

The Morris Leatherman Company
3128 Dean Court
Minneapolis, Minnesota 55416

City of Bloomington
Residential Study
FINAL MARCH 2019

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

- | | |
|--|---------------------------|
| 1. Approximately how many years have you lived in City of Bloomington? | LESS THAN TWO YEARS....8% |
| | TWO TO FIVE YEARS.....20% |
| | SIX TO TEN YEARS.....24% |
| | 11 TO 20 YEARS.....23% |
| | OVER TWENTY YEARS.....26% |
| | DON'T KNOW/REFUSED.....0% |
| 2. Are you registered to vote at your current address? | YES.....92% |
| | NO.....8% |
| | DON'T KNOW/REFUSED.....0% |
| 3. Did you vote in the 2018 Gubernatorial election? | YES.....78% |
| | NO.....22% |
| | DON'T KNOW/REFUSED.....0% |

As you may know, there are many types of elections. In Presidential and Gubernatorial elections, Minnesota has very high voter turnout. In off year and special elections, voter turnout is much lower.

- | | |
|---|---------------------------|
| 4. In past elections, would you say you have always voted, often voted, rarely voted or never voted? | ALWAYS VOTED.....34% |
| | OFTEN VOTED.....43% |
| | RARELY VOTED.....17% |
| | NEVER VOTED.....6% |
| | DON'T KNOW/REFUSED.....0% |
| 5. How likely are you to vote in the coming November election - absolutely certain, very likely, 1/2-1/2, not too likely, or not at all | ABSOLUTELY CERTAIN...38% |
| | VERY LIKELY.....32% |
| | 1/2-1/2.....17% |
| | NOT TOO LIKELY.....7% |
| | NOT AT ALL LIKELY.....5% |
| | DON'T KNOW/REF.....1% |

Moving on....

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

EXCELLENT.....	37%
GOOD.....	58%
ONLY FAIR.....	5%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

7. What do you like most about living in Bloomington?

FRIENDLY PEOPLE, 16%; LOCATION, 10%; SHOPPING, 14%; SAFE, 7%; PARKS AND TRAILS, 6%; RECREATION OPPORTUNITIES, 4%; QUIET AND PEACEFUL, 15%; DIVERSITY, 2%; SCHOOLS, 4%; CLOSE TO JOB, 7%; WELL MAINTAINED, 4%; CLOSE TO FAMILY/FRIENDS, 4%; OPEN SPACE, 2%; SCATTERED, 5%.

8. In general, what do you think is the most serious issue facing the community today?

UNSURE, 13%; NOTHING, 26%; TRAFFIC CONGESTION, 7%; RISING CRIME, 12%; HIGH TAXES, 10%; CARELESS DRIVING, 5%; POOR SPENDING, 2%; STREET REPAIR MAINTENANCE, 4%; AGING INFRASTRUCTURE, 2%; TOO MUCH CONSTRUCTION, 2%; AGING POPULATION, 3%; TOO MUCH LOW-INCOME HOUSING, 2%; WATER PARK ISSUE, 9%; SCATTERED, 3%.

I am going to read five statements about lifestyle issues. First, please tell me if you think the statement is very important, somewhat important, not too important or not at all important to you.

	VIM	SIM	NTI	NOT	DKR
9. My household has opportunities to stay active year-round, with a variety of indoor and outdoor recreation spaces and programs?	41%	41%	16%	2%	0%
10. Bloomington has welcoming, multi-generational places, providing residents of all ages and backgrounds with opportunities for recreation and socialization?	40%	39%	17%	4%	0%
11. Bloomington has recognized spaces for residents to gather, helping to create a sense of community?	35%	43%	16%	5%	0%
12. There are a variety of opportunities to stay active, engaged and entertained without leaving Bloomington?	46%	35%	17%	2%	0%
13. There is a wide range of high quality recreational opportunities and amenities, making Bloomington a community people choose to live?	40%	42%	15%	2%	0%

Now, going through the same statements again, please tell me if you rate Bloomington as excellent, good, only fair or poor in achieving the statement.

	EXC	GOO	FAI	POO	DKR
14. My household has opportunities to stay active year-round, with a variety of indoor and outdoor recreation spaces and programs?	38%	56%	5%	1%	0%
15. Bloomington has welcoming, multi-generational places, providing residents of all ages and backgrounds with opportunities for recreation and socialization?	35%	50%	11%	2%	3%
16. Bloomington has recognized spaces for residents to gather, helping to create a sense of community?	36%	47%	13%	1%	3%
17. There are a variety of opportunities to stay active, engaged and entertained without leaving Bloomington?	45%	49%	6%	0%	0%
18. There is a wide range of high quality recreational opportunities and amenities, making Bloomington a community people choose to live?	42%	50%	7%	0%	1%

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

19. When you consider the property taxes you pay and the services you receive, how would you rate the value -- excellent, good, only fair, or poor?	EXCELLENT.....	11%
	GOOD.....	69%
	ONLY FAIR.....	15%
	POOR.....	1%
	DON'T KNOW/REFUSED.....	5%
20. Compared to neighboring communities, do you consider total property taxes in your community to be very high, somewhat high, about average, somewhat low, or very low?	VERY HIGH.....	10%
	SOMEWHAT HIGH.....	38%
	ABOUT AVERAGE.....	40%
	SOMEWHAT LOW.....	2%
	VERY LOW.....	0%
	DON'T KNOW/REFUSED.....	11%

Turning to parks and recreation, specifically....

21. How would you rate park and recreational facilities and trails in Bloomington -- excellent, good, only fair or poor?	EXCELLENT.....	32%
	GOOD.....	62%
	ONLY FAIR.....	5%
	POOR.....	0%
	DON'T KNOW/REFUSED.....	1%

22. How would you rate the affordability of recreational facilities and programs in the city - excellent, good, only fair or poor?
- | | |
|-------------------------|-----|
| EXCELLENT..... | 19% |
| GOOD..... | 63% |
| ONLY FAIR..... | 11% |
| POOR..... | 2% |
| DON'T KNOW/REFUSED..... | 6% |
23. Do you think recreation facilities and programs are accessible to all residents? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY YES..... | 28% |
| YES..... | 60% |
| NO..... | 6% |
| STRONGLY NO..... | 2% |
| DON'T KNOW/REFUSED..... | 3% |

Equity in recreation facilities and programs means residents across the city have access to similar facilities and programs.

24. Do you believe Bloomington provides equitable recreation facilities and programs across the city? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY YES..... | 23% |
| YES..... | 63% |
| NO..... | 6% |
| STRONGLY NO..... | 1% |
| DON'T KNOW/REFUSED..... | 7% |

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

25. How important are park and recreational facilities and trails to you - very important, somewhat important, not too important or not at all important?
- | | |
|-------------------------|-----|
| VERY IMPORTANT..... | 40% |
| SOMEWHAT IMPORTANT.... | 42% |
| NOT TOO IMPORTANT..... | 16% |
| NOT AT ALL IMPORTANT... | 2% |
| DON'T KNOW/REFUSED..... | 0% |

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

26. How important are the park and recreation facilities and trails - very important, somewhat important, not too important or not at all important?
- | | |
|-------------------------|-----|
| VERY IMPORTANT..... | 46% |
| SOMEWHAT IMPORTANT.... | 45% |
| NOT TOO IMPORTANT..... | 6% |
| NOT AT ALL IMPORTANT... | 1% |
| DON'T KNOW/REFUSED..... | 2% |

The Bloomington Park and Recreation System is composed of neighborhood parks, ballfields, trails, the Bloomington Ice Garden, the Creekside Community Center, Bloomington Center for the Arts, the Bloomington Family Aquatic Center and Dwan Golf course. For each facility, please tell me if you or members of your household use that facility. Then for each one you use, please tell me if you would rate that facility as excellent, good, only fair, or poor?
(ROTATE)

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/REF
27. Neighborhood parks?	19%	30%	47%	4%	0%	0%
28. Ballfields?	56%	16%	24%	3%	0%	0%
29. Trails?	12%	42%	40%	7%	0%	0%
30. The Bloomington Ice Garden?	70%	6%	22%	2%	0%	0%
31. The Creekside Community Center?	54%	11%	32%	2%	0%	0%
32. Bloomington Center for the Arts?	53%	24%	22%	1%	0%	0%
33. Bloomington Family Aquatic Center?	67%	14%	17%	1%	0%	0%
34. Dwan Golf Course?	70%	13%	16%	1%	0%	1%
35. Do you feel the current mix of recreational or sports facilities meets the needs of members of your household?	YES.....98%	NO.....2%	DON'T KNOW/REFUSED.....0%			

IF "NO," ASK: (n=12)

36. What additional recreational or sports facilities would you like to see the City of Bloomington offer residents?

COMMUNITY CENTER, 25%; FOR YOUNG CHILDREN, 9%; EXPAND TRAILS, 18%; FAMILY RESTROOMS, 7%; SOCCER FIELDS, 7%; FOR DISABLED, 16%; TEEN CENTER, 18%.

Thinking about parks and recreation facilities offered by other cities or counties....

37. Do you or members of your household regularly leave Bloomington to use recreational or sports facilities in another city or county? (IF "YES," ASK:) What types of facilities are you using elsewhere?

NO, 83%; TRAILS, 2%; GOLF COURSES, 7%; SCATTERED (PARKS/LAKES/POOLS/WATERPARKS/TENNIS COURTS/COMMUNITY CENTER/INDOOR PARK/SPORTS FIELDS), 8%.

How about privately-owned park and recreation facilities....

38. Do you or members of your household regularly use privately-owned recreational or sports facilities? (IF "YES," ASK:) What types of facilities are you using elsewhere?

NO, 91%; FITNESS CENTER, 5%; GOLF COURSE, 2%; SCATTERED, 2%.

The Bloomington Port Authority recently announced plans to collaborate with the owners of the Mall of America in the construction of an indoor water park connected to the Mall.

39. How familiar are you with this proposal - very familiar, somewhat familiar, not too familiar or not at all familiar?
- | | |
|-------------------------|-----|
| VERY FAMILIAR..... | 12% |
| SOMEWHAT FAMILIAR..... | 43% |
| NOT TOO FAMILIAR..... | 25% |
| NOT AT ALL FAMILIAR... | 20% |
| DON'T KNOW/REFUSED..... | 0% |
40. From what you have heard or seen, do think the proposal is a good idea or a bad idea? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| GOOD IDEA/STRONGLY.... | 15% |
| GOOD IDEA..... | 24% |
| BAD IDEA..... | 20% |
| BAD IDEA/STRONGLY.... | 13% |
| DON'T KNOW/REFUSED.... | 28% |

IF A RESPONSE IS GIVEN, ASK: (n=575)

41. Could you tell me one or two reasons why you feel that way?

GOOD IDEA:

GOOD FOR COMMUNITY/VISITORS, 34%
WILL BOOST CITY ECONOMY, 20%

BAD IDEA:

NOT NEEDED/ALREADY HAVE WATER PARK, 20%
NO MORE TAXES FOR MALL OF AMERICA, 12%
POOR SPENDING/HIGHER PRIORITIES, 8%
CREATES MORE TRAFFIC CONGESTION, 2%

SCATTERED, 4%.

IF "BAD IDEA" OR "BAD IDEA/STRONGLY," ASK: (n=265)

42. Do you still think it is a bad idea, knowing in the current proposal no Bloomington property tax dollars will be used for the construction or operation of the waterpark?
- | | |
|------------------------|-----|
| YES..... | 65% |
| NO..... | 21% |
| DON'T KNOW/REFUSED.... | 14% |

Turning to programs....

43. Have you or members of your household participated in any sports leagues or recreational programs offered by the City of Bloomington?
- | | |
|------------------------|-----|
| YES..... | 31% |
| NO..... | 69% |
| DON'T KNOW/REFUSED.... | 0% |

IF "YES," ASK: (n=249)

44. Which programs have your household participated in?

HOCKEY, 6%; SWIMMING, 7%; FITNESS, 6%, YOUTH SPORTS, 33%; GOLF, 8%; ADULT SPORTS, 29%; SUMMER CAMPS, 2%; TENNIS, 4%; SCATTERED, 5%.

45. How would you rate the programs you participated in -- excellent, good, only fair, or poor?	EXCELLENT.....45%
	GOOD.....53%
	ONLY FAIR.....3%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=7)

46. Why did you rate the program as (only fair/poor)?

POOR FACILITY, 26%; HIGH COST, 38%; DISORGANIZED, 36%.

47. Does the current mix of sports leagues and recreational programs in Bloomington meet the needs of members of your household?	YES.....96%
	NO.....3%
	DON'T KNOW/REFUSED.....2%

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

48. What additional recreational or sports programs would you like to see the City of Bloomington offer residents?

UNSURE, 14%; TODDLER/PRESCHOOL, 5%; DISABLED, 20%; SENIOR FITNESS, 21%; ADULT TEAM SPORTS, 5%; WATER SPORTS, 9%; TEEN, 27%.

49. Do you or members of your household regularly leave Bloomington for recreational or sports programs in another city? (IF "YES," ASK:) What types of programs are you using elsewhere?

NO, 94%; ADULT TEAM SPORTS, 2%; SCATTERED, 4%.

Moving on....

The City may ask residents to vote on a tax increase to develop and expand park and recreation facilities and trails based on the adopted Community Improvement Plan.

50. Which of these statements best describes your feelings?	STATEMENT A.....18%
A) I would vote AGAINST almost any tax increase for park and recreation facilities,	STATEMENT B.....56%
B) I would vote for a tax increase under some conditions; but against it under other conditions;	STATEMENT C.....23%
C) I would vote FOR almost any tax increase for park and recreation facilities?	DON'T KNOW/REFUSED.....4%

Suppose the City of Bloomington proposed a parks and recreational facilities and trail improvement plan which you considered to be a reasonable approach. There are two options for funding park and recreation facilities.....

(ROTATE OPTIONS A AND B)

OPTION A

(First/Next), the City could ask voters to approve a referendum for a property tax increase for up to twenty years.

51. How much would you be willing to see your property taxes increase to fund this construction? Let's say, would you be willing to see your monthly property taxes increase by \$____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month?	NOTHING.....44%
	\$3.00.....13%
	\$6.00.....14%
	\$9.00.....13%
	\$12.00.....5%
	\$15.00.....1%
	\$18.00.....0%
	\$21.00.....0%
	OVER \$21.00.....0%
	REFUSED.....11%

OPTION B:

(First/Next), the City could ask voters to approve a referendum for a new local sales tax increase for up to twenty years. For your information, ¼ of a cent sales tax increase would be 25 cents on every \$100 of taxable purchases in the City of Bloomgton.

52. How much would you be willing to see the sales tax increase to fund this construction? Let's say, would you be willing to see the local sales tax increase by \$___? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$___?

NOTHING.....	34%
1/4 of a cent.....	39%
1/2 of a cent.....	12%
3/4 of a cent.....	2%
MORE THAN 3/4 cent.....	1%
DON'T KNOW/REFUSED....	12%

53. Which source of funding do you prefer to fund a parks and recreational facilities improvement plan - a property tax increase or a sales tax increase? (WAIT FOR RESPONSE) Do you feel strongly that way?

PROPERTY TAX/STRONGLY..	5%
PROPERTY TAX.....	7%
SALES TAX.....	20%
SALES TAX/STRONGLY....	30%
NEITHER (VOL.).....	29%
DON'T KNOW/REFUSED....	9%

IF A RESPONSE IS GIVEN, ASK: (n=498)

54. Why do you feel that way?

PROPERTY TAX:

CHEAPER IN LONG RUN, 10%
 SALES TAX ALREADY TOO HIGH, 9%
 RENTER WON'T PAY PROPERTY TAX, 2%

SALES TAX:

LESS BURDEN ON HOMEOWNERS/TAXES VISITORS, 58%
 PROPERTY TAXES TOO HIGH, 13%
 REASONABLE INCREASE, 7%
 RAISE MORE FUNDING, 2%

A sales tax increase would not only capture sales tax from city residents, but also from people outside the city who make purchases in Bloomington.

55. Does that make you much more likely to support a sales tax increase, somewhat more likely, somewhat less likely, much less likely or does it make no difference to you?

MUCH MORE LIKELY.....	37%
SOMEWHAT MORE LIKELY..	20%
SOMEWHAT LESS LIKELY...	1%
MUCH LESS LIKELY.....	4%
NO DIFFERENCE.....	38%
DON'T KNOW/REFUSED....	1%

Currently, the median value home in Bloomington pays about \$81.00 a month for all city services.

56. Does this make you much more likely to support a property tax increase, somewhat more likely, somewhat less likely, much less likely or does it make no difference?

MUCH MORE LIKELY.....	6%
SOMEWHAT MORE LIKELY..	12%
SOMEWHAT LESS LIKELY...	4%
MUCH LESS LIKELY.....	14%
NO DIFFERENCE.....	62%
DON'T KNOW/REFUSED.....	3%

Although no decision has been made, I would like to read you a list of components which could be included in parks and recreational facilities and trail improvement plans. For each one, please tell me if you would strongly support a sales or property tax increase for that purpose, somewhat support, somewhat oppose, or strongly oppose it. If you have no opinion, just say so.... (ROTATE)

	STS	SMS	SMO	STO	DKR
57. Construction of a new Community Center with an indoor pool, fitness center, and gymnasium?	27%	33%	18%	19%	4%
58. Improvements to the Bloomington Ice Garden?	13%	39%	24%	18%	6%
59. Enhancements to the Bloomington Center for the Arts, including Additional performance and rehearsal space and an outdoor patio?	27%	36%	18%	15%	4%
60. Improvements to Dwan Golf Course, including a new clubhouse?	14%	32%	24%	20%	10%
61. Construction of an all-season sports dome?	18%	31%	24%	23%	4%
62. Construction of an indoor park and playground?	26%	34%	19%	17%	4%
63. Improvements to Dred Scott and Valley View athletic complexes, including lighting?	23%	35%	19%	15%	8%
64. Replacement and improvements to playground equipment in city parks?	39%	38%	12%	9%	3%
65. Expansion and connection of trails and sidewalks across the city?	48%	31%	10%	9%	2%
66. Construction of an indoor multi-purpose athletic fieldhouse?	20%	31%	21%	22%	5%

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

67. Please tell me which one, if any, of those components you would place as the top priority?
68. Of the remaining components, which one would you rank as the second priority?
69. Is there any one component you are most opposed to? (IF "YES," ASK:) Which one?

	TOP	SEC	OPP
CONSTRUCTION OF NEW COMMUNITY CENTER WITH AN INDOOR POOL, FITNESS CENTER AND GYMNASIUM.....	18%	8%	14%
IMPROVEMENTS TO THE BLOOMINGTON ICE GARDEN.....	6%	4%	10%
ENHANCEMENTS TO THE BLOOMINGTON PERFORMING ARTS CENTER.....	9%	12%	4%
IMPROVEMENTS TO DWAN GOLF COURSE.....	8%	6%	13%
CONSTRUCTION OF A SPORTS DOME FOR ALL SEASONS.....	4%	6%	12%
CONSTRUCTION OF AN INDOOR PARK AND PLAYGROUND.....	8%	8%	7%
IMPROVEMENTS TO DRED SCOTT AND VALLEY VIEW ATHLETIC COMPLEX.....	3%	6%	5%
REPLACEMENT AND IMPROVEMENT OF PLAYGROUND EQUIPMENT IN PARKS...	11%	17%	1%
EXPANSION AND CONNECTION OF TRAILS AND SIDEWALKS ACROSS THE CITY...	24%	20%	2%
CONSTRUCTION OF INDOOR MULTI-PURPOSE ATHLETIC FIELDHOUSE.....	3%	5%	10%
ALL (VOL.).....	0%	0%	0%
MULTIPLE (VOL.).....	0%	0%	1%
NONE (VOL.).....	5%	8%	20%
DON'T KNOW/REFUSED.....	0%	0%	1%

70. Are there any other options you would like to see the City consider for parks and recreational facilities and trails? (IF "YES," ASK:) What would those be?

UNSURE, 1%; NO, 95%; SCATTERED (OUTDOOR CONCERT STAGE/FLOWER GARDEN/GREENHOUSE/DOG PARKS/FAMILY ENTERTAINMENT), 4%.

The City explores various partnerships with organizations and businesses in the community, to help fund the cost of parks and recreational facilities and programs.

71. Do you favor or oppose the City continuing to develop partnerships with organizations and businesses in the community? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....48% FAVOR.....42% OPPOSE.....2% STRONGLY OPPOSE.....1% DON'T KNOW/REFUSED.....7%
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Moving on....

72. What is your principal source of information about Bloomington city government and its activities?

CITY NEWSLETTER, 26%; LOCAL NEWSPAPER, 19%; MAILINGS, 9%; CITY WEBSITE, 30%; WORD OF MOUTH, 7%; SOCIAL MEDIA, 7%; SCATTERED, 2%.

73. In general, how well informed are you about the Bloomington Parks and Recreation system and its programs - are you very well informed, somewhat well informed, not too well informed, or not at all informed?	VERY WELL INFORMED....12% SOMEWHAT WELL INFORM..58% NOT TOO WELL INFORMED.25% NOT AT ALL INFORMED....4% DON'T KNOW/REFUSED.....0%
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74. Which of the following sources of information would you most rely on for information about a referendum proposal from the City of Bloomington -- the city newsletter, articles in the local newspaper, neighborhood meetings, city staff and elected officials, mailings from the City and voter groups, the City website, friends and neighbors, City Facebook page, City e-mail lists or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	CITY NEWSLETTER.....37% ARTICLES IN NEWSPAPER..9% NEIGHBORHOOD MEETINGS..3% STAFF/ELECTED OFF.....1% MAILINGS FROM CITY....13% CITY WEBSITE.....24% FRIENDS/NEIGHBORS.....4% FACEBOOK PAGE.....6% CITY EMAIL LISTS.....2%
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Now just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

75. First, persons 65 or over?	NONE.....75% ONE.....13% TWO OR MORE.....12%
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76.	Adults under 65?	NONE.....16%
		ONE.....21%
		TWO.....59%
		THREE OR MORE.....5%
77.	Children, 18 and under?	NONE.....72%
		ONE.....9%
		TWO.....15%
		THREE OR MORE.....4%
78.	Do you own or rent your present residence? (IF "OWN," ASK:) Which of the following categories contains the approximate value of your residential property -- under \$150,000, \$150,001-\$250,000, \$250,001-\$350,000, \$350,001-\$450,000 or over \$450,000?	RENT.....28%
		OWN/UNDER \$150,000.....3%
		OWN/\$150,000-\$250,000.22%
		OWN/\$250,001-\$350,000.33%
		OWN/\$350,001-\$450,000.10%
		OWN/OVER \$450,000.....3%
		DON'T KNOW.....0%
		REFUSED.....1%
79.	What is your age, please?	18-24.....8%
		25-34.....17%
		35-44.....19%
		45-54.....17%
		55-64.....19%
		65 AND OVER.....20%
		REFUSED.....0%
80.	Which political party do you consider yourself most closely allied with -- (ROTATE) Republican, Democrat, Independence Party, or Green Party?	REPUBLICAN.....33%
		DEMOCRAT.....42%
		INDEPENDENCE PARTY.....0%
		GREEN PARTY.....0%
		INDEPENDENT (VOL.)...21%
		SOMETHING ELSE (VOL.)..0%
		DON'T KNOW/REFUSED.....4%
81.	In politics, do you consider yourself to be (ROTATE) a conservative, a liberal, or a moderate? (IF "CONSERVATIVE" OR "LIBERAL," ASK:) Do you think of yourself as very (conservative/liberal)? (IF "MODERATE," ASK:) Do you lean closer to conservative or liberal?	VERY CONSERVATIVE.....5%
		CONSERVATIVE.....29%
		MODERATE/CONSERV.....6%
		MODERATE.....31%
		MODERATE/LIBERAL.....11%
		LIBERAL.....14%
		VERY LIBERAL.....2%
		SOMETHING ELSE (VOL)...0%
		DON'T KNOW/REFUSED.....3%
82.	Are you or anyone in your household a member of a local sports league or association?	YES.....17%
		NO.....83%
		DON'T KNOW/REFUSED.....0%

83.	And, are you or anyone in your household a member of a health club?	YES.....30% NO.....70% DON'T KNOW/REFUSED.....0%
84.	Finally, thinking about your household finances, how would you describe your financial situation, would you say that -- A) Your monthly expenses are exceeding your income; B) You are meeting your monthly expenses but are putting aside little or no savings; C) You are managing comfortably while putting some money aside; D) Managing very well?	STATEMENT A.....4% STATEMENT B.....29% STATEMENT C.....51% STATEMENT D.....14% DON'T KNOW/REFUSED.....2%
85.	Gender	MALE.....49% FEMALE.....51%
86.	REGION OF CITY:	WARD ONE.....25% WARD TWO.....27% WARD THREE.....27% WARD FOUR.....21%