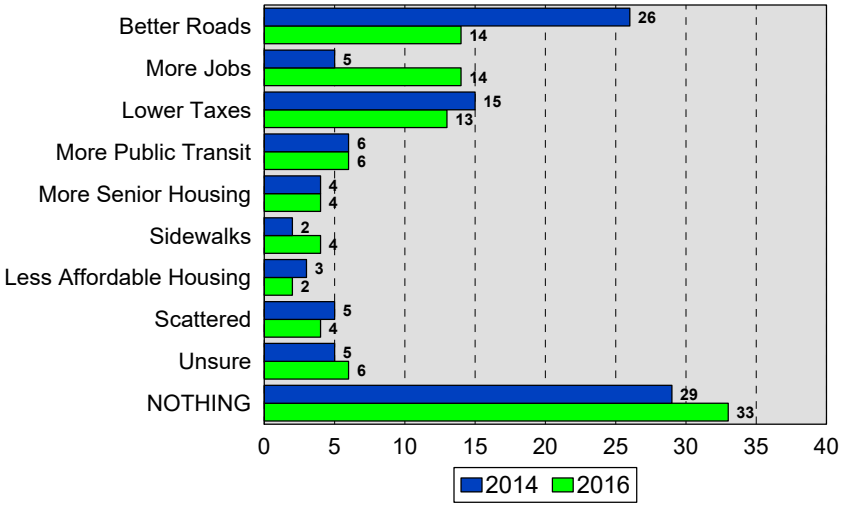
2016 City of Roseville



The Morris Leatherman Company

City Aspects to Fix or Improve

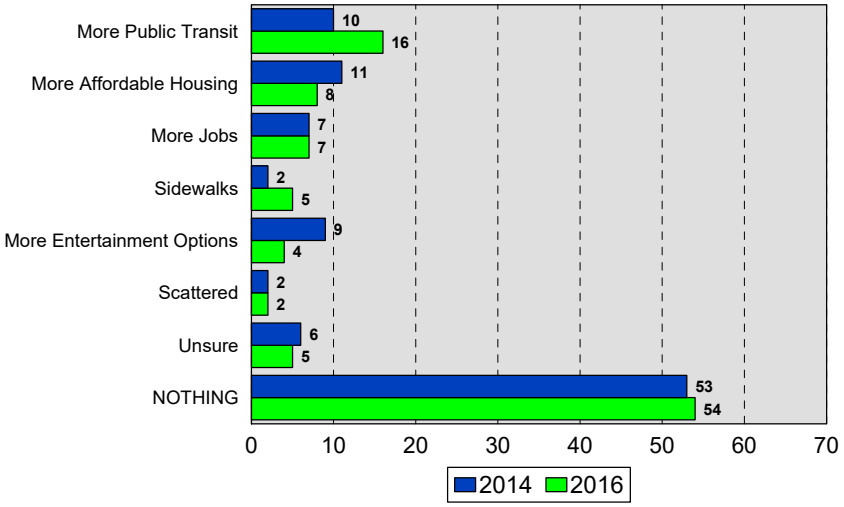
2016 City of Roseville



The **Morris** **Leatherman** Company

Currently Missing

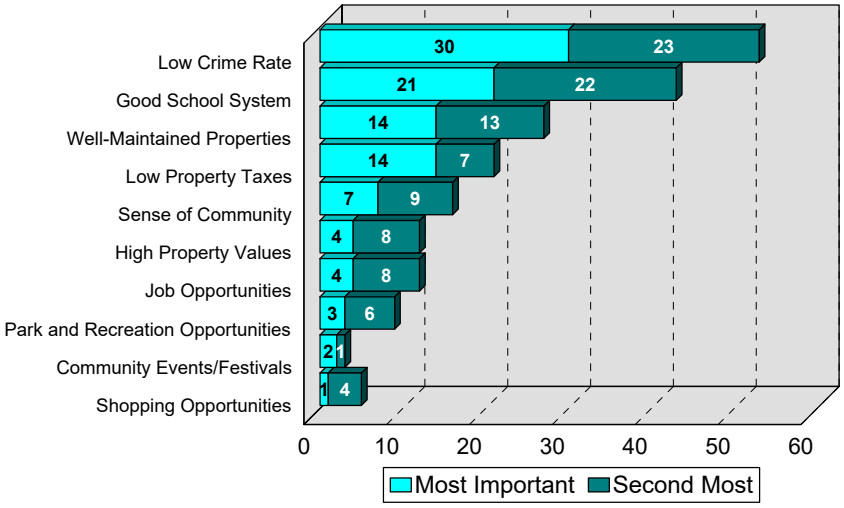
2016 City of Roseville



The **Morris** **Leatherman** Company

Important for High Quality of Life

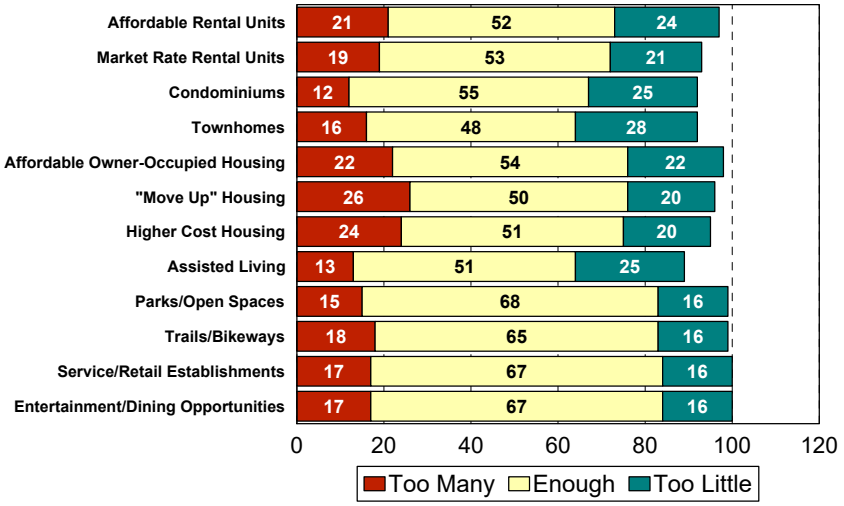
2016 City of Roseville



The **Morris Leatherman** Company

Characteristics of City

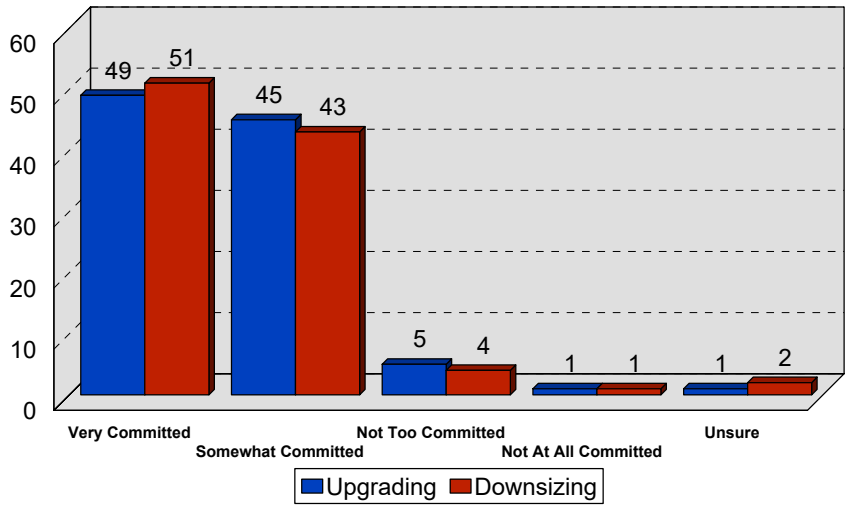
2016 City of Roseville



The **Morris Leatherman** Company

Committed to Staying in Roseville

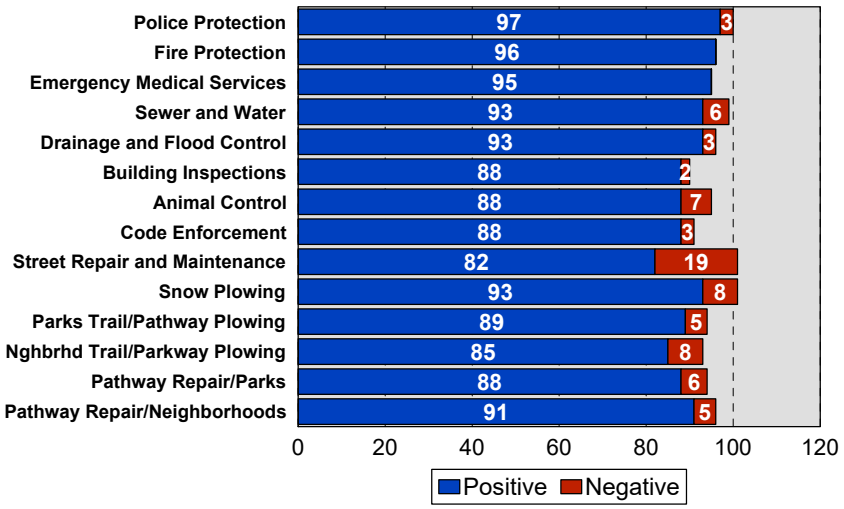
2016 City of Roseville



The Morris Leatherman Company

City Service Ratings

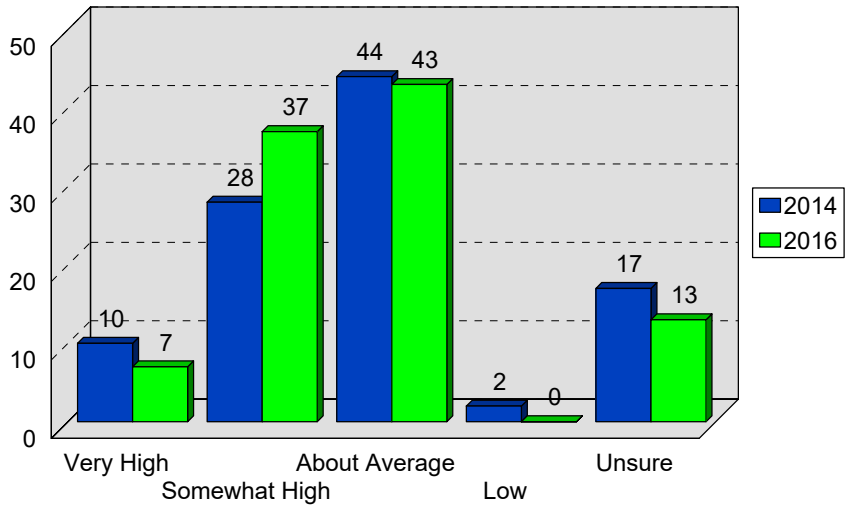
2016 City of Roseville



The Morris Leatherman Company

City Share of Property Taxes

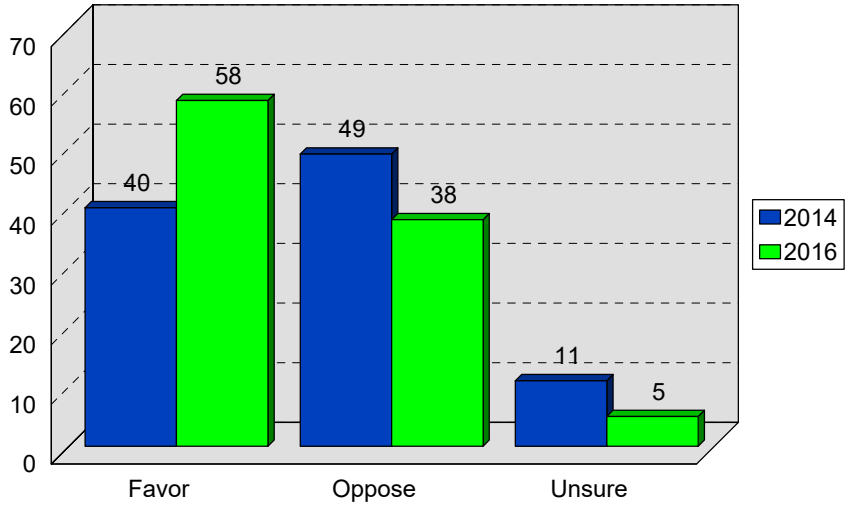
2016 City of Roseville



The **Morris Leatherman** Company

Tax Increase to Maintain

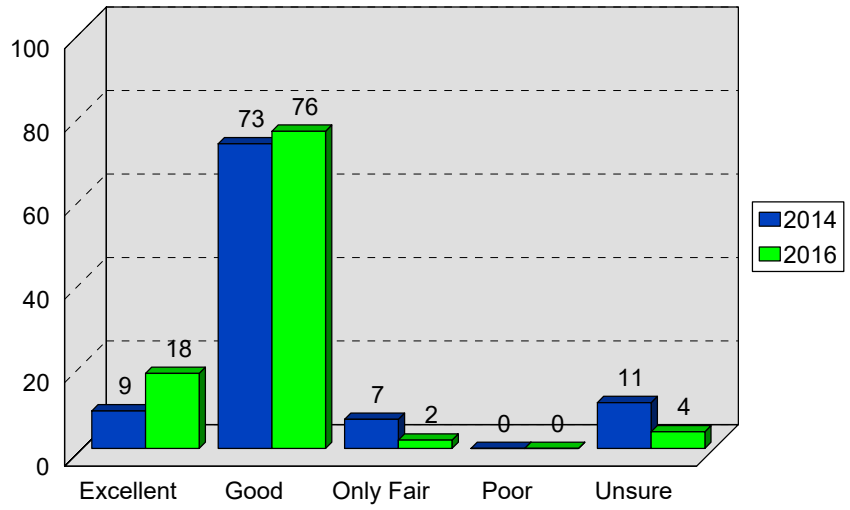
2016 City of Roseville



The **Morris Leatherman** Company

Value of City Services

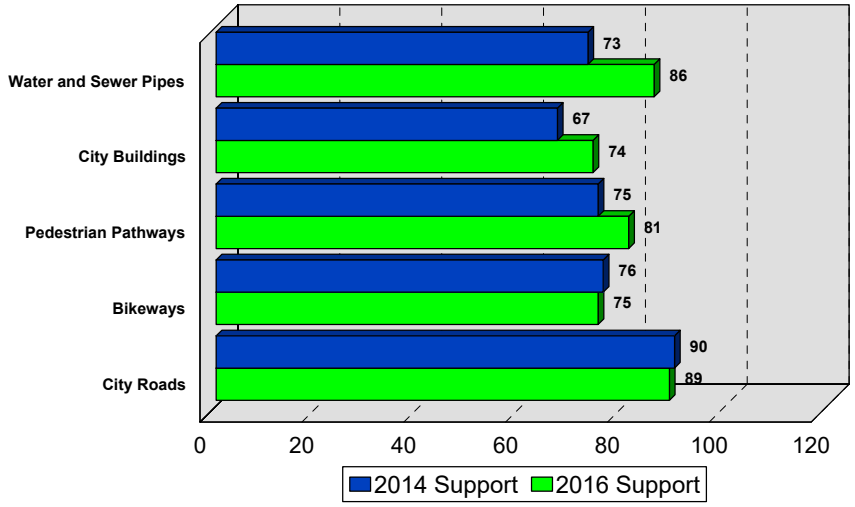
2016 City of Roseville



The **Morris Leatherman** Company

Infrastructure Investment

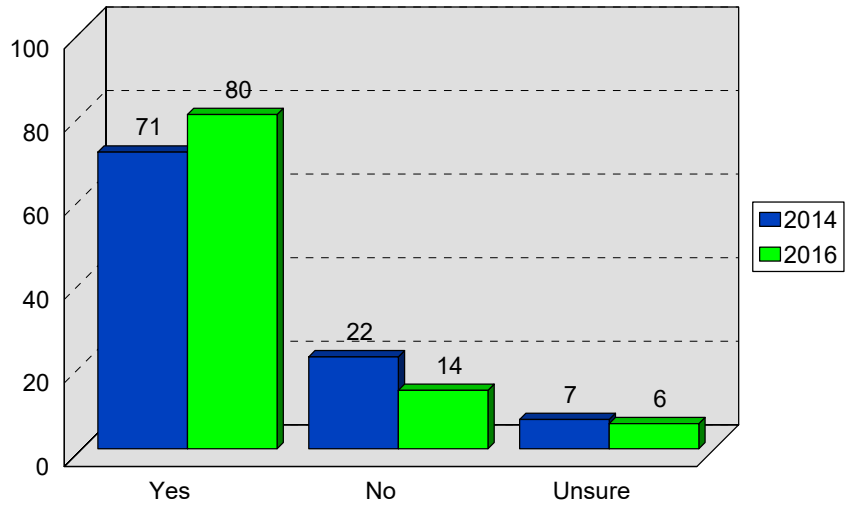
2016 City of Roseville



The **Morris Leatherman** Company

Empowerment

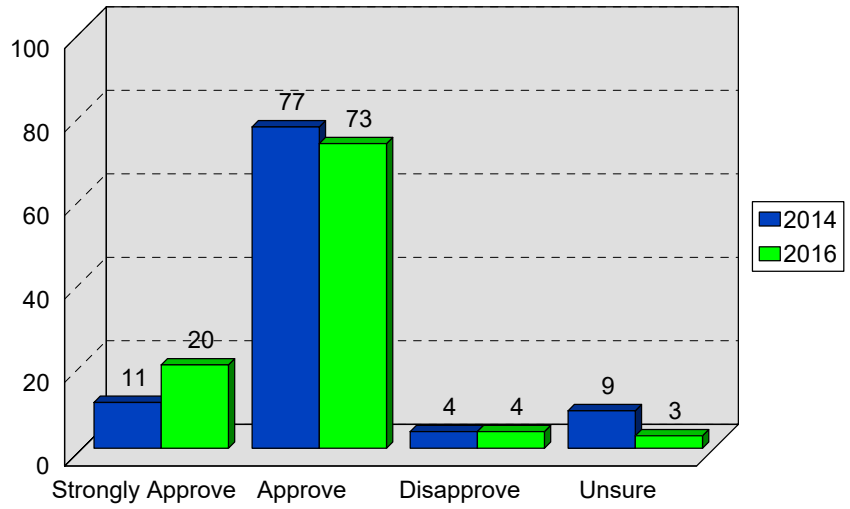
2016 City of Roseville



The Morris Leatherman Company

Mayor and City Council

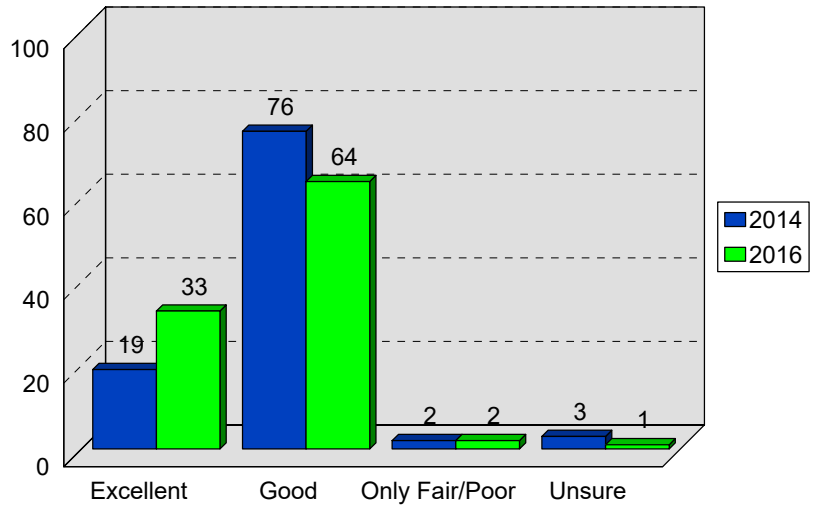
2016 City of Roseville



The Morris Leatherman Company

City Staff

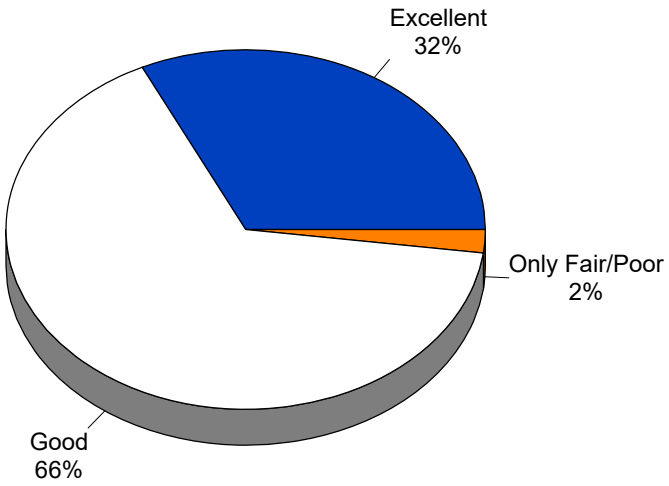
2016 City of Roseville



The Morris Leatherman Company

Roseville General Appearance and Condition

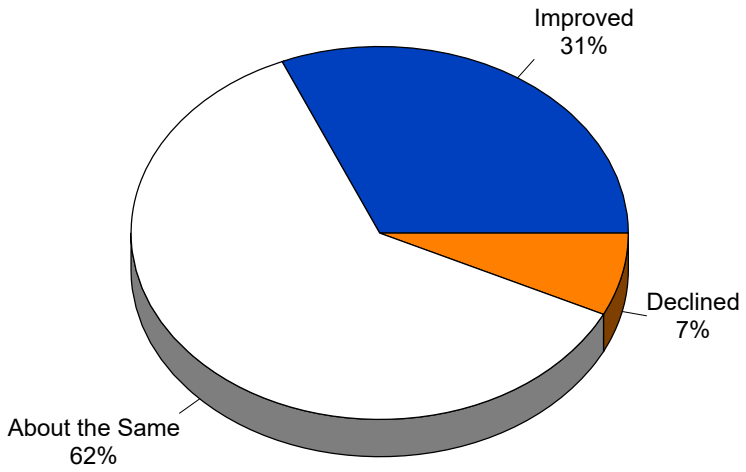
2016 City of Roseville



The Morris Leatherman Company

Appearance during Past Two Years

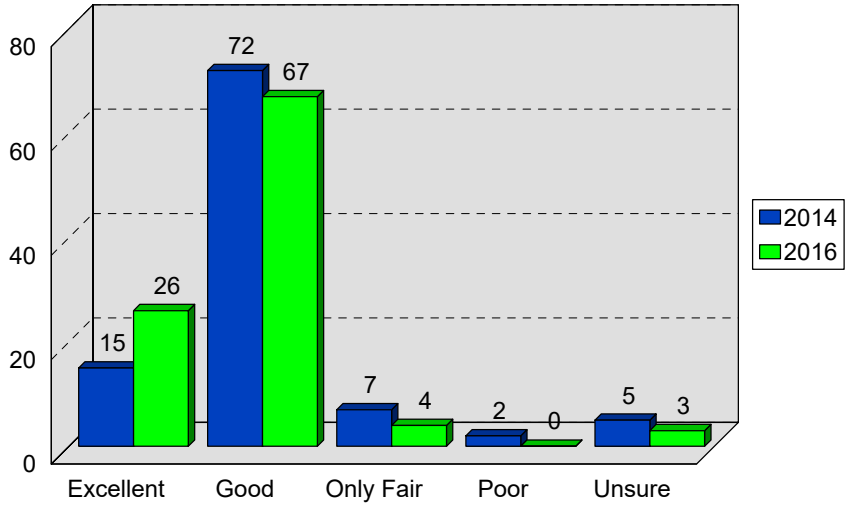
2016 City of Roseville



The Morris Leatherman Company

Enforcement of Nuisance Codes

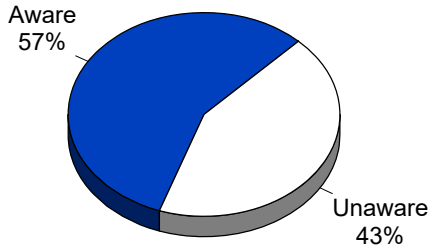
2016 City of Roseville



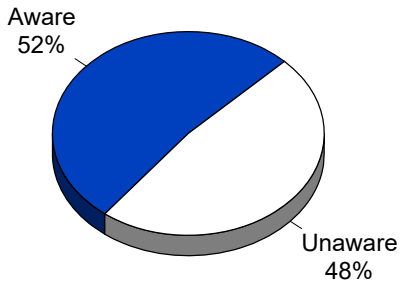
The Morris Leatherman Company

Housing-Related Programs

2016 City of Roseville



Housing Program for Residential Improvements

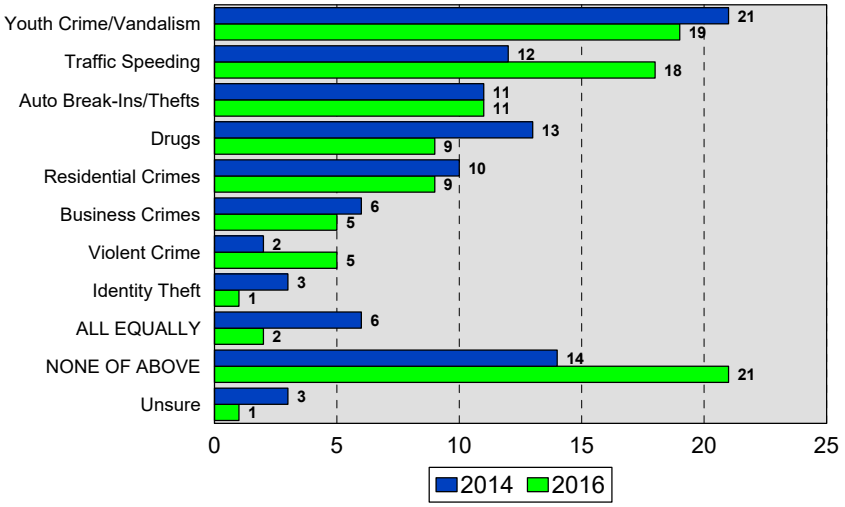


"Home Sweet Home" Seminars & Workshops

The **Morris Leatherman** Company

Public Safety Concerns

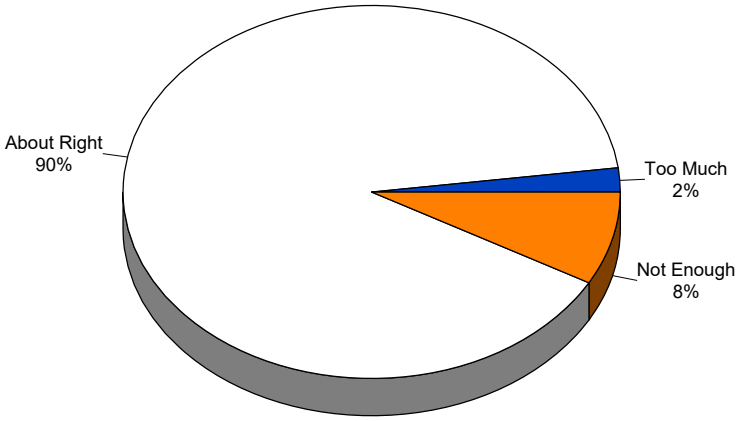
2016 City of Roseville



The **Morris Leatherman** Company

Amount of Neighborhood Patrolling

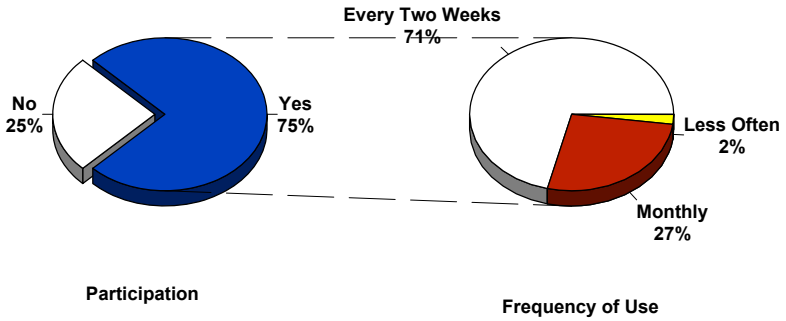
2016 City of Roseville



The **Morris** **Leatherman** Company

Curbside Recycling Program

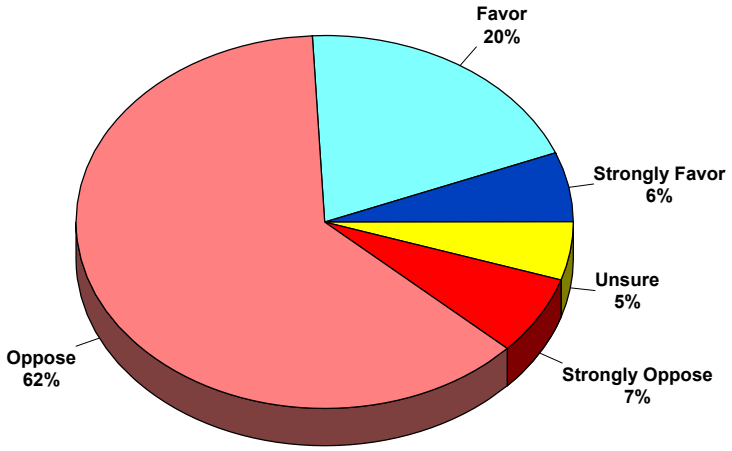
2016 City of Roseville



The **Morris** **Leatherman** Company

Every Week Recycling Collection

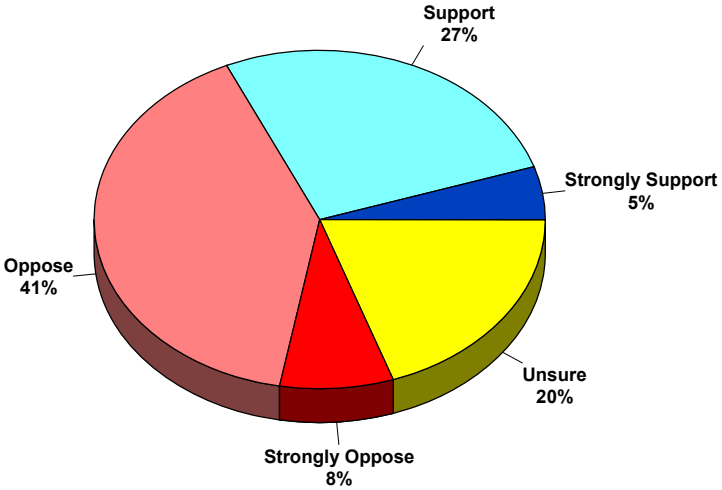
2016 City of Roseville



The Morris Leatherman Company

"Organics" Program

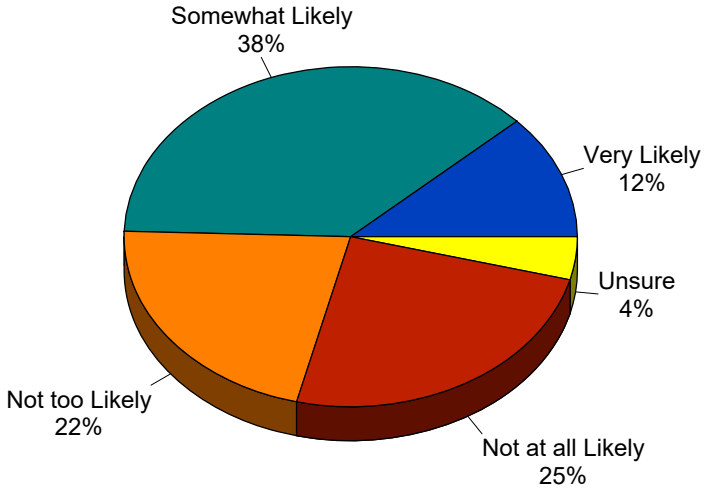
2016 City of Roseville



The Morris Leatherman Company

Use “Organics" Program

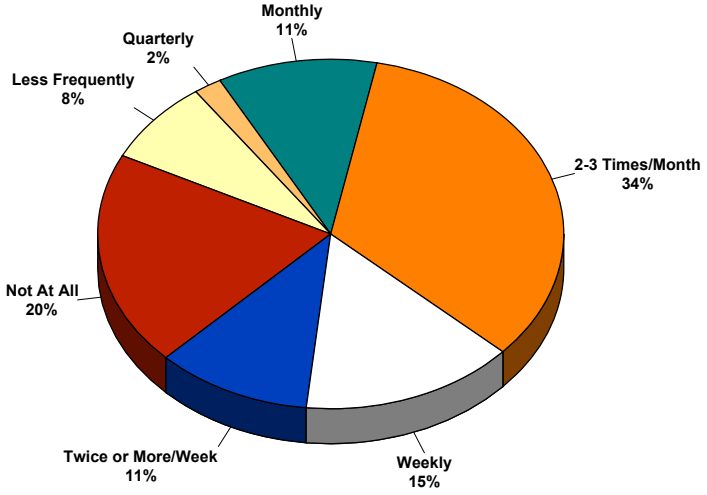
2016 City of Roseville



The **Morris** **Leatherman** Company

Use of City Trails

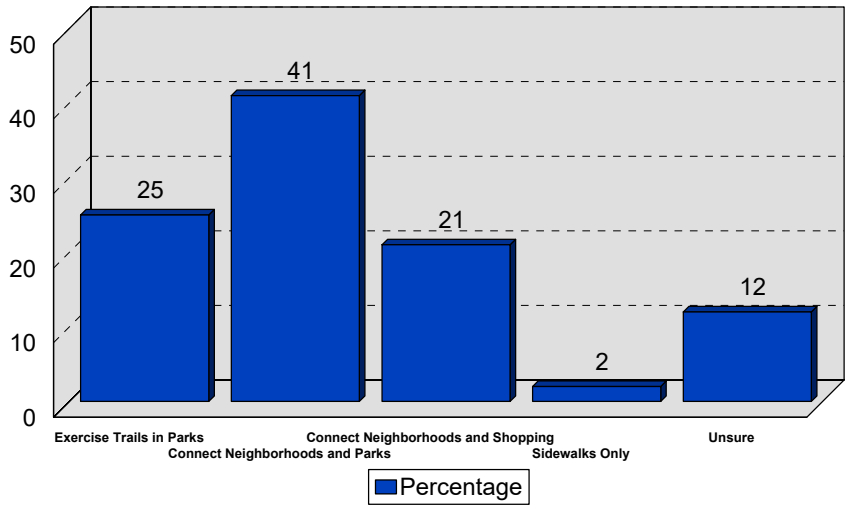
2016 City of Roseville



The **Morris** **Leatherman** Company

Top Priority for System

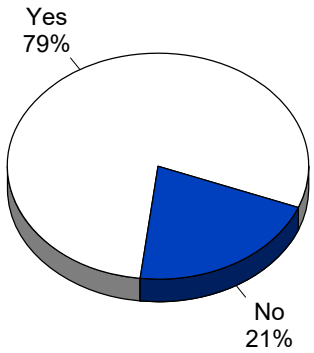
2016 City of Roseville



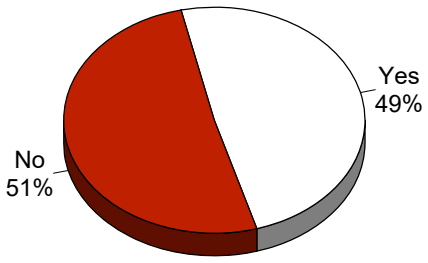
The Morris Leatherman Company

New Park Buildings

2016 City of Roseville



Aware of New Park Buildings

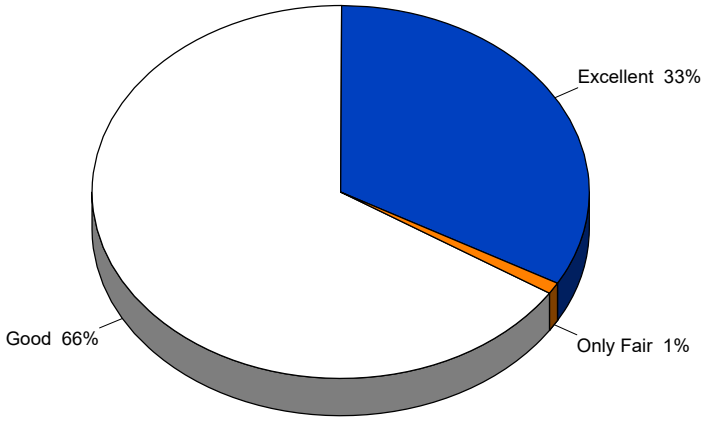


Visited or Used New Park Buildings

The Morris Leatherman Company

City Park and Recreation Facilities

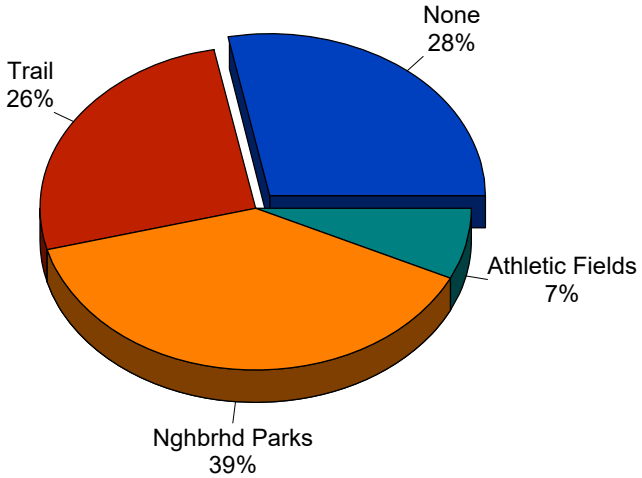
2016 City of Roseville



The **Morris** **Leatherman** Company

Facility Used Most Often

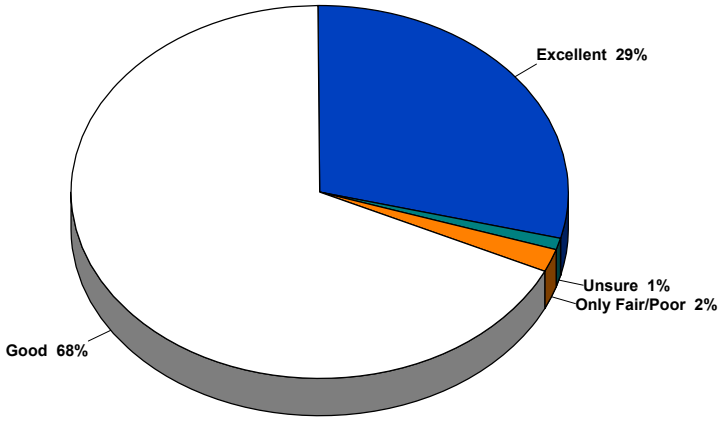
2016 City of Roseville



The **Morris** **Leatherman** Company

Upkeep and Maintenance

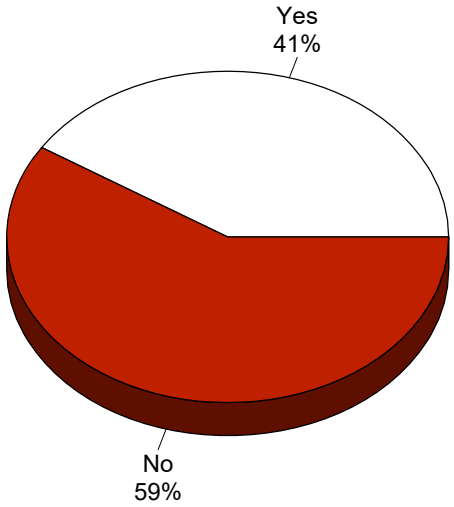
2016 City of Roseville



The **Morris** **Leatherman** Company

Participation in City Programs

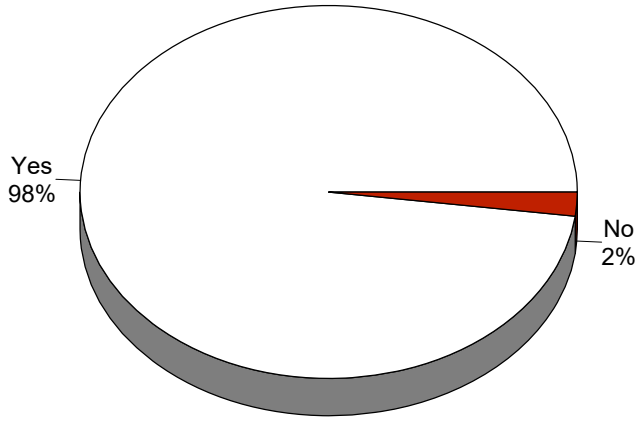
2016 City of Roseville



The **Morris** **Leatherman** Company

Facilities Meet Needs

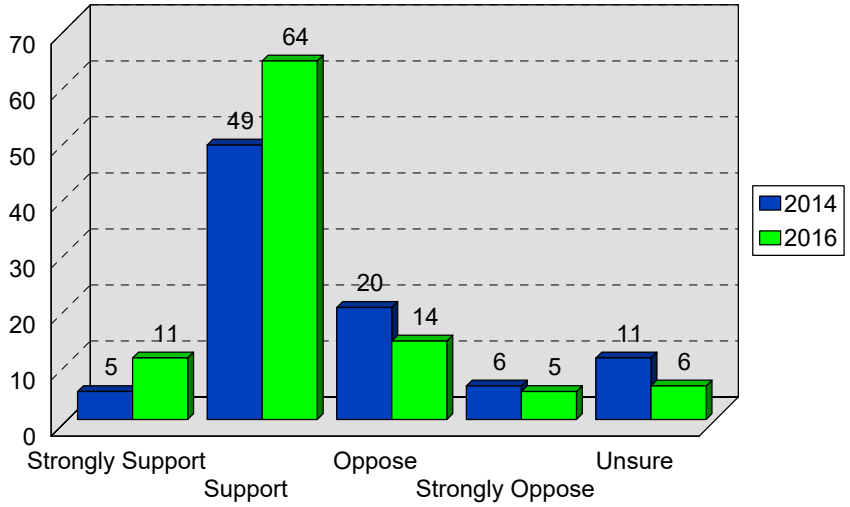
2016 City of Roseville



The Morris Leatherman Company

Construction of Community Center

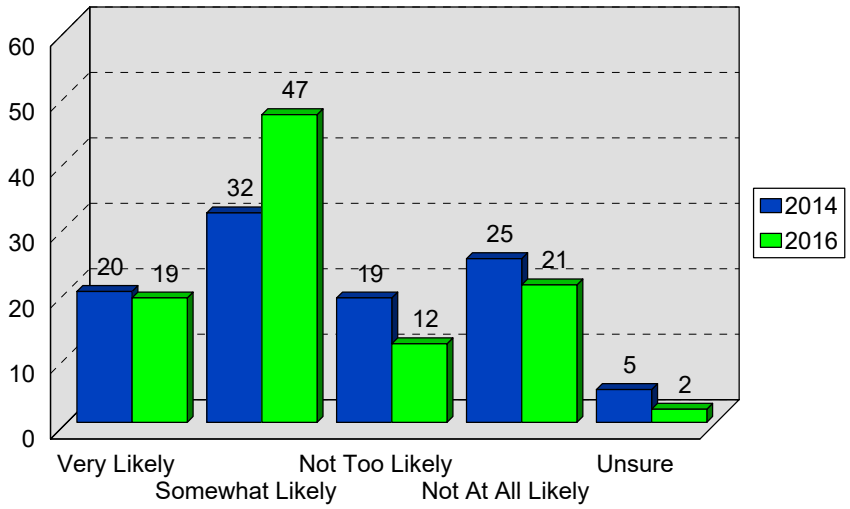
2016 City of Roseville



The Morris Leatherman Company

Potential Use of Community Center

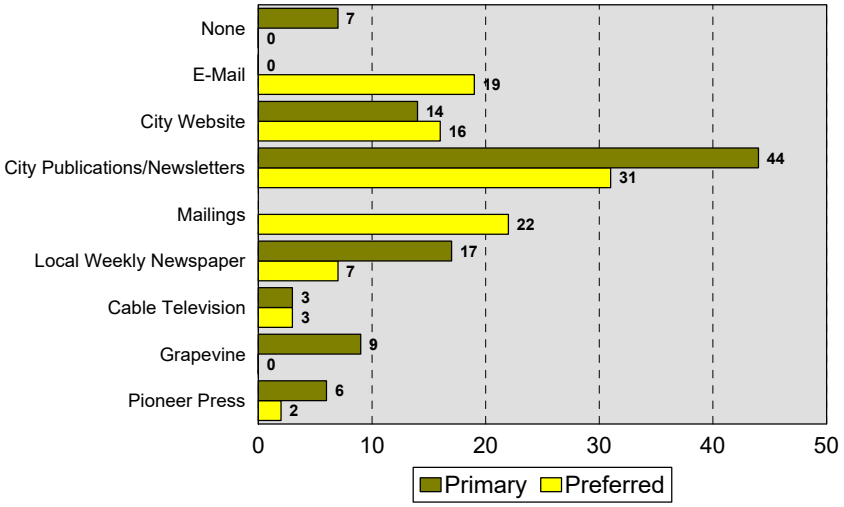
2016 City of Roseville



The **Morris Leatherman** Company

Sources of Information

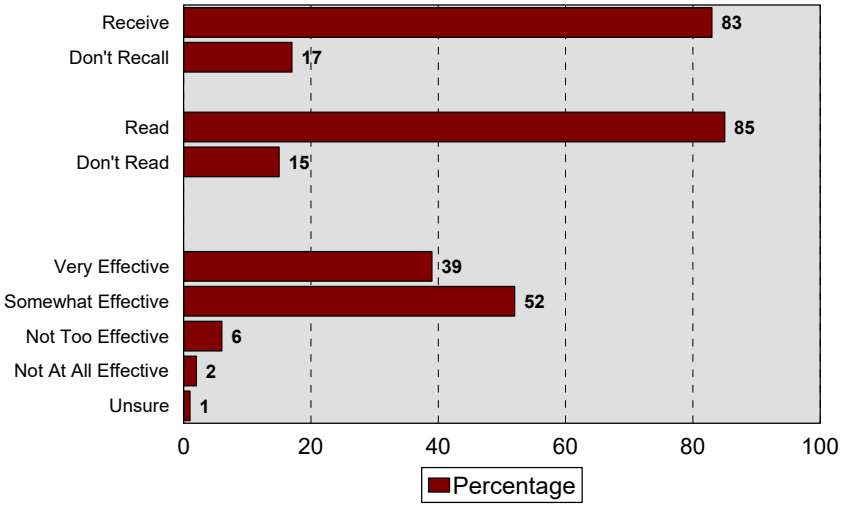
2016 City of Roseville



The **Morris Leatherman** Company

"Roseville City News"

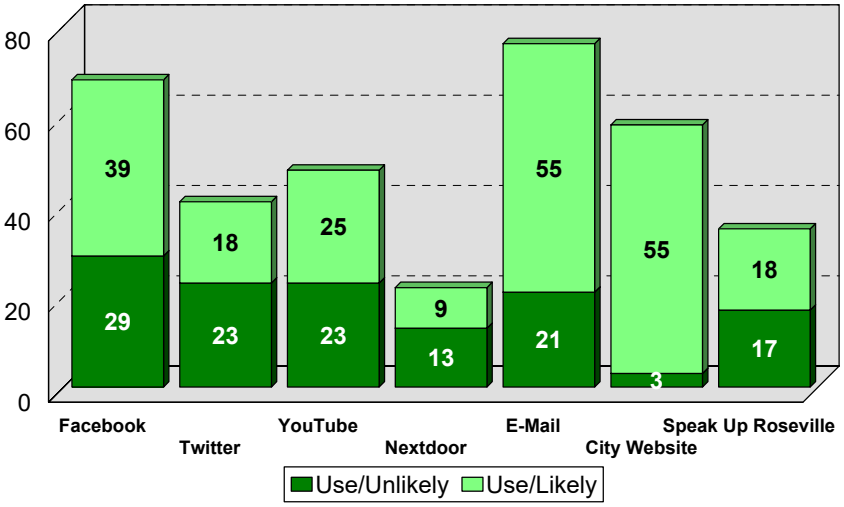
2016 City of Roseville



The Morris Leatherman Company

Potential Use of Social Media

2016 City of Roseville



The Morris Leatherman Company

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

City of Roseville
Residential Survey
FINAL APRIL 2016

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

1. Approximately how many years have you lived in Roseville?

LESS THAN TWO YEARS	6%
TWO TO FIVE YEARS	15%
FIVE TO TEN YEARS	21%
TEN TO TWENTY YEARS	24%
20 TO 30 YEARS	17%
OVER THIRTY YEARS	17%
DON'T KNOW/REFUSED	0%

2. As things stand now, how long in the future do you expect to live in Roseville?

LESS THAN TWO YEARS	3%
TWO TO FIVE YEARS	14%
SIX TO TEN YEARS	23%
OVER TEN YEARS	57%
DON'T KNOW/REFUSED	4%

3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor?

EXCELLENT	46%
GOOD	53%
ONLY FAIR	1%
POOR	0%
DON'T KNOW/REFUSED	0%

4. What do you like most, if anything, about living in Roseville?

DON’T KNOW/REFUSED	1%
NOTHING	2%
CONVENIENT LOCATION	8%
NEIGHBORHOOD/HOUSING	18%
SAFE	14%
FRIENDLY PEOPLE	13%
CLOSE TO FAMILY	10%
CLOSE TO JOB	9%
SCHOOLS	7%
PARKS/TRAILS	9%
SHOPPING	3%
QUIET AND PEACEFUL	7%

5.	What do you think is the most serious issue facing Roseville today?	DON’T KNOW/REFUSED.....5% NOTHING.....36% HIGH TAXES.....10% RISING CRIME.....13% POOR CITY SPENDING.....8% LACK OF JOBS/BUSINESS...7% AGING POPULATION.....6% AGING INFRASTRUCTURE....4% STREET REPAIR.....6% TOO MUCH GROWTH.....3% SCHOOL FUNDING.....2% SCATTERED.....1%
6.	All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?	RIGHT DIRECTION.....95% WRONG TRACK.....3% DON'T KNOW/REFUSED.....2%

IF "WRONG TRACK," ASK: (n=13)

7.	Please tell me why you feel things have gotten off on the wrong track?	DON’T KNOW/REFUSED.....0% HIGH TAXES.....8% POOR CITY SPENDING.....39% STREET REPAIR.....8% RISING CRIME.....15% GROWING DIVERSITY.....23% NEED MORE JOBS.....8%

8.	How would you rate the sense of community identity among residents in Roseville -- would you say it is very strong, somewhat strong, not too strong, or not at all strong?	VERY STRONG.....39% SOMEWHAT STRONG.....52% NOT TOO STRONG.....7% NOT AT ALL STRONG.....1% DON'T KNOW/REFUSED.....2%
9.	Please tell me which of the following do you feel the closest connection to -- the City of Roseville as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	CITY OF ROSEVILLE.....25% NEIGHBORHOOD.....48% SCHOOL DISTRICT.....6% CHURCH.....5% WORKPLACE.....4% FAMILY/FRIENDS.....12% DON'T KNOW/REFUSED.....1%
10.	Do you feel accepted in the City of Roseville?	YES.....99% NO.....1% DON’T KNOW/REFUSED.....0%

IF "NO," ASK: (n=4)

11. Why do you feel that way?

UNFRIENDLY PEOPLE, 50%; DON'T KNOW NEIGHBORS, 50%.

Let's spend a few minutes discussing the future of the City of Roseville.

12. When thinking about a city's quality of life, what do you think is the most important aspect of that quality?

DON'T KNOW/REFUSED	1%
SAFETY	25%
SENSE OF COMMUNITY	18%
GOOD SCHOOLS	17%
UPKEEP OF CITY	16%
OPEN SPACE/NATURE	6%
PARKS/RECREATION	5%
UPKEEP OF HOUSING	6%
QUIET AND PEACEFUL	6%

13. What aspects, if any, of the community should be fixed or improved in the future?

DON'T KNOW/REFUSED	6%
NOTHING	33%
LOWER TAXES	13%
BETTER ROADS	14%
MORE JOBS	14%
MORE PUBLIC TRANSIT	6%
MORE SENIOR HOUSING	4%
LESS AFFORDABLE HOUSING	2%
SIDEWALKS	4%
SCATTERED	4%

14. What, if anything, is currently missing from the City of Roseville which, if present, would greatly improve the quality of life for residents?

DON'T KNOW/REFUSED	5%
NOTHING	54%
MORE PUBLIC TRANSIT	16%
MORE JOBS	7%
MORE ENTERTAINMENT	4%
MORE AFFORDABLE HOUSING	8%
SIDEWALKS	5%
SCATTERED	2%

I would like to read a list of characteristics others have mentioned that indicate a city has a high quality of life.

15. Please tell me which one you think is most important for a city to have? (ROTATE AND READ LIST)

16. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)
17. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)

	MOST	SEC	LST
HIGH PROPERTY VALUES	4%	8%	12%
WELL MAINTAINED PROPERTIES	14%	13%	4%
LOW PROPERTY TAXES	14%	7%	1%
LOW CRIME RATE	30%	23%	1%
GOOD SCHOOL SYSTEM	21%	22%	3%
VARIETY OF SHOPPING OPPORTUNITIES	1%	4%	23%
VARIETY OF PARK AND RECREATION OPPORTUNITIES	3%	6%	8%
JOB OPPORTUNITIES	4%	8%	5%
COMMUNITY EVENTS AND FESTIVALS	2%	1%	32%
SENSE OF COMMUNITY	7%	9%	7%
ELSE	0%	0%	1%
DON’T KNOW/REFUSED	0%	0%	4%

Let's discuss recreational opportunities in the community....

18. How would you rate park and recreational facilities in Roseville -- excellent, good, only fair, or poor?

EXCELLENT	33%
GOOD	66%
ONLY FAIR	1%
POOR	0%
DON'T KNOW/REFUSED	0%

19. Which Roseville recreation facilities, if any, do you or members of your household use most frequently?

DON’T KNOW/REFUSED	0%
NONE	28%
TRAILS	26%
NEIGHBORHOOD PARKS	39%
ATHLETIC FIELDS	7%

20. How would you rate the upkeep and maintenance of Roseville City Parks -- excellent, good, only fair, or poor?

EXCELLENT	29%
GOOD	68%
ONLY FAIR	1%
POOR	1%
DON'T KNOW/REFUSED	1%

21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs?

YES	41%
NO	59%
DON'T KNOW/REFUSED	0%

22. Are there any park and recreation programs you would like to see offered or expanded?

NO, 86%; EVENTS IN PARKS, 5%; FARMERS MARKET, 2%; SENIOR PROGRAMS, 2%; TEEN PROGRAMS, 2%; SCATTERED, 3%.

23. How often do you or members of your household use the trail system, weather permitting -- twice or more per week, weekly, two or three times per month, monthly, quarterly, less frequently or not at all?

TWICE OR MORE A WEEK...11%
WEEKLY.....15%
TWO/THREE PER MONTH....34%
MONTHLY.....11%
QUARTERLY.....2%
LESS FREQUENTLY.....8%
NOT AT ALL.....20%
DON'T KNOW/REFUSED.....0%

24. Are there any areas in the City of Roseville that are lacking trails or pathways? (IF "YES," ASK:) Where would that be?

UNSURE, 3%; NO, 95%; CONNECT EXISTING TRAILS, 2%.

25. Which of the following would be your top priority for the City's trails and sidewalk system? (ROTATE)

CONSTRUCTION OF ADDITIONAL TRAILS FOR EXERCISE WITHIN PARKS.....25%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND PARKS.....41%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND SHOPPING AND BUSINESS AREAS.....21%
ELSE (_____).....2%
DON'T KNOW/REFUSED.....12%

In the past year, the City has opened new park buildings at Autumn Grove, Lexington, Rosebrook, Oasis, Sandcastle and Villa Parks.

26. Are you aware of these new park buildings?

YES.....79%
NO.....21%
DON'T KNOW/REFUSED.....1%

27. Have you or members of your household visited or used one of the new park buildings?

YES.....49%
NO.....50%
DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=197)

28.	How would you rate your experience – excellent, good, only fair or poor?	EXCELLENT.....43% GOOD.....56% ONLY FAIR.....1% POOR.....0% DON'T KNOW/REFUSED.....0%
29.	Would you consider using one of the new park buildings again the future?	YES.....95% NO.....3% DON'T KNOW/REFUSED.....2%

IF "NO" IN QUESTION #27, ASK: (n=200)

30. Why haven't you or members of your household visited or used one of the new park buildings?

UNSURE, 5%; NO INTEREST, 28%; NO TIME/TOO BUSY, 40%; AGE/HEALTH, 18%; TOO FAR, 10%.

31.	Do you feel the current mix of recreational or sports facilities meet the needs of members of your household?	YES.....98% NO.....2% DON'T KNOW/REFUSED.....1%

IF "NO," ASK: (n=6)

32. What facilities do you feel are missing?

TENNIS COURTS, 33%; HANDICAP ACCESS, 50%; COMMUNITY CENTER, 17%.

There have been on-going discussions in the community about the need for a Community Center that would provide community gathering space for recreation, programs and meetings.

33.	Do you support or oppose the construction of a Community Center by the City of Roseville? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....11% SUPPORT.....64% OPPOSE.....14% STRONGLY OPPOSE.....5% DON'T KNOW/REFUSED.....6%
34.	If a Community Center were built, how likely would you or members of your household be to use the facility -- very likely, somewhat likely, not too likely, or not at all likely?	VERY LIKELY.....19% SOMEWHAT LIKELY.....47% NOT TOO LIKELY.....12% NOT AT ALL LIKELY.....21% DON'T KNOW/REFUSED.....2%

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? (ROTATE)

		EXCL	GOOD	FAIR	POOR	DK/R
35.	Police protection?	62%	35%	2%	1%	1%
36.	Fire protection?	63%	33%	0%	0%	4%
37.	Emergency medical services?	56%	39%	0%	0%	5%
38.	Sewer and water?	27%	66%	6%	0%	1%
39.	Drainage and flood control?	26%	67%	3%	0%	4%
40.	Building inspections?	29%	59%	2%	0%	11%
41.	Animal control?	40%	48%	5%	2%	6%
42.	Code enforcement?	31%	57%	2%	1%	10%

IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR," ASK: (n=71)

43. Why did you rate _____ as (only fair/poor)?

DON'T KNOW/REFUSED.....0%
COULD IMPROVE.....3%
FLOODING.....17%
MORE PATROLLING.....9%
POOR INSPECTIONS.....4%
TURKEYS/COYOTES.....30%
RUNDOWN HOMES.....10%
POOR WATER TASTE.....22%
LOOSE DOGS.....3%
SCATTERED.....3%

Now, for the next six city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 35W, Highway 36, County Road C or Lexington Avenue, should not be considered. How would you rate ....

		EXCL	GOOD	FAIR	POOR	DK/R
44.	Street repair and maintenance?	32%	50%	16%	3%	0%
45.	Snow plowing?	34%	59%	7%	1%	0%
46.	Trail and pathway plowing in parks?	28%	61%	5%	0%	7%
47.	Trail and pathway plowing in neighborhoods?	37%	48%	8%	0%	7%

	EXCL	GOOD	FAIR	POOR	DK/R
48. Pathway repair and maintenance in the parks?	33%	55%	5%	1%	7%
49. Pathway repair and maintenance in neighborhoods?	23%	68%	4%	1%	5%

50. Do you consider the city portion of your property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?

VERY HIGH	7%
SOMEWHAT HIGH	37%
ABOUT AVERAGE	43%
SOMEWHAT LOW	0%
VERY LOW	0%
DON'T KNOW/REFUSED	13%

51. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?

FAVOR	58%
OPPOSE	38%
DON'T KNOW/REFUSED	5%

52. 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	76%
ONLY FAIR	2%
POOR	0%
DON'T KNOW/REFUSED	4%

For each of the following long-term infrastructure projects, please tell me if you strongly support the City continuing to invest in it, somewhat support, somewhat oppose or strongly oppose.

	STS	SMS	SMO	STO	DKR
53. Water and sewer pipes?	39%	47%	12%	1%	1%
54. City buildings?	33%	41%	15%	10%	1%
55. Pedestrian pathways?	37%	44%	14%	5%	1%
56. Bikeways?	37%	38%	19%	6%	1%
57. City roads?	43%	46%	7%	4%	0%

Changing topics....

58. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Roseville runs things?

YES	80%
NO	14%
DON'T KNOW/REFUSED	6%

59. From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?

STRONGLY APPROVE	20%
APPROVE	73%
DISAPPROVE	4%
STRONGLY DISAPPROVE	0%
DON'T KNOW/REFUSED	3%

IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK: (n=16)

60. Why do you feel that way?

POOR JOB	6%
POOR SPENDING	31%
COULD IMPROVE	13%
HIGH TAXES	19%
DON'T LISTEN	31%

61. From what you have heard or seen, how would you rate the job performance of the Roseville City staff -- excellent, good, only fair, or poor?

EXCELLENT	33%
GOOD	64%
ONLY FAIR	1%
POOR	1%
DON'T KNOW/REFUSED	1%

IF "ONLY FAIR" OR "POOR," ASK: (n=7)

62. Why do you feel that way?

POOR SPENDING	43%
COULD IMPROVE	29%
DON'T LISTEN	29%
RUDE/UNPROFESSIONAL	04

Thinking about another topic....

63. How would you rate the general condition and appearance of Roseville -- excellent, good, only fair, or poor?

EXCELLENT	32%
GOOD	66%
ONLY FAIR	2%
POOR	0%
DON'T KNOW/REFUSED	0%

IF "ONLY FAIR" OR "POOR," ASK: (n=9)

64. Why do you feel that way?

RUNDOWN HOMES	44%
MESSY YARDS	33%
RUNDOWN BUSINESSES	11%
JUNK CARS	11%

65. Over the past two years, has the appearance of Roseville improved, declined or remained the same?

IMPROVED	31%
DECLINED	7%
REMAINED THE SAME	61%
DON'T KNOW/REFUSED	1%

66. How would you rate the job the City does enforcing city codes on nuisances – excellent, good, only fair or poor?

EXCELLENT	26%
GOOD	67%
ONLY FAIR	4%
POOR	0%
DON'T KNOW/REFUSED	3%

IF "ONLY FAIR" OR "POOR," ASK: (n=16)

67. What nuisances does the City need to do a better job of enforcing?

DON'T KNOW/REFUSED	0%
MESSY YARDS	44%
RUNDOWN HOMES	25%
JUNK CARS	6%
LOOSE ANIMALS	25%

The City of Roseville offers a housing program for residential home improvements.

68. Prior to this survey, were you aware of this housing program?

YES	57%
NO	43%
DON'T KNOW/REFUSED	0%

The City also sponsors free "home sweet home" seminars and workshops at the Roseville Library. In the past, these workshops have featured information about home remodeling, landscaping and gardening, aging in place and energy efficiency.

69. Prior to this survey, were you aware of these workshops?

YES	52%
NO	48%
DON'T KNOW/REFUSED	0%

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

I would like to read you a short list of public safety concerns.

70. Please tell me which one you consider to be the greatest concern in Roseville? If you feel that none of these problems are serious in Roseville, just say so.

Violent crime.....5%
Drugs.....9%
Youth crimes and vandalism.....19%
Break-ins and theft from automobiles.....11%
Business crimes, such as shop-
lifting and check fraud.....5%
Residential crimes, such as
burglary, and theft.....9%
Traffic speeding.....18%
Identity theft.....1%
ALL EQUALLY.....2%
NONE OF THE ABOVE.....21%
DON'T KNOW/REFUSED.....1%

71. How would you rate the amount of patrolling the Roseville Police Department does in your neighborhood -- would you say they do too much, about the right amount, or not enough?

TOO MUCH.....2%
ABOUT RIGHT AMOUNT.....90%
NOT ENOUGH.....8%
DON'T KNOW/REFUSED.....0%

Changing topics...

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Roseville 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
72.	Affordable rental units?	21%	24%	52%	4%
73.	Market rate rental units?	19%	21%	53%	8%
74.	Condominiums?	12%	25%	55%	8%
75.	Townhomes?	16%	28%	48%	8%
76.	Affordable owner-occupied housing?	22%	22%	54%	3%
77.	"Move up" housing?	26%	20%	50%	4%
78.	Higher cost housing?	24%	20%	51%	6%
79.	Assisted living for seniors?	13%	25%	51%	12%
80.	Parks and open spaces?	15%	16%	68%	1%
81.	Trails and bikeways?	18%	16%	65%	2%
82.	Service and retail establishments?	17%	16%	67%	1%
83.	Entertainment and dining opportunities?	17%	16%	67%	1%

84. If you were going to move from your current home for upgrading, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed or not at all committed?

VERY COMMITTED	49%
SOMEWHAT COMMITTED	45%
NOT TOO COMMITTED	5%
NOT AT ALL COMMITTED	1%
DON'T KNOW/REFUSED	1%

85. And, if you were going to move from your current home for downsizing, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed, or not at all committed?

VERY COMMITTED	51%
SOMEWHAT COMMITTED	43%
NOT TOO COMMITTED	4%
NOT AT ALL COMMITTED	1%
DON'T KNOW/REFUSED	2%

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED IN QUESTIONS #84 OR #85, ASK: (n=21)

86. Is there anything missing or could be improved in Roseville that would make you committed to staying?

NO, 33%; LOWER PROPERTY TAXES, 33%; IMPROVE SAFETY, 14%; MORE PARKS AND TRAILS, 5%; MORE DIVERSITY, 14%.

Changing topics....

The City contracts with a local company for curbside recycling services. Currently, residents are provided a single-sort recycling cart, and recyclables are picked up every two weeks.

87. Do you participate in the curbside recycling program by separating recyclable items from the rest of your garbage?

YES	75%
NO	25%
DON'T KNOW/REFUSED	1%

IF "NO," ASK: (n=99)

88. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?

UNSURE, 1%; DON'T HAVE ENOUGH, 40%; DON'T WANT TO SEPARATE FROM GARBAGE, 18%; BUILDING/ASSOCIATION TAKES CARE OF, 13%; DON'T RECYCLING, 27%.

89. Are there any changes or improvements in the service which could be made to induce you to participate in it?

DON'T KNOW/REFUSED, 3%; NO, 96%; DON'T SEPARATE FROM GARBAGE, 1%.

IF "YES" IN QUESTION #87, ASK: (n=298)

90.	How often do you put recyclables out for collection -- every two weeks, monthly, or less often?	EVERY TWO WEEKS.....72% MONTHLY.....27% LESS OFTEN.....2% DON'T KNOW/REFUSED.....0%

When you think of the recylables your household generates...

91.	Would you favor or oppose a change to an every week collection schedule for recylables? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....6% FAVOR.....20% OPPOSE.....63% STRONGLY OPPOSE.....7% DON'T KNOW/REFUSED.....5%

IF "STRONGLY FAVOR" OR "FAVOR,ASK: (n=77)

92.	Would you still favor a change to an every week recycling collection schedule if it increased your costs?	YES.....53% NO.....36% DON'T KNOW/REFUSED.....10%

93. Are there any changes or improvements in the curbside recycling program you would like to see?

NO, 87%; MORE TIMELY PICKUP, 4%; BIGGER CONTAINERS, 6%; SCATTERED, 2%

As you may know, some cities have begun a curbside collection program for compostable waste called "organics," such as food scraps and non-recyclable paper.

94.	Do you support or oppose a curbside collection program for compostable waste for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....5% SUPPORT.....27% OPPOSE.....41% STRONGLY OPPOSE.....8% DON'T KNOW/REFUSED.....20%

IF A RESPONSE IS GIVEN, ASK: (n=318)

95. Why do you feel that way?

DON'T KNOW/REFUSED, 4%; DON'T WANT AN ADDITIONAL FEE, 32%; HOUSEHOLD WOULD USE, 6%; HOUSEHOLD WOULD NOT USE, 15%; BETTER FOR THE ENVIRONMENT, 31%; DON'T WANT TO SEPARATE, 8%; BAD ODORS, 5%.

96. If a curbside collection program for compostable waste was available, how likely would your household be to participate in it - very likely, somewhat likely, not too likely or not at all likely?	VERY LIKELY.....12% SOMEWHAT LIKELY.....38% NOT TOO LIKELY.....22% NOT AT ALL LIKELY.....25% DON'T KNOW/REFUSED.....4%

Continuing....

97. How would you rate the City's overall performance in communicating key local issues to residents in its publications, website, mailings, and on cable television -- excellent, good, only fair, or poor?	EXCELLENT.....16% GOOD.....77% ONLY FAIR.....6% POOR.....0% DON'T KNOW/REFUSED.....1%
98. What is your primary source of information about the City of Roseville?	DON'T KNOW/REFUSED.....0% NONE.....7% CITY NEWSLETTER.....44% LOCAL NEWSPAPER.....17% CITY WEBSITE.....14% CABLE TELEVISION.....3% WORD OF MOUTH.....9% PIONEER PRESS.....6%
99. How would you most prefer to receive information about Roseville City Government and its activities -- (ROTATE) e-mail, information on the city's website, city publications and newsletters, mailings to your home, local weekly newspaper coverage, cable television programming, the city's Facebook page, the City's Twitter feed or Nextdoor?	E-MAIL.....19% CITY WEBSITE.....16% PUBLICATIONS/NEWSLTRS..31% MAILINGS TO HOME.....22% LOCAL WEEKLY PAPERS.....7% CABLE TV.....3% CITY FACEBOOK PAGE.....0% TWITTER.....0% NEXTDOOR.....0% PIONEER PRESS.....2%

100. Do you recall receiving the City publication -- "Roseville City News" -- during the past year?	YES.....83% NO.....17% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=333)

101. Do you or any members of your household regularly read it?	YES.....85% NO.....15% DON'T KNOW/REFUSED.....0%
102. How effective is this city publication in keeping you informed about activities in the city -- very effective, somewhat effective, not too effective, or not at all effective?	VERY EFFECTIVE.....39% SOMEWHAT EFFECTIVE.....52% NOT TOO EFFECTIVE.....6% NOT AT ALL EFFECTIVE....2% DON'T KNOW/REFUSED.....1%

I would like to ask you about social media sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Roseville.

	NOT USE	USE LIK	USE NLK	DK/ REF
103. Facebook?	33%	39%	29%	0%
104. Twitter?	59%	18%	23%	0%
105. YouTube?	52%	25%	23%	0%
106. Nextdoor?	77%	9%	13%	1%
107. E-mail?	25%	55%	21%	0%
108. City website?	42%	55%	3%	0%
109. Speak Up Roseville?	64%	18%	17%	2%

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.

110. Persons 65 or over?	NONE.....74% ONE.....14% TWO OR MORE.....12%
111. Adults between the ages of 50 and 64 years of age?	NONE.....79% ONE.....13% TWO MORE.....8%

112. Adults between the ages of 18 and 49 years of age?	NONE.....35% ONE.....22% TWO.....41% THREE OR MORE.....2%
113. School-aged children and pre-schoolers?	NONE.....75% ONE.....13% TWO.....11% THREE OR MORE.....2%
114. Do you own or rent your present residence?	OWN.....66% RENT.....34% REFUSED.....0%
115. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....6% 25-34.....15% 35-44.....18% 45-54.....25% 55-64.....15% 65 AND OVER.....22%
116. Which of the following best describes your household: (READ) A. Single, no other family at home. B. Single parent with children at home. C. Married or partnered, with children at home. D. Married or partnered with no children or no children at home. E. Something else.	SINGLE/NO OTHER.....33% SINGLE PARENT.....7% MAR/PARTN/CHILDREN.....19% MAR/PARTN/NO CHILD.....41% SOMETHING ELSE.....0% DON'T KNOW/REFUSED.....0%
117. 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.....71% AFRICAN-AMERICAN.....11% HISPANIC-LATINO.....5% ASIAN-PACIFIC ISLAND....9% NATIVE AMERICAN.....2% SOMETHING ELSE.....0% MIXED/BI-RACIAL.....2% DON'T KNOW.....0% REFUSED.....1%

118. Do you live north or south of Highway 36? (WAIT FOR RESPONSE) Do you east or west of Snelling Avenue?	NORTHWEST.....15% NORTHEAST.....45% SOUTHEAST.....25% SOUTHWEST.....15% DON'T KNOW/REFUSED.....0%
119. Gender (DO NOT ASK)	MALE.....48% FEMALE.....52%