

FINAL REPORT

Results from

City of Maple Grove Community Survey

Submitted to City of Maple Grove

by

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City of Maple Grove Community Survey

METHODS

The 2001 City of Maple Grove Community Study was overseen by the Citizens' Long-range Improvement Committee (CLIC). CLIC took bids from consultants in the spring of 2001 and a Letter of Agreement was signed in May. During the summer the survey questions were finalized and the questionnaire was designed. In September the questionnaire was pre-tested and final revisions made. A random sample of 2000 Maple Grove residents was pulled from the City's utility database. In addition to the random sample, surveys were sent to 800 residents of apartment buildings. This was done in order to ensure a sufficient number of responses from renters who make up a small percentage of the city's residents.

The initial mailing consisted of the questionnaire, a cover letter explaining the purpose of the survey, and a free pass to the City's new Community Center as a token of appreciation for completing the survey. The mailing also included a stamped, self-addressed envelope for the respondent to use to send back the completed survey. Each of the surveys was coded so that it was possible to determine who had returned their questionnaires and who had not. After 10 days, a reminder postcard was sent to those who had not yet returned the questionnaire. One week after the postcard had been sent, another mailing was sent to those who had not responded. This final mailing included another blank questionnaire, a slightly revised cover letter encouraging their participation in the survey, and a stamped, self-addressed envelope.

This process yielded a total of 1589 completed surveys, an overall response rate of 56.75%. Among the randomly selected sample of the Maple Grove residents, the response rate was 68%, and of the renter households who had been added to the sample, 30% completed and returned the survey. The difference in response rates for these groups was expected for two reasons. First, renters as a group typically show lower response rates to mailed surveys than do homeowners, and second, the random sample was subject to a more thorough process of solicitation. Because the random sample taken from the City's utility billing database included the residents' name, all of the envelopes and cover letters were personalized. Furthermore, the random sample received a second questionnaire, while the renter sample did not. Nevertheless, the oversampling of the renter population served its purpose by resulting in a pool of renter responses that was significantly larger than it would have been otherwise. In fact, renters made up 16% of all of those who returned questionnaires, even though they make up just over seven percent of all households in the city. Thus, it was necessary to weight renter responses to reflect their true proportion among Maple Grove households. When the renter responses are weighted, the number of completed questionnaires analyzed reduces to 1447 (each renter response is counted as .45 of a response). The weighted responses are more reflective of the true distribution of responses for the entire city of Maple Grove. Thus, all findings presented in this report use the weighted responses unless otherwise indicated. A listing of the unweighted response frequencies is contained in Appendix II.

FINDINGS

A. Characteristics of the sample

The survey respondents are very representative of the overall population of Maple Grove residents. Ninety two percent are homeowners (the 2000 census indicates that 92.7% of Maple Grove households are homeowners), and 50.8% are male.

Table 1 shows the racial breakdown of respondents, compared to the 2000 census information on Maple Grove households. The table shows that 93% of the respondents identified themselves as white, one percent African-American, 1.5% Asian-American, 1.8% Native-American, 0.9% Hispanic, and 1.9% answered “Other.” These percentages closely resemble the distribution of races found by the 2000 census with the exception of “Native-American.” Roughly nine-times as many people identified themselves as “Native-American” as would be expected by the census figures. Though the category was meant to include American Indians, it seems quite likely from the responses that the use of the term “Native American” confused some people, and that many people who are not American Indians picked this answer because they were born in this country. It is impossible, of course, to determine which of these respondents are not American Indians, though we expect that most are. In any case, this problem applies to less than two percent of the entire pool of respondents and will not significantly alter the distribution of responses.

Table 1: Racial/ethnic breakdown of survey respondents

	Survey	2000 census
White	1313 (93)	(94.7)
African-American	13 (1)	(1)
Asian-American	21 (1.5)	2.5)
Hispanic	12 (.9)	(1.1)
Native American	25 (1.8)	(0.2)
Other	27 (1.9)	(1.4)

Figures in parentheses are column percentages.

Four percent of the sample respondents reported household income of less than \$25,000, and four percent reported income of greater than \$200,000. Almost half of the respondents (46%) reported income between \$50,000 and \$100,000. The average age of respondents was 47; seven percent were under the age of 30 and 14% were over the age of 60. The average household size for respondents was 2.7 persons, very close to the 2.87 reported for Maple Grove households in the 2000 census. Just more than one-half of the respondents (51%) lived in one or two-person households, 38% lived in households of 3 or 4, and only 11% lived in households of five people or more.

Forty-six percent of the respondents lived in households with children. Again this matches the census data very closely; the census reports that 47% of Maple Grove households have children under the age of 18. Seventeen percent of the respondents lived in households with at least one senior (defined as a person aged 60 or over). Only five percent of the

respondents were single parents, and 16% were single persons (people who report having only one person households).

The single parents in the sample reported lower rates of homeownership than the total sample, 78% to 92% overall. Single parents are also more likely than the rest of the respondents to be female (69% to 50%) and have lower incomes (44% of single parents report incomes below \$50,000 compared to 22% of all respondents).

Single persons responding to the survey are even less likely to be homeowners (just 62% report owning their homes). Over one-third (37%) of singles are seniors, and 94% of senior singles are female.

Most of the respondents to the survey have college degrees. Only one percent reported having less than a high school education, and another 19% reported having only a high school degree. Twenty-nine percent have completed a two-year college or vocational/technical degree, while 35% have completed a four-year college program and 16% have post-graduate degrees.

A detached single family home is by far the most common dwelling type for respondents; 71% report living in such a house. Nineteen percent report living in townhomes, seven percent in apartment buildings, two percent in duplexes or triplexes, and one percent report some other accommodations.

The average respondent has lived in Maple Grove for 10 ½ years. Eighteen percent have moved into the city in the past two years, 38% have lived in the city for 3 to 10 years, and 42% for more than 10 years. Ten respondents (less than one percent) report having lived in Maple Grove for more than 40 years. Those who have moved into Maple Grove in the past two years are:

- Less likely to be homeowners (79% to 95%)
- No different in income distribution
- More likely to be non-white (11% to 5%)
- More likely to have a 4-year college degree or more (62% to 49%)
- Less likely to have seniors in the household (11% to 19%)
- Less likely to have children in the household (37% to 48%)
- More likely to not have seniors and children in the household (54% to 34%)
- More likely to be a single person-household (24% to 14%)
- More likely to be 1 or 2 person households (62% to 48%)
- More likely to be under age 30 (24% to 3%).

B. Quality of life

Several questions in the survey dealt with various aspects of the quality of life in Maple Grove. Generally, residents rated their quality of life very highly. Overwhelming numbers reported positive impressions of the city, their neighborhoods, and the environment in which they live. These findings are summarized below. In this section and the ones to follow, the answers of respondents will be summarized. A complete breakdown of all answers is contained in Appendix I.

Most of the questions in the survey, whether they ask for respondents' attitudes or behaviors, provide a range of five or six answers. For example, when asked to rate the quality of life in the city, respondents choose from "very high," "high," "neither high nor low," "low" or "very low." This is done to provide the respondent with a full range of choices and to allow them to report various intensities of preferences or experiences. For the purpose of the analysis of answers, however, it is most useful to combine positive responses and compare them to the number of negative and neutral responses. This provides a more easily understood summary of respondents' attitudes. In the summaries to follow, then, one convention is adopted; the two most positive responses ("very high" and "high," or "very satisfied" and "satisfied," etc.) are combined and the number and percentage of respondents who gave these answers is compared to the number and percentage who gave any other answer. This procedure is also recommended by the fact that very few respondents reported negative attitudes about most of the items asked.

Overall quality of life

Ninety three percent of the survey respondents reported that their quality of life in Maple Grove was "high" or "very high." Less than one-half of one percent (.3%) reported their quality of life to be "low" or "very low," and the rest (6%) gave a neutral answer. This is a remarkably high percentage that held across almost every sub-category of respondent, young and old, homeowner and renter, newcomer and long term resident. Only two demographic sub-groups were less likely to report a positive quality of life, respondents with incomes less than \$25,000 (79% reported positive ratings) and respondents with less than a high school education (75%). In both of these cases, however, while the rate of positive ratings is below that of the rest of the respondents, it is still quite high by objective standards. Furthermore, the number of respondents in the lowest-education category is so small that this difference is not highly reliable from a statistical standpoint.

Quality of neighborhood

Respondents were slightly less positive when asked about the quality of their neighborhoods. Eighty-three percent rated their neighborhoods positively, 15% were neutral, and again, a miniscule number (1.2%) gave their neighborhoods negative ratings. Only 73% of respondents with less than a high school education gave their neighborhoods positive ratings compared to over 86% of respondents with more than a college degree. Single parents were less likely to give their neighborhoods a positive rating compared to others (69% to 84%).

Safety

The questionnaire contained two items related to safety, “how safe do you feel in your neighborhood?” and “how safe do you feel in downtown Maple Grove?” To both questions respondents overwhelmingly indicated they felt either “safe” or “very safe.” Ninety-one percent of the respondents feel safe in their neighborhoods (less than 1% indicated they felt “somewhat unsafe” or “unsafe”) and 94% feel safe in downtown Maple Grove (only .1% answered “somewhat unsafe”). Once again, the level of education completed by the respondents distinguished them in their responses. Those with less than a high school education were less likely to answer that they felt safe compared to those with a college education (67% to 93%), and they were slightly less likely to indicate they felt safe downtown compared to others with more education (83% to 95%).

Respondents were also asked how they rate Maple Grove as a place to raise children. Again, the responses were overwhelmingly positive, 95% of the survey participants who answered this question feel the city is a “good” or “very good” place to raise children, while only one respondent (0.1% of the total) felt it was “poor” or “very poor” in this regard. As with previous answers, the respondents who lack a high school education were somewhat less positive about this item, only 80% answered “good” or “very good” compared to 95% of the rest of the respondents. Though there were other very slight differences across some of the demographic categories, more than 90% of virtually all sub-groups provided positive answers to this question.

What residents like most about Maple Grove

Table 2 lists the responses to the question, “what one thing do you like most about living in Maple Grove?” As this was an “open-ended” question, the respondents supplied their own answers and these answers were later combined into the categories listed in the table. One-quarter of the respondents answered that they most liked the city’s convenient location within the region, 13% like the parks and trails the most, 12% mentioned the restaurants and shopping in the city, and 8% valued the clean and quiet environment the most. After these categories there was a wide range of other answers mentioned.

It is possible to combine some of the answer categories listed in table 2 that are related to each other. For example, being “close to the freeway” is a more specific instance of, or at least related to the “convenient location” of the city. When these two are combined into a single category it accounts for 28% of respondents. Another 22% of respondents mentioned some type of community amenity (either restaurants, shopping, schools, the housing stock, the neighborhoods, or downtown), while 17% valued the quality of life, the clean and quiet of the community, or the sense of safety. The parks, trails, or the natural environment was mentioned by 16% of respondents, and 8% indicated that the people, the small town feel, or the sense of community was what they like most about Maple Grove.

Table 2: “What one thing do you like most about living in Maple Grove?”

Convenient location	331 (25%)
Parks / trails	178 (13%)
Restaurants / shopping	158 (12%)
Clean /quiet	112 (8%)
Housing / neighborhoods	67 (5%)
Quality of life	62 (5%)
Sense of safety	59 (4%)
Natural environment	44 (3%)
The people	42 (3%)
Close to freeways	40 (3%)
Schools	36 (3%)
Feeling of community	34 (3%)
Small town feel	30 (2%)
New downtown	27 (2%)
Recent government actions	25 (2%)
Recent growth	21 (2%)
“Everything”	20 (2%)
Other	43 (3%)

An examination of the answers of sub-groups within the respondents revealed the following:

- African-Americans were more likely than others to mention “safety” and “clean/quiet”
- Seniors were twice as likely as others to mention “restaurants/shopping”
- People under 30 were four times more likely to mention recent growth
- Small households were more likely to mention “restaurants/shopping”
- Lowest income respondents less likely to mention “parks/trails”
- Homeowners were four times more likely to mention “parks/trails”
- Households with seniors were ¼ as likely to mention “parks/trails”
- Households with kids were ½ as likely to mention “restaurants/shopping”
- Households with kids were five times more likely to mention “schools”
- Single parents were more likely than others to mention “quality of life”

What residents like least about Maple Grove

Survey participants were also asked, “What one thing do you like least about living in Maple Grove?” Like the previous question, this one was open-ended, meaning that respondents provided their own answers that were later combined into categories. Unlike the previous questions, however, the respondents showed a more consensus in their answers. Just under one-half of all respondents (45%) said that “traffic” was the thing they liked least about the city. Another 8% said something about growth, and 8% mentioned property taxes. Table 3 presents the full breakdown of answers.

Table 3: “What one thing do you like least about living in Maple Grove?”

Traffic	583 (45%)
Growth	110 (8%)
Taxes	105 (8%)
Construction	54 (4%)
Road layout	42 (3%)
Commute	36 (3%)
Housing costs	24 (2%)
Snobby people / not diverse	23 (2%)
Remote location	20 (2%)
Other	255 (18%)
Nothing	49 (4%)

As with the previous question, these answers can be grouped into slightly larger categories. When “road layout” and “freeway noise” are added to “traffic,” the category accounts for 48% of all respondents. Twelve% mentioned growth or construction, 10% taxes or housing costs, and 5% mentioned the remote location of the community or their commute (this last category might also be added to the first as it seems to deal with transportation issues). Analysis of the answers of sub-groups showed:

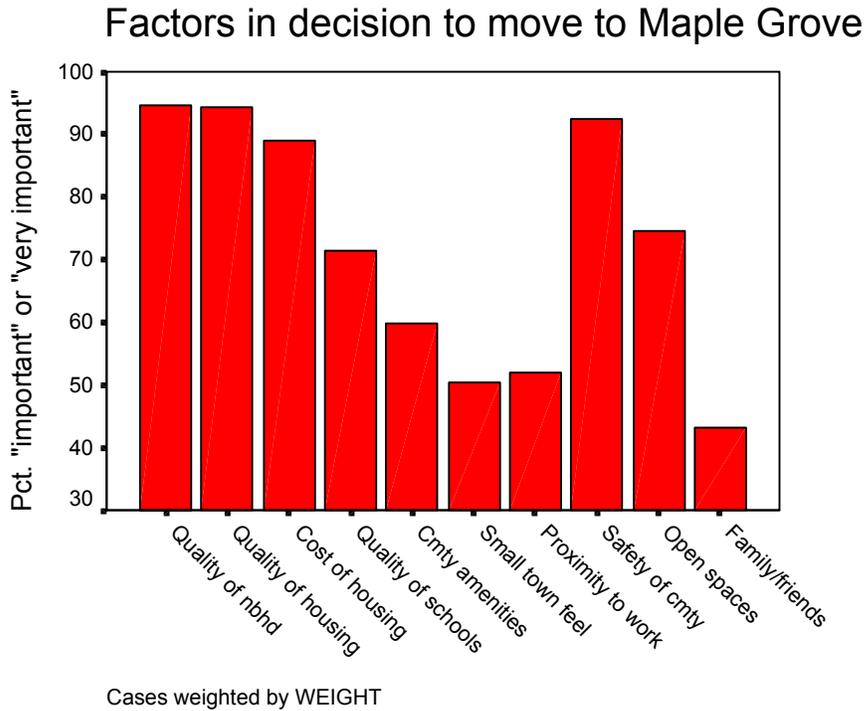
- Homeowners were eight times more likely to mention taxes
- Renters were 10 times more likely to mention housing costs
- The lowest income households were three times more likely to mention “nothing”
- Lowest income households were 3 ½ times more likely to mention the bus system
- Women were five times more likely to mention housing costs
- Under 30s were three times more likely to mention housing costs
- Single parents were 3 ½ times more likely to mention housing costs

Factors important in selecting Maple Grove as a place to live

Respondents were given a list of community characteristics and asked to rate the importance of each in their decision to move to Maple Grove. It should be noted that this is not an evaluation of the current importance of each of these items, but rather a retrospective evaluation on what was important to each respondent at the time they moved into Maple Grove.

Figure 1 summarizes the responses and shows that the quality of the neighborhood, the quality of the housing stock, and the safety of the community were the items important to most survey participants when they decided to move to the city. Over 90% of respondents felt that each of these items was important in choosing the city as a place to live. Just under 90% said the cost of housing was important to them. The least important items listed were “proximity to friends and family,” “proximity to work,” and “small town feel.”

Figure 1



The answers of subgroups are summarized below:

- All non-white respondents said neighborhood quality was important or very important
- Cost of housing was said to be important female respondents more than males, and by lower income respondents more than higher income ones.
- Schools were more important to current homeowners, households with children, large households, respondents aged 30 to 60, single parents, and longer-term residents. Schools were significantly less important to seniors and singles.
- Community amenities were more important to seniors and to respondents in households with seniors, and with longer-term residents.
- Proximity to work was more important to respondents under the age of 60.
- Proximity to friends and family was more important to non-homeowners, lower-income respondents, females, and seniors. It was less important to African-American respondents than to members of other racial/ethnic categories.

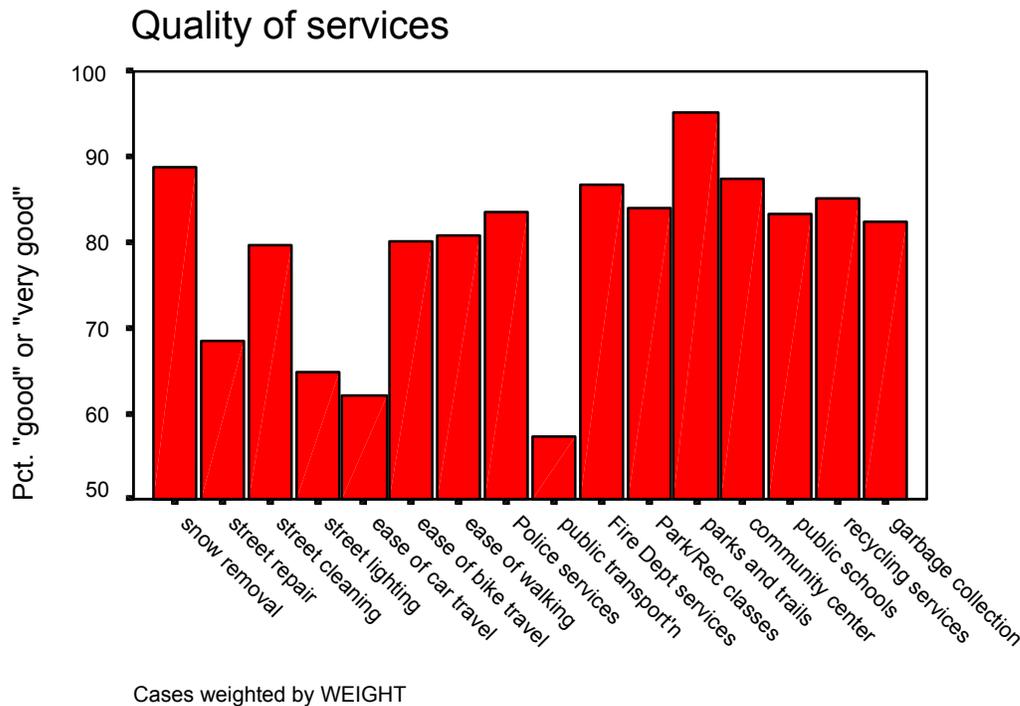
C. Quality of services

The survey included a series of questions asking residents to rate the quality of services available in the city and the quality of planning.

Services

Figure 2 summarizes the attitudes of residents regarding a range of services (the complete breakdown of answers is provided in Appendix I). The figure shows the percentage of respondents who rated each service “good” or “very good.” Overall, the entire range of services was rated quite highly by respondents (note that the vertical axis of the graph does not begin at 0, but is truncated and begins at 50, meaning that all of the services listed were rated highly by at least half of the respondents).

Figure 2



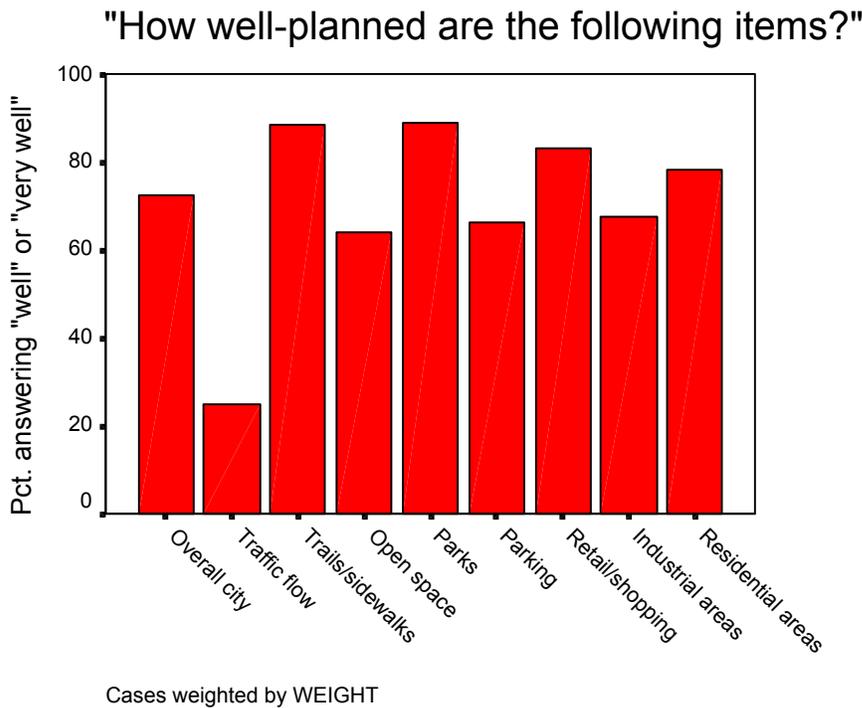
The data show that over 90% of respondents gave a positive rating to the quality of parks and trails within Maple Grove. There are a number of other services that range from 80 to 90% approval ratings. Only four of the listed items received less than 70% approval and all of these relate to streets or transportation (street repair, street lighting, ease of travel by car and public transportation). This pattern is consistent with the finding reported in the previous section that traffic and transportation issues are the single most frequently mentioned complaint of Maple Grove residents.

Government performance

Respondents were asked to provide an overall assessment of the performance of city government. Seventy percent (70%) indicated they were satisfied, another 24% said they were “somewhat satisfied,” and only six percent of respondents gave negative evaluations.

Respondents were also asked to assess whether they felt Maple Grove was well-planned or not. Figure 3 summarizes the answer they gave; it shows the percentage of respondents who answered “well” or “very well” (see Appendix I for the complete breakdown of answers). Just over 70% felt that the city overall was well-planned. The highest marks were given, again, to parks and trails, though retail/shopping areas and residential areas were also felt to be well-planned by close to 80% of respondents. Again, consistent with previous findings, “traffic-flow” stood out as the one area that received a negative response; less than one in three respondents indicated they felt that it was well-planned.

Figure 3



D. Future orientation

Confidence in the future

The results to questions about quality of life indicate that Maple Grove residents are highly satisfied with current conditions in the city. The survey data show, however, that they are slightly less confident about what the future holds for their community. When asked how confident they are about whether their neighborhoods will be good places to live in the next five to ten years, 72% were “confident” or “very confident.” Only 3.8% indicated they were not confident, and another 23% said “somewhat confident.” These findings indicate a strong majority of residents feel good about the future, but it is not the same overwhelming proportion of residents who said they feel good about the current quality of life.

An examination of those who reported being less than confident about the future in Maple Grove showed very few systematic differences between that group and other residents. For example, those who were less confident about the future of Maple Grove did not differ from others in the things they liked least about living in the city, nor in what they felt were the biggest challenges for the city in the future. Residents who were less confident about the future did not differ from others in most of the demographic characteristics measured. Those who lacked full confidence in the future of the city were less likely to have incomes over \$100,000 and they were more likely to be long-term residents (having lived in the city for 10 or more years). The differences between this group and those with greater confidence in the future seemed to be that they simply were not as happy in the community as others. Of those who said they were less than confident:

- 82% rated the quality of life in the city “high” or “very high” compared to 98% of others,
- 62% rated the quality of their neighborhoods “high” or “very high” compared to 92% of others,
- 46% rated the quality of planning in the city as “high” or “very high” compared to 79% of others, and
- 37% have plans to move out compared to 15% of others.

Biggest challenge ahead for Maple Grove

Survey respondents were asked what they felt was the biggest challenge facing the city of Maple Grove in the next five years. Once again, traffic and transportation concerns surfaced as the biggest problem in the minds of residents. (This question, like the questions about what residents liked most and least about living in the city, was open-ended. Therefore respondents answered in their own words and their responses were later combined into categories.) Forty-one percent (41%) of the respondents mentioned something related to managing traffic or planning transportation services. Another 32% mentioned growth or overcrowding. These two (related) concerns account for 72% of all responses to this question. This represents a remarkable consensus on the part of residents, especially given the open-ended nature of the question. Schools were mentioned by five percent of the respondents and maintaining the quality of the community was named as the biggest challenge by four percent. No other single concern was listed by more than three percent of respondents (see Appendix I for a full breakdown of answers).

Plans to move out of Maple Grove

A total of 21% of respondents indicated that they had plans to move out of Maple Grove in the next five years. This percentage probably overestimates the true number of residents who are really set on leaving because it includes those with indistinct plans and those who said they “might” be moving in the near future. Table 4 provides the reasons for moving given by those who indicated that they might leave the city. The two most common reasons (each given by 16% of those who indicated they might move) are related to jobs or the commute to those jobs, and a sense that the city is too crowded. Another 12% are planning on retiring to another community and 10% said high housing costs will force them out.

Table 4: Reasons for potential move out of Maple Grove

Reason	Number (pct.)	Reason	Number (pct.)
Job or commute	47 (16)	Change in marital status	6 (2)
Too crowded	47 (16)	Schools	6 (2)
Retirement	37 (12)	To be closer to family	6 (2)
Housing costs	30 (10)	For a warmer climate	6 (2)
Moving to rural area	26 (9)	Empty nesters	6 (2)
Taxes	20 (7)	To be closer to city	4 (2)
Traffic	17 (6)	Neighborhood problems	4 (2)
“Need a change”	13 (4)	Crime	3 (1)
Building own house	11 (4)	Other	6 (2)

E. Civic Involvement

A number of questions in the survey requested information about residents’ involvement in civic affairs, from attending public meetings to volunteering and voting.

Participation in public affairs

When asked how many times they had been to a city council meeting in the past 12 months, just under 91% of residents answered never, and just under nine percent said they had been to one or two. A slightly larger percentage of residents (13%) had been to some kind of public meeting about a city matter in the past 12 months. Eleven percent had been to one or two public meetings, while only two percent reported being at more than two such meetings.

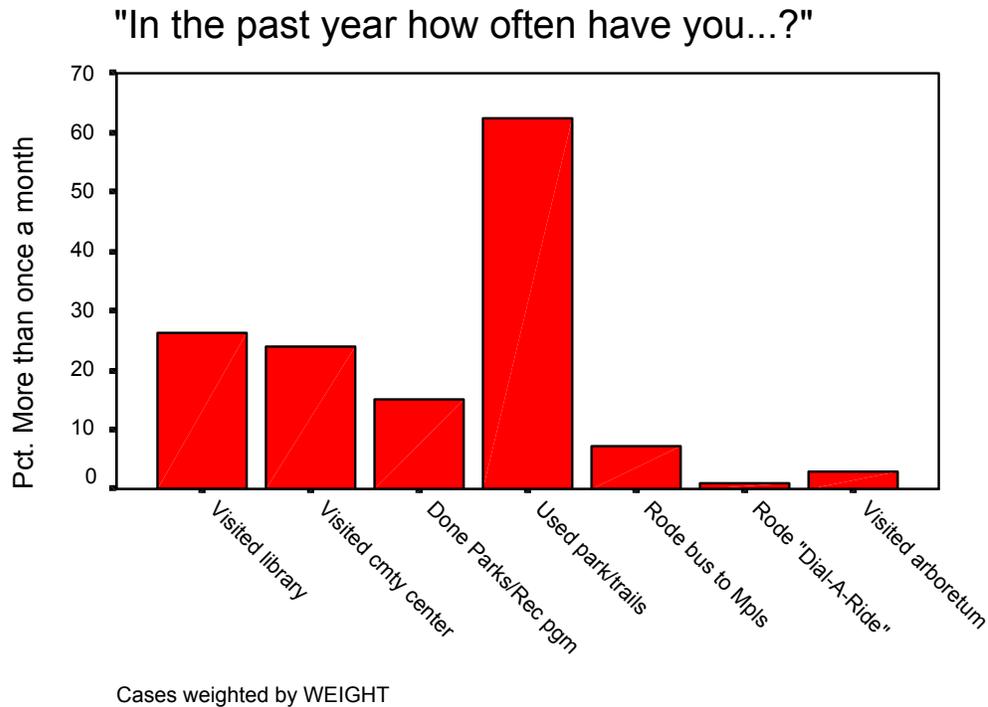
A majority of residents who responded to the survey (61%), however, reported having voted in the last city council election. This reflects a relatively high rate of voter turnout for a municipal election. A comparison of this rate with the actual voter turnout at the last council election would determine whether this rate reflect the true turnout. If the actual voter turnout for the last municipal election was significantly less than 61% there are three possible explanations. The first is that people who vote are the same type of people who are more likely to fill out community surveys and return them when asked to do so. The second explanation is that these survey responses are an example of “over-reporting” which is fairly typical in questions like this one. Over-reporting of participation in basic civic duties such as voting can occur because respondents want to put themselves in the best light possible. The third possible explanation for a discrepancy between these responses and true voter turnout (if indeed such a discrepancy exists) is that survey participants might have confused municipal elections with the most recent general federal elections (that typically generate greater voter turnout).

Participation in community activities

More than half of the survey respondents (55%) reported that they are currently involved in some form of volunteer service.

Respondents were asked how frequently they participate in a range of other community activities in Maple Grove, from visiting the library and the arboretum, to making use of public buses. Figure 4 summarizes the responses. Just over 60% of the residents report having made use of the system of parks and trails at least once a month over the past year. About one-quarter of the respondents visit the library and the community center at least once a month. Much smaller percentages use the bus system or visit the arboretum that regularly.

Figure 4

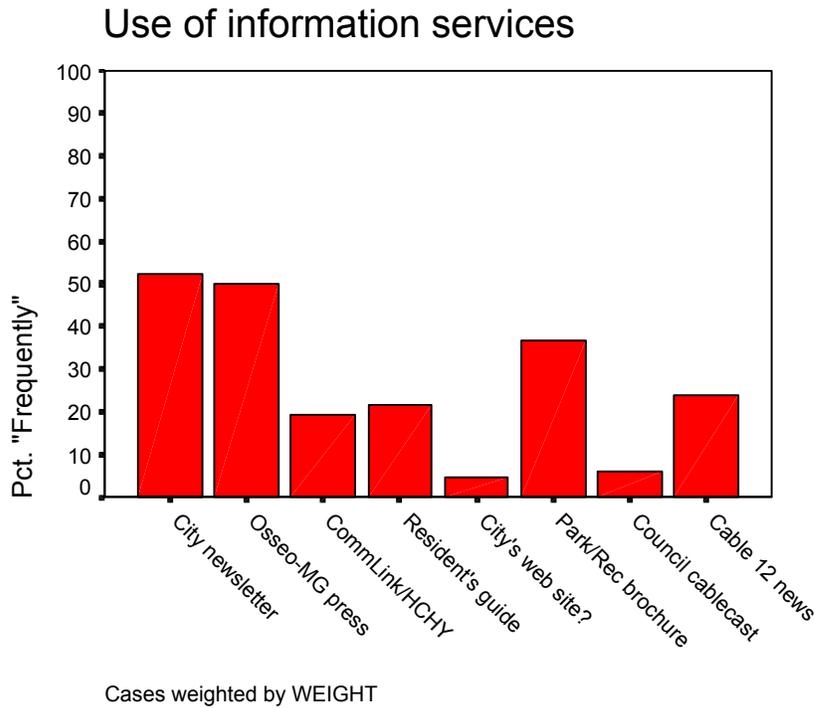


Use of communication services

Figure 5 summarizes the use of various communication services by the survey respondents. The City Newsletter and the Osseo-Maple Grove Press are frequently read by about 50% of residents. Parks and Recreation brochures are used frequently by just over one-third of the respondents. The City's web-site and the Cable telecasts of City Council proceedings are frequently accessed by very few residents at this point.

Those who use these communication services, however, typically rate them high in terms of quality; 74% of those who rated the City Newsletter said it was "good" or "very good" and 75% rated the Osseo-Maple Grove Press the same way. Over 80% gave the Parks and Recreation brochures positive ratings, and 73% felt the Residents' Guide was "good" or "very good." About one-half felt the HCHY newsletter, the City's web-site, and the Council cablecasts were "good" or "very good." The negative evaluations of these services were quite low across the board. No more than five percent of those who rated these services felt that any of them was "poor" or "very poor."

Figure 5



F. Commute to Work

Respondents were asked several questions about where people in their household worked, and how they got to and from that worksite. The 1447 households (in the weighted sample) who returned the questionnaire reported a total of 2214 commuters, an average of 1.53 commuters per household.

Mode of transportation

On a typical workday, the overwhelming majority of Maple Grove commuters (86%) drive to and from their place of work alone in an automobile. Just under five percent (4.7%) carpool, and 3.6% use public transportation. Less than one percent walk or bike to work, and 4.5% work at home. A very small number reported some other mode of transportation that turned out to be a mix of the categories just mentioned.

The heavy reliance on the automobile is true whether the commuter works full time or part time. Overall, 81% of the commuters among the respondent households commute to work five days or more during a typical week, while 15% commute three or four days a week, and four percent commute only one or two days a week. There are no significant differences among full-time commuters and part-time commuters in their typical mode of transportation; 86% of the

full-time commuters and 84% of the part-time commuters drive alone in an automobile (see Appendix I for the full breakdown).

Table 5 presents the data on the commute destinations for the members of respondent households. The single largest group of workers (20%) stay in Maple Grove or Osseo to work. Another 16% commute to nearby Plymouth or Brooklyn Park, and an equal amount go to Minneapolis. Five percent go to Minnetonka and five percent to Golden Valley. Two percent leave the 7-county metro area, most heading west to work in Elk River, St. Cloud, and Monticello (see Appendix I for a full list).

Table 5: Destinations for Maple Grove commuters.

Destination	Number (pct.)	Destination	Number (pct.)
Maple Grove	410 (18)	St. Louis Park	50 (2)
Minneapolis	357 (16)	Robbinsdale	45 (2)
Plymouth	232 (10)	Fridley	42 (2)
Brooklyn Park	136 (6)	Edina	40 (2)
Minnetonka	114 (5)	Osseo	35 (2)
Golden Valley	103 (5)	New Hope	37 (2)
Eden Prairie	61 (3)	Non-metro	49 (2)
St. Paul	55 (2)	Other	397 (18)
Bloomington	54 (2)	Multiple places	81 (4)

Table 6 lists the commute-destinations by sub-regions of the metro area. After combining communities into these sub-regions, the data show that 17% of Maple Grove commuters travel to communities that are adjacent, three percent travel north and northeast into Anoka County, seven percent travel to the nearby communities southeast of Maple Grove that constitute the first ring northern suburbs of Minneapolis. Fourteen percent commute to the western suburbs of Minneapolis and another eight percent continue farther south to the southwestern suburbs. Only a very small percentage travel to Saint Paul (2.5%), Dakota County (0.7%), or the east metro area (0.7%). A roughly similar percentage commute to the west of Maple Grove, just over two percent leaving the metro area for destinations like St. Cloud and Elk River, and just over one percent going to communities on the western fringe of the metro area such as Norwood, Rockford, and Watertown.

Table 6: Commuting destinations by sub-region

SUB-REGION	COMMUNITIES	NUMBER (PCT) OF COMMUTERS
	Maple Grove / Osseo	445 (20%)
Surrounding Communities	Champlin, Brooklyn Pk., Plymouth, Corcoran, Dayton	384 (17%)
Anoka County	Andover, Anoka, Blaine, Circle Pines, Coon Rapids, East Bethel, Ham Lake, Ramsey	72 (3.2%)
Northern Minneapolis suburbs	Brooklyn Ctr., Columbia Hts., Crystal, Fridley, New Hope, Robbinsdale, Spring Lake Pk	164 (7.4%)
	Minneapolis	357 (16%)
Western suburbs	Excelsior, Golden Valley, Hopkins, Minnetonka, St. Louis Park, Wayzata	314 (14%)
Southwestern suburbs	Bloomington, Chanhassen, Chaska, Eden Prairie, Edina, Prior Lake, Richfield, Savage, Shakopee	176 (7.9%)
West metro	Long Lake, Loretto, Medina, Mound, Norwood, Rockford, Rogers, Shorewood, Spring Park, Watertown	29 (1.3%)
	St. Paul	55 (2.5%)
Northern St. Paul suburbs	Arden Hills, Lino Lakes, Little Canada, Mounds View, New Brighton, Roseville, Shoreview, St. Anthony, Vadnais Heights.	63 (2.8%)
East metro	Maplewood, Oak Park Heights, Oakdale, Stillwater, White Bear Lake, Woodbury	17 (0.7%)
Dakota County	Eagan, Mendota Heights, Rosemount, South St. Paul, St. Paul Park	16 (0.7%)
Non metro	St. Cloud, St. Michael, Elk River, Monticello and others	49 (2.2%)

Six percent of commuters go to multiple locations and are not reflected in any of the above figures.

G. Public opinion issues

The final section of the questionnaire included a series of questions about public issues in Maple Grove.

Arts & Culture

Survey participants were asked if they feel there are enough cultural options in Maple Grove. Thirty-nine percent (39%) answered “yes,” 29% indicated “no,” and 32% marked “don’t know.” Those who answered “no” to this question were then asked what they would like to see more of in the city. Over one-third (37%) indicated theatre, and one-quarter (26%) mentioned live music of some sort. Thirteen percent (13%) indicated they would like to see “anything” at all, and there were fewer respondents who indicated support for an amphitheater, performing arts center, or art (see Appendix I for a full list).

When asked directly whether they felt “there is a need in Maple Grove for an arts center,” over half (53%) said “yes,” only 18% said “no” and 29% did not know.

Natural and historical preservation

Preservation of the city’s forests and wetlands is an important issue for eight out of every nine (88%) Maple Grove residents. In fact, two-thirds of the respondents felt it was “very important,” indicating a strong intensity of opinion on this issue. The preservation and display of Maple Grove history was “important” or “very important” to 40% of the respondents while another 31% said it was “somewhat important.” Preservation of the old Village Hall was “important” or “very important” to less than one-quarter of the survey participants (23%), “somewhat important” to just over one-quarter (27%) and not important to 30% (the rest had no opinion).

Restaurant and shopping options

When asked about the range of restaurants and shopping options in Maple Grove, 90% of the respondents indicated they were satisfied or very satisfied with both. Of those few who expressed less than satisfaction (and answered in either a neutral or a negative manner) 37% indicated they want more variety of shopping options, 31% want to see a mall in the city, 47% think there are too many chain restaurants, and 18% want more upscale eating places (see Appendix I for a full list of reasons for dissatisfaction).

Need for a hospital

Respondents were asked whether they felt it was important that a hospital be built in Maple Grove. Over half (53%) said it was important or very important, 24% feel it is somewhat important, and 20% feel it is unimportant.

Public issues

Table 6 presents the results of the public opinion questions for a range of issues. The survey responses show that 49% of residents would support a switch to a ward system of electing the city council, but that 37% have no opinion yet on the issue. Whether the city council should be expanded to more than five people is another issue on which more than one-third of the respondents do not have an opinion. Forty-one percent (41%) are in favor of it and 26% oppose it. Survey respondents were, on the whole, not in favor of the city contracting with a private company for garbage collection; 47% opposed it, 34% supported it, and 19% were undecided.

The two issues that received the most support from residents were a ban on smoking in restaurants and a slow-down in the rate of land development in the city. Both of these issues received support from 73% of the survey respondents. Only five percent of residents are undecided on the smoking issue, the smallest number for any of the issues.

A ban on lawn fertilizers that contain phosphorus is supported by a majority of residents (56%) and opposed by only 19%, with 25% undecided.

The issue of support for low-cost housing is somewhat complicated. This question was asked in two different ways. One half of the questionnaires contained the following question:

“‘Affordable housing’ is a term used to describe a range of housing options for people at different stages of life or with different incomes or housing needs. It included lower cost homes, apartments, and senior housing. Do you support or oppose the construction of affordable housing in Maple Grove?”

The other half of the survey sample received questionnaires in which the term “affordable housing” was replaced in the above question with the term “lifecycle housing.” The phrasing of the rest of the question remained identical. The determination of who got which form of the question was done in a random manner.

The data show that those who were asked the “lifecycle housing” question reported supporting such housing at a rate of 54% in favor, 35% opposed, and nine percent undecided. Thus, a majority of Maple Grove residents would be in favor of such housing if it was presented in the terms described above. When the term is changed to “affordable housing” however, the results are significantly different. To the question worded this way, 46% are in favor, 46% opposed, and eight percent undecided. There are fewer people who are willing to accept the housing if it is termed affordable housing and there are more who register opposition to it. Furthermore, when the phrase ‘affordable housing’ is used, 22% of respondents say they are “strongly opposed.” This is, in fact, the largest percentage of strong opposition to any of the issues asked about in the survey.

“Lifecycle housing” is a phrase used by the Metropolitan Council and, increasingly, other groups as an alternative to “affordable housing.” It is used because of the presumption that many people have a negative reaction to the term affordable housing. The results from this survey

suggest that that is indeed the case. It does make a difference how one talks about the issue of low-cost housing.

Table 6: Public opinion issues.

Issue	Support	Oppose	Undecided / no opinion
Should the City switch to a ward system of electing the City Council?	764 (49%)	231 (15%)	584 (37%)
Should the City Council be expanded to more than five people?	640 (41%)	397 (26%)	538 (34%)
Should the City contract with a private company for garbage collection?	529 (34%)	733 (47%)	302 (19%)
Should the City ban smoking in restaurants?	1146 (73%)	353 (23%)	81 (5%)
Should the City ban lawn fertilizers that contain phosphorus?	888 (56%)	280 (19%)	389 (25%)
Should the City construct more “lifecycle” housing?	410 (56%)	263 (35%)	64 (9%)
Should the City construct more “affordable” housing?	381 (46%)	381 (46%)	66 (8%)
Should the City slow down the rate of land development?	1133 (73%)	247 (15%)	191 (12%)

H. Summary

The City of Maple Grove’s Community Survey generated a 68% response rate from a sample of 2000 randomly selected residents. In addition, 800 apartment unit-dwellers were also sampled in order to increase the number of renters among the survey respondents (and, in turn, to increase the reliability of the information received from the tenants). The response rate for the random sample is quite good and the final pool of survey respondents very closely resembles the population of Maple Grove on those dimensions for which 2000 census data are available.

Overall, the findings suggest that the residents of Maple Grove are highly satisfied with their quality of life and with most aspects of their community. Very large majorities of residents responded positively when asked about their ratings of specific city services, the quality of their neighborhoods, the quality of life in Maple Grove and their sense of safety. Furthermore, there were not large or consistent differences in quality of life for sub-groups of the city’s residents. People from all walks of life registered contentment with their lives in Maple Grove.

When asked specifically about problem areas, however, there was one theme that ran through their answers. Issues related to traffic, roads, congestion, and growth were consistently named by a majority of residents as the most problematic or challenging issues facing Maple Grove. Some of this may be related to the timing of the survey itself, taking place at a time when there was significant road construction (and resultant congestion and delays) at the freeway interchanges near the city center.

The community survey provides a wealth of information about residents’ perceptions of life in Maple Grove, their use of services and amenities in the community, and their views on issues of public policy that may face city officials in the near future. Thus, the questionnaire provides important “baseline” information against which the views of residents could be compared five or ten years in the future. The successful response rate suggests, in turn, that the methods of survey implementation employed for this community survey should be replicated in the future.

APPENDIX I

WEIGHTED RESPONSES

A. Characteristics of the sample

(Because renters were over-sampled and represent 16.3% of all respondents – compared to only 7.3% of households in Maple Grove.)

Survey respondents

2000 Census data for Maple Grove

- 1589 respondents
 - 1321 (92%) homeowners (92.7%)
 - 719 (50.8%) males (49.5%)

 - Race:
 - 1313 (93%) white (94.7%)
 - 13 (1%) African-American (1%)
 - 21 (1.5%) Asian-American (2.5%)
 - 25 (1.8%) Native-American (0.2%)
 - 12 (.9%) Hispanic-American (1.1%)
 - 27 (1.9%) Other (1.4%)

 - Household income:
 - Less than \$25,000 54 (4%)
 - \$25,000 to \$50,000 221 (16%)
 - \$50,000 to \$75,000 309 (23%)
 - \$75,000 to \$100,000 308 (23%)
 - \$100,000 to \$125,000 208 (16%)
 - \$125,000 to \$200,000 178 (13%)
 - \$200,000 or more 58 (4%)

 - Age:
 - 18 to 29 94 (7%)
 - 30 to 59 1104 (79%)
 - 60 or over 197 (14%)
 - Average =

 - Households with children: 654 (46%) (47%)
 - Households with seniors (aged 60 or over): 246 (17%)

- Recent Movers:
 - 251 (18%) have arrived in the past 2 years
 - 437 (30%) have arrived in the past 5 years
 - Using the “past 2-years” as the threshold, recent movers are
 - Less likely to be homeowners (79% to 95%)
 - No different in income distribution
 - More likely to be non-white (11% to 5%)
 - More likely to have a 4-year college degree or more (62% to 49%)
 - Less likely to have seniors in the household (11% to 19%)
 - Less likely to have children in the household (37% to 48%)
 - More likely to not have seniors and children in the household (54% to 34%)
 - More likely to be a single person-household (24% to 14%)
 - More likely to be 1 or 2 person households (62% to 48%)
 - More likely to be under 30 (24% to 3%)

B. Quality of life

Q1. “How would you rate your overall quality of life in Maple Grove?”

Very high	416 (29%)
High	921 (64%)
Neither high nor low	92 (6%)
Low	3 (.2%)
Very low	1 (.1%)

- Lowest income category respondents less likely (79%) to answer “high” or “very high” compared to respondents making over \$100,000 (96%)
- Respondents with less than high school education less likely to answer “high” or “very high” (75%) compared to those with at least a 4-year college degree (96%).
- No significant difference by any other demographic categories

Q2. “How would you rate the overall quality of your neighborhood?”

Very high	345 (24%)
High	846 (59%)
Neither high nor low	221 (15%)
Low	16 (1%)
Very low	2 (.2%)

- Respondents with less than high school education less likely to answer “high” or “very high” (73%) than those with at least a 4-year college degree (86%)

- Larger households slightly more likely to answer “high” or “very high” compared to 1 or 2 person households (88% to 82%)
- Single parents less likely to answer “high” or “very high” compared to others (69% to 84%)

Q4. “How safe do you feel in your neighborhood?”

Very safe	593 (41%)
Safe	714 (50%)
Somewhat safe	118 (8%)
Somewhat unsafe	11 (.8%)
Unsafe	2 (.1%)
Very unsafe	0

- Respondents with less than high school education less likely to answer “safe” or “very safe” compared to those with at least a 4-year college degree (67% to 93%)
- Females slightly less likely to answer “safe” or “very safe” (88% to 93%)
- Residents who have lived here the longest (more than 10 years) are slightly less likely to answer “safe” or “very sage” compared to those who have moved in the past two years (88% to 94%)

Q5. “How safe do you feel in downtown Maple Grove?”

Very safe	646 (45%)
Safe	714 (50%)
Somewhat safe	77 (5%)
Somewhat unsafe	2 (.1%)
Unsafe	0
Very unsafe	0

- Respondents with less than a high school education are significantly less likely to answer “safe” or “very safe” compared to those with more education (83% to 95%)

Q6. “How do you rate Maple Grove as a place to raise children?”

Very good	743 (52%)
Good	607 (43%)
Neither good nor poor	66 (5%)
Poor	0
Very poor	1 (.1%)

- Respondents with less than a high school education are significantly less likely to answer “good” or “very good” compared to those with more education (80% to 95%)
- Larger households were more likely to answer “good” or “very good” compared to smaller households (98% to 92%)
- Households with children rate the city slightly higher as a place to raise children (98% answered “good” or “very good” compared to 93% of respondents without children)
- The two highest income category-respondents were more likely to rate the city as “good” or “very good” compared to the lowest income respondents (99% to 92%)

Q7. “What one thing do you like most about living in Maple Grove?”

Convenient location	331 (25%)	OR
Restaurants / shopping	158 (12%)	
Parks / trails	178 (13%)	<i>Convenient/close to fwy: 28%</i>
Clean / quiet	112 (8%)	<i>Natural env/parks: 16%</i>
Quality of life	62 (5%)	<i>Community characteristics (quiet/ clean/quality of life/safety): 17%</i>
Housing / neighborhoods	67 (5%)	<i>People/feeling of community/small town feel: 8%</i>
Sense of safety	59 (4%)	<i>Amenities (restaurants/shopping/ schools/housing/neighborhoods/ downtown): 22%</i>
Natural environment	44 (3%)	
The people	42 (3%)	
Close to freeways	40 (3%)	
Schools	36 (3%)	
Feeling of community	34 (3%)	
Small town feel	30 (2%)	
New downtown	27 (2%)	
Recent government actions	25 (2%)	
Recent growth	21 (2%)	
Everything	20 (2%)	
Other	43 (3%)	

- African-Americans were more likely to mention “safety” and “clean/quiet”
- Seniors were twice as likely to mention “restaurants/shopping”
- People under 30 were four times more likely to mention recent growth
- Small households were more likely to mention “restaurants/shopping”
- Lowest income respondents less likely to mention “parks/trails”
- Homeowners were four times more likely to mention “parks/trails”
- Households with seniors were ¼ as likely to mention “parks/trails”
- Households with kids were ½ as likely to mention “restaurants/shopping”
- Households with kids were five times more likely to mention “schools”
- Single parents were more likely than others to mention “quality of life”

Q8. “What one thing do you like least about living in Maple Grove?”

Traffic	583 (45%)	OR
Growth	110 (8%)	
Taxes	105 (8%)	<i>Traffic/roads/noise: 48%</i>
Construction	54 (4%)	<i>Growth/construction: 12%</i>
Road layout	42 (3%)	<i>Taxes/housing costs: 10%</i>
Commute	36 (3%)	<i>Commute/remote location: 5%</i>
Housing costs	24 (2%)	<i>People (snobby/bad neighbors): 3%</i>
Snobby people/not diverse	23 (2%)	
Remote location	20 (2%)	
Bus system	17 (1%)	
Neighbors’ property	18 (1%)	
Schools	16 (1%)	
Freeway/traffic noise	15 (1%)	
Other	189 (14%)	
Nothing	49 (4%)	

- Homeowners were eight times more likely to mention taxes
- Renters were 10 times more likely to mention housing costs
- The lowest income households were three times more likely to mention “nothing”
- Lowest income households were 3 ½ times more likely to mention the bus system
- Women were five times more likely to mention housing costs
- Under 30s were three times more likely to mention housing costs
- Single parents were 3 ½ times more likely to mention housing costs

Q13. “How important were each of the following factors in selecting the city as a place to live?”

	Very important	Important	Somewhat important	Not very important	Not at all important
Quality of nbhd	885 (62)	461 (32)	59 (4)	8 (.6)	5 (.4)
Quality of housing	786 (55)	557 (39)	68 (5)	8 (.6)	4 (.3)
Cost of housing	712 (50)	553 (39)	137 (10)	9 (.6)	9 (.7)
Quality of schools	641 (46)	366 (26)	155 (11)	84 (6)	164 (12)
Cmty amenities	237 (17)	606 (43)	404 (29)	111 (8)	45 (3)
Small town feel	322 (23)	399 (28)	367 (26)	236 (17)	90 (6)
Proximity to work	313 (22)	425 (30)	391 (28)	175 (12)	102 (7)
Safety	772 (55)	535 (38)	89 (6)	13 (.9)	5 (.4)
Open space/parks	446 (32)	609 (43)	265 (19)	62 (4)	27 (2)
Family/friends	227 (16)	397 (28)	412 (29)	232 (16)	146 (10)

Figures in parentheses are row percentages.

- All non-white respondents said neighborhood quality was important or very important
- Cost of housing:
 - As income of the respondents increased, the likelihood of saying cost of housing was important or very important declined
 - Female respondents were more likely to say cost of housing was important or very important
- Schools:
 - 73% of homeowners said schools were important or very important compared to 45% of others
 - 56% of households with seniors said schools were important or very important compared to 74% of others
 - 91% of households with children said schools were important or very important compared to 54% of others
 - 93% of the largest households said schools were important or very important compared to 54% of the smallest households
 - 76% of respondents aged 30 to 60 said schools were important or very important compared to 52% of others
 - 80% of respondents who have lived in Maple Grove for 10 or more years said schools were important or very important compared to 56% of recent movers
 - 98% of single parents said schools were important or very important compared to 70% of others
 - 40% of single person households said schools were important or very important compared to 71% of others
- Community amenities:
 - 64% of households with seniors said community amenities were important or very important compared to 48% of others
 - 63% of respondents aged 60 or older said community amenities were important or very important compared to 46% of respondents under the age of 30
 - 57% of long term residents (10 or more years) said community amenities were important or very important compared to 41% of residents who arrived less than 2 years ago
- 55% of respondents under 60 years of age said proximity to work was important or very important compared to 42% of those over 60
- Proximity to friends and family:
 - 57% of non-homeowners said proximity to friends and family was important or very important compared to 43% of homeowners
 - As income increased, the likelihood of mentioning that proximity to friends and family was important or very important declined
 - 50% of female respondents said that proximity to friends and family was important compared to 38% of male respondents
 - 25% of African-American respondents said that proximity to friends and family was important compared to 44% of others
 - 59% of households with seniors said proximity to friends and family was important compared to 41% of others

C. Quality of services

Q3. “How would you rate the quality of each of the following?”

	Very good	Good	Neither good nor poor	Poor	Very Poor
Snow removal	462 (33)	774 (56)	113 (8)	31 (2)	12 (.9)
Street repair	172 (12)	754 (54)	336 (24)	111 (8)	20 (2)
Street cleaning	259 (18)	832 (59)	254 (18)	48 (4)	7 (.5)
Street lighting	180 (13)	723 (51)	301 (21)	171 (12)	43 (3)
Ease of car travel	199 (14)	610 (43)	313 (22)	208 (15)	82 (6)
Ease of bicycle travel	309 (26)	612 (52)	185 (16)	61 (5)	14 (1)
Ease of walking	381 (28)	720 (52)	192 (14)	60 (4)	22 (2)
Police Department	364 (29)	699 (56)	143 (12)	26 (2)	7 (.6)
Public transportation	131 (14)	380 (42)	269 (30)	86 (10)	41 (4)
Fire Department	311 (31)	574 (58)	98 (10)	5 (.5)	1 (.1)
Parks/Rec classes	294 (27)	626 (58)	146 (14)	16 (2)	1 (.1)
Parks and trails	683 (50)	602 (44)	63 (5)	9 (.7)	1 (.1)
Community center	524 (42)	597 (48)	103 (8)	14 (1)	9 (.7)
Public schools	318 (30)	573 (54)	151 (14)	14 (1)	3 (.3)
Recycling services	388 (28)	804 (58)	162 (12)	26 (2)	7 (.5)
Garbage collection	377 (27)	799 (58)	186 (13)	13 (1)	8 (.6)

Figures in parentheses are row percentages.

Q.17 “Overall, how satisfied are you with the performance of City government?”

Very satisfied	128 (9)
Satisfied	859 (61)
Somewhat satisfied	331 (24)
Somewhat dissatisfied	56 (4)
Dissatisfied	13 (1)
Very dissatisfied	12 (1)

Q12. “For each of the following, please indicate how well planned you think Maple Grove is.”

	Very well	Well	Neither well nor poorly	Poorly	Very poorly
Overall city	194 (14)	757 (56)	288 (21)	88 (6)	22 (2)
Traffic flow	38 (3)	293 (21)	411 (29)	439 (31)	226 (16)
Trails/sidewalks	451 (33)	754 (54)	134 (10)	38 (3)	5 (.4)
Open space	213 (16)	628 (47)	337 (25)	130 (10)	38 (3)
Parks	483 (35)	732 (53)	127 (9)	26 (2)	5 (.4)
Parking	185 (13)	708 (52)	365 (27)	93 (7)	19 (1)
Retail/shopping areas	425 (30)	724 (51)	166 (12)	69 (5)	27 (2)
Industrial areas	169 (14)	630 (53)	336 (28)	43 (4)	18 (2)
Residential areas	251 (18)	809 (58)	260 (19)	59 (4)	16 (1)

Figures in parentheses are row percentages.

D. Future orientation

Q9. “What do you think is the biggest challenge that Maple Grove will face within the next five years?”

Traffic/transportation planning	537 (41)
Growth/crowding	422 (32)
Schools	69 (5)
Maintaining community quality	59 (4)
Need for affordable/apartment housing	38 (3)
Taxes	38 (3)
Crime	33 (2)
Construction projects	18 (1)
Limiting affordable/high density housing	17 (1)
Other	57 (4)
Don't know	32 (2)

Q10. “How confident are you that your neighborhood will be a good place to live in the next five to ten years?”

Very confident	373 (26)
Confident	666 (46)
Somewhat confident	335 (23)
Not very confident	46 (3)
Not at all confident	11 (.8)

- Those who said they were less than “confident” or “very confident” were:
 - 27% of all respondents
 - 18% of households with incomes over \$100,000
 - 33% of long-term residents (10 or more years) compared to 20% of recent in-movers
- Of those who were less than confident or very confident:
 - 82% rated quality of life in Maple Grove “high” or “very high” compared to 98% of others
 - 62% rated quality of neighborhood “high” or “very high” compared to 92% of others
 - 46% rated the quality of planning in the city overall as “high” or “very high” compared to 79% of others
 - 37% have plans to move out compared to 15% of others
- Those who were less than confident about the future of Maple Grove did not differ from others in the things they liked least about living in the city, nor in what they felt were the biggest challenges for the city in the future.

Q11. “Do you have plans to move out of Maple Grove in the next five years?”

Yes	296 (21)
No	1098 (79)

- Reasons for plans to move out:

“Job/commute”	47 (16)	“Marital status change”	6 (2)
“Too crowded here”	47 (16)	“Schools”	6 (2)
“Housing costs”	30 (10)	“Warmer climate”	6 (2)
“Retiring”	37 (12)	“Smaller house/empty nest”	6 (2)
“Moving to rural area”	26 (9)	“Closer to the city”	4 (2)
“Taxes”	20 (7)	“Crime”	3 (1)
“Traffic”	17 (6)	“Neighborhood not kept up”	4 (1)
“Need a change”	13 (4)	“Other”	6 (2)
“Building own house”	11 (4)		
“Closer to family”	6 (2)		

V. Civic involvement

Q14. “In the past 12 months, how many times have you attended a city council meeting?”

Zero	1287 (91)
One	80 (6)
Two	40 (3)
Three	9 (.7)
Four or more	4 (.4)

Q15. “In the past 12 months, how many times have you attended a public meeting about a city matter?”

Zero	1232 (87)
One	116 (8)
Two	42 (3)
Three	13 (1)
Four or more	15 (1)

Q35. “Are you currently involved in any volunteer service?”

Yes	786 (55)
No	648 (45)

Q36. “Did you vote in the last city council election?”

Yes 868 (61)
 No 566 (39)

Q16. “In the past 12 months, approximately how often have you done each of the following?”

	More than once/week	More than once/month	3 to 12 times last year	Once or twice last year	Never
Visited the library	62 (4)	321 (22)	452 (32)	298 (21)	298 (21)
Visited the Community Center	94 (7)	260 (18)	494 (35)	322 (22)	260 (18)
Participated in a parks/rec program	80 (6)	131 (9)	212 (15)	296 (21)	687 (49)
Used a neighborhood park/trail	464 (33)	425 (30)	314 (22)	119 (8)	102 (7)
Rode the bus to Minneapolis	87 (6)	17 (1)	37 (3)	56 (4)	1223 (86)
Rode the “Dial-A-Ride”	6 (.5)	11 (.8)	16 (1)	33 (2)	1349 (95)
Visited the Arboretum	11 (.8)	33 (2)	104 (7)	286 (20)	991 (70)

Figures in parentheses are row percentages.

Q18. “How often do you read or use the following information sources?”

	Frequently	Infrequently	Rarely	Never
City newsletter	750 (53)	326 (23)	170 (12)	176 (12)
Osseo-Maple Grove Press	723 (51)	346 (24)	201 (14)	155 (11)
Communication Link/HCHY newsltr	267 (19)	261 (19)	290 (21)	576 (41)
Resident’s Guide	321 (23)	534 (38)	294 (21)	267 (19)
City of Maple Grove web site	64 (4)	176 (12)	263 (19)	909 (64)
Parks/Rec brochures	526 (37)	459 (32)	260 (18)	179 (12)
Live cablecast of City Council mtgs	85 (6)	187 (13)	302 (21)	850 (60)
Cable 12 News/NW Community TV	344 (24)	335 (24)	243 (17)	504 (35)

Figures in parentheses are row percentages.

Q19. “How would you rate the quality of the following information sources?”

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't Know
City newsletter	293 (21) <i>(26)</i>	599 (42) <i>(52)</i>	248 (18) <i>(22)</i>	7 (.5) <i>(.6)</i>	2 (.1) <i>(.2)</i>	259 (18)
Osseo-Maple Grove Press	243 (17) <i>(20)</i>	664 (47) <i>(55)</i>	245 (17) <i>(20)</i>	51 (4) <i>(4)</i>	15 (1) <i>(1)</i>	196 (14)
Communication Link/HCHY	90 (6) <i>(13)</i>	268 (19) <i>(37)</i>	338 (24) <i>(47)</i>	14 (1) <i>(2)</i>	6 (.4) <i>(.8)</i>	672 (48)
Resident's Guide	202 (14) <i>(19)</i>	578 (41) <i>(54)</i>	284 (20) <i>(26)</i>	8 (.6) <i>(.7)</i>	2 (.1) <i>(.2)</i>	329 (24)
City of Maple Grove web site	34 (2) <i>(7)</i>	187 (14) <i>(41)</i>	218 (16) <i>(48)</i>	13 (1) <i>(3)</i>	2 (.1) <i>(.4)</i>	931 (67)
Parks/Rec brochures	274 (20) <i>(24)</i>	673 (48) <i>(58)</i>	208 (15) <i>(18)</i>	10 (.7) <i>(.9)</i>	0	238 (17)
Cablecast of City Council mtgs	48 (4) <i>(9)</i>	199 (14) <i>(39)</i>	248 (18) <i>(49)</i>	12 (.8) <i>(2)</i>	4 (.3) <i>(.8)</i>	889 (64)
Cable 12 News/NW Cmty TV	190 (14) <i>(22)</i>	430 (30) <i>(50)</i>	221 (16) <i>(26)</i>	13 (.9) <i>(2)</i>	2 (.1) <i>(.2)</i>	556 (39)

Figures in parentheses are row percentages. Figures in italics are row percentages not counting the “Don't Know” answers.

Q20. “Do you have internet access at home?”

Yes	1098 (76)
No	344 (24)

VI. Work & commute

Q26. Work and commute

- Mode of commute to work

Drive alone	1899 (86)
Carpool	104 (4.7)
Public transportation	81 (3.6)
Walk or bike	14 (.6)
Works at home	99 (4.5)
Other	17 (.8)

- Number of commuting days each week

Five or more	1700 (81)
Three or four	307 (15)
One or two	90 (4)

- Mode of commute for full-timers vs. part-timers

	Full time commuter	Part time commuter
Drive alone	2792 (86)	760 (84)
Carpool	183 (6)	24 (3)
Public transit	126 (4)	22 (2)
Walk or bike	21 (.6)	8 (.9)
Other	36 (1)	12 (1)
Works at home	73 (2)	83 (9)
n	3231	910

- Destination of commute:

Maple Grove	410 (18)	Elk River	9 (.4)
Minneapolis	357 (16)	St. Cloud	8 (.4)
Plymouth	232 (10)	St. Michael	6 (.3)
Brooklyn Park	136 (6)	Monticello	6 (.3)
Minnetonka	114 (5)	Other non-metro	20 (1)
Golden Valley	103 (5)	Eagan	8 (.4)
Eden Prairie	61 (3)	Blaine	8 (.4)
St. Paul	55 (2)	White Bear Lake	7 (.3)
Bloomington	54 (2)	Chanhassen	7 (.3)
St. Louis Park	50 (2)	Shoreview	6 (.3)
Robbinsdale	45 (2)	Medina	4 (.2)
Fridley	42 (2)	Mendota Heights	4 (.2)
Edina	40 (2)	Oakdale	4 (.2)
Osseo	35 (2)	Ramsey	4 (.2)
New Hope	37 (2)	Shakopee	4 (.2)
Coon Rapids	31 (1)	Spring Lake Park	4 (.2)
Hopkins	24 (1)	Chaska	3 (.1)
Brooklyn Center	24 (1)	Circle Pines	3 (.1)
Roseville	23 (1)	Ham Lake	3 (.1)
Anoka	20 (1)	Richfield	3 (.1)
Crystal	20 (1)	Savage	3 (.1)
Rogers	15 (1)	Woodbury	3 (.1)
Arden Hills	14 (1)		
New Brighton	13 (1)		
Wayzata	12 (1)		
Champlin	11 (1)	Multiple places	81 (4)

Andover, Columbia Heights, Corcoran, Lino Lakes, Little Canada, Long Lake, Loretto, Maplewood, Mound, Mounds View, Norwood/Young America, Oak Park Heights, Prior Lake, Rockford, Rosemount, Shorewood, South St. Paul, Spring Park,

St. Anthony, St. Paul Park, Stillwater, Vadnais Heights, and Watertown each had 1 or 2 commuters (less than one percent each).

VII. Public opinion issues

Q21. “Do you feel there are enough cultural options in Maple Grove?”

Yes	554 (39)
No	420 (30)
Don’t know	434 (31)

- “What would you like to see more of in Maple Grove?”

Theater	128 (38)
Music	90 (27)
“Anything”	39 (12)
Ampitheatre / bandshell	24 (7)
Performing arts center	24 (7)
Art / museum	12 (4)
Public art	11 (3)
Children’s performing arts	4 (1)
Teen entertainment	4 (1)

Q32. “Do you feel there is a need in Maple Grove for an Arts Center?”

Yes	761 (53)
No	258 (18)
Don’t Know	414 (29)

Q22. “For each of the following, indicate how important each is to you.”

	Very important	Important	Somewhat important	Not very important	Not at all important	No opinion
Preservation/display of City’s history	169 (12)	405 (28)	461 (32)	230 (16)	89 (6)	85 (6)
Preservation of the old Village Hall	136 (9)	323 (22)	393 (27)	305 (21)	129 (9)	151 (10)
Preservation of forests & wetlands	973 (68)	313 (22)	101 (7)	28 (2)	6 (.4)	20 (1)

Q23. “How satisfied are you with the range of shopping options in Maple Grove?”

Very satisfied	647 (45)
Satisfied	649 (45)
Neither satisfied nor dissatisfied	65 (5)
Dissatisfied	70 (5)
Very dissatisfied	5 (.4)

- Reasons for dissatisfaction:

“Need more variety”	28 (34)
“Need a mall”	27 (32)
“Need fewer chain stores”	8 (10)
“Stores too spread out”	7 (9)
“Too many stores”	5 (6)
“Need more upscale shops”	5 (6)
“Don’t like downtown”	2 (2)

Q24. “How satisfied are you with the range of restaurants in Maple Grove?”

Very satisfied	795 (55)
Satisfied	499 (35)
Neither satisfied nor dissatisfied	46 (3)
Dissatisfied	88 (6)
Very dissatisfied	10 (.7)

- Reasons for dissatisfaction:

“Too many chain restaurants”	49 (46)
“Need upscale restaurants”	19 (18)
“Long waits”	13 (13)
“Too many restaurants”	11 (10)
“Need breakfast options”	5 (5)
“Fewer fast foods”	3 (3)
“Need a supper club”	3 (3)
“Need vegetarian”	1 (1)

Q25. “How important do you feel it is that a hospital be built in Maple Grove?”

Very important	390 (27)
Important	360 (25)
Somewhat important	357 (25)
Not very important	226 (16)
Not at all important	74 (5)
No opinion	30 (2)

Q27. “Do you support or oppose a switch to a ward system of electing the City Council?”

Strongly support	231 (16)
Support	478 (33)
No opinion	517 (36)
Oppose	159 (11)
Strongly oppose	54 (4)

Q28. “Do you support or oppose expanding the City Council to more than five people?”

Strongly support	102 (7)
Support	485 (34)
No opinion	472 (33)
Oppose	292 (20)
Strongly oppose	83 (6)

Q29. “Do you support or oppose contracting with a private company for garbage collection?”

Strongly support	171 (12)
Support	310 (22)
No opinion	246 (17)
Oppose	412 (29)
Strongly oppose	287 (20)

Q30. “Do you support or oppose a ban on smoking in restaurants in Maple Grove?”

Strongly support	769 (54)
Support	275 (19)
No opinion	70 (5)
Oppose	169 (12)
Strongly oppose	153 (11)

Q31. “Do you support or oppose a citywide ban on lawn fertilizers that contain phosphorus?”

Strongly support	354 (25)
Support	457 (32)
No opinion	339 (24)
Oppose	212 (15)
Strongly oppose	75 (5)

Q33a. “Do you support or oppose the construction of more lifecycle housing in Maple Grove?”

Strongly support	105 (15)
Support	269 (39)
No opinion	57 (8)
Oppose	143 (21)
Strongly oppose	108 (16)

Q33b. “Do you support or oppose the construction of more affordable housing in Maple Grove?”

Strongly support	91 (12)
Support	226 (31)
No opinion	59 (8)
Oppose	186 (25)
Strongly oppose	180 (24)

Q34. “Do you support or oppose a slow-down in the rate of land development in Maple Grove?”

Strongly support	484 (34)
Support	568 (40)
No opinion	158 (11)
Oppose	175 (12)
Strongly oppose	46 (3)

Recent mover analysis:

TENURE	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
Homeowner	197 (79)	1123 (95)	379 (87)	941 (94)
Non-homeowner	53 (21)	60 (5)	56 (13)	57 (6)
n	250	1183	436	997

INCOME	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
< \$50,000	58 (24)	215 (20)	87(21)	186 (20)
\$50k to \$100k	106 (44)	509 (47)	188 (45)	426 (46)
\$100k to \$125k	36 (15)	172 (16)	60 (14)	148 (16)
\$125k to \$200k	33 (14)	145 (13)	62 (15)	116 (13)
\$200k or more	9 (4)	49 (4)	17 (4)	41 (4)
n	242	1090	414	917

RACE	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
White	220 (89)	1091 (94)	399 (93)	912 (93)
African-American	6 (2)	7 (.6)	4 (1)	9 (1)
Asian-American	10 (4)	11 (1)	10 (2)	11 (1)
Native-American	2 (.8)	23 (2)	6 (1)	19 (2)
Hispanic	3 (1)	9 (.8)	4 (1)	8 (.8)
Other	7 (3)	20 (2)	8 (2)	19 (2)
n	248	1161	431	978

EDUCATION	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
< High school	3 (1)	9 (.8)	3 (.7)	9 (1)
High School	40 (16)	227 (19)	69 (16)	198 (20)
2-yr college	52 (21)	363 (31)	99 (23)	317 (32)
4-yr college	101 (40)	401 (34)	187 (43)	315 (32)
Post-Graduate	54 (22)	175 (15)	78 (18)	151 (15)
n	250	1175	436	990

HH Type	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
HH w/ seniors	26 (11)	219 (19)	59 (14)	186 (19)
HH w/ kids	91 (37)	563 (48)	196 (45)	458 (47)
HH w/ neither	131 (54)	403 (34)	181 (42)	354 (36)
Single parents	10 (4)	54 (5)	23 (5)	43 (4)
Singles	61 (24)	160 (14)	89 (20)	132 (13)

HH Size	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
1 or 2	155 (62)	569 (48)	241 (56)	483 (49)
3 or 4	72 (29)	470 (40)	156 (36)	387 (39)
5 or more	22 (9)	139 (12)	37 (8)	124 (12)
n	249	1178	434	994

AGE	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
Under 30	59 (24)	35 (3)	58 (14)	36 (4)
30 to 60	166 (68)	935 (82)	319 (74)	783 (81)
Over 60	20 (8)	177 (15)	52 (12)	145 (15)
n	245	1147	429	964

APPENDIX II

UNWEIGHTED RESPONSES

A. Characteristics of the sample

Survey respondents

2000 Census data for Maple Grove

- 1589 respondents
 - 1321 (84%) homeowners (92.7%)
 - 762 (49.2%) males (49.5%)

 - Race:
 - 1429 (92%) white (94.7%)
 - 15 (1%) African-American (1%)
 - 24 (1.5%) Asian-American (2.5%)
 - 34 (2%) Native-American (0.2%)
 - 16 (1%) Hispanic-American (1.1%)
 - 31 (2%) Other (1.4%)

 - Household income:
 - Less than \$25,000 80 (5.5%)
 - \$25,000 to \$50,000 265 (18%)
 - \$50,000 to \$75,000 344 (23.5%)
 - \$75,000 to \$100,000 323 (22%)
 - \$100,000 to \$125,000 213 (14.5%)
 - \$125,000 to \$200,000 181 (12%)
 - \$200,000 or more 59 (4%)

 - Age:
 - 18 to 29 128 (8%)
 - 30 to 59 1163 (76%)
 - 60 or over 241 (16%)
 - Average = 47

 - Household size:
 - 1 or 2 839 (53.5%)
 - 3 or 4 564 (36%)
 - 5 or more 164 (10.5%)
 - Average = 2.7 (2.87)

 - Households with children: 677 (44%) (47%)
 - Households with seniors (aged 60 or over): 292 (19%)

- Single parent households: 73 (5%)
 - 57 (78%) are homeowners
 - 50 (69%) are female
 - 31 (44%) have incomes below \$50,000 compared to 22% of all respondents

- Single person households: 280 (18%)
 - 173 (62%) are homeowners
 - 99 (37%) are seniors
 - 92 (94%) of senior singles are female

- Dwelling type:

• Detached single family home	1019 (65%)
• Duplex or triplex	30 (2%)
• Row or townhouse	279 (18%)
• Apartment	221 (14%)
• Other	25 (2%)

- Education completed:

• Less than high school	18 (1%)
• High school degree	308 (20%)
• 2-yr or voc/tech degree	456 (29%)
• 4-yr college degree	538 (34%)
• Graduate degree	249 (16%)

- Years lived in Maple Grove:

• 2 years or less	316 (20%)
• 3 to 10 years	601 (38%)
• More than 10 years	657 (42%)
• Average = 10 ½ years [10 (0.8%) more than 40 years]	

- Recent Movers:
 - 316 (20%) have arrived in the past 2 years
 - 507 (32%) have arrived in the past 5 years
 - Using the “past 2-years” as the threshold, recent movers are
 - Less likely to be homeowners (63% to 89%)
 - No different in income distribution
 - More likely to be non-white (12% to 6%)
 - More likely to have a 4-year college degree or more (59% to 48%)
 - Less likely to have seniors in the household (11% to 21%)
 - Less likely to have children in the household (33% to 46%)
 - More likely to not have seniors and children in the household (56% to 34%)
 - More likely to be 1 or 2 person households (66% to 50%)
 - More likely to be under 30 (27% to 4%)

B. Quality of life

Q1. “How would you rate your overall quality of life in Maple Grove?”

Very high	456 (29%)
High	1005 (64%)
Neither high nor low	106 (7%)
Low	4 (.3%)
Very low	1 (.1%)

- Lowest income category respondents less likely (81%) to answer “high” or “very high”
- No significant difference by any other demographic categories

Q2. “How would you rate the overall quality of your neighborhood?”

Very high	379 (24%)
High	928 (59%)
Neither high nor low	242 (15%)
Low	18 (1%)
Very low	3 (.2%)

- Larger households slightly more likely to answer “high” or “very high” compared to 1 or 2 person households (87% to 81%)

Q4. “How safe do you feel in your neighborhood?”

Very safe	644 (41%)
Safe	789 (50%)
Somewhat safe	131 (8%)
Somewhat unsafe	12 (.8%)
Unsafe	2 (.1%)
Very unsafe	0

- Females slightly less likely to answer “safe” or “very safe” (89% to 93%)

Q5. “How safe do you feel in downtown Maple Grove?”

Very safe	706 (45%)
Safe	781 (49.5%)
Somewhat safe	87 (5.5%)
Somewhat unsafe	3 (.2%)
Unsafe	0
Very unsafe	0

Q6. “How do you rate Maple Grove as a place to raise children?”

Very good	800 (52%)
Good	672 (43%)
Neither good nor poor	75 (5%)
Poor	1 (.1%)
Very poor	1 (.1%)

- Households with children rate the city slightly higher as a place to raise children (99% answered “good” or “very good”)
- The two highest income category-respondents were more likely to rate the city as “good” or “very good” compared to the lowest income respondents (99% to 91%)

Q7. “What one thing do you like most about living in Maple Grove?”

Convenient location	371 (25%)	OR
Restaurants / shopping	181 (12%)	
Parks / trails	181 (12%)	<i>Convenient/close to fwy: 28%</i>
Clean / quiet	130 (9%)	<i>Natural env/parks: 15%</i>
Quality of life	69 (5%)	<i>Community characteristics (quiet/</i>
Housing / neighborhoods	68 (5%)	<i>clean/quality of life/safety): 19%</i>
Sense of safety	68 (5%)	<i>People/feeling of community/small</i>
Natural environment	47 (3%)	<i>town feel: 7%</i>
The people	47 (3%)	<i>Amenities (restaurants/shopping/</i>
Close to freeways	43 (3%)	<i>schools/housing/neighborhoods/</i>
Schools	37 (2%)	<i>downtown): 21%</i>
Feeling of community	35 (2%)	
Small town feel	33 (2%)	
New downtown	27 (2%)	
Recent government actions	27 (2%)	
Recent growth	24 (2%)	
Everything	23 (2%)	
Other	47 (3%)	

- African-Americans more likely to mention “safety” and “clean/quiet”
- Seniors were twice as likely to mention “restaurants/shopping”
- People under 30 were four times more likely to mention recent growth
- Small households were twice as likely to mention “restaurants/shopping”
- Lowest income respondents were ¼ to ½ as likely to mention “parks/trails”
- Homeowners were four times more likely to mention “parks/trails”
- Homeowners were five times more likely to mention “housing/neighborhoods”
- Households with seniors were ¼ as likely to mention “parks/trails”
- Households with kids were ½ as likely to mention “restaurants/shopping”
- Households with kids were five times more likely to mention “schools”

Q8. “What one thing do you like least about living in Maple Grove?”

Traffic	623 (44%)	OR
Growth	117 (8%)	
Taxes	107 (8%)	<i>Traffic/roads/noise: 48%</i>
Construction	62 (4%)	<i>Growth/construction: 12%</i>
Road layout	46 (3%)	<i>Taxes/housing costs: 11%</i>
Commute	38 (3%)	<i>Commute/remote location: 5%</i>
Housing costs	37 (3%)	<i>People (snobby/bad neighbors): 3%</i>
Snobby people/not diverse	24 (2%)	
Remote location	23 (2%)	
Bus system	21 (2%)	
Neighbors’ property	18 (1%)	
Freeway/traffic noise	17 (1%)	
Other	209 (15%)	
Nothing	62 (4%)	

- Non-whites were five times more likely to mention the bus system
- Households with the least education were three times more likely to mention taxes
- Homeowners were six times more likely to mention taxes
- Renters were 10 times more likely to mention housing costs
- The lowest income households were seven times more likely to mention “nothing”
- Lowest income households were three times more likely to mention the bus system
- Lowest income households were 2 ½ times more likely to mention housing costs
- Lowest income households were ½ as likely to mention growth and traffic
- Newcomers were four times more likely to mention housing costs
- Large families were five times more likely to mention schools
- Women were four times more likely to mention housing costs
- Under 30s were four times more likely to mention housing costs

Q13. “How important were each of the following factors in selecting the city as a place to live?”

	Very important	Important	Somewhat important	Not very important	Not at all important
Quality of nbhd	962 (62)	511 (33)	65 (4)	11 (.7)	6 (.4)
Quality of housing	856 (55)	617 (40)	71 (5)	10 (.6)	6 (.4)
Cost of housing	781 (50)	604 (39)	147 (9)	13 (.8)	12 (.8)
Quality of schools	669 (43)	397 (26)	174 (11)	100 (6)	202 (13)
Cmty amenities	265 (17)	663 (43)	431 (28)	121 (8)	57 (4)
Small town feel	355 (23)	442 (28)	392 (25)	255 (16)	105 (7)
Proximity to work	356 (23)	460 (30)	415 (27)	185 (12)	122 (8)
Safety	850 (55)	584 (38)	96 (6)	14 (.9)	6 (.4)
Open space/parks	480 (31)	670 (43)	292 (19)	68 (4)	34 (2)
Family/friends	268 (17)	434 (28)	439 (28)	251 (16)	160 (10)

Figures in parentheses are row percentages.

- A greater pct. of respondents with children / larger households said schools were important
- A greater pct. of homeowners said schools were important
- A greater pct. of higher-income respondents said schools were important
- A smaller pct. of recent movers said schools were important
- A greater pct. of lower-income respondents said housing costs were important
- A greater pct. of seniors said housing costs were important compared to under 30s
- A greater pct. of respondents without a high school degree said housing costs were important
- Larger households less likely to say quality of the neighborhood was important
- The only respondents to say that quality of the neighborhood not important or very important were white
- A greater pct. of African-American respondents said community amenities were important
- As education increased, the pct. who said “small town feel” was important declined
- A greater pct. of seniors/households with seniors said small town feel was important
- A greater pct. of long-term residents said small town feel was important
- As income increased, pct. who said small town feel was important declined
- A smaller pct. of seniors said proximity to work was important
- A slightly smaller pct. of homeowners said proximity to work was important
- A greater pct. of females said safety was important
- A greater pct. of the lowest income respondents said safety was important compared to the highest income respondents
- A smaller pct. of under 30s said open spaces were important
- A greater pct. of seniors/households with seniors said proximity to friends/family was important
- A greater pct. of the lowest-income respondents said proximity to friends/family was important
- A greater pct. of non-homeowners said proximity to friends/family was important

C. Quality of services

Q3. “How would you rate the quality of each of the following?”

	Very good	Good	Neither good nor poor	Poor	Very Poor
Snow removal	505 (32)	834 (53)	122 (8)	33 (2)	12 (.9)
Street repair	194 (12)	830 (53)	354 (23)	119 (8)	23 (1.5)
Street cleaning	287 (18)	918 (59)	268 (17)	50 (3)	7 (.4)
Street lighting	210 (13)	799 (51)	320 (20)	179 (12)	47 (3)
Ease of car travel	223 (14)	678 (44)	342 (22)	218 (14)	86 (6)
Ease of bicycle travel	326 (21)	661 (43)	203 (13)	68 (4)	15 (1)
Ease of walking	406 (26)	790 (51)	213 (14)	69 (4)	23 (1.5)
Police Department	406 (26)	750 (48)	155 (10)	26 (2)	9 (.6)
Public transportation	149 (10)	414 (27)	285 (18)	98 (6)	47 (3)
Fire Department	350 (22)	624 (40)	106 (7)	7 (.4)	1 (.1)
Parks/Rec classes	318 (20)	678 (44)	157 (10)	18 (1)	2 (.1)
Parks and trails	727 (46)	662 (42)	71 (4)	10 (.6)	1 (.1)
Community center	572 (37)	644 (41)	109 (7)	15 (1)	9 (.6)
Public schools	347 (22)	617 (40)	157 (10)	15 (1)	4 (.3)
Recycling services	421 (27)	864 (55)	175 (11)	28 (2)	8 (.5)
Garbage collection	412 (26)	864 (55)	199 (13)	14 (1)	10 (.6)

Figures in parentheses are row percentages. Percentages do not add up to 100 because of "Don't know" answers that are not shown in the table.

Q.17 “Overall, how satisfied are you with the performance of City government?”

Very satisfied	145 (10)
Satisfied	953 (62)
Somewhat satisfied	352 (23)
Somewhat dissatisfied	57 (4)
Dissatisfied	14 (1)
Very dissatisfied	12 (1)

Q12. “For each of the following, please indicate how well planned you think Maple Grove is.”

	Very well	Well	Neither well nor poorly	Poorly	Very poorly
Overall city	216 (14)	830 (54)	310 (20)	94 (6)	22 (1)
Traffic flow	44 (3)	338 (22)	457 (29)	462 (30)	242 (16)
Trails/sidewalks	478 (31)	830 (54)	153 (10)	42 (3)	6 (.4)
Open space	228 (15)	691 (45)	370 (24)	138 (9)	41 (3)
Parks	513 (33)	811 (52)	137 (9)	28 (2)	5 (.3)
Parking	199 (13)	789 (51)	390 (25)	100 (6)	21 (1)
Retail/shopping areas	473 (30)	793 (51)	177 (11)	75 (5)	28 (2)
Industrial areas	180 (12)	683 (44)	363 (24)	46 (3)	19 (1)
Residential areas	274 (18)	897 (58)	276 (18)	61 (4)	17 (1)

Figures in parentheses are row percentages.

D. Future orientation

Q9. “What do you think is the biggest challenge that Maple Grove will face within the next five years?”

Traffic/transportation planning	581 (40)
Growth/crowding	465 (32)
Schools	72 (5)
Maintaining community quality	62 (4)
Need for affordable/apartment housing	49 (3)
Taxes	40 (3)
Crime	36 (2.5)
Construction projects	20 (1)
Limiting affordable/high density housing	18 (1)
Other	62 (4)
Don't know	40 (3)

Q10. “How confident are you that your neighborhood will be a good place to live in the next five to ten years?”

Very confident	403 (26)
Confident	737 (47)
Somewhat confident	370 (24)
Not very confident	49 (3)
Not at all confident	12 (.8)

Q11. “Do you have plans to move out of Maple Grove in the next five years?”

Yes	348 (23)
No	1180 (77)

- Reasons for plans to move out:

“Job/commute”	60 (17)	“Marital status change”	7 (2)
“Too crowded here”	48 (14)	“Schools”	7 (2)
“Housing costs”	47 (13)	“Warmer climate”	7 (2)
“Retiring”	41 (12)	“Smaller house/empty nest”	6 (2)
“Moving to rural area”	29 (8)	“Closer to the city”	5 (1)
“Taxes”	21 (6)	“Crime”	4 (1)
“Traffic”	18 (5)	“Neighborhood not kept up”	4 (1)
“Need a change”	17 (5)	“Other”	7 (2)
“Building own house”	17 (5)		

“Closer to family” 9 (2.5)

E. Civic involvement

Q14. “In the past 12 months, how many times have you attended a city council meeting?”

Zero	1418 (91)
One	84 (5)
Two	42 (3)
Three	11 (.7)
Four or more	4 (.3)

Q15. “In the past 12 months, how many times have you attended a public meeting about a city matter?”

Zero	1359 (87)
One	124 (8)
Two	44 (3)
Three	15 (1)
Four or more	15 (1)

Q35. “Are you currently involved in any volunteer service?”

Yes	837 (53)
No	738 (47)

Q36. “Did you vote in the last city council election?”

Yes	912 (58)
No	662 (42)

Q16. “In the past 12 months, approximately how often have you done each of the following?”

	More than once/week	More than once/month	3 to 12 times last year	Once or twice last year	Never
Visited the library	78 (5)	344 (22)	486 (31)	317 (20)	345 (22)
Visited the Community Center	102 (7)	279 (18)	522 (33)	355 (23)	310 (20)
Participated in a parks/rec program	83 (5)	140 (9)	224 (14)	310 (20)	784 (51)
Used a neighborhood park/trail	498 (32)	459 (29)	333 (21)	135 (9)	135 (9)
Rode the bus to Minneapolis	91 (6)	19 (1)	44 (3)	59 (4)	1342 (86)
Rode the “Dial-A-Ride”	12 (.8)	14 (.9)	20 (1)	37 (2)	1468 (95)
Visited the Arboretum	12 (.8)	34 (2)	113 (7)	301 (19)	1103 (71)

Figures in parentheses are row percentages.

Q18. “How often do you read or use the following information sources?”

	Frequently	Infrequently	Rarely	Never
City newsletter	799 (51)	356 (23)	186 (12)	214 (14)
Osseo-Maple Grove Press	766 (49)	379 (24)	228 (15)	190 (12)
Communication Link/HCHY newsltr	277 (18)	281 (18)	310 (20)	657 (43)
Resident’s Guide	352 (23)	565 (36)	316 (20)	316 (20)
City of Maple Grove web site	69 (4)	193 (12)	278 (18)	1005 (65)
Parks/Rec brochures	565 (36)	492 (32)	283 (18)	220 (14)
Live cablecast of City Council mtgs	96 (6)	203 (13)	320 (20)	941 (60)
Cable 12 News/NW Community TV	380 (24)	367 (24)	257 (16)	558 (36)

Figures in parentheses are row percentages.

Q19. “How would you rate the quality of the following information sources?”

	Very good	Good	Neither good nor poor	Poor	Very poor	Don’t Know
City newsletter	314 (20)	646 (42)	267 (17)	7 (.5)	2 (.1)	306 (20)
Osseo-Maple Grove Press	262 (17)	720 (46)	264 (17)	52 (3)	17 (1)	236 (15)
Communication Link/HCHY	93 (6)	284 (19)	358 (24)	15 (1)	6 (.4)	761 (50)
Resident’s Guide	217 (14)	622 (40)	304 (20)	9 (.6)	2 (.1)	384 (25)
City of Maple Grove web site	36 (2)	207 (14)	231 (15)	14 (.9)	2 (.1)	1028 (68)
Parks/Rec brochures	294 (19)	721 (47)	225 (15)	10 (.7)	0	287 (19)
Cablecast of City Council mtgs	54 (4)	220 (14)	261 (17)	13 (.8)	4 (.3)	981 (64)
Cable 12 News/NW Cmty TV	211 (14)	471 (30)	235 (15)	15 (.9)	2 (.1)	613 (40)

Figures in parentheses are row percentages.

Q20. “Do you have internet access at home?”

Yes	1168 (74)
No	415 (26)

F. Work & commute

Q26. Work and commute

- Mode of commute to work

Drive alone	2030 (86)
Carpool	111 (4.7)
Public transportation	85 (3.6)
Walk or bike	19 (.8)
Works at home	103 (4.4)

Other 18 (.8)

- Number of commuting days each week

Five or more 1820 (81)
 Three or four 319 (15)
 One or two 93 (4)

- Mode of commute for full-timers vs. part-timers

	Full time commuter	Part time commuter
Drive alone	2961 (86)	801 (83)
Carpool	195 (6)	25 (3)
Public transit	131 (4)	25 (3)
Walk or bike	27 (.8)	10 (1)
Other	38 (1.1)	13 (1.4)
Works at home	76 (2)	86 (9)

Destination of commute:

Maple Grove	438 (18)	St. Louis Park	52 (2)
Minneapolis	377 (16)	Robbinsdale	48 (2)
Plymouth	246 (10)	Fridley	43 (2)
Brooklyn Park	148 (6)	Edina	42 (2)
Minnetonka	120 (5)	Osseo	39 (2)
Golden Valley	109 (5)	New Hope	39 (2)
Eden Prairie	64 (3)		
St. Paul	57 (2)	Non-metro	58 (2)
Bloomington	56 (2)	Multiple places	87 (4)

VII. Public opinion issues

Q21. “Do you feel there are enough cultural options in Maple Grove?”

Yes 601 (39)
 No 451 (29)
 Don’t know 495 (32)

- “What would you like to see more of in Maple Grove?”

Theater	137 (37)	Art /museum	14 (4)
Music	96 (26)	Public art	12 (3)
“Anything”	46 (13)	Art / museum	14 (4)
Ampitheatre / bandshell	27 (7)	Children’s performing arts	5 (1)

Performing arts center 25 (7) Teen entertainment 4 (1)

Q32. “Do you feel there is a need in Maple Grove for an Arts Center?”

Yes 835 (53)
 No 277 (18)
 Don’t Know 461 (29)

Q22. “For each of the following, indicate how important each is to you.”

	Very important	Important	Somewhat important	Not very important	Not at all important	No opinion
Preservation/display of City’s history	192 (12)	449 (28)	491 (31)	247 (16)	96 (6)	103 (6)
Preservation of the old Village Hall	155 (10)	358 (23)	422 (27)	325 (21)	135 (9)	181 (12)
Preservation of forests & wetlands	1050 (66)	356 (22)	108 (7)	30 (2)	7 (.4)	31 (2)

Q23. “How satisfied are you with the range of shopping options in Maple Grove?”

Very satisfied 712 (45)
 Satisfied 703 (45)
 Neither satisfied nor dissatisfied 77 (5)
 Dissatisfied 78 (5)
 Very dissatisfied 6 (.4)

• Reasons for dissatisfaction:

“Need more variety” 34 (37)
 “Need a mall” 29 (31)
 “Need fewer chain stores” 10 (11)
 “Stores are too spread out” 8 (9)
 “Too many stores” 5 (5)
 “Need more upscale shops” 5 (5)
 “Don’t like downtown” 2 (2)

Q24. “How satisfied are you with the range of restaurants in Maple Grove?”

Very satisfied 877 (56)
 Satisfied 544 (34)
 Neither satisfied nor dissatisfied 52 (3)
 Dissatisfied 94 (6)
 Very dissatisfied 11 (.7)

- Reasons for dissatisfaction:

“Too many chain restaurants”	54 (47)
“Need upscale restaurants”	20 (18)
“Waits are too long”	14 (12)
“Too many restaurants”	11 (10)
“Need breakfast options”	5 (4)
“Need a supper club”	4 (4)
“Fewer fast foods”	3 (3)
“Need vegetarian”	2 (2)
“Need a White Castle”	1 (1)

Q25. “How important do you feel it is that a hospital be built in Maple Grove?”

Very important	450 (28)
Important	396 (25)
Somewhat important	381 (24)
Not very important	240 (15)
Not at all important	77 (5)
No opinion	34 (2)

Q27. “Do you support or oppose a switch to a ward system of electing the City Council?”

Strongly support	245 (16)
Support	519 (33)
No opinion	584 (37)
Oppose	173 (11)
Strongly oppose	58 (4)

Q28. “Do you support or oppose expanding the City Council to more than five people?”

Strongly support	110 (7)
Support	530 (34)
No opinion	538 (34)
Oppose	309 (20)
Strongly oppose	88 (6)

Q29. “Do you support or oppose contracting with a private company for garbage collection?”

Strongly support	183 (12)
Support	346 (22)
No opinion	302 (19)
Oppose	432 (28)
Strongly oppose	301 (19)

Q30. “Do you support or oppose a ban on smoking in restaurants in Maple Grove?”

Strongly support	846 (54)
Support	297 (19)
No opinion	81 (5)
Oppose	186 (12)
Strongly oppose	167 (11)

Q31. “Do you support or oppose a citywide ban on lawn fertilizers that contain phosphorus?”

Strongly support	393 (25)
Support	495 (31)
No opinion	389 (25)
Oppose	221 (14)
Strongly oppose	79 (5)

Q33a. “Do you support or oppose the construction of more lifecycle housing in Maple Grove?”

Strongly support	123 (17)
Support	287 (39)
No opinion	64 (9)
Oppose	151 (20)
Strongly oppose	112 (15)

Q33b. “Do you support or oppose the construction of more affordable housing in Maple Grove?”

Strongly support	119 (14)
Support	262 (32)
No opinion	66 (8)
Oppose	195 (24)
Strongly oppose	186 (22)

Q34. “Do you support or oppose a slow-down in the rate of land development in Maple Grove?”

Strongly support	512 (33)
Support	621 (40)
No opinion	191 (12)
Oppose	197 (12)
Strongly oppose	50 (3)

- Recent movers:

TENURE	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
Homeowner	197 (63)	1123 (89)	379 (75)	941 (88)
Non-homeowner	117 (37)	135 (11)	127 (25)	125 (12)
n	314	1258	506	1066

INCOME	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
< \$50,000	87 (28)	256 (22)	125 (26)	218 (22)
\$50k to \$100k	134 (44)	532 (46)	211 (44)	455 (46)
\$100k to \$125k	39 (13)	174 (15)	63 (13)	150 (15)
\$125k to \$200k	35 (12)	146 (13)	63 (13)	118 (12)
\$200k or more	10 (3)	49 (4)	17 (4)	42 (4)
n	305	1157	479	983

RACE	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
White	274 (88)	1153 (94)	459 (92)	968 (92)
African-American	8 (3)	7 (1)	4 (1)	11 (1)
Asian-American	11 (4)	12 (1)	11 (2)	12 (1)
Native-American	4 (1)	29 (2)	10 (2)	23 (2)
Hispanic	5 (2)	11 (1)	5 (1)	11 (1)
Other	10 (3)	21 (2)	10 (2)	21 (2)
n	312	1233	499	1046

EDUCATION	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
< High school	7 (2)	11 (1)	7 (1)	11 (1)
High School	50 (16)	255 (20)	86 (17)	219 (21)
2-yr college	70 (22)	386 (31)	119 (24)	337 (32)
4-yr college	124 (39)	414 (33)	205 (41)	333 (31)
Post-Graduate	64 (20)	184 (15)	88 (17)	160 (15)
n	315	1250	505	1060

HH Type	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
HH w/ seniors	34 (11)	257 (21)	83 (17)	208 (20)
HH w/ kids	104 (33)	573 (46)	209 (42)	468 (45)
HH w/ neither	173 (56)	429 (34)	212 (42)	390 (37)
Single parents	15 (5)	58 (5)	29 (6)	44 (4)
Single persons	84 (27)	196 (16)	120 (24)	160 (15)

HH Size	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
1 or 2	206 (66)	632 (50)	298 (59)	540 (51)
3 or 4	84 (27)	479 (38)	166 (33)	397 (37)
5 or more	24 (8)	140 (11)	39 (8)	125 (12)
n	314	1251	503	1062

AGE	Arrived in last 2 years	Arrived prior	Arrived in last 5 years	Arrived prior
Under 30	85 (27)	43 (4)	72 (14)	56 (5)
30 to 60	196 (63)	964 (79)	348 (70)	812 (79)
Over 60	29 (9)	211 (17)	77 (16)	163 (16)
n	310	1218	497	1031