

DECISION RESOURCES, LTD.
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Minneapolis, Minnesota 55416

2007 CITY OF COON RAPIDS
Residential Survey
FINAL SEPTEMBER 2007

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

1. Approximately how many years have you lived in the City of Coon Rapids?
- | | |
|-------------------------|-----|
| LESS THAN TWO YEARS.... | 4% |
| TWO TO FIVE YEARS..... | 12% |
| SIX TO TEN YEARS..... | 25% |
| 11 TO 20 YEARS..... | 24% |
| 21 TO 30 YEARS..... | 16% |
| OVER THIRTY YEARS..... | 21% |
| REFUSED..... | 0% |

2. What do you like most about living in the City of Coon Rapids?

UNSURE, 5%; CLOSE TO FAMILY, 9%; SAFE, 5%; FRIENDLY PEOPLE, 8%; SMALL TOWN FEEL, 12%; SHOPPING, 9%; QUIET AND PEACEFUL, 11%; CLOSE TO JOB, 13%; PARKS AND TRAILS, 3%; SCHOOLS, 4%; AFFORDABLE HOUSING, 4%; LOCATION, 4%; RURAL AND OPEN SPACES, 4%; NEIGHBORHOODS, 6%; CLEAN, 2%; SCATTERED, 3%.

3. What do you think is the most serious issue facing the City of Coon Rapids today?

UNSURE, 10%; NOTHING, 4%; GARBAGE ISSUE, 8%; HIGH TAXES, 5%; GROWTH, 6%; SCHOOL FUNDING, 17%; TRAFFIC CONGESTION, 8%; LACK OF BUSINESSES, 4%; ROAD CONDITIONS, 7%; RISING CRIME, 11%; GROWING DIVERSITY, 8%; NO PUBLIC TRANSIT, 3%; TOO MUCH HIGH DENSITY HOUSING, 3%; LACK OF YOUTH ACTIVITIES, 3%; SCATTERED, 4%.

4. How would you rate the quality of life in Coon Rapids -- excellent, good, only fair, or poor?
- | | |
|-------------------------|-----|
| EXCELLENT..... | 55% |
| GOOD..... | 35% |
| ONLY FAIR..... | 10% |
| POOR..... | 0% |
| DON'T KNOW/REFUSED..... | 1% |

IF "GOOD," "ONLY FAIR," OR "POOR," ASK: (N=179)

5. If you could advise the City, what actions would you recommend to significantly improve the quality of life in the City of Coon Rapids?

UNSURE, 20%; MORE SIDEWALKS, 2%; IMPROVE ROADS, 3%; MORE POLICE PATROLLING, 12%; TOO MUCH DIVERSITY, 8%; MORE BUSINESSES, 7%; IMPROVE COON RAPIDS BOULEVARD, 2%; TRAFFIC CONGESTION, 5%; LIMIT GROWTH, 3%; COMMUNITY CENTER, 5%; LOWER TAXES, 8%; LESS CITY REGULATIONS, 3%; IMPROVE CODE ENFORCEMENT, 2%; LIMIT HIGH DENSITY HOUSING, 10%; MORE COMMUNITY EVENTS, 3%; MORE PUBLIC TRANSIT, 2%; IMPROVE SCHOOL QUALITY, 3%; SCATTERED, 2%.

6. How would you rate the overall sense of community in Coon Rapids -- excellent, good, only fair or poor?	EXCELLENT.....16% GOOD.....73% ONLY FAIR.....10% POOR.....0% DON'T KNOW/REFUSED.....0%
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7. Please tell me which of the following do you feel the closest connection to -- the City of Coon Rapids as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	CITY OF COON RAPIDS...27% NEIGHBORHOOD.....55% SCHOOL DISTRICT.....13% CHURCH.....4% DON'T KNOW/REFUSED.....2%
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8. If you were to describe the City of Coon Rapids to a friend or relative, how would you describe the city?

UNSURE, 5%; SAFE, 12%; FRIENDLY PEOPLE, 18%; SMALL TOWN FEEL, 9%; GOOD PLACE TO RAISE A FAMILY, 6%; QUIET AND PEACEFUL, 12%; PARKS AND TRAILS, 4%; GOOD SCHOOLS, 3%; GOOD LOCATION, 3%; NICE NEIGHBORHOODS, 3%; WELL-MAINTAINED, 5%; GROWING, 11%; SUBURBAN, 3%; TOO MUCH DIVERSITY, 3%; SCATTERED, 3%.

9. Do you think residents in other communities in the metro area have a positive impression or negative impression of the City of Coon Rapids?	POSITIVE.....37% NEGATIVE.....16% NEUTRAL (VOL.).....26% DON'T KNOW/REFUSED.....22%
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IF A RESPONSE IS GIVEN, ASK: (N=211)

10. Why do you think they have that impression?

UNSURE, 6%; SAFE, 36%; ONLY HEAR POSITIVE THINGS, 8%;
GOOD SENSE OF COMMUNITY, 2%; NAME IS A NEGATIVE, 7%;
NOTHING TO DO, 4%; RISING CRIME, 4%; WELL-MAINTAINED,
2%; WORKING CLASS, 2%; SMALL TOWN FEEL, 2%; NATURAL
BEAUTY, 4%; GROWING CITY, 3%; LIVE IN BOONDOCKS, 5%;
WELL-RUN, 2%; NO PROBLEMS, 2%; GROWING DIVERSITY, 3%;
SCATTERED, 8%.

11. What are your favorite activities to do IN the City of Coon Rapids?

NOTHING, 9%; BIKING, 9%; SPORTS, 7%; PARKS, 8%; BOAT
ING/FISHING, 11%; SWIMMING, 2%; SENIOR ACTIVITIES, 2%;
WALKING/RUNNING, 26%; VOLUNTEERING, 2%; CARDS/GAMES, 2%;
SHOPPING, 5%; DINING OUT, 5%; CHURCH, 2%; GOLF, 2%;
GARDENING, 3%; BOWLING, 2%; USING TRAILS, 2%; SCATTERED,
2%.

12. If you were to move to another city in the metro area, which city would you consider moving to?

UNSURE, 19%; NONE, 22%; ANDOVER, 10%; SAINT PAUL, 2%;
ROBBINSDALE, 2%; MAPLE GROVE, 9%; WOODBURY, 2%; ANOKA,
2%; MINNEAPOLIS, 2%; EAGAN, 2%; EDINA, 2%; BLAINE, 2%;
HAM LAKE, 2%; RURAL MINNESOTA, 6%; DAKOTA COUNTY SUBURBS,
3%; RAMSEY COUNTY SUBURBS, 4%; HENNEPIN COUNTY SUBURBS,
6%; WASHINGTON COUNTY SUBURBS, 2%; REST OF THE METRO, 1%.

IF A CITY IS NAMED, ASK: (N=236)

13. Why did you select that city?

NEW AND GROWING, 14%; BETTER SCHOOLS, 2%; BETTER
LOCATION, 9%; CLOSE TO FAMILY AND FRIENDS, 22%; SAFE,
2%; BETTER SHOPPING AND SERVICES, 5%; UPSCALE, 3%;
QUIET AND PEACEFUL, 2%; SMALL TOWN FEEL, 3%; CLOSE TO
WORK, 3%; RURAL AND OPEN SPACE, 13%; MORE TO DO, 4%;
MORE RECREATION FACILITIES, 4%; LAKES/RIVER, 7%;
AFFORDABLE HOUSING, 3%; SCATTERED, 4%.

As you may know, the City of Coon Rapids has used two visual designs to depict the city. The first was a raccoon, then since the late 1990s, the city has used an oak leaf.

14. Which of these images do you most prefer -- the raccoon or the oak leaf?
 RACCOON.....60%
 OAK LEAF.....18%
 SOMETHING ELSE (VOL.)..2%
 DON'T KNOW/REFUSED....21%

IF A RESPONSE IS GIVEN, ASK: (N=309)

15. Why do you prefer that visual design?

UNSURE, 3%; RACCOON IS THE NAME OF THE CITY, 56%;
 RACCOON IS MORE COLORFUL, 2%; WAY IT USED TO BE, 10%;
 LOT OF OAK TREES IN THE CITY, 5%; LIKE RACCOONS, 9%;
 DON'T LIKE RACCOONS, 4%; OAK LEAF IS NOT CONTROVER
 SIAL, 5%; LIKE TREES, 7%.

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

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

UNSURE, 20%; NOTHING, 6%; TRAFFIC CONGESTION, 11%; SCHOOL FUNDING, 6%; COON RAPIDS BOULEVARD, 10%; ROAD CONDITIONS, 16%; MORE SIDEWALKS, 2%; BETTER PLANNING, 2%; CODE ENFORCEMENT, 2%; MORE COMMUNITY ACTIVITIES, 2%; LESS HIGH DENSITY HOUSING, 7%; MORE PUBLIC TRANSIT, 3%; CRIME, 3%; PRESERVE OPEN SPACE, 2%; CITY SERVICES, 3%; SCATTERED, 5%.

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

UNSURE, 27%; NOTHING, 18%; SIDEWALKS, 14%; MORE BUSINESSES, 7%; SCHOOL FUNDING, 3%; YOUTH ACTIVITIES, 2%; COMMUNITY CENTER, 6%; BETTER ROADS, 2%; MORE POLICE PATROLLING, 2%; MORE PUBLIC TRANSIT, 4%; MORE RETAIL, 4%; MORE ENTERTAINMENT, 4%; SCATTERED, 7%.

Let's talk about city services for a moment...

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

18.	For each dollar of the property taxes you pay, about what percentage do you think goes to city government?	TEN PERCENT OR LESS....6% 11 TO 20 PERCENT.....27% 21 TO 30 PERCENT.....27% 31 TO 40 PERCENT.....11% 41 TO 50 PERCENT.....2% OVER 50 PERCENT.....1% DON'T KNOW/REFUSED....27%
19.	How would you rate the value you receive, when you consider the property taxes you pay and the services you receive -- excellent, good, only fair, or poor?	EXCELLENT.....6% GOOD.....72% ONLY FAIR.....11% POOR.....1% DON'T KNOW/REFUSED....11%
20.	In comparison with neighboring areas, do you consider total property taxes in your community to be very high, somewhat high, about average, somewhat low, or very low?	VERY HIGH.....2% SOMEWHAT HIGH.....22% ABOUT AVERAGE.....56% SOMEWHAT LOW.....5% VERY LOW.....1% DON'T KNOW/REFUSED....15%

Just for your information, the portion of your property taxes going to the city is 31 percent.

Turning to parks and recreation, specifically....

21.	How would you rate park and recreational facilities in Coon Rapids -- excellent, good, only fair, or poor?	EXCELLENT.....10% GOOD.....78% ONLY FAIR.....10% POOR.....0% DON'T KNOW/REFUSED....3%
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The Coon Rapids Park and Recreation system is composed of large community parks, such as Lion's Park; smaller neighborhood parks; community ballfields, trails, and Cook Ice Arena. For each facility, please tell me if you or members of your household use that facility. Then for each one you use, please tell me if you would rate that facility as excellent, good, only fair, or poor?

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/REF
22. Large community parks?	25%	25%	49%	2%	0%	0%
23. Smaller neighborhood parks?	33%	14%	49%	3%	1%	0%
24. Community ballfields?	58%	11%	27%	4%	1%	0%
25. Trails?	33%	17%	47%	2%	0%	1%
26. Cook Ice Arena?	68%	6%	16%	5%	2%	3%

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/ REF
27. Soccer fields?	69%	7%	20%	2%	0%	3%
28. Outdoor ice rinks?	70%	6%	17%	3%	3%	2%
29. Do you feel that the current mix of recreational or sports facilities meets the needs of members of your household?						YES.....88% NO.....5% DON'T KNOW/REFUSED.....7%

IF "NO," ASK: (N=20)

30. What additional recreational or sports facilities would you like to see the City of Coon Rapids offer residents? (IF "YES," ASK:) What would that be?

FITNESS CENTER, 5%; COMMUNITY CENTER, 25%; BALL FIELDS, 10%; SENIOR CENTER, 10%; POOL, 30%; ICE RINKS, 5%; SCATTERED, 15%.

Turning to programs....

31. Does the current mix of sports leagues and recreational programs available in the city meet the needs of members of your household?	YES.....90%
	NO.....4%
	DON'T KNOW/REFUSED.....6%

IF "NO," ASK: (N=17)

32. What additional recreational or sports programs would you like to see the City of Coon Rapids offer residents? (IF "YES," ASK:) What would that be?

GIRLS SPORTS, 18%; CROSS-COUNTRY SKIING, 12%; SENIOR PROGRAMS, 12%; SOCCER, 24%; SWIMMING, 12%; FITNESS, 6%; HOCKEY, 12%; LA CROSSE, 6%.

33. Do you or members of your household regularly leave the City of Coon Rapids to use leisure-time recreational facilities or programs in other cities? (IF "YES," ASK:) What types of facilities or programs are you using elsewhere? (PROBE FOR CITY AND PROGRAM)

NO, 75%; LAKES, 6%; TRAILS, 2%; MUSEUMS/EVENTS, 5%; YOUTH SPORTS, 2%; WATER PARK, 2%; FITNESS CENTER, 3%; SCATTERED, 5%.

Moving on...

The City has had on-going discussions in the community about the need for a Community Center that would provide community gathering space for recreation, programs and meetings.

34. Do you support or oppose the construction of a Community Center by the City of Coon Rapids? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	22%
SUPPORT.....	42%
OPPOSE.....	15%
STRONGLY OPPOSE.....	12%
DON'T KNOW/REFUSED....	11%

35. 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.....	31%
SOMEWHAT LIKELY.....	31%
NOT TOO LIKELY.....	11%
NOT AT ALL LIKELY....	22%
DON'T KNOW/REFUSED....	5%

I would like to read you a list of offerings which could be included in a Community Center. For each one, please tell me if you would strongly support the use of city funding for that offering, somewhat support, somewhat oppose, or strongly oppose the use of city funding for that offering. (ROTATE)

	STS	SMS	SMO	STO	DKR
36. Gymnasiums?	26%	33%	18%	13%	10%
37. A Fitness center?	24%	32%	22%	15%	8%
38. An indoor swimming pool?	26%	37%	18%	12%	8%
39. An indoor water park?	20%	30%	27%	16%	8%
40. An outdoor swimming pool?	17%	33%	29%	14%	7%
41. An outdoor waterpark?	13%	30%	32%	17%	8%
42. An ice arena?	14%	31%	26%	19%	11%
43. An indoor fieldhouse?	7%	26%	32%	20%	15%
44. An indoor rollerblading track?	6%	33%	32%	18%	11%

	STS	SMS	SMO	STO	DKR
45. Banquet rooms with kitchen facilities for wedding and large gatherings?	22%	36%	19%	12%	11%
46. Meeting rooms?	15%	46%	17%	12%	11%
47. Child care center?	16%	45%	18%	12%	9%
48. Space for senior programs?	34%	37%	11%	9%	9%
49. Space for teen programs?	40%	33%	9%	11%	7%
50. A Library?	14%	35%	22%	22%	8%
51. Space for a Performing Arts Center?	14%	36%	25%	18%	9%
52. An indoor children's playground?	12%	41%	24%	15%	9%
53. An indoor walking and running track?	28%	38%	15%	13%	7%
54. A climbing wall?	12%	35%	23%	21%	10%
55. Indoor soccer fields?	7%	18%	31%	31%	13%

Now, I would like to briefly re-read the list.

56. Please tell me which one, if any, of those facilities you would place as the top priority?
57. Of the remaining facilities, which one would you rank as the second priority?
58. Is there any one facility you are most opposed to? (IF "YES," ASK:) Which one?

	TOP	SEC	OPP
GYMNASIUMS.....	4%	2%	1%
FITNESS CENTER.....	6%	2%	2%
INDOOR SWIMMING POOL.....	12%	10%	1%
INDOOR WATER PARK.....	8%	6%	7%
OUTDOOR SWIMMING POOL.....	1%	3%	3%
OUTDOOR WATER PARK.....	1%	2%	2%
ICE ARENA.....	2%	3%	5%
INDOOR FIELDHOUSE.....	2%	2%	1%
INDOOR ROLLERBLADING TRACK.....	1%	1%	6%
BANQUET ROOMS.....	4%	5%	0%
MEETING ROOMS.....	2%	3%	2%
CHILD CARE CENTER.....	2%	4%	1%
SENIOR CENTER.....	10%	7%	0%
TEEN CENTER.....	8%	12%	1%
LIBRARY.....	1%	1%	5%
PERFORMING ARTS CENTER.....	4%	3%	6%
INDOOR CHILDREN'S PLAYGROUND.....	2%	1%	2%
INDOOR WALKING/RUNNING TRACK.....	7%	6%	0%
CLIMBING WALL.....	1%	2%	7%
INDOOR SOCCER FIELDS.....	1%	2%	20%
ALL (VOL.).....	2%	2%	7%
MULTIPLE (VOL.).....	1%	1%	3%
NONE (VOL.).....	17%	19%	13%
DON'T KNOW/REFUSED.....	3%	3%	7%

59. Are there any facilities we have not discussed that you would like to see included in a Community Center? (IF "YES," ASK:) What would that be?

NO, 98%; INDOOR GOLF, 1%; INDOOR TENNIS, 1%.

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

60. 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.....	32%
	\$3.00.....	13%
	\$6.00.....	13%
	\$9.00.....	12%
	\$12.00.....	8%
	\$15.00.....	1%
	\$18.00.....	3%
	DON'T KNOW/REFUSED....	19%

As you may know, the Community Center discussion was prompted by the condition of the Cook Ice Arena, which is thirty-five years old and needs about 1.5 million dollars in renovations.

61. Do you think the City should just renovate the Cook Ice Arena or include an ice arena in the Community Center? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| RENOVATE/STRONGLY..... | 4% |
| RENOVATE..... | 29% |
| INCLUDE..... | 32% |
| INCLUDE/STRONGLY..... | 5% |
| NEITHER (VOL.)..... | 15% |
| DON'T KNOW/REFUSED.... | 14% |

The City is exploring various partnerships with organizations and businesses in the community to help fund the construction of the Community Center and provide programming opportunities once it is open.

62. Do you favor or oppose the City establishing financial and program partnerships with organizations and businesses in the community? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| STRONGLY FAVOR..... | 25% |
| FAVOR..... | 52% |
| OPPOSE..... | 9% |
| STRONGLY OPPOSE..... | 6% |
| DON'T KNOW/REFUSED.... | 10% |

For operational purposes, the City will have to charge user fees for some of the facilities and programs offered in the Community Center.

63. Would you be willing to pay a user fee for a facility or program you would use?
- | | |
|------------------------|-----|
| YES..... | 68% |
| NO..... | 27% |
| DON'T KNOW/REFUSED.... | 6% |

Sometimes people change their mind after learning more about an issue. Let me ask you again.....

64. Do you support or oppose the construction of a Community Center by the City of Coon Rapids? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| STRONGLY SUPPORT..... | 23% |
| SUPPORT..... | 44% |
| OPPOSE..... | 15% |
| STRONGLY OPPOSE..... | 11% |
| DON'T KNOW/REFUSED.... | 7% |

COMPARE RESPONSE IN QUESTION #34; IF DIFFERENT, ASK: (N=45)

65. What caused you to change your mind?

UNSURE, 2%; RAISE TAXES, 16%; WOULD USE THE FACILITY, 16%; NEEDED, 14%; TOO MANY AMENITIES, 4%; NEED TEEN CENTER, 14%; NEED FITNESS CENTER, 4%; NEED MEETING ROOMS, 2%; NEED SENIOR CENTER, 2%; NEED MORE DETAILS, 7%; NEED ART CENTER, 4%; NO NEED, 4%; LIKE PARTNER SHIPS, 2%; NEED INDOOR POOL, 2%; WON'T PAY FEES, 2%; NEED ICE CENTER, 4%.

Moving on....

66. What is your principal source of information about Coon Rapids City Government and its activities?

COON RAPIDS HERALD, 51%; CITY NEWSLETTER, 19%; STAR TRIBUNE, 2%; WEBSITE, 6%; CABLE TELEVISION, 11%; MAILINGS, 7%; WORD OF MOUTH, 2%; SCATTERED, 3%.

67. How would you prefer to receive information about Coon Rapids City Government and its activities?

COON RAPIDS HERALD, 49%; CITY NEWSLETTER, 19%; STAR TRIBUNE, 2%; WEBSITE, 6%; CABLE TELEVISION, 11%; MAILINGS, 11%; SCATTERED, 2%.

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

	MAJ	MIN	NOT	DKR
68. The City newsletter?	38%	41%	21%	0%
69. The "Coon Rapids Herald" newspaper?	60%	22%	19%	0%
70. The "Star Tribune?"	6%	29%	63%	2%
71. The City's website?	6%	27%	65%	3%
72. Programming on your public access cable TV station?	17%	22%	60%	2%
73. City employees?	2%	12%	83%	2%
74. Direct mail updates?	10%	32%	58%	1%

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. Be sure to include yourself. Let's start oldest to youngest....

75.	First, persons 65 years old or over?	NONE.....80%
		ONE.....8%
		TWO OR MORE.....12%
76.	Adults, 18-65 years old?	NONE.....16%
		ONE.....11%
		TWO.....69%
		THREE OR MORE.....4%
77.	School-aged children and pre-schoolers?	NONE.....59%
		ONE.....12%
		TWO.....23%
		THREE OR MORE.....6%
78.	Do you own or rent your present residence?	OWN.....82%
		RENT.....18%
		REFUSED.....0%
79.	What is your age, please?	18-24.....4%
		25-34.....13%
		35-44.....29%
		45-54.....22%
		55-64.....16%
		65 AND OVER.....17%
		REFUSED.....0%
80.	Is your pre-tax yearly household income above or below \$50,000? (IF "BELOW," ASK:) Is it below \$25,000? (IF "ABOVE," ASK:) Is it above \$75,000? (IF "ABOVE," ASK:) Is it above \$100,000?	UNDER \$25,000.....7%
		\$25,000-\$50,000.....22%
		\$50,001-\$75,000.....30%
		\$75,001-\$100,000.....24%
		OVER \$100,000.....6%
		DON'T KNOW.....0%
		REFUSED.....11%
81.	Gender	MALE.....50%
		FEMALE.....50%
82.	Area of City	WARD ONE.....20%
		WARD TWO.....22%
		WARD THREE.....20%
		WARD FOUR.....19%
		WARD FIVE.....19%