

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

City of Roseville
Residential Survey
FINAL APRIL 2018

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

- | | |
|---|--|
| 1. Approximately how many years have you lived in Roseville? | LESS THAN TWO YEARS.....9%
TWO TO FIVE YEARS.....15%
FIVE TO TEN YEARS.....22%
TEN TO TWENTY YEARS....22%
20 TO 30 YEARS.....17%
OVER THIRTY YEARS.....16%
DON'T KNOW/REFUSED.....0% |
| 2. As things stand now, how long in the future do you expect to live in Roseville? | LESS THAN TWO YEARS.....2%
TWO TO FIVE YEARS.....7%
SIX TO TEN YEARS.....11%
OVER TEN YEARS.....73%
DON'T KNOW/REFUSED.....8% |
| 3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor? | EXCELLENT.....45%
GOOD.....50%
ONLY FAIR.....5%
POOR.....0%
DON'T KNOW/REFUSED.....0% |
| 4. What do you like most, if anything, about living in Roseville? | DON'T KNOW/REFUSED.....0%
NOTHING.....0%
CONVENIENT LOCATION.....2%
NEIGHBORHOOD/HOUSING...19%
SAFE.....15%
FRIENDLY PEOPLE.....12%
CLOSE TO FAMILY.....17%
CLOSE TO JOB.....12%
SCHOOLS.....6%
PARKS/TRAILS.....3%
SHOPPING.....4%
QUIET AND PEACEFUL.....9%
SCATTERED.....2% |

5.	What do you think is the most serious issue facing Roseville today?	DON'T KNOW/REFUSED.....3% NOTHING.....17% HIGH TAXES.....17% RISING CRIME.....22% POOR CITY SPENDING.....2% LACK OF JOBS/BUSINESS...4% AGING POPULATION.....15% AGING INFRASTRUCTURE...10% STREET REPAIR.....7% SCATTERED.....4%
6.	All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?	RIGHT DIRECTION.....83% WRONG TRACK.....15% DON'T KNOW/REFUSED.....2%
IF "WRONG TRACK," ASK: (N=60)		
7.	Please tell me why you feel things have gotten off on the wrong track?	DON'T KNOW/REFUSED.....0% HIGH TAXES.....15% POOR CITY SPENDING.....18% STREET REPAIR.....3% RISING CRIME.....42% GROWING DIVERSITY.....13% TOO MUCH RETAIL.....3% SCATTERED.....5%
8.	How would you rate the sense of community identity among residents in Roseville -- would you say it is very strong, somewhat strong, not too strong, or not at all strong?	VERY STRONG.....35% SOMEWHAT STRONG.....52% NOT TOO STRONG.....12% NOT AT ALL STRONG.....0% DON'T KNOW/REFUSED.....1%
9.	Please tell me which of the following do you feel the closest connection to -- the City of Roseville as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	CITY OF ROSEVILLE.....17% NEIGHBORHOOD.....30% SCHOOL DISTRICT.....6% CHURCH.....15% WORKPLACE.....11% FAMILY/FRIENDS.....22% DON'T KNOW/REFUSED.....0%
10.	Do you feel accepted in the City of Roseville?	YES.....98% NO.....2% DON'T KNOW/REFUSED.....0%

IF "NO," ASK: (N=8)

11. Why do you feel that way?

TOO OLD, 38%; NOT WHITE, 38%; LOW INCOME, 25%.

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

- | | |
|--|-----------------------------------|
| 12. When thinking about a city's quality of life, what do you think is the most important aspect of that quality? | DON'T KNOW/REFUSED.....0% |
| | SAFETY.....39% |
| | SENSE OF COMMUNITY.....25% |
| | GOOD SCHOOLS.....11% |
| | UPKEEP OF CITY.....9% |
| | OPEN SPACE/NATURE.....5% |
| | PARKS/RECREATION.....2% |
| | UPKEEP OF HOUSING.....3% |
| | QUIET AND PEACEFUL.....6% |
| 13. What aspects, if any, of the community should be fixed or improved in the future? | DON'T KNOW/REFUSED.....3% |
| | NOTHING.....14% |
| | LOWER TAXES.....19% |
| | BETTER ROADS.....17% |
| | MORE JOBS.....9% |
| | MORE PUBLIC TRANSIT....11% |
| | MORE SENIOR HOUSING....11% |
| | LESS AFFORDABLE HOUSING.7% |
| | SIDEWALKS.....5% |
| | SCATTERED.....4% |
| 14. What, if anything, is currently missing from the City of Roseville which, if present, would greatly improve the quality of life for residents? | DON'T KNOW/REFUSED.....6% |
| | NOTHING.....35% |
| | MORE PUBLIC TRANSIT....16% |
| | MORE JOBS.....13% |
| | MORE ENTERTAINMENT.....8% |
| | MORE AFFORDABLE
HOUSING.....7% |
| | SIDEWALKS.....16% |

I would like to read a list of characteristics others have mentioned that indicate a city has a high quality of life.

15. Please tell me which one you think is most important for a city to have? (ROTATE AND READ LIST)

16. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)

17. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)

	MOST	SEC	LST
HIGH PROPERTY VALUES.....	13%	4%	9%
WELL MAINTAINED PROPERTIES.....	7%	7%	4%
LOW PROPERTY TAXES.....	3%	8%	8%
LOW CRIME RATE.....	30%	29%	7%
GOOD SCHOOL SYSTEM.....	20%	22%	7%
VARIETY OF SHOPPING OPPORTUNITIES.....	2%	3%	19%
VARIETY OF PARK AND RECREATION OPPORTUNITIES.....	1%	3%	12%
JOB OPPORTUNITIES.....	12%	10%	9%
COMMUNITY EVENTS AND FESTIVALS.....	1%	3%	10%
SENSE OF COMMUNITY.....	10%	11%	11%
ELSE.....	1%	0%	0%
DON'T KNOW/REFUSED.....	0%	1%	5%

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

- | | | |
|--|--------------------------|-----|
| 18. How would you rate park and recreational facilities in Roseville -- excellent, good, only fair, or poor? | EXCELLENT..... | 38% |
| | GOOD..... | 57% |
| | ONLY FAIR..... | 3% |
| | POOR..... | 0% |
| | DON'T KNOW/REFUSED..... | 2% |
| 19. Which Roseville recreation facilities, if any, do you or members of your household use most frequently? | DON'T KNOW/REFUSED..... | 0% |
| | NONE..... | 28% |
| | TRAILS..... | 33% |
| | NEIGHBORHOOD PARKS..... | 29% |
| | ATHLETIC FACILITIES..... | 11% |
| 20. How would you rate the upkeep and maintenance of Roseville City Parks -- excellent, good, only fair, or poor? | EXCELLENT..... | 37% |
| | GOOD..... | 58% |
| | ONLY FAIR..... | 3% |
| | POOR..... | 0% |
| | DON'T KNOW/REFUSED..... | 2% |
| 21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs? | YES..... | 41% |
| | NO..... | 59% |
| | DON'T KNOW/REFUSED..... | 0% |

22. Are there any park and recreation programs you would like to see offered or expanded?

UNSURE, 8%; NO, 64%; YOUTH PROGRAMS, 2%; CONCERTS/MOVIES IN PARKS, 7%; FITNESS EVENTS IN PARKS, 8%; CITY WIDE EVENTS, 2%; TEEN PROGRAMS, 5%; SCATTERED, 4%.

23. How often do you or members of your household use the trail system, weather permitting -- twice or more per week, weekly, two or three times per month, monthly, quarterly, less frequently or not at all?

TWICE OR MORE A WEEK...	24%
WEEKLY.....	23%
TWO/THREE PER MONTH....	17%
MONTHLY.....	5%
QUARTERLY.....	2%
LESS FREQUENTLY.....	8%
NOT AT ALL.....	21%
DON'T KNOW/REFUSED.....	0%

24. Are there any areas in the City of Roseville that are lacking trails or pathways? (IF "YES," ASK:) Where would that be?

UNSURE, 23%; NO, 75%; SCATTERED, 2%.

25. Which of the following would be your top priority for the City's trails and sidewalk system? (ROTATE)

CONSTRUCTION OF ADDITIONAL TRAILS FOR EXERCISE WITHIN PARKS.....	24%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND PARKS.....	35%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND SHOPPING AND BUSINESS AREAS.....	35%
ELSE.....	1%
DON'T KNOW/REFUSED.....	6%

In the past few years, the City has opened new park buildings at Autumn Grove, Lexington, Rosebrook, Oasis, Sandcastle and Villa Parks.

26. Are you aware of these new park buildings?

YES.....	89%
NO.....	11%
DON'T KNOW/REFUSED.....	0%

27. Have you or members of your household visited or used one of the new park buildings?

YES.....	54%
NO.....	46%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=217)

28. How would you rate your experience - excellent, good, only fair or poor? EXCELLENT.....72%
GOOD.....27%
ONLY FAIR.....1%
POOR.....0%
DON'T KNOW/REFUSED.....0%
29. Would you consider using one of the new park buildings again the future? YES.....98%
NO.....0%
DON'T KNOW/REFUSED.....2%

IF "NO" IN QUESTION #27, ASK: (N=183)

30. Why haven't you or members of your household visited or used one of the new park buildings?

UNSURE, 8%; TOO BUSY, 36%; NO INTEREST, 22%;
AGE/HEALTH, 23%; NOT AWARE, 6%; NO NEED, 5%;
SCATTERED, 1%.

31. Do you feel the current mix of recreational or sports facilities meet the needs of members of your household? YES.....99%
NO.....0%
DON'T KNOW/REFUSED.....1%

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

32. What facilities do you feel are missing?

NOT APPLICABLE.

Moving on....

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

	EXCL	GOOD	FAIR	POOR	DK/R
33. Police protection?	69%	28%	3%	0%	0%
34. Fire protection?	72%	20%	0%	0%	8%
35. Emergency medical services?	77%	16%	0%	0%	8%
36. Sewer and water?	28%	68%	3%	0%	1%
37. Drainage and flood control?	22%	69%	7%	0%	2%
38. Building inspections?	30%	52%	2%	0%	17%
39. Animal control?	28%	60%	6%	0%	7%
40. Code enforcement?	46%	49%	3%	0%	3%

IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR," ASK: (N=77)

41. Why did you rate _____ as (only fair/poor)?
- DON'T KNOW/REFUSED.....0%
 - COULD IMPROVE.....4%
 - FLOODING.....35%
 - MORE PATROLLING.....12%
 - POOR INSPECTIONS.....4%
 - LOOSE ANIMALS.....12%
 - RUNDOWN HOMES.....10%
 - RUDE/UNFRIENDLY.....5%
 - POOR TASTE OF WATER.....7%
 - SLOW SERVICE.....12%

Now, for the next six city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Therefore, Interstate 35W, Highway 36, County Road C or Lexington Avenue, should not be considered. How would you rate (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
42. Street repair and maintenance?	4%	54%	36%	6%	0%
43. Snow plowing?	18%	64%	16%	1%	1%
44. Trail and pathway plowing in parks?	33%	46%	12%	0%	9%
45. Trail and pathway plowing in neighborhoods?	33%	50%	10%	1%	7%
46. Pathway repair and maintenance in the parks?	36%	46%	9%	0%	9%
47. Pathway repair and maintenance in neighborhoods?	32%	51%	9%	1%	8%
48. 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.....	11%			
	SOMEWHAT HIGH.....	42%			
	ABOUT AVERAGE.....	34%			
	SOMEWHAT LOW.....	0%			
	VERY LOW.....	0%			
	DON'T KNOW/REFUSED.....	14%			
49. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?	FAVOR.....	35%			
	OPPOSE.....	51%			
	DON'T KNOW/REFUSED.....	14%			

50. 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.....	21%
GOOD.....	64%
ONLY FAIR.....	9%
POOR.....	0%
DON'T KNOW/REFUSED.....	6%

For each of the following long-term infrastructure projects, please tell me if you strongly support the City continuing to invest in it, somewhat support, somewhat oppose or strongly oppose. (ROTATE)

	STS	SMS	SMO	STO	DKR
51. Water and sewer pipes?	70%	24%	3%	1%	3%
52. City buildings?	31%	52%	12%	4%	2%
53. Pedestrian pathways?	44%	38%	14%	4%	1%
54. Bikeways?	27%	47%	20%	5%	2%
55. City roads?	87%	12%	1%	0%	0%

Changing topics....

56. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Roseville runs things?

YES.....	71%
NO	26%
DON'T KNOW/REFUSED.....	3%

57. From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?

STRONGLY APPROVE.....	26%
APPROVE.....	56%
DISAPPROVE.....	16%
STRONGLY DISAPPROVE.....	1%
DON'T KNOW/REFUSED.....	2%

IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK: (N=66)

58. Why do you feel that way?

POOR JOB.....	3%
POOR SPENDING.....	49%
COULD IMPROVE.....	6%
HIGH TAXES.....	24%
DON'T LISTEN.....	18%

59. From what you have heard or seen, how would you rate the job performance of the Roseville City staff -- excellent, good, only fair, or poor?

EXCELLENT.....	28%
GOOD.....	65%
ONLY FAIR.....	4%
POOR.....	0%
DON'T KNOW/REFUSED.....	2%

IF "ONLY FAIR" OR "POOR," ASK: (N=15)

60. Why do you feel that way?	POOR SPENDING.....47%
	DON'T LISTEN.....33%
	RUDE/UNPROFESSIONAL....20%

Thinking about another topic....

61. How would you rate the general condition and appearance of Roseville -- excellent, good, only fair, or poor?	EXCELLENT.....50%
	GOOD.....47%
	ONLY FAIR.....3%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (N=10)

62. Why do you feel that way?	MESSY YARDS.....60%
	JUNK CARS.....20%
	VACANT BUSINESSES.....20%
63. Over the past two years, has the appearance of Roseville improved, declined or remained the same?	IMPROVED.....29%
	DECLINED.....6%
	REMAINED THE SAME.....65%
	DON'T KNOW/REFUSED.....1%
64. How would you rate the job the City does enforcing city codes on nuisances - excellent, good, only fair or poor?	EXCELLENT.....31%
	GOOD.....63%
	ONLY FAIR.....6%
	POOR.....0%
	DON'T KNOW/REFUSED.....1%

IF "ONLY FAIR" OR "POOR," ASK: (N=22)

65. What nuisances does the City need to do a better job of enforcing?	DON'T KNOW/REFUSED.....0%
	MESSY YARDS.....55%
	RUNDOWN HOMES.....5%
	JUNK CARS.....18%
	LOOSE ANIMALS.....14%
	VACANT BUSINESSES.....9%

The City of Roseville works with organizations to offer a variety of different housing programs for residential home owners. This includes foreclosure protection and home improvement loans for interior and exterior remodeling.

66. Prior to this survey, were you aware of this housing program? YES.....45%
 NO.....55%
 DON'T KNOW/REFUSED.....0%

Turning to the issue of public safety in the community....

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

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

FIRST

Violent crime.....1%
 Drugs.....20%
 Youth crimes and vandalism.....19%
 Break-ins and theft from automobiles.....7%
 Business crimes, such as shoplifting and check fraud.....15%
 Residential crimes, such as burglary, and theft.....5%
 Traffic speeding.....19%
 Identity theft.....2%
 ALL EQUALLY.....5%
 NONE OF THE ABOVE.....7%
 DON'T KNOW/REFUSED.....1%

IF "NONE OF THE ABOVE," ASK: (N=27)

68. Is there something not on the list you consider to be the greatest public safety concern in Roseville?

NO, 67%; DISTRACTED DRIVING, 26%; DOMESTIC VIOLENCE, 4%; RACIAL INTOLERANCE, 4%.

69. How would you rate the amount of patrolling the Roseville Police Department does in your neighborhood -- would you say they do too much, about the right amount, or not enough? TOO MUCH.....4%
 ABOUT RIGHT AMOUNT.....81%
 NOT ENOUGH.....15%
 DON'T KNOW/REFUSED.....1%

Changing topics...

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Roseville currently has

too many or too much, too few or too little, or about the right amount. (ROTATE)

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REFD
70. Affordable rental units?	36%	19%	39%	7%
71. Market rate rental units?	22%	12%	61%	5%
72. Condominiums?	16%	19%	59%	6%
73. Townhomes?	17%	20%	60%	4%
74. Affordable owner-occupied housing?	3%	18%	68%	11%
75. "Move up" housing?	3%	9%	85%	4%
76. Higher cost housing?	11%	20%	63%	6%
77. Assisted living for seniors?	4%	36%	39%	21%
78. Parks and open spaces?	1%	2%	97%	0%
79. Trails and bikeways?	2%	11%	86%	1%
80. Service and retail establishments?	9%	7%	84%	0%
81. Entertainment and dining opportunities?	6%	31%	63%	0%
82. If you were going to move from your current home for upgrading, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed or not at all committed?				VERY COMMITTED.....54% SOMEWHAT COMMITTED.....33% NOT TOO COMMITTED.....6% NOT AT ALL COMMITTED....4% DON'T KNOW/REFUSED.....3%
83. And, if you were going to move from your current home for downsizing, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed, or not at all committed?				VERY COMMITTED.....53% SOMEWHAT COMMITTED.....35% NOT TOO COMMITTED.....6% NOT AT ALL COMMITTED....3% DON'T KNOW/REFUSED.....3%

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED" IN QUESTIONS #82 OR #83, ASK: (N=50)

84. Is there anything missing or could be improved in Roseville that would make you committed to staying?

UNSURE, 6%; NO, 50%; SENIOR HOUSING, 12%; LESS CRIME, 6%; TOLERANCE, 2%; PUBLIC TRANSIT, 12%; AFFORDABLE HOUSING, 12%

Changing topics....

The City contracts with a local company for curbside recycling services. Currently, residents are provided a single-sort recycling cart, and recyclables are picked up every two weeks.

85. Do you participate in the curbside recycling program by separating recyclable items from the rest of your garbage?
- | | |
|-------------------------|-----|
| YES..... | 75% |
| NO..... | 25% |
| DON'T KNOW/REFUSED..... | 1% |

IF "NO," ASK: (N=100)

86. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?

NO INTEREST, 8%; TOO BUSY, 2%; TOO MUCH HASSLE, 10%; RENTER, 41%; NOT ENOUGH WASTE, 13%; HIGH COST, 4%; AGE/HEALTH, 3%; ASSOCIATION DOES IT, 16%; SCATTERED, 3%.

87. Are there any changes or improvements in the service which could be made to induce you to participate in it?

UNSURE, 11%; NO, 78%; EVERY WEEK PICK-UP, 2%; LOWER COST, 6%; SCATTERED, 4%.

IF "YES" IN QUESTION #85, ASK: (N=300)

88. How often do you put recyclables out for collection -- every two weeks, monthly, or less often?
- | | |
|-------------------------|-----|
| EVERY TWO WEEKS..... | 84% |
| MONTHLY..... | 14% |
| LESS OFTEN..... | 1% |
| DON'T KNOW/REFUSED..... | 0% |

When you think of the recyclables your household generates...

89. Would you favor or oppose a change to an every week collection schedule for recyclables for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY FAVOR..... | 22% |
| FAVOR..... | 27% |
| OPPOSE..... | 31% |
| STRONGLY OPPOSE..... | 16% |
| DON'T KNOW/REFUSED..... | 3% |

90. Are there any changes or improvements in the curbside recycling program you would like to see?

UNSURE, 4%; NO, 74%; EVERY WEEK PICK-UP, 3%; BIGGER BINS, 15%; SCATTERED, 4%.

Most communities have one of three systems for garbage collection. In an open collection system, like the City of Roseville currently has, residents choose their hauler from several different companies serving the community. Other cities use an organized collection system, where the City contracts with a hauler for collection throughout city, either for the entire city or for zones within the city.

91. Would you favor or oppose the City of Roseville changing from the current system, in which residents may choose from several different haulers, to a system where the City chooses a hauler or set of haulers for your area? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY FAVOR.....	13%
FAVOR.....	24%
OPPOSE.....	24%
STRONGLY OPPOSE.....	18%
DON'T KNOW/REFUSED.....	22%

IF A RESPONSE IS GIVEN, ASK: (N=313)

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

LESS TRUCK TRAFFIC, 35%; WANT TO CHOOSE OWN, 28%; LIKE CURRENT HAULER, 17%; LOWER COST WITH ORGANIZED, 3%; COMPETITION CREATES LOWER COST, 8%; ORGANIZED IS EASIER, 2%; HIGHER COST WITH ORGANIZED, 2%; ORGANIZED BETTER FOR STREET MAINTENANCE, 4%; SCATTERED, 2%.

As you may know, some cities have begun a curbside collection program for compostable waste called "organics," such as food scraps and non-recyclable paper.

93. Do you support or oppose a curbside collection program for compostable waste, for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	19%
SUPPORT.....	20%
OPPOSE.....	21%
STRONGLY OPPOSE.....	21%
DON'T KNOW/REFUSED.....	19%

IF A RESPONSE IS GIVEN, ASK: (N=325)

94. Why do you feel that way?

GOOD FOR ENVIRONMENT, 31%; MESSY, 6%; SMELLS, 9%; ATTRACTS WILDLIFE/INSECTS, 3%; DON'T WANT TO PAY A FEE, 10%; NO INTEREST, 4%; NOT ENOUGH WASTE, 9%; LESS WASTE IN GARBAGE, 9%; LESS SMELL IN GARBAGE, 3%; DO ON OWN, 6%; LIKE TO HAVE OPTION, 3%; TOO MUCH HASSLE, 3%; SCATTERED, 4%.

95. If a curbside collection program for compostable waste was available, how likely would your household be to participate in it - very likely, somewhat likely, not too likely or not at all likely? VERY LIKELY.....11% SOMEWHAT LIKELY.....20% NOT TOO LIKELY.....15% NOT AT ALL LIKELY.....49% DON'T KNOW/REFUSED.....6%

As an alternative to a curbside collection system for compostable waste, the City could offer a central drop-off location.

96. How likely would you household be to use a central drop-off location for compostable waste - very likely, somewhat likely, not too likely or not at all likely? VERY LIKELY.....4% SOMEWHAT LIKELY.....11% NOT TOO LIKELY.....25% NOT AT ALL LIKELY.....57% DON'T KNOW/REFUSED.....2%

IF "VERY LIKELY" OR "SOMEWHAT LIKELY," ASK: (N=61)

97. How often would you expect to use this site - more than once a week, once a week, once every other week, once a month or less often? MORE THAN ONCE A WEEK...3% ONCE A WEEK.....39% ONCE EVERY OTHER WEEK..51% ONCE A MONTH.....7% LESS OFTEN.....0% DON'T KNOW/REFUSED.....0%

On another topic....

98. How would you rate the City's overall performance in communicating key local issues to residents in its publications, website, mailings, and on cable television -- excellent, good, only fair, or poor? EXCELLENT.....21% GOOD.....71% ONLY FAIR.....8% POOR.....0% DON'T KNOW/REFUSED.....0%

99. What is your primary source of information about the City of Roseville?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 0% |
| NONE..... | 1% |
| CITY NEWSLETTER..... | 38% |
| LOCAL NEWSPAPER..... | 10% |
| CITY WEBSITE..... | 36% |
| CABLE TELEVISION..... | 6% |
| WORD OF MOUTH..... | 4% |
| SOCIAL MEDIA..... | 4% |
| SCATTERED..... | 2% |
100. How would you most prefer to receive information about Roseville City Government and its activities -- (ROTATE) e-mail, information on the city's website, city publications and newsletters, mailings to your home, local weekly newspaper coverage, cable television programming, the city's Facebook page, the City's Twitter feed or Nextdoor?
- | | |
|--------------------------|-----|
| E-MAIL..... | 14% |
| CITY WEBSITE..... | 27% |
| PUBLICATIONS/NEWSLTRS.. | 26% |
| MAILINGS TO HOME..... | 14% |
| LOCAL WEEKLY PAPERS..... | 7% |
| CABLE TV..... | 4% |
| CITY FACEBOOK PAGE..... | 7% |
| TWITTER..... | 1% |
| NEXTDOOR..... | 1% |
101. Do you recall receiving the City publication -- "Roseville City News" -- during the past year?
- | | |
|-------------------------|-----|
| YES..... | 82% |
| NO..... | 18% |
| DON'T KNOW/REFUSED..... | 1% |
- IF "YES," ASK: (N=326)
102. Do you or any members of your household regularly read it?
- | | |
|-------------------------|-----|
| YES..... | 93% |
| NO..... | 7% |
| DON'T KNOW/REFUSED..... | 0% |
103. How effective is this city publication in keeping you informed about activities in the city -- very effective, somewhat effective, not too effective, or not at all effective?
- | | |
|--------------------------|-----|
| VERY EFFECTIVE..... | 36% |
| SOMEWHAT EFFECTIVE..... | 48% |
| NOT TOO EFFECTIVE..... | 14% |
| NOT AT ALL EFFECTIVE.... | 1% |
| DON'T KNOW/REFUSED..... | 1% |

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 Roseville.
(ROTATE)

	NOT USE	USE LIK	USE NLK	DK/ REF
104. Facebook?	25%	48%	27%	0%
105. Twitter?	69%	12%	20%	0%
106. YouTube?	56%	21%	23%	0%
107. Nextdoor?	69%	28%	3%	1%
108. E-mail?	13%	61%	26%	0%
109. City website?	38%	61%	1%	0%
110. Other social media sites?	82%	13%	2%	4%

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.

111. Persons 65 or over?	NONE.....	75%
	ONE.....	15%
	TWO OR MORE.....	10%
112. Adults between the ages of 50 and 64 years of age?	NONE.....	74%
	ONE.....	12%
	TWO MORE.....	14%
113. Adults between the ages of 18 and 49 years of age?	NONE.....	37%
	ONE.....	18%
	TWO.....	40%
	THREE OR MORE.....	5%
114. School-aged children and pre- schoolers?	NONE.....	74%
	ONE.....	10%
	TWO.....	13%
	THREE OR MORE.....	4%
115. Do you own or rent your present residence?	OWN.....	61%
	RENT.....	38%
	REFUSED.....	1%
116. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....	8%
	25-34.....	15%
	35-44.....	18%
	45-54.....	23%
	55-64.....	16%
	65 AND OVER.....	22%

117. Which of the following best describes your household: (READ)	SINGLE/NO OTHER.....24%
A. Single, no other family at home.	SINGLE PARENT.....7%
B. Single parent with children at home.	MAR/PARTN/CHILDREN.....19%
C. Married or partnered, with children at home.	MAR/PARTN/NO CHILD.....47%
D. Married or partnered with no children or no children at home.	SOMETHING ELSE.....3%
E. Something else.	DON'T KNOW/REFUSED.....0%
118. Which of the following categories represents your ethnicity -- White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	WHITE.....63%
	AFRICAN-AMERICAN.....12%
	HISPANIC-LATINO.....5%
	ASIAN-PACIFIC ISLAND.....10%
	NATIVE AMERICAN.....2%
	SOMETHING ELSE.....1%
	MIXED/BI-RACIAL.....8%
	DON'T KNOW.....0%
	REFUSED.....0%
119. Do you live north or south of Highway 36? (WAIT FOR RESPONSE) Do you east or west of Snelling Avenue?	NORTHWEST.....15%
	NORTHEAST.....45%
	SOUTHEAST.....25%
	SOUTHWEST.....15%
	DON'T KNOW/REFUSED.....0%
120. Gender (DO NOT ASK)	MALE.....48%
	FEMALE.....52%