

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

City of Fridley
Residential Survey
FINAL NOVEMBER 2013

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Fridley 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 Fridley?
- | | |
|-------------------------|-----|
| LESS THAN TWO YEARS.... | 5% |
| TWO TO FIVE YEARS..... | 15% |
| FIVE TO TEN YEARS..... | 16% |
| TEN TO TWENTY YEARS... | 20% |
| 20 TO 30 YEARS..... | 18% |
| OVER THIRTY YEARS..... | 26% |
| DON'T KNOW/REFUSED..... | 0% |

2. As things now stand, how long in the future do you expect to live in Fridley?
- | | |
|-------------------------|-----|
| LESS THAN TWO YEARS.... | 4% |
| TWO TO FIVE YEARS..... | 7% |
| FIVE TO TEN YEARS..... | 10% |
| OVER TEN YEARS..... | 11% |
| REST OF LIFE..... | 52% |
| DON'T KNOW/REFUSED.... | 15% |

3. What do you like most, if anything, about living in Fridley?

UNSURE, 1%; NOTHING, 2%; CONVENIENT LOCATION, 25%; CLOSE TO FAMILY AND FRIENDS, 17%; CLOSE TO JOB, 16%; SAFE, 5%; SMALL TOWN FEEL, 18%; PARKS AND TRAILS, 2%; FRIENDLY PEOPLE, 4%; NEIGHBORHOOD/HOUSING, 2%; CLOSE TO SHOPPING, 4%; SCHOOLS, 2%; SCATTERED, 2%.

4. What do you think is the most serious issue facing Fridley today?

UNSURE, 9%; NOTHING, 41%; HIGH TAXES, 4%; RISING CRIME, 21%; LACK OF JOBS, 5%; AGING INFRASTRUCTURE, 7%; PROPERTY MAINTENANCE, 5%; DRINKING WATER, 2%; STREET MAINTENANCE, 2%; SCATTERED, 5%.

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

UNSURE, 9%; NOTHING, 48%; COMMUNITY CENTER, 4%; JOBS, 4%; RESTAURANTS, 6%; RETAIL, 9%; BETTER MAINTENANCE, 6%; ENTERTAINMENT, 2%; DOWNTOWN AREA, 3%; PARKS AND TRAILS, 2%; SCATTERED, 7%.

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

EXCELLENT.....	28%
GOOD.....	60%
ONLY FAIR.....	13%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

7. Which of the following two statements comes closer to your feelings:

STATEMENT A.....	68%
STATEMENT B.....	27%
BOTH OF ABOVE.....	6%
NEITHER.....	0%
DON'T KNOW/REFUSED.....	0%

(A) I call Fridley "home," OR
 (B) Fridley is just a place to live; I'd be just as happy elsewhere.

8. How would you rate the strength of community identity and the sense of neighborliness in Fridley -- excellent, good, only fair or poor?

EXCELLENT.....	15%
GOOD.....	61%
ONLY FAIR.....	22%
POOR.....	2%
DON'T KNOW/REFUSED.....	0%

9. To which of the following do you feel a closer connection to:

STATEMENT A.....	24%
STATEMENT B.....	58%
STATEMENT C.....	12%
NONE.....	6%
DON'T KNOW/REFUSED.....	0%

A) The City of Fridley as a whole,
 B) Your neighborhood, or
 C) Your school district?

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

RIGHT DIRECTION.....	85%
WRONG TRACK.....	9%
DON'T KNOW/REFUSED.....	6%

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

	MANY MUCH	FEW/ LITT	ABOUT RIGHT	D.K./ REF.
11. affordable housing, defined by the Metropolitan Council as a single family home costing less than \$160,250?	12%	12%	63%	14%
12. affordable rental units?	20%	11%	55%	15%
13. luxury rental units?	3%	29%	46%	23%
14. condominiums?	3%	20%	58%	19%
15. townhouses?	4%	16%	66%	15%
16. starter homes for young families?	8%	19%	63%	10%
17. "move up" housing?	2%	24%	59%	15%
18. higher cost housing?	4%	28%	53%	16%
19. nursing homes?	1%	29%	51%	19%
20. assisted living for seniors?	1%	32%	49%	19%
21. one level housing for seniors maintained by an association?	0%	38%	37%	25%
22. parks and open spaces?	2%	5%	92%	2%
23. trails and bikeways?	1%	5%	91%	3%
24. service establishments?	1%	17%	80%	3%
25. retail shopping opportunities?	0%	41%	58%	1%
26. entertainment establishments?	1%	50%	48%	1%
27. dining establishments?	1%	42%	57%	1%
28. day care opportunities?	0%	6%	50%	44%
29. How would you rate the general appearance of your neighborhood -- excellent, good, only fair, or or poor?	EXCELLENT.....	16%	GOOD.....	71%
	ONLY FAIR.....	13%	POOR.....	1%
	DON'T KNOW/REFUSED.....	0%		
30 . How would you rate general appearance of business and commercial areas in the city - excellent, good, only fair or poor?	EXCELLENT.....	6%	GOOD.....	74%
	ONLY FAIR.....	19%	POOR.....	2%
	DON'T KNOW/REFUSED.....	0%		

Property tax revenues are divided among the City of Fridley, Anoka County, and your local public school district.

31. For each dollar of the property taxes you pay, about what percentage do you think goes to city government? (READ #1-#6)	TEN PERCENT OR LESS....	8%
	11 TO 20 PERCENT.....	31%
	21 TO 30 PERCENT.....	22%
	31 TO 40 PERCENT.....	7%
	41 TO 50 PERCENT.....	4%
	OVER 50 PERCENT.....	3%
	DON'T KNOW/REFUSED....	26%

32. 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.....	3%
SOMEWHAT HIGH.....	25%
ABOUT AVERAGE.....	50%
SOMEWHAT LOW.....	4%
VERY LOW.....	1%
DON'T KNOW/REFUSED....	18%

In 2013, the actual percentage of your property taxes going to the City of Fridley was thirty percent.

33. 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.....	41%
OPPOSE.....	45%
DON'T KNOW/REFUSED....	14%

34. And, would you favor or oppose an increase in YOUR city property tax if it were used to improve and enhance current city services?

FAVOR.....	44%
OPPOSE.....	42%
DON'T KNOW/REFUSED....	15%

35. 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.....	9%
GOOD.....	67%
ONLY FAIR.....	12%
POOR.....	1%
DON'T KNOW/REFUSED....	12%

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
36. Police protection?	39%	55%	5%	1%	1%
37. Fire protection?	47%	51%	1%	0%	2%
38. Recycling?	33%	63%	2%	1%	2%
39. Storm drainage and flood control?	13%	71%	10%	0%	7%
40. Park maintenance?	28%	65%	6%	1%	1%
41. City-sponsored recreation programs?	20%	61%	7%	1%	12%
42. Animal control?	11%	67%	9%	1%	13%
43. Code enforcement?	13%	60%	16%	3%	9%

Now, for the next three city services, please consider only their job on city-maintained street and roads. That means

excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 694, Highway 65, or University Avenue, should not be considered. How would you rate

	EXCL	GOOD	FAIR	POOR	DK/R
44. City street repair and maintenance?	9%	67%	21%	3%	0%
45. Snow plowing?	12%	63%	20%	5%	0%
46. Street lighting?	7%	62%	22%	9%	1%
47. How would you rate the quality of drinking water in the City of Fridley -- excellent, good, only fair, or poor?					
		EXCELLENT.....	5%		
		GOOD.....	65%		
		ONLY FAIR.....	19%		
		POOR.....	9%		
		DON'T KNOW/REFUSED.....	2%		
48. How concerned are you about the safety of drinking water in the city - are you very concerned, somewhat concerned, not too concerned or not at all concerned?					
		VERY CONCERNED.....	12%		
		SOMEWHAT CONCERNED.....	31%		
		NOT TOO CONCERNED.....	27%		
		NOT AT ALL CONCERNED...	30%		
		DON'T KNOW/REFUSED.....	1%		

Changing topics....

Most communities have one of two systems for garbage collection. In an open collection system, like the City of Fridley currently has, residents choose their hauler from several different companies serving the community. Other cities use an organized collection system, where the City contracts with haulers for collection throughout the city.

49. Would you favor or oppose the City of Fridley changing from the current system in which residents may choose from several different haulers to a system where the City chooses specific haulers for the whole community? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....	6%
	FAVOR.....	29%
	OPPOSE.....	34%
	STRONGLY OPPOSE.....	13%
	DON'T KNOW/REFUSED.....	19%

IF A RESPONSE IS GIVEN, ASK: (N=326)

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

DON'T KNOW/REFUSED.....	0%
LIKE CURRENT HAULER.....	12%
WANT CHOICE.....	36%
CHOICE/LOWER COST.....	12%
LESS TRUCK TRAFFIC.....	21%
LESS STREET MAINTENANCE.	3%
LESS NOISE.....	2%
LESS POLLUTION.....	2%
ORGANIZED/LOWER COST...	13%

Moving on....

As you may know, the City of Fridley owns and operates two municipal liquor stores.

51. Do you favor or oppose the City continuing to operate its municipal liquor stores?

FAVOR.....	94%
OPPOSE.....	4%
DON'T KNOW/REFUSED.....	2%

IF "OPPOSE," ASK: (N=16)

52. Do you still oppose the continued operation of the municipal liquor stores if closing of the liquor stores would result in \$250,000 loss of revenue for the city?

YES.....	31%
NO.....	69%
DON'T KNOW/REFUSED.....	0%

53. Have you visited any of these stores during the past twelve months?

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

IF "YES," ASK: (N=237)

54. Which store do you generally shop on University Avenue or Highway 65?

UNIVERSITY AVENUE.....	70%
HIGHWAY 65.....	30%
DON'T KNOW/REFUSED.....	0%

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

	EXC	GOO	FAI	POO	DKR
55. Product selection?	11%	80%	9%	1%	0%
56. Prices of products?	8%	76%	14%	3%	0%

	EXC	GOO	FAI	POO	DKR
57. Courtesy and friendliness of staff?	26%	70%	3%	0%	0%

Thinking about another topic....

58. Are there areas in the City of Fridley where you do not feel safe?	YES.....	26%
	NO.....	74%
	DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (N=105)

59. In which areas do you not feel safe?

APARTMENTS, 17%; UNIVERSITY AVENUE, 33%; PARKS, 11%; TRAILS, 2%; EVERYWHERE, 18%; RETAIL, 3%; LOW INCOME AREAS, 5%; PARKING LOTS, 2%; TRAILER COURT, 2%; SCATTERED AREAS, 8%.

60. What would make you feel more safe?

UNSURE, 5%; MORE POLICE PATROLLING, 67%; MORE STREET LIGHTS, 16%; LESS LOW INCOME HOUSING, 3%; LESS LOITERING, 3%; NOTHING/NO WHERE IS SAFE, 7%.

61. Do you feel safe in your immediate neighborhood walking alone at night?	YES.....	85%
	NO	15%
	DON'T KNOW/REFUSED.....	0%

62. Do you generally feel safe in your home?	YES.....	99%
	NO	1%
	DON'T KNOW/REFUSED.....	0%

63. How would you rate the amount of police patrolling in your neighborhood -- too much, about the right amount or not enough?	TOO MUCH.....	0%
	ABOUT RIGHT AMOUNT....	77%
	NOT ENOUGH.....	23%
	DON'T KNOW/REFUSED.....	0%

64. How would you rate the amount of traffic enforcement by the police in your neighborhood -- too much, about right amount or not enough?	TOO MUCH.....	0%
	ABOUT RIGHT AMOUNT....	77%
	NOT ENOUGH.....	22%
	DON'T KNOW/REFUSED.....	1%

65. How serious of a problem is traf- VERY SERIOUS.....5%
 fic speeding in your neighborhood SOMEWHAT SERIOUS.....26%
 -- very serious, somewhat serious, NOT TOO SERIOUS.....40%
 not too serious, or not at all NOT AT ALL SERIOUS....29%
 serious? DON'T KNOW/REFUSED.....0%

66. And, how serious of a problem are VERY SERIOUS.....6%
 stop sign violations in your nei- SOMEWHAT SERIOUS.....17%
 ghorhood -- very serious, some- NOT TOO SERIOUS.....42%
 what serious, not too serious, or NOT AT ALL SERIOUS....35%
 not at all serious? DON'T KNOW/REFUSED.....1%

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

Violent crime.....3%
 Traffic speeding.....9%
 Drugs.....15%
 Youth crimes and vandalism.....20%
 Identity theft.....0%
 Business crimes, such as shoplifting
 and check fraud.....10%
 Residential crimes, such as burglary,
 and theft.....25%
 ALL EQUALLY.....6%
 NONE OF THE ABOVE.....10%
 DON'T KNOW/REFUSED.....2%

Continuing....

68. How would you rate park and rec- EXCELLENT.....21%
 reational facilities in Fridley GOOD.....74%
 -- excellent, good, only fair, ONLY FAIR.....3%
 or poor? POOR.....0%
 DON'T KNOW/REFUSED.....3%

When you consider your quality of life in the city....

69. How important are park and recrea- VERY IMPORTANT.....31%
 tional facilities to you -- very SOMEWHAT IMPORTANT....44%
 important, somewhat important, not NOT TOO IMPORTANT....16%
 too important or not at all NOT AT ALL IMPORTANT...8%
 important? DON'T KNOW/REFUSED.....1%

When you consider the value of your home....

70. How important is the appearance of your neighborhood park -- very important, somewhat important, not too important or not at all important?

VERY IMPORTANT.....	41%
SOMEWHAT IMPORTANT....	48%
NOT TOO IMPORTANT.....	8%
NOT AT ALL IMPORTANT...	2%
DON'T KNOW/REFUSED.....	1%

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

	NOT	EXC	GOO	FAI	POR	DKR
71. Larger community parks?	32%	26%	40%	1%	0%	1%
72. Smaller neighborhood parks?	30%	26%	42%	2%	0%	1%
73. Trails?	39%	25%	31%	3%	0%	1%
74. Community ballfields?	60%	14%	23%	1%	0%	2%
75. In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?	YES.....	99%				
	NO	1%				
	DON'T KNOW/REFUSED.....	0%				

IF "NO," ASK: (N=5)

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

MORE TRAILS, 40%; INDOOR POOL, 60%.

Suppose the City of Fridley proposed a parks and recreational facilities referendum which you considered to be a reasonable approach. The proposal would be placed on a referendum ballot for approval by the voters. In order to fund construction, residents would be asked to approve a property tax increase for a twenty year period.

77. How much would you be willing to see your property taxes increase to fund these improvements? Let's say, would you be willing to see your monthly property taxes increase by \$____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month?

NOTHING.....	55%
\$3.00.....	16%
\$6.00.....	11%
\$9.00.....	8%
\$12.00.....	2%
\$15.00.....	1%
\$18.00.....	1%
DON'T KNOW/REFUSED.....	7%

Continuing....

78. Have you or members of your household participated in any City park and recreation programs?

YES.....	24%
NO.....	76%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (N=97)

79. Which ones?

UNSURE, 1%; PARK PROGRAMS, 11%; SWIMMING LESSONS, 11%; SUMMER PROGRAMS, 21%; BASEBALL/SOFTBALL, 17%; YOUTH SPORTS, 34%; FITNESS PROGRAMS, 4%; SENIOR PROGRAMS, 1%.

80. Were you satisfied or dissatisfied with your experience?

SATISFIED.....	100%
DISSATISFIED.....	0%
DON'T KNOW/REFUSED.....	0%

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

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

IF "NO," ASK: (N=0)

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

NOT APPLICABLE.

83. Do you or members of your household currently leave the city for park and recreation facilities or activities? (IF "YES," ASK:) What would that be?

NO, 64%; POOL, 3%; GOLF, 4%; LAKES/BOATING, 16%; SPORTS LEAGUES, 6%; TRAILS, 2%; FITNESS CENTER, 2%; SCATTERED, 4%.

Moving on...

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.

84. Do you support or oppose the construction of a Community Center by the City of Fridley? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY SUPPORT..... | 12% |
| SUPPORT..... | 43% |
| OPPOSE..... | 28% |
| STRONGLY OPPOSE..... | 10% |
| DON'T KNOW/REFUSED..... | 8% |
85. 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..... | 23% |
| SOMEWHAT LIKELY..... | 26% |
| NOT TOO LIKELY..... | 16% |
| NOT AT ALL LIKELY..... | 30% |
| DON'T KNOW/REFUSED..... | 5% |

The construction of the Community Center would use property taxes. Suppose the City of Fridley proposed a Community Center development which you considered to be a reasonable approach.

86. How much would you be willing to see your property taxes increase to fund this construction? Let's say, would you be willing to see your monthly property taxes increase by \$____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month?
- | | |
|-------------------------|-----|
| NOTHING..... | 45% |
| \$3.00..... | 19% |
| \$6.00..... | 11% |
| \$9.00..... | 10% |
| \$12.00..... | 4% |
| \$15.00..... | 4% |
| \$18.00..... | 2% |
| DON'T KNOW/REFUSED..... | 6% |

Moving on....

87. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Fridley runs things?
- | | |
|-------------------------|-----|
| YES..... | 64% |
| NO | 34% |
| DON'T KNOW/REFUSED..... | 3% |
88. How much do you feel you know about the work of the Mayor and City Council -- a great deal, a fair amount, very little, or none at all?
- | | |
|-------------------------|-----|
| A GREAT DEAL..... | 5% |
| A FAIR AMOUNT..... | 38% |
| VERY LITTLE..... | 42% |
| NONE AT ALL..... | 15% |
| DON'T KNOW/REFUSED..... | 0% |

- | | | |
|-----|--|---|
| 89. | 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.....8%
APPROVE.....77%
DISAPPROVE.....4%
STRONGLY DISAPPROVE....2%
DON'T KNOW/REFUSED....10% |
| 90. | How much first hand contact have you had with the Fridley City staff -- quite a lot, some, very little, or none? | QUITE A LOT.....3%
SOME.....32%
VERY LITTLE.....40%
NONE.....25%
DON'T KNOW/REFUSED....0% |
| 91. | From what you have heard or seen, how would you rate the job performance of the Fridley City staff -- excellent, good, only fair or or poor? | EXCELLENT.....7%
GOOD.....74%
ONLY FAIR.....9%
POOR.....0%
DON'T KNOW/REFUSED....9% |
| 92. | During the past year, have you contacted Fridley City Hall? | YES.....30%
NO.....70%
DON'T KNOW/REFUSED....0% |

IF "YES," ASK: (N=118)

- | | | |
|-----|--|--|
| 93. | On your last telephone call or visit, which Department did you contact -- the Police Department, Fire Department, Public Works, Community Development, HRA, Park and Recreation, Building Inspections, Engineering, Administration, the Assessor's Office, the Finance Department, or the General Information Desk receptionist? | POLICE DEPARTMENT.....25%
FIRE DEPARTMENT.....1%
PUBLIC WORKS.....20%
COMMUNITY DEVELOPMENT..4%
HRA.....2%
PARKS AND REC.....11%
BUILDING INSPECT.....16%
ENGINEERING.....2%
ADMINISTRATION.....3%
ASSESSOR'S OFFICE.....5%
FINANCE DEPARTMENT.....0%
GENERAL INFORMATION....9%
DON'T KNOW/REFUSED....1% |
|-----|--|--|

Thinking about your last contact with the City, for each of the following characteristics, please rate the service as excellent, good, only fair, or poor....

	EXC	GOO	FAI	POO	DKR
94. Waiting time for the reception- ist to help you?	39%	49%	10%	2%	0%
95. Courtesy of city staff?	48%	46%	4%	2%	0%
96. Ease of obtaining the service you needed?	36%	52%	8%	4%	1%

Moving on.....

97. What is your principal source of information about Fridley City Government and its activities?

NONE, 1%; CITY NEWSLETTER, 49%; LOCAL NEWSPAPER, 32%; STAR TRIBUNE, 2%; CITY WEBSITE, 7%; CABLE TELEVISION, 4%; WORD OF MOUTH, 5%; SCATTERED, 1%.

98. How would you prefer to receive information about Fridley City Government and its activities?

NONE, 1%; CITY NEWSLETTER, 54%; LOCAL NEWSPAPER, 25%; STAR TRIBUNE, 1%; CITY WEBSITE, 6%; CABLE TELEVISION, 3%; WORD OF MOUTH, 4%; MAILINGS, 3%; E-MAIL, 2%; SCATTERED, 1%.

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

	MAJ	MIN	NOT	DKR
99. The City publication, the "Community Report?"	63%	19%	18%	0%
100. The "Sun Focus" news- paper?	42%	29%	30%	0%
101. The "Anoka County Record," newspaper?	11%	18%	72%	0%
102. The Star Tribune?	8%	42%	50%	0%
103. The City's website?	18%	22%	60%	0%
104. Community Channel 17?	14%	19%	67%	0%
105. City employees?	4%	25%	71%	0%
106. Direct mail updates?	13%	38%	50%	0%
107. Social media, such as Facebook or Twitter?	1%	14%	85%	1%
108. Friends and family?	16%	57%	27%	0%
109. During the past year, did you receive the "Community Report," the City's bi-monthly newsletter?	YES.....81%	NO19%	DON'T KNOW/REFUSED.....0%	

IF "YES," ASK: (N=325)

110. Do you or any members of your household regularly read it? YES.....94%
 NO7%
 DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=304)

111. How would you rate the content of the newsletter -- excellent, good, only fair, or poor? EXCELLENT.....17%
 GOOD.....75%
 ONLY FAIR.....8%
 POOR.....0%
 DON'T KNOW/REFUSED.....0%

112. How would you rate the format and appearance of the newsletter -- excellent, good, only fair, or poor? EXCELLENT.....16%
 GOOD.....76%
 ONLY FAIR.....8%
 POOR.....0%
 DON'T KNOW/REFUSED.....0%

113. Does your household currently subscribe to cable television, satellite television or neither? CABLE.....60%
 SATELLITE.....24%
 NEITHER.....16%
 DON'T KNOW/REFUSED.....0%

IF "CABLE," ASK: (N=241)

I would like to read you a short list of programs shown on Fridley Government Channels. For each one, please tell me if you frequently watch it, occasionally watch it, or do not watch it.

	FRQ	OCC	DNT	DKR
114. Bulletin Board listing of meetings, events and information?	10%	30%	61%	0%
115. Live or taped re-broadcasts of City Council meetings?	12%	28%	60%	0%
116. City programming, such as "Call on the Council?"	10%	24%	66%	0%
117. Do you have access to the Internet at home only, at work only, at both home and work, or at neither place?	HOME ONLY.....46%	WORK ONLY.....2%	BOTH HOME AND WORK....36%	NEITHER PLACE.....16%
	DON'T KNOW/REFUSED.....0%			

IF INTERNET ACCESS AT HOME, ASK: (N=328)

118. How do you connect to the internet at home--on a dial-up modem, DSL, T-1 line, Comcast High Speed Internet, wireless, or some other way? (IF "OTHER," ASK:) How?	YES/DIAL-UP.....1%
	YES/DSL.....17%
	YES/T-1.....0%
	YES/COMCAST HIGH SPD..60%
	YES/WIRELESS.....17%
	YES/OTHER.....1%
	DON'T KNOW/REFUSED.....3%

IF "HOME," "WORK," OR "BOTH," ASK: (N=337)

119. Have you accessed the City's website?	YES.....53%
	NO.....47%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=178)

120. How would you rate the city's website -- excellent, good, only fair, or poor?	EXCELLENT.....10%
	GOOD.....80%
	ONLY FAIR.....9%
	POOR.....2%
	DON'T KNOW/REFUSED.....0%

121. Were you able to find what you were looking for?	YES.....93%
	NO.....7%
	DON'T KNOW/REFUSED.....0%

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 Fridley.

	NOT USE	USE LIK	USE NLK	DK/ REF
122. Facebook?	34%	27%	39%	0%
123. Twitter?	59%	14%	28%	0%
124. YouTube?	63%	11%	26%	0%
125. Blogs?	78%	6%	16%	0%
126. Podcasts?	88%	2%	11%	0%

IF ANY SOCIAL MEDIA SOURCE IS USED, ASK: (N=232)

127. What do you typically use social media for?

CONNECT WITH FRIENDS, 88%; WORK, 2%; GET NEWS,
7%; SCATTERED, 3%.

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.

128. Persons 65 or over? NONE.....76%
ONE.....13%
TWO OR MORE.....11%

129. Adults under 65? NONE.....15%
ONE.....27%
TWO.....50%
THREE OR MORE.....9%

130. School-aged children and pre-schoolers? NONE.....68%
ONE.....13%
TWO.....15%
THREE OR MORE.....4%

131. Do you own or rent your present residence? OWN.....67%
RENT.....33%
REFUSED.....0%

132. What is your age, please? 18-24.....5%
(READ CATEGORIES, IF NEEDED) 25-34.....12%
35-44.....23%
45-54.....25%
55-64.....18%
65 AND OVER.....17%

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

133. Is your pre-tax yearly household income over or under \$75,000? UNDER \$50,000.....40%
\$50,001-\$75,000.....31%
IF "OVER," ASK: \$75,001-\$100,000.....17%
Is it over \$100,000? (IF "YES," \$100,000-\$125,000.....5%
ASK:) Is it over \$125,000? OVER \$125,000.....4%
IF "UNDER," ASK: DON'T KNOW/REFUSED.....4%
Is it under \$50,000?

134. Gender (DO NOT ASK)

MALE.....48%
FEMALE.....52%

135. REGION OF CITY

WARD ONE.....35%
WARD TWO.....34%
WARD THREE.....32%