

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

SHOREVIEW RESIDENTIAL
QUALITY OF LIFE STUDY
FINAL AUGUST 2015

Hello, I'm _____ of the Morris Leatherman Company, a nationwide polling firm located in Minneapolis. We've been retained by the City of Shoreview to speak with a random sample of residents about issues facing the city. This survey is being taken because the City is interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- | | |
|--|--|
| 1. Approximately how many years have you lived in Shoreview? | LESS THAN TWO YEARS.....4%
TWO TO FIVE YEARS.....15%
SIX TO TEN YEARS.....18%
ELEVEN - TWENTY YRS....26%
OVER TWENTY YEARS.....38%
DON'T KNOW/REFUSED.....0% |
| 2. As things stand now, how long in the future do you expect to live in Shoreview? | LESS THAN TWO YEARS.....4%
TWO TO FIVE YEARS.....6%
SIX TO TEN YEARS.....9%
OVER TEN YEARS.....73%
DON'T KNOW/REFUSED.....9% |
| 3. How would you rate the quality of life in Shoreview -- excellent, good, only fair, or poor? | EXCELLENT.....58%
GOOD.....40%
ONLY FAIR.....2%
POOR.....0%
DON'T KNOW/REFUSED.....0% |
| 4. What do you like most about living in Shoreview? | LOCATION.....11%
SCHOOLS.....11%
QUIET.....15%
PEOPLE.....10%
GOOD COMMUNITY.....20%
PARKS.....5%
RURAL/OPEN SPACE.....7%
SMALL TOWN FEEL.....7%
NEIGHBORHOOD/HOUSING....8%
CITY SERVICES.....3%
SAFE.....3%
SCATTERED.....1% |

5. All in all, do you think things in Shoreview are generally headed in the right direction, or do you feel things are off on the wrong track? RIGHT DIRECTION.....97%
WRONG TRACK.....2%
DON'T KNOW/REFUSED.....1%
6. How would you rate the sense of community identity among residents in Shoreview -- would you say it is very strong, somewhat strong, not too strong, or not at all strong? VERY STRONG.....31%
SOMEWHAT STRONG.....56%
NOT TOO STRONG.....9%
NOT AT ALL STRONG.....1%
DON'T KNOW/REFUSED.....4%
7. Please tell me which of the following do you feel the closest connection to -- the City of Shoreview as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be? CITY OF SHOREVIEW.....27%
NEIGHBORHOOD.....42%
SCHOOL DISTRICT.....8%
CHURCH.....10%
WORKPLACE.....2%
FAMILY/FRIENDS.....9%
DON'T KNOW/REFUSED.....1%
SCATTERED.....1%
8. Would you recommend living in the City of Shoreview to others? YES.....98%
NO.....1%
DON'T KNOW/REFUSED.....1%
9. What aspects, if any, of the community should be fixed or improved in the future?

UNSURE, 13%; NOTHING, 36%; RECREATION FACILITIES, 2%;
RAINBOW GROCERY STORE SITE, 3%; PARKS/TRAILS, 2%; ROADS, 5%;
RETAIL, 3%; PUBLIC TRANSIT, 5%; SENSE OF COMMUNITY, 3%;
COMMUNICATION, 2%; RESTAURANTS, 3%; GROCERY STORE, 3%;
SIDEWALKS, 3%; RECREATION PROGRAMS, 2%; SCATTERED, 15%.
10. What, if anything, is currently missing from the City of Shoreview which, if present, would greatly improve the quality of life for residents?

UNSURE, 11%; NOTHING, 46%; RECREATION FACILITIES, 2%;
RETAIL, 7%; ENTERTAINMENT, 3%; LESS ROAD CONSTRUCTION, 2%;
RESTAURANTS, 8%; GROCERY STORE, 12%; SIDEWALKS, 3%;
SCATTERED, 6%.

I would now like to read a list of characteristics which are a part of the overall quality of life in a community. First, for each one tell me if it is a very important aspect of the quality of life, a somewhat important aspect, a not very important aspect or not at all important aspect of the quality of life.

	VIM	SIM	NVI	NAA	DKR
11. Parks and trails?	52%	40%	7%	2%	0%
12. Recreational programs?	47%	44%	6%	2%	0%
13. Schools?	78%	19%	2%	0%	1%
14. Open space?	43%	48%	8%	1%	0%
15. Lakes?	43%	47%	9%	1%	0%
16. Shopping opportunities?	31%	46%	20%	4%	0%
17. Public safety?	76%	19%	4%	1%	0%
18. Community celebrations?	29%	53%	15%	3%	1%
19. Theater and Arts?	15%	54%	27%	4%	1%
20. Public transportation?	27%	45%	20%	8%	1%

Now for each one, please rate the City of Shoreview on that characteristic as excellent, good, only fair or poor.

	EXC	GOO	FAI	POO	DKR
21. Parks and trails?	45%	47%	7%	0%	1%
22. Recreational programs?	33%	54%	8%	1%	4%
23. Schools?	64%	27%	5%	0%	4%
24. Open space?	47%	42%	11%	0%	1%
25. Lakes?	39%	50%	10%	0%	1%
26. Shopping opportunities?	22%	46%	27%	5%	1%
27. Public safety?	58%	34%	7%	0%	1%
28. Community celebrations?	21%	57%	18%	1%	4%
29. Theater and Arts?	12%	54%	24%	4%	6%
30. Public transportation?	13%	34%	32%	14%	8%

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

31. How would you rate park and recreational facilities in Shoreview	EXCELLENT.....	33%
-- excellent, good, only fair, or	GOOD.....	63%
poor?	ONLY FAIR.....	2%
	POOR.....	0%
	DON'T KNOW/REFUSED.....	2%

32. Which Shoreview park, if any, do you or members of your household use most frequently?	DON'T KNOW/REFUSED.....4% NONE.....15% SHOREVIEW COMMONS.....13% MCCULLOUGH.....5% LAKE JUDY.....5% WILSON.....4% SITZER.....3% BOBBY THEISEN.....4% ISLAND LAKE.....7% SNAIL LAKE.....15% BUCHER.....2% SHAMROCK.....3% LAKE OWASSO.....6% TURTLE LAKE.....9% RICE CREEK REGIONAL.....4%
33. How would you rate the upkeep and maintenance of Shoreview City Parks -- excellent, good, only fair, or poor?	EXCELLENT.....35% GOOD.....62% ONLY FAIR.....3% POOR.....0% DON'T KNOW/REFUSED.....0%
34. Do you feel the current mix of recreational or sports facilities meets the needs of members of your household?	YES.....92% NO.....6% DON'T KNOW/REFUSED.....3%
35. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs?	YES.....40% NO.....59% DON'T KNOW/REFUSED.....2%
36. Does the current mix of city-sponsored recreational programs meet the needs of members of your household?	YES.....89% NO.....8% DON'T KNOW/REFUSED.....4%

Changing focus....

37. During the past year, have you or any members of your household used the Shoreview Community Center?	YES.....50% NO.....50% DON'T KNOW/REFUSED.....1%
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IF "NO," SKIP TO QUESTION #45.

IF "YES," ASK: (n=198)

38. Are you or members of your household currently members of the Shoreview Community Center? (IF "NO," ASK:) Were you members in the past?

YES.....	40%
NO/YES.....	22%
NO/NO.....	37%
DON'T KNOW/REFUSED.....	0%

For each of the following characteristics of the Shoreview Community Center, rate the facility as excellent, good, only fair, or poor. If you have no opinion, just say so....

	EXCL	GOOD	FAIR	POOR	DK/R
39. Customer service?	45%	52%	3%	0%	1%
40. Operating hours?	39%	52%	9%	0%	1%
41. Cleanliness?	47%	46%	7%	1%	0%
42. Cost of membership?	28%	44%	22%	2%	4%
43. Cost of programs?	33%	42%	21%	3%	2%
44. Overall experience?	49%	49%	3%	0%	0%

Changing topics....

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

	EXCL	GOOD	FAIR	POOR	DK/R
45. Police protection?	54%	41%	3%	1%	2%
46. Fire protection?	57%	36%	3%	0%	4%
47. Sewer and water?	31%	56%	12%	1%	1%
48. Drainage and flood control?	25%	57%	13%	2%	3%
49. Building inspections?	21%	46%	9%	1%	22%
50. Animal control?	30%	52%	11%	1%	6%
51. Pond maintenance?	20%	48%	17%	3%	13%

For the next set of city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means you should exclude state and county roads, such as Highway 96, Highway 49 and Lexington Avenue, that are taken care of by other levels of government. Keeping that in mind, would you rate each of the following as excellent, good, only fair or poor.....

	EXCL	GOOD	FAIR	POOR	DK/R
52. Street repair and maintenance?	22%	59%	17%	2%	0%
53. Trail maintenance?	35%	51%	9%	1%	5%

	EXCL	GOOD	FAIR	POOR	DK/R
54. Snow plowing of residential streets?	35%	50%	13%	2%	0%
55. Snow plowing of trails?	23%	54%	10%	3%	10%
56. How would you rate the quality of city drinking water -- excellent, good, only fair, or poor?					
			EXCELLENT.....	27%	
			GOOD.....	59%	
			ONLY FAIR.....	11%	
			POOR.....	3%	
			DON'T KNOW/REFUSED.....	1%	
57. When you consider the city 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.....	21%	
			GOOD.....	68%	
			ONLY FAIR.....	8%	
			POOR.....	2%	
			DON'T KNOW/REFUSED.....	2%	

Changing topics....

58. 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.....	29%	
			SOMEWHAT APPROVE.....	63%	
			SOMEWHAT DISAPPROVE.....	3%	
			STRONGLY DISAPPROVE.....	1%	
			DON'T KNOW/REFUSED.....	4%	
59. From what you have seen or heard, how would you rate the job performance of the Shoreview City Staff -- excellent, good, only fair, or poor?			EXCELLENT.....	24%	
			GOOD.....	69%	
			ONLY FAIR.....	4%	
			POOR.....	1%	
			DON'T KNOW/REFUSED.....	3%	
60. During the past year, have you telephoned or visited Shoreview City Hall?			YES.....	41%	
			NO.....	59%	
			DON'T KNOW/REFUSED.....	0%	

IF "YES," ASK: (n=162)

61. Thinking about your last contact with the City would you rate the overall service you received as excellent, good, only fair, or poor?			EXCELLENT.....	40%	
			GOOD.....	56%	
			ONLY FAIR.....	4%	
			POOR.....	1%	
			DON'T KNOW/REFUSED.....	0%	

Moving on....

62.	How would you rate the general condition and appearance of homes in your neighborhood -- excellent, good, only fair, or poor?	EXCELLENT.....38% GOOD.....59% ONLY FAIR.....3% POOR.....0% DON'T KNOW/REFUSED.....0%
63.	How would you rate the general condition and appearance of yards in your neighborhood -- excellent, good, only fair, or poor?	EXCELLENT.....36% GOOD.....58% ONLY FAIR.....6% POOR.....0% DON'T KNOW/REFUSED.....1%
64.	Over the past two years, has the appearance of your neighborhood improved, declined or remained the same?	IMPROVED.....33% DECLINED.....6% REMAINED THE SAME.....61% DON'T KNOW/REFUSED.....1%
65.	Is the City of Shoreview doing enough, too much or too little in providing residents and business owners opportunities to maintain and improve the appearance of their properties?	ENOUGH.....85% TOO MUCH.....2% TOO LITTLE.....6% DON'T KNOW/REFUSED.....7%

Currently, the City of Shoreview generally enforces codes concerning residential property only when a complaint is made. Some cities take a more active approach, and inspect residential neighborhoods for code violations on an on-going basis.

66.	Would you favor or oppose a more active approach by the City in the enforcement of residential property codes? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....15% FAVOR.....45% OPPOSE.....21% STRONGLY OPPOSE.....11% DON'T KNOW/REFUSED.....8%
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The City of Shoreview contracts with the Greater Metropolitan Housing Corporation to provide Shoreview residents with the Housing Resource Center. This center offers free home improvement counseling services to residents and access to a variety of loan programs including the Shoreview Home Improvement Loan.

67.	Prior to this survey, were you aware of the Housing Resource Center?	YES.....56% NO.....43% DON'T KNOW/REFUSED.....1%
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Turning to the issue of public safety in the community....

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

68. Please tell me which one you consider to be the greatest concern in Shoreview? If you feel that none of these problems are serious in Shoreview, just say so.
69. Which do you consider to be the second major concern in the city? Again, if you feel that none of the remaining problems are serious in the city, just say so.

	FIRST	SECOND
Violent crime.....	6%	3%
Traffic speeding.....	25%	12%
Drugs.....	10%	11%
Youth crimes and vandalism.....	16%	16%
Identity theft.....	3%	7%
Break-ins and theft from automobiles.....	10%	10%
Business crimes, such as shop- lifting and check fraud.....	3%	6%
Residential crimes, such as burglary, and theft.....	8%	6%
ALL EQUALLY.....	2%	2%
NONE OF THE ABOVE.....	16%	25%
DON'T KNOW/REFUSED.....	2%	3%

70. How would you rate the amount of patrolling the Ramsey County Sheriff's Department does in your neighborhood -- would you say they do too much, about the right amount, or not enough?
- | | |
|-------------------------|-----|
| TOO MUCH..... | 3% |
| ABOUT RIGHT AMOUNT..... | 86% |
| NOT ENOUGH..... | 11% |
| DON'T KNOW/REFUSED..... | 1% |
71. How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?
- | | |
|-------------------------|-----|
| VERY SERIOUS..... | 7% |
| SOMEWHAT SERIOUS..... | 46% |
| NOT TOO SERIOUS..... | 26% |
| NOT AT ALL SERIOUS..... | 20% |
| DON'T KNOW/REFUSED..... | 2% |

Changing topics...

72. What retail or business services do you feel are lacking or are limited in Shoreview?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 3% |
| NONE..... | 33% |
| FINE DINING..... | 12% |
| FAMILY RESTAURANTS..... | 19% |
| ENTERTAINMENT..... | 10% |
| BOUTIQUE SHOPS..... | 6% |
| FAST FOOD..... | 3% |
| BIG BOX RETAIL..... | 6% |
| GROCERY STORE..... | 9% |

Turning to communications....

73. What is your primary source of information about the City of Shoreview?

DON'T KNOW/REFUSED.....	1%
CITY NEWSLETTER.....	52%
LOCAL NEWSPAPER.....	16%
CITY WEBSITE.....	11%
CABLE TELEVISION.....	3%
MEETINGS.....	4%
WORD OF MOUTH.....	8%
SOCIAL MEDIA.....	2%
PIONEER PRESS/STRIB.....	2%
SCATTERED.....	1%

74. Do you recall receiving the City publication -- "The Shore Views" -- during the past year?

YES.....	88%
NO.....	12%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=350)

75. Do you or any members of your household regularly read it?

YES.....	95%
NO.....	5%
DON'T KNOW/REFUSED.....	0%

76. 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.....	53%
NOT TOO EFFECTIVE.....	6%
NOT AT ALL EFFECTIVE....	0%
DON'T KNOW/REFUSED.....	1%

78. Does your household currently subscribe to cable television, satellite television, or neither?

CABLE.....	55%
SATELLITE.....	30%
NEITHER.....	15%
DON'T KNOW/REFUSED.....	0%

IF "CABLE," ASK: (n=218)

For each of the following, please tell me if you have watched that channel or program during the past month? (IF "NO," ASK:) How about during the past six months?

	MONT	SIXM	NOWT	DK/R
79. Local Government Access Channel 16?	10%	27%	58%	6%
80. City Council meetings?	7%	23%	63%	7%
81. Planning Commission Meetings?	6%	19%	68%	7%

82.	Do you have access to the Internet from your home?	YES.....84%
		NO.....16%
		DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=336)

83.	Do you access the Internet by DSL, broadband cable, dial-up modem or wireless service?	DSL.....18%
		BROADBAND CABLE.....40%
		DIAL-UP MODEM.....5%
		WIRELESS.....36%
		DON'T KNOW/REFUSED.....1%

84.	Have you accessed the City of Shoreview's website?	YES.....59%
		NO.....41%
		DON'T KNOW/REFUSED.....0%

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

85.	How would you evaluate the content of the City's web site -- excellent, good, only fair, or poor?	EXCELLENT.....24%
		GOOD.....71%
		ONLY FAIR.....5%
		POOR.....0%
		DON'T KNOW/REFUSED.....1%

86.	How would you rate the ease of navigating the site and finding the information you sought -- excellent, good, only fair, or poor?	EXCELLENT.....19%
		GOOD.....71%
		ONLY FAIR.....10%
		POOR.....1%
		DON'T KNOW/REFUSED.....0%

Changing topics....

87.	Prior to this survey, were you aware of the Shoreview Community Foundation?	YES.....50%
		NO.....49%
		DON'T KNOW/REFUSED.....1%

As you may know, the Shoreview Community Foundation is a local non-profit organization whose mission is to maintain, enhance, and enrich the quality of life in Shoreview by connecting the generosity of people with evolving community needs. The Foundation has established and built an endowment fund and has provided grants to groups such as the Shoreview Northern Lights Variety Band, Mounds View High School Volunteer Club, Shoreview Historical Society, Northwest Youth and Family Services and the Turtle Lake School Playground for Everyone project.

88. Keeping in mind the Shoreview Community Foundation will be competing with other charities and causes for contributions, how likely would you be to contribute to the Shoreview Community Foundation in the future -- very likely, somewhat likely, not too likely or not at all likely?

VERY LIKELY.....	7%
SOMEWHAT LIKELY.....	41%
NOT TOO LIKELY.....	27%
NOT AT ALL LIKELY.....	19%
DON'T KNOW/REFUSED.....	7%

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

89. What is your age, please?

18-24.....	3%
25-34.....	17%
35-44.....	18%
45-54.....	25%
55-64.....	19%
65 AND OVER.....	18%
REFUSED.....	0%

Could you tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest...

90. First, persons over 65?

NONE.....	78%
ONE.....	11%
TWO OR MORE.....	11%

91. Adults between the ages of 50 and 64?

NONE.....	68%
ONE.....	15%
TWO OR MORE.....	17%

92. Adults between the ages of 18 and 49?

NONE.....	40%
ONE.....	24%
TWO OR MORE.....	36%

93. School-aged children or pre-schoolers?

NONE.....	68%
ONE.....	19%
TWO OR MORE.....	13%

94. Do you rent or own your present residence?

OWN.....	80%
RENT.....	20%
REFUSED.....	0%

IF "OWN," ASK: (n=320)

95.	Which of the following categories contains the approximate value of your residential property -- under \$150,000, \$150,000-\$250,000, \$250,001-\$350,000, \$350,001-\$450,000, or over \$450,000?	UNDER \$150,000.....3% \$150,000-\$250,000.....32% \$250,001-\$350,000.....37% \$350,001-\$450,000.....12% OVER \$450,000.....7% DON'T KNOW.....1% REFUSED.....9%
96.	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.....25% SINGLE PARENT.....5% MAR/PARTN/CHILDREN.....28% MAR/PARTN/NO CHILD.....41% SOMETHING ELSE.....1% DON'T KNOW/REFUSED.....0%
97.	Are you a member of a private health club?	YES.....15% NO.....85% DON'T KNOW/REFUSED.....1%
98.	What is your occupation and the occupation of your spouse or partner, if applicable? REFUSED, 9%; PROFESSIONAL-TECHNICAL, 29%; OWNER-MANGER, 8%; CLERICAL-SALES, 10%; BLUE COLLAR, 15%; RETIRED, 22%; NOT WORKING/STUDENT, 7%.	
99.	Is your household telephone service by land line only, cell phone only, or both land line and cell phone?	LAND LINE ONLY.....13% CELL PHONE ONLY.....37% BOTH LAND/CELL.....50% DON'T KNOW/REFUSED.....1%
And now, for one final question, keeping in mind that your answers are held strictly confidential....		
100.	Is your pre-tax yearly household income over or under \$75,000? (IF "OVER," ASK:) Is it over \$100,000? (IF YES, ASK) Is it over \$125,000? (IF "UNDER," ASK:) Is it under \$50,000?	UNDER \$50,000.....16% \$50,000-\$75,000.....25% \$75,001-\$100,000.....28% \$100,001-\$125,000.....9% OVER \$125,000.....10% DON'T KNOW.....1% REFUSED.....12%
101.	Gender	MALE.....49% FEMALE.....51%

102. Area of City

PRECINCT 1N.....	10%
PRECINCT 1S.....	8%
PRECINCT 2.....	9%
PRECINCT 3.....	20%
PRECINCT 4.....	15%
PRECINCT 5.....	22%
PRECINCT 6.....	16%