

DECISION RESOURCES, LTD.
3128 Dean Court
Minneapolis, Minnesota 55416

CITY OF PLYMOUTH
RESIDENTIAL STUDY
FINAL AUGUST 2012

Hello, I'm _____ of Decision Resources, Ltd., a polling firm located in Minneapolis. We've been retained by the City of Plymouth 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. I want to assure you that all individual responses are 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 Plymouth? | LESS THAN ONE YEAR.....4% |
| | ONE OR TWO YEARS.....9% |
| | THREE TO FIVE YEARS...14% |
| | SIX TO TEN YEARS.....24% |
| | ELEVEN - TWENTY YRS...24% |
| | OVER TWENTY YEARS.....25% |
| | DON'T KNOW/REFUSED.....0% |
| 2. What do you like MOST about living in Plymouth? | DON'T KNOW/REFUSED.....3% |
| | LOCATION.....28% |
| | SUBURBAN.....7% |
| | SCHOOLS.....12% |
| | NEIGHBORHOOD.....19% |
| | OPEN SPACE.....7% |
| | PEOPLE.....9% |
| | SAFE.....9% |
| | PARKS.....5% |
| | SCATTERED.....2% |
| 3. What do you think is the most serious issue facing the City? | DON'T KNOW/REFUSED....18% |
| | NOTHING.....22% |
| | GROWTH.....18% |
| | TAXES.....14% |
| | TRAFFIC.....7% |
| | CITY SERVICES.....2% |
| | SCHOOLS.....3% |
| | LACK OF AFFORDABLE HOUSING.....4% |
| | RISING CRIME.....2% |
| | HOME FORECLOSURES.....2% |
| | POOR STREETS.....2% |
| | SCATTERED.....5% |

4.	How would you rate the quality of life in Plymouth -- excellent, good, only fair, or poor?	EXCELLENT.....75%
		GOOD.....22%
		ONLY FAIR.....1%
		POOR.....0%
		DON'T KNOW/REFUSED.....2%

IF "GOOD," "ONLY FAIR," OR "POOR," ASK: (n=93)

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

UNSURE, 23%; LOWER TAXES, 11%; MORE RETAIL, 7%; FIX ROADS, 7%; MORE POLICE PATROLS, 15%; IMPROVE DRINKING WATER, 2%; LESS LOW INCOME HOUSING, 3%; MORE AFFORDABLE HOUSING, 3%; LIMIT GROWTH, 8%; MORE PUBLIC TRANSIT, 3%; IMPROVE CITY SERVICES, 8%; SCATTERED, 11%.

6.	Has the quality of life improved, declined or remained about the same over the past five years?	IMPROVED.....23%
		REMAINED THE SAME.....66%
		DECLINED.....7%
		DON'T KNOW/REFUSED.....4%

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	D.K.
7. Police protection?	59%	35%	5%	0%	2%
8. Fire protection?	64%	29%	1%	1%	6%
9. Building inspection?	14%	55%	7%	2%	23%
10. Nuisance and code enforcement?	14%	52%	14%	2%	18%
11. Storm water drainage?	17%	68%	5%	1%	10%
12. Park maintenance?	46%	49%	3%	0%	2%
13. Condition of trails?	44%	44%	4%	0%	8%
14. Snow removal on city trails?	24%	48%	8%	0%	21%
15. Recreation programs?	31%	51%	4%	1%	14%
16. Street lighting?	20%	61%	16%	3%	1%
17. Recycling service?	41%	48%	7%	0%	4%
18. City-sponsored community events?	27%	66%	2%	0%	4%

Roadways in the City of Plymouth consist of both city and county streets and state highways. City streets are those found in residential neighborhoods and also include major streets such as Vicksburg Avenue and Fernbrook Lane. The county maintains County

Roads 6, 9, 10, 47, 61 and 101, while the state maintains Highways 55, 169 and Interstate 494.

Considering only city streets, please tell me whether you would rate the quality of the following services as excellent, good, only fair, or poor?

	EXCL	GOOD	FAIR	POOR	D.K.
19. Pavement repair and patching on city streets?	13%	57%	24%	7%	0%
20. Snowplowing of city streets?	18%	63%	16%	3%	1%

Now, I would like to re-read you that list of city services. For each one, please tell me if you consider it be an essential city service, a very important city service, a somewhat important city service, or not a very important service at all.

	ESS	VIM	SIM	NAA	DKR
21. Police protection?	81%	18%	1%	0%	0%
22. Fire protection?	83%	16%	1%	0%	0%
23. Building inspection?	33%	51%	13%	3%	1%
24. Nuisance and code enforcement?	29%	56%	13%	2%	1%
25. Storm water drainage?	42%	49%	8%	1%	0%
26. Park maintenance?	28%	52%	20%	1%	0%
27. Condition of trails?	21%	57%	21%	1%	0%
28. Snow removal on city trails?	20%	49%	28%	3%	0%
29. Recreation programs?	29%	49%	20%	2%	0%
30. Street lighting?	43%	43%	14%	0%	0%
31. Recycling service?	50%	43%	8%	0%	0%
32. City-sponsored community events?	31%	47%	18%	4%	0%
33. Pavement repair and patching on city streets?	65%	34%	1%	0%	0%
34. Snowplowing of city streets?	63%	35%	3%	0%	0%

Now, for the final time I am going to read the list of city services. Given the current economic and financial environment, the city may have to make some additional tough choices in the next couple of years with respect to scaling back or eliminating certain city services. For each of the following please tell me if you would support an increase in funding for the service, keep the funding for the service at its current level, make cuts in the funding for the service, or eliminate funding for the service.
(ROTATE)

	INC	MAI	CUT	ELM	DKR
35. Police protection?	14%	86%	0%	0%	0%
36. Fire protection?	10%	90%	0%	0%	0%
37. Building inspection?	1%	88%	10%	0%	1%
38. Nuisance and code enforcement?	6%	87%	7%	0%	0%
39. Storm water drainage?	3%	89%	8%	0%	0%
40. Park maintenance?	1%	93%	6%	0%	0%
41. Condition of trails?	2%	92%	6%	0%	0%
42. Snow removal on city trails?	3%	87%	10%	1%	0%
43. Recreation programs?	2%	88%	10%	0%	0%
44. Street lighting?	10%	87%	3%	0%	0%
45. Recycling service?	3%	95%	3%	0%	0%
46. City-sponsored community events?	2%	86%	12%	0%	0%
47. Pavement repair and patching on city streets?	26%	74%	0%	0%	0%
48. Snowplowing of city streets?	16%	84%	0%	0%	0%

Property tax revenues are divided among the City of Plymouth, Hennepin County, and your local public school district. The City of Plymouth receives about 22% of each property tax dollar.

49. 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.....12% GOOD.....68% ONLY FAIR.....10% POOR.....1% DON'T KNOW/REFUSED....10%
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.....5% SOMEWHAT HIGH.....35% ABOUT AVERAGE.....42% SOMEWHAT LOW.....3% VERY LOW.....0% DON'T KNOW/REFUSED....15%

In the past three years, the city's tax levy has remained the same and twenty-eight city staff positions were eliminated.

51. Have you noticed any differences in the city services offered in the community?	YES.....5% NO.....91% DON'T KNOW/REFUSED....5%
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IF "YES," ASK: (n=18)

52. What differences have you noticed?

SLOWER ROAD WORK, 33%; LONGER WAIT TIME ON TELEPHONE, 11%; SLOWER PLOWING, 11%; FEWER POLICE PATROLS, 11%; EVERY OTHER WEEK RECYCLING, 6%; FEWER RECREATION PROGRAMS, 22%; SCATTERED, 6%.

Moving on....

- | | | |
|------------------------------------|---|--|
| 53. | Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Plymouth runs things? | YES.....72%
NO.....24%
DON'T KNOW/REFUSED.....4% |
| 54. | How much do you feel you know about the work of the Mayor and City Council -- a great deal, a fair amount, or very little? | GREAT DEAL.....8%
FAIR AMOUNT.....56%
VERY LITTLE.....35%
DON'T KNOW/REFUSED.....1% |
| 55. | From what you know, do you approve or disapprove of the job performance of the Mayor and City Council? (WAIT FOR RESPONSE) And do you feel strongly that way? | STRONGLY APPROVE.....13%
APPROVE.....69%
DISAPPROVE.....8%
STRONGLY DISAPPROVE....1%
DON'T KNOW/REFUSED....10% |
| IF OPINION IS STATED, ASK: (n=359) | | |
| 56. | Why do you feel that way? | DON'T KNOW/REFUSED.....1%
THEY DO NOT LISTEN.....4%
TOO MUCH GROWTH.....4%
TRY HARD/CARING.....13%
GOOD JOB.....42%
COULD IMPROVE.....7%
THEY LISTEN.....6%
NO PROBLEMS.....22%
SCATTERED.....2% |
| 57. | How much first-hand contact have you had with the Plymouth City Staff -- quite a lot, some, very little, or none at all? | QUITE A LOT.....5%
SOME.....53%
VERY LITTLE.....31%
NONE AT ALL.....11%
DON'T KNOW/REFUSED.....1% |
| 58. | From what you know, how would you rate the job performance of the Plymouth City Staff -- excellent, good, only fair, or poor? | EXCELLENT.....10%
GOOD.....74%
ONLY FAIR.....8%
POOR.....1%
DON'T KNOW/REFUSED.....8% |

59.	During the past year, have you	YES.....48%
	contacted the City of Plymouth?	NO.....52%
		DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=191)

60.	How did you contact the city,	TELEPHONE.....56%
	by telephone, on the city's	CITY WEBSITE.....9%
	website, by e-mail or in	E-MAIL.....8%
	person?	IN PERSON.....27%
		DON'T KNOW/REFUSED.....0%

As you may be aware, more and more city services are transitioning to being available to residents on-line.

61.	Do you think this is a positive	VERY POSITIVE.....23%
	Change or negative change? WAIT	POSITIVE.....52%
	FOR RESPONSE) Do you feel strongly	NEGATIVE.....8%
	that way?	VERY NEGATIVE.....0%
		NEUTRAL (VOL.).....16%
		DON'T KNOW/REFUSED.....2%

IF "NEGATIVE" OR "VERY NEGATIVE," ASK: (n=31)

62. Why do you think this change is negative?

NOT EVERYONE HAS A COMPUTER, 26%; NOT EVERYONE LIKES TO USE A COMPUTER, 36%; DON'T USE INTERNET, 10%; LOSS OF HUMAN INTERACTION, 19%; DON'T OWN A COMPUTER, 3%; CUTS JOBS, 3%; HARD TO NAVIGATE CITY WEBSITE, 3%.

Moving on....

63.	Do you feel safe walking in your	YES.....87%
	neighborhood at night?	NO.....12%
		DON'T KNOW/REFUSED.....2%

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

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

65. 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. (DELETE FIRST CHOICE AND RE-READ LIST)

	FIRST	SECOND
Violent crime.....	4%	4%
Traffic speeding.....	20%	13%
Drugs.....	9%	18%
Youth crimes and vandalism.....	22%	26%
Business crimes, such as shop- lifting and check fraud.....	3%	4%
Residential crimes, such as burglary, and theft.....	25%	13%
ALL EQUALLY.....	1%	1%
NONE OF THE ABOVE.....	12%	17%
DON'T KNOW/REFUSED.....	4%	5%

Now, I would like to read you a short list of environmental concerns.

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

Water quality of lakes, streams and wetlands.....	36%
Aquatic invasive species.....	7%
Wildlife management.....	9%
Solid waste and recycling.....	15%
Noise pollution.....	5%
Invasive plants, like buckthorn.....	6%
OTHER.....	0%
ALL EQUALLY.....	3%
NONE OF THE ABOVE.....	12%
DON'T KNOW/REFUSED.....	8%

In January, the city changed to single sort recycling with every other week collection.

- | | |
|---|---------------------------|
| 67. How satisfied are you with this change -- very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied? | VERY SATISFIED.....37% |
| | SOMEWHAT SATISFIED....41% |
| | SOMEWHAT DISSATISFIED..8% |
| | VERY DISSATISFIED.....3% |
| | DON'T KNOW/REFUSED....10% |
| 68. Are you aware of the city operated Metrolink bus service? | YES.....87% |
| | NO.....13% |
| | DON'T KNOW/REFUSED.....1% |

On another topic....

69.	How would you rate park and recreation facilities in Plymouth -- excellent, good, only fair, or poor?	EXCELLENT.....49%
		GOOD.....29%
		ONLY FAIR.....8%
		POOR.....0%
		DON'T KNOW/REFUSED....14%

IF RATING IS GIVEN, ASK: (n=343)

70. Why do you feel that way?

UNSURE, 2%; WELL-MAINTAINED/CLEAN, 52%; GOOD PROGRAMS, 4%; NICE PARKS, 7%; VARIETY OF ACTIVITIES, 11%; SAFE, 4%; NEED TO UPDATE PLAYGROUND EQUIPMENT, 5%; NICE TRAILS, 2%; SOME FACILITIES NEED TO BE MAINTAINED BETTER, 5%; RECENT UPGRADES, 3%; NO PROBLEMS, 2%; SCATTERED, 3%.

The Plymouth Park System is composed of neighborhood and community parks, the Plymouth Ice Center, the Plymouth Creek Center and interconnecting trails. For each of the following facilities, please tell me whether you or members of your household use it frequently, occasionally, rarely, or not at all.

	FRE	OCC	RAR	NAA	DKR
71. Neighborhood and community parks?	27%	43%	15%	15%	1%
72. Plymouth Ice Center?	8%	20%	24%	46%	3%
73. Plymouth Creek Center and Fieldhouse?	14%	26%	17%	41%	2%
74. Trails?	36%	37%	11%	16%	1%
75. Large playfields?	11%	22%	21%	43%	3%

Now, from what you have seen or heard, how would you rate the quality of each component in the park system -- would you rate them as excellent, good, only fair, or poor?

	EXC	GOOD	FAIR	POOR	D.K.
76. Neighborhood and community parks?	37%	56%	3%	0%	5%
77. Plymouth Ice Center?	21%	47%	6%	1%	26%
78. Plymouth Creek Center and Fieldhouse?	26%	46%	6%	1%	22%
79. Trails?	39%	51%	3%	0%	7%
80. Large playfields?	20%	47%	9%	1%	23%

81.	In the past year, have you or any members of your household participated in city-sponsored recreational programs?	YES.....34% NO.....66% DON'T KNOW/REFUSED.....0%
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IF "YES," ASK: (n=136)

82.	How would you rate these programs -- excellent, good, only fair or poor?	EXCELLENT.....46% GOOD.....54% ONLY FAIR.....0% POOR.....0% DON'T KNOW/REFUSED.....0%
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83.	Does the current mix of recreation programming in the City of Plymouth adequately meet the needs of your household?	YES.....96% NO.....2% DON'T KNOW/REFUSED.....2%
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IF "NO," ASK: (n=8)

84. What types of programs are missing?

MORE FOR SENIORS, 75%; MORE FOR DISABLED, 13%; MORE FOR TEENS, 13%.

I would like to read you a list of potential park and recreation projects. Each project would require the use of City funding to complete.

85. Which project would you make the highest priority? (READ LIST AND ROTATE)

86. Which is your second priority? (RE-READ LIST IF NECESSARY)

87. Which would the lowest priority? (RE-READ LIST IF NECESSARY)

HIGH SEC LOW

CONSTRUCTION OF ADDITIONAL TRAILS.....	13%..10%..11%
ACQUIRING OPEN SPACES.....	17%..11%..13%
IMPROVING AND UPDATING NEIGHBORHOOD PARKS.....	27%..17%..5%
CONSTRUCTION OF ADDITIONAL ATHLETIC FIELDS.....	5%..11%..13%
REPLACING AND UPDATING EXISITING TRAILS.....	11%..18%..9%
ADDING OR UPGRADING EXISITING PARK BUILDINGS..	14%..13%..16%
NONE (VOL.).....	10%..14%..21%
DON'T KNOW/REFUSED.....	4%..7%..13%

Changing topics again....

88. What is your primary source of information about City government and its activities?

NONE, 1%; CITY NEWSLETTER, 48%; LOCAL NEWSPAPER, 23%; CITY WEBSITE, 19%; WORD OF MOUTH, 2%; STAR TRIBUNE, 3%; SCATTERED, 4%.

The City publishes a regular newsletter, titled "Plymouth News," which is mailed to all residents every two months.

89. Do you receive and read this newsletter? (IF "YES," ASK:) How would you evaluate the newsletter overall -- excellent, good, only fair or poor?	NO.....9% RECEIVE/EXCELLENT.....29% RECEIVE/GOOD.....49% RECEIVE/ONLY FAIR.....3% RECEIVE/POOR.....0% RECEIVE/NO OPINION.....10% REFUSED.....1%
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IF RECEIVE AND RATE THE NEWSLETTER, ASK: (n=323)

Most issues of the newsletter contain a supplement that focuses on a single topic area. I am going read you a list of topic areas that are focuses of these supplements. For each one, please tell me if you have read it and if you have read it, how would you evaluate it overall - excellent, good, only fair or poor?

	NOT	EXC	GOO	FAI	POO	DKR
90. Environmental Extra?	4%	28%	63%	5%	0%	0%
91. Financial Extra?	5%	34%	51%	9%	0%	0%
92. Public Safety Extra?	3%	37%	53%	6%	0%	0%
93. How would you rate the City's overall performance in communicating key local issues to residents in its publications, on cable television, and its website -- excellent, good, only fair or poor?						
				EXCELLENT.....6%		
				GOOD.....80%		
				ONLY FAIR.....11%		
				POOR.....0%		
				DON'T KNOW/REFUSED.....2%		

Moving on....

94. Do you have access to the Internet at home? (WAIT FOR RESPONSE) Do you have access to the Internet at work?	HOME ONLY.....33% WORK ONLY.....0% BOTH.....57% NEITHER.....10% DON'T KNOW/REFUSED.....0%
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IF "YES," ASK: (n=359)

95.	Have you accessed the City's web site?	YES.....78%
		NO.....22%
		DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=280)

96.	How would you evaluate the content of the City's website -- excellent, good, only fair, or poor?	EXCELLENT.....16%
		GOOD.....76%
		ONLY FAIR.....8%
		POOR.....0%
		DON'T KNOW/REFUSED.....0%

97.	How would you rate the ease of navigating the site and finding the information you sought -- excellent, good, only fair, or poor?	EXCELLENT.....15%
		GOOD.....73%
		ONLY FAIR.....11%
		POOR.....1%
		DON'T KNOW/REFUSED.....0%

98.	Are you aware the City streams city meetings on the website? (IF "YES," ASK:) Have you viewed a city meeting on the website?	NO.....39%
		YES/YES.....23%
		YES/NO.....39%
		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 Plymouth.

	NOT USE	USE LIK	USE NLK	DK/ REF
99. Facebook?	56%	37%	8%	0%
100. Twitter?	76%	16%	7%	0%
101. YouTube?	64%	32%	4%	0%
102. Blogs?	85%	14%	1%	0%

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. Let's start with the oldest. Be sure to include yourself.

103. First, persons 65 or over?	NONE.....80%
	1.....11%
	2 OR MORE.....9%
	REFUSED.....1%
104. Adults under 65?	NONE.....13%
	1.....14%
	2.....64%
	3 OR MORE.....9%
	REFUSED.....1%
105. School-aged or pre-school children?	NONE.....65%
	1.....11%
	2 OR MORE.....23%
	REFUSED.....1%
106. Do you own or rent your present residence?	OWN.....72%
	RENT.....27%
	REFUSED.....1%
107. Do you reside in an apartment, townhouse or condominium, a de- tached single family home, or something else?	APARTMENT.....18%
	TOWNHOUSE/CONDO.....18%
	SINGLE-FAMILY HOME....63%
	SOMETHING ELSE.....0%
	DON'T KNOW/REFUSED.....1%
108. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....6%
	25-34.....13%
	35-44.....26%
	45-54.....20%
	55-64.....21%
	65 AND OVER.....14%
	REFUSED.....0%
109. What is the last grade of school you completed?	LESS THAN HIGH SCH.....2%
	HIGH SCHOOL GRADUATE..16%
	VO-TECH SCHOOL.....8%
	SOME COLLEGE.....20%
	COLLEGE GRADUATE.....41%
	POST-GRADUATE.....12%
	REFUSED.....2%

110. Finally, thinking about your household finances, how would you describe your financial situation, would you say that --	STATEMENT A.....3%
A) Your monthly expenses are exceeding your income;	STATEMENT B.....28%
B) You are meeting your monthly expenses but are putting aside little or no savings;	STATEMENT C.....51%
C) You are managing comfortably while putting some money aside;	STATEMENT D.....17%
D) Managing very well?	DON'T KNOW/REFUSED.....2%
111. Gender (DO NOT ASK)	MALE.....49%
	FEMALE.....51%
112. REGION OF CITY	WARD ONE.....30%
	WARD TWO.....23%
	WARD THREE.....23%
	WARD FOUR.....25%