

The National Citizen Survey™

Bloomington, MN

Trends over Time

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2014 ratings for the City of Bloomington to its previous survey results in 2012 and 2013. Additional reports and technical appendices are available under separate cover.

Trend data for Bloomington represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than four percentage points between the 2013 and 2014 surveys, otherwise the comparison between 2013 and 2014 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Bloomington for 2014 generally remained stable. Of the 89 items for which comparisons were available, 67 items were rated similarly in 2013 and 2014, 17 items showed a decrease in ratings and 5 showed an increase in ratings. Notable trends over time included the following:

- Several aspects of Community Characteristics were trending down from 2013 to 2014. These included: travel by bicycle, ease of walking, travel by public transportation, quality of new development in Bloomington, openness and acceptance of the community towards people of diverse backgrounds, opportunities to participate in social events and activities and Bloomington as a place to retire. However, ratings for the availability of affordable quality child care/preschool increased.
- Within the pillar of Governance, ratings decreased for: street repair, bus or transit services, value of services for taxes paid, the job Bloomington government does at welcoming citizen involvement and services provided by the Federal Government. Ratings increased from 2013 to 2014 for sidewalk maintenance and land use, planning and zoning.
- Within the pillar of Participation fewer respondents had used Bloomington recreation centers, participated in religious or spiritual activities, watched a local public meeting or volunteered in the last 12 months. However, more residents would recommend living in Bloomington and contacted Bloomington employees in 2014 compared to 2013.

Note that the tables include benchmark comparisons for all survey years. In 2012, a smaller margin of error (MOE) was used for comparisons to other communities versus a larger margin of error in 2014. To aid in interpreting the relative benchmark change from 2012 to 2014, an additional 2014 column has been included, with a smaller margin of error (analogous to 2012). All of the interpretation in the set of 2014 reports is based on the larger margin of error.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	2012 (+/- 2 points MOE)	Comparison to benchmark			
	2012	2013	2014			2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)	
Overall quality of life	90%	90%	88%	Similar	Much higher	Much higher	Much higher	Similar	
Overall image	85%	85%	83%	Similar	Much higher	Much higher	Much higher	Similar	
Place to live	93%	95%	94%	Similar	Much higher	Much higher	Much higher	Similar	
Neighborhood	85%	86%	88%	Similar	Much higher	Much higher	Much higher	Similar	
Place to raise children	87%	87%	89%	Similar	Much higher	Much higher	Much higher	Similar	
Place to retire	76%	74%	69%	Lower	Much higher	Much higher	Higher	Similar	
Overall appearance	80%	79%	82%	Similar	Much higher	Much higher	Much higher	Similar	

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2013	2012 (+/- 2 points MOE)	Comparison to benchmark			
		2012	2013	2014			2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)	
Safety	Overall feeling of safety	NA	NA	87%	NA	NA	NA	Higher	Similar	
	Safe in neighborhood	96%	96%	97%	Similar	Much higher	Much higher	Much higher	Similar	
	Safe shopping areas	92%	95%	93%	Similar	Higher	Much higher	Higher	Similar	
Mobility	Overall ease of travel	NA	NA	82%	NA	NA	NA	Much higher	Similar	
	Paths and walking trails	74%	77%	78%	Similar	Much higher	Much higher	Much higher	Higher	
	Ease of walking	74%	76%	70%	Lower	Much higher	Much higher	Higher	Similar	
	Travel by bicycle	68%	64%	57%	Lower	Much higher	Much higher	Higher	Similar	
	Travel by public transportation	64%	66%	47%	Lower	Much higher	Much higher	Similar	Similar	
	Travel by car	76%	77%	76%	Similar	Much higher	Much higher	Much higher	Similar	
	Traffic flow	62%	63%	65%	Similar	Much higher	Much higher	Much higher	Similar	
Natural Environment	Overall natural environment	86%	88%	87%	Similar	Much higher	Much higher	Much higher	Similar	
	Cleanliness	84%	82%	82%	Similar	Much higher	Much higher	Much higher	Similar	
	Air quality	81%	84%	87%	Similar	Much higher	Much higher	Much higher	Similar	
Built Environment	Overall built environment	NA	NA	73%	NA	NA	NA	Much higher	Similar	
	New development in Bloomington	75%	75%	67%	Lower	Much higher	Much higher	Much higher	Similar	

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2013	Comparison to benchmark			
		2012	2013	2014		2012 (+/- 2 points MOE)	2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)
	Affordable quality housing	61%	63%	62%	Similar	Much higher	Much higher	Much higher	Similar
	Housing options	76%	74%	74%	Similar	Much higher	Much higher	Much higher	Similar
	Public places	NA	NA	78%	NA	NA	NA	Much higher	Similar
Economy	Overall economic health	NA	NA	83%	NA	NA	NA	Much higher	Higher
	Vibrant shopping areas	NA	NA	70%	NA	NA	NA	Much higher	Higher
	Business and services	80%	79%	77%	Similar	Much higher	Much higher	Much higher	Similar
	Cost of living	NA	NA	59%	NA	NA	NA	Much higher	Similar
	Shopping opportunities	84%	84%	88%	Similar	Much higher	Much higher	Much higher	Much higher
	Employment opportunities	62%	66%	63%	Similar	Much higher	Much higher	Much higher	Higher
	Place to visit	NA	NA	80%	NA	NA	NA	Much higher	Similar
	Place to work	83%	84%	85%	Similar	Much higher	Much higher	Much higher	Higher
	Recreation and Wellness	Health and wellness	NA	NA	81%	NA	NA	NA	Much higher
Mental health care		NA	NA	62%	NA	NA	NA	Much higher	Similar
Preventive health services		77%	80%	78%	Similar	Much higher	Much higher	Much higher	Similar
Health care		72%	74%	76%	Similar	Much higher	Much higher	Much higher	Higher
Food		75%	78%	75%	Similar	Much higher	Much higher	Much higher	Similar
Recreational opportunities		81%	80%	78%	Similar	Much higher	Much higher	Much higher	Similar
Education and Enrichment	Fitness opportunities	NA	NA	80%	NA	NA	NA	Much higher	Similar
	Cultural/arts/music activities	67%	72%	75%	Similar	Much higher	Much higher	Much higher	Higher
	Adult education	NA	NA	81%	NA	NA	NA	Much higher	Higher
	K-12 education	82%	83%	82%	Similar	Much higher	Much higher	Much higher	Similar
Community Engagement	Child care/preschool	62%	59%	71%	Higher	Much higher	Much higher	Much higher	Higher
	Social events and activities	73%	72%	67%	Lower	Much higher	Much higher	Similar	Similar
	Neighborliness	NA	NA	64%	NA	NA	NA	Higher	Similar
	Openness and acceptance	75%	77%	65%	Lower	Much higher	Much higher	Similar	Similar
	Opportunities to participate in community matters	73%	73%	71%	Similar	Much higher	Much higher	Higher	Similar
	Opportunities to volunteer	80%	78%	78%	Similar	Higher	Much higher	Higher	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	Comparison to benchmark			
	2012	2013	2014		2012 (+/- 2 points MOE)	2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)
Services provided by Bloomington	88%	87%	85%	Similar	Much higher	Much higher	Much higher	Similar
Customer service	84%	83%	82%	Similar	Much higher	Much higher	Similar	Similar
Value of services for taxes paid	70%	72%	65%	Lower	Much higher	Much higher	Much higher	Similar

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	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	2012 (+/- 2 points MOE)	Comparison to benchmark			
	2012	2013	2014			2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)	
Overall direction	74%	73%	74%	Similar	Much higher	Much higher	Much higher	Similar	
Welcoming citizen involvement	65%	65%	60%	Lower	Much higher	Much higher	Much higher	Similar	
Confidence in City government	NA	NA	68%	NA	NA	NA	Much higher	Similar	
Acting in the best interest of Bloomington	NA	NA	72%	NA	NA	NA	Much higher	Similar	
Being honest	NA	NA	74%	NA	NA	NA	Much higher	Higher	
Treating all residents fairly	NA	NA	70%	NA	NA	NA	Much higher	Higher	
Services provided by the Federal Government	49%	51%	41%	Lower	Much higher	Much higher	Similar	Similar	

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	2012 (+/- 2 points MOE)	Comparison to benchmark			
		2012	2013	2014			2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)	
Safety	Police	89%	90%	89%	Similar	Much higher	Much higher	Much higher	Similar	
	Fire	95%	94%	95%	Similar	Much higher	Much higher	Higher	Similar	
	Ambulance/EMS	95%	94%	93%	Similar	Much higher	Much higher	Higher	Similar	
	Crime prevention	84%	83%	83%	Similar	Much higher	Much higher	Much higher	Similar	
	Fire prevention	86%	87%	88%	Similar	Much higher	Much higher	Much higher	Similar	
	Animal control	78%	76%	73%	Similar	Much higher	Much higher	Much higher	Similar	
	Emergency preparedness	75%	75%	75%	Similar	Much higher	Much higher	Much higher	Similar	
Mobility	Traffic enforcement	77%	78%	74%	Similar	Much higher	Much higher	Much higher	Similar	
	Street repair	56%	47%	36%	Lower	Much higher	Similar	Much lower	Similar	
	Street cleaning	76%	73%	70%	Similar	Much higher	Much higher	Higher	Similar	
	Street lighting	71%	71%	69%	Similar	Much higher	Much higher	Much higher	Similar	
	Snow removal	78%	78%	77%	Similar	Much higher	Much higher	Much higher	Higher	
	Sidewalk maintenance	68%	57%	62%	Higher	Much higher	Similar	Much higher	Similar	
	Traffic signal timing	59%	59%	57%	Similar	Much higher	Much higher	Higher	Similar	
Natural Environment	Bus or transit services	67%	66%	58%	Lower	Much higher	Much higher	Higher	Similar	
	Garbage collection	89%	88%	85%	Similar	Much higher	Higher	Similar	Similar	
	Recycling	89%	89%	86%	Similar	Much higher	Much higher	Much higher	Similar	
	Yard waste pick-up	85%	85%	83%	Similar	Much higher	Much higher	Much higher	Similar	
Natural Environment	Drinking water	90%	89%	88%	Similar	Much higher	Much higher	Much higher	Higher	
	Natural areas preservation	78%	78%	75%	Similar	Much higher	Much higher	Much higher	Higher	

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		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2013	Comparison to benchmark			
		2012	2013	2014		2012 (+/- 2 points MOE)	2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)
Built Environment	Open space	NA	NA	73%	NA	NA	NA	Much higher	Similar
	Storm drainage	80%	79%	78%	Similar	Much higher	Much higher	Much higher	Similar
	Sewer services	88%	88%	86%	Similar	Much higher	Much higher	Much higher	Similar
	Utility billing	NA	NA	80%	NA	NA	NA	Much higher	Similar
	Land use, planning and zoning	67%	65%	69%	Higher	Much higher	Much higher	Much higher	Higher
	Code enforcement	59%	60%	63%	Similar	Much higher	Much higher	Much higher	Similar
	Cable television	62%	55%	54%	Similar	Much higher	Similar	Similar	Similar
Economy	Economic development	69%	70%	72%	Similar	Much higher	Much higher	Much higher	Higher
Recreation and Wellness	City parks	91%	90%	87%	Similar	Much higher	Much higher	Much higher	Similar
	Recreation programs	85%	86%	83%	Similar	Much higher	Much higher	Much higher	Similar
	Recreation centers	83%	83%	81%	Similar	Much higher	Much higher	Much higher	Similar
	Health services	79%	82%	81%	Similar	Much higher	Much higher	Much higher	Similar
Education and Enrichment	Special events	NA	NA	76%	NA	NA	NA	Much higher	Similar
Community Engagement	Public information	75%	76%	78%	Similar	Much higher	Much higher	Much higher	Similar

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2013	Comparison to benchmark			
		2012	2013	2014		2012 (+/- 2 points MOE)	2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)
	Sense of community	72%	73%	64%	Lower	Much higher	Much higher	Similar	Similar
	Recommend Bloomington	85%	84%	93%	Higher	Much higher	Much higher	Much higher	Similar
	Remain in Bloomington	84%	83%	86%	Similar	Much higher	Much higher	Higher	Similar
	Contacted Bloomington employees	43%	42%	48%	Higher	Much lower	Much lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2013	Comparison to benchmark			
		2012	2013	2014		2012 (+/- 2 points MOE)	2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)
Safety	Stocked supplies for an emergency	NA	NA	23%	NA	NA	NA	Much lower	Lower

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2013	Comparison to benchmark			
		2012	2013	2014		2012 (+/- 2 points MOE)	2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)
	Did NOT report a crime	NA	NA	86%	NA	NA	NA	Much higher	Similar
	Was NOT the victim of a crime	94%	94%	92%	Similar	Much lower	Much lower	Much lower	Similar
Mobility	Used public transportation instead of driving	NA	NA	41%	NA	NA	NA	Much higher	Higher
	Carpooled instead of driving alone	NA	NA	41%	NA	NA	NA	Similar	Similar
	Walked or biked instead of driving	NA	NA	54%	NA	NA	NA	Lower	Similar
Natural Environment	Conserved water	NA	NA	77%	NA	NA	NA	Much lower	Similar
	Made home more energy efficient	NA	NA	74%	NA	NA	NA	Lower	Similar
	Recycled at home	93%	95%	94%	Similar	Much higher	Much higher	Much higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	68%	NA	NA	NA	Much higher	Higher
	NOT under housing cost stress	69%	70%	70%	Similar	Much lower	Much lower	Lower	Similar
Economy	Purchased goods or services in Bloomington	NA	NA	97%	NA	NA	NA	Similar	Similar
	Economy will have positive impact on income	25%	27%	29%	Similar	Much higher	Much higher	Much higher	Similar
	Work in Bloomington	NA	NA	32%	NA	NA	NA	Much lower	Lower
Recreation and Wellness	Used Bloomington recreation centers	67%	68%	58%	Lower	Much higher	Much higher	Similar	Similar
	Visited a City park	87%	85%	84%	Similar	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	84%	NA	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	88%	NA	NA	NA	Higher	Similar
	In very good to excellent health	NA	NA	66%	NA	NA	NA	Similar	Similar
Education and Enrichment	Participated in religious or spiritual activities	48%	55%	50%	Lower	Lower	Much higher	Similar	Similar
	Attended a City-sponsored event	NA	NA	43%	NA	NA	NA	Much lower	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	18%	NA	NA	NA	Much lower	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2013	Comparison to benchmark			
	2012	2013	2014		2012 (+/- 2 points MOE)	2013 (+/- 2 points MOE)	2014 (+/- 2 points MOE)	2014 (+/- 10 points MOE)
Contacted Bloomington elected officials	NA	NA	15%	NA	NA	NA	Lower	Similar
Volunteered	39%	40%	35%	Lower	Much lower	Lower	Much lower	Similar
Participated in a club	23%	25%	24%	Similar	Much lower	Much lower	Much lower	Similar
Talked to or visited with neighbors	NA	NA	92%	NA	NA	NA	Higher	Similar
Done a favor for a neighbor	NA	NA	83%	NA	NA	NA	Similar	Similar
Attended a local public meeting	20%	18%	14%	Similar	Much lower	Much lower	Much lower	Lower
Watched a local public meeting	37%	33%	24%	Lower	Similar	Much lower	Much lower	Lower
Read or watched local news	NA	NA	90%	NA	NA	NA	Higher	Similar
Voted in local elections	79%	88%	84%	Similar	Much higher	Much higher	Much higher	Similar