



THE NCSTM
The National Citizen SurveyTM

Albert Lea, MN

Comparisons by Demographic Subgroups
2015



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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. This report discusses differences in opinion of survey respondents by race, sex, age, length of residency and annual household income.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (448 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Within the pillar of Community Characteristics, residents who had lived in the City for 5 years or less gave lower ratings to Albert Lea as a place to live, raise children and retire, their neighborhood as a place to live and the overall appearance of Albert Lea than their counter parts. Residents who were not white and those aged 18-34 gave lower ratings for the overall quality of life, Albert Lea as a place to live and raise children and the overall image or reputation of Albert Lea than those aged 35 and older and residents who were white.
- Ratings for the overall economic health of Albert Lea, Albert Lea as a place to work and to visit, employment opportunities and the overall quality of business and services establishments were lower among residents who were not white.
- Residents who were not white and residents aged 18-34 were more likely to give low ratings to the overall feeling of safety in Albert Lea, feeling safe in their neighborhood during the day and feeling safe in Albert Lea’s downtown/commercial area during the day. Female residents were more likely than male residents to report feeling safe in the downtown/commercial area during the day.
- Within the pillar of Governance, ratings for aspects of Safety such as police services, crime prevention, fire prevention and education and animal control were lower among residents who were not white and residents aged 18-34.
- Residents who have lived in Albert Lea for 6 years or longer were the most likely to give positive ratings to sewer services, power utility and utility billing than those who have lived in the city for 5 years or less.
- Within the pillar of Participation, residents who were not white were the least likely to use Albert Lea recreation centers or their services, eat at least 5 portions of fruits and vegetables a day, participate in moderate or vigorous physical exercise and report being in “very good” or “excellent” health. These residents were also the least likely to campaign or advocate for an issue, cause or candidate, contact Albert Lea elected officials, volunteer their time to some group/activity and to have attended a local public meeting. Residents whose household income was less than \$49,999 were less likely to have contacted Albert Lea elected officials or volunteer their time to some group/activity in Albert Lea than their counterparts.
- Residents who had lived in Albert Lea for more than 20 years, were 55+ or had household incomes less than \$49,999 were the least likely to support an increase in property taxes to fund the Splash Pad Downtown. Residents who were white were more likely to support the property tax increase for Artwork on Downtown Broadway Streetscape, Blue Zones/National Vitality Center Sustainability and holiday lights, decorative banner and flowers than residents who were not white.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
The overall quality of life in Albert Lea	58%	29%	37%	58%	64%	57%	55%	56%
Overall image or reputation of Albert Lea	40%	16%	23%	37%	47%	41%	35%	38%
Albert Lea as a place to live	65%	29%	40%	60%	77%	65%	60%	63%
Your neighborhood as a place to live	71%	35%	48%	72%	78%	73%	65%	69%
Albert Lea as a place to raise children	68%	37%	49%	62%	77%	65%	67%	66%
Albert Lea as a place to retire	62%	42%	53%	65%	62%	66%	55%	61%
Overall appearance of Albert Lea	59%	48%	50%	59%	62%	60%	56%	58%

Table 2: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
The overall quality of life in Albert Lea	48%	60%	57%	51%	61%	61%	56%
Overall image or reputation of Albert Lea	34%	47%	37%	39%	42%	27%	38%
Albert Lea as a place to live	45%	65%	68%	58%	68%	68%	63%
Your neighborhood as a place to live	54%	74%	72%	62%	78%	77%	69%
Albert Lea as a place to raise children	46%	77%	68%	64%	65%	73%	66%
Albert Lea as a place to retire	52%	52%	66%	57%	66%	60%	61%
Overall appearance of Albert Lea	49%	72%	56%	59%	58%	54%	58%

Table 3: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Albert Lea	67%	40%	41%	70%	75%	66%	65%	66%
In your neighborhood during the day	90%	59%	69%	96%	92%	90%	86%	88%
In Albert Lea's downtown/commercial area during the day	88%	59%	76%	90%	90%	91%	81%	86%

Table 4: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Overall feeling of safety in Albert Lea	51%	72%	68%	62%	74%	67%	66%
In your neighborhood during the day	74%	93%	91%	89%	96%	77%	88%
In Albert Lea's downtown/commercial area during the day	72%	98%	87%	87%	97%	74%	86%

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Table 5: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Overall ease of getting to the places you usually have to visit	81%	44%	71%	81%	81%	81%	76%	79%
Traffic flow on major streets	64%	44%	34%	77%	68%	72%	54%	63%
Ease of public parking	67%	22%	49%	65%	71%	68%	61%	64%
Ease of travel by car in Albert Lea	78%	48%	67%	85%	75%	77%	75%	76%
Ease of travel by public transportation in Albert Lea	37%	17%	26%	36%	40%	38%	32%	35%
Ease of travel by bicycle in Albert Lea	64%	35%	67%	63%	59%	67%	57%	62%
Ease of walking in Albert Lea	83%	48%	76%	85%	80%	82%	80%	81%
Availability of paths and walking trails	84%	35%	71%	84%	85%	82%	81%	81%

Table 6: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Overall ease of getting to the places you usually have to visit	63%	86%	81%	77%	88%	74%	79%
Traffic flow on major streets	63%	65%	63%	62%	67%	61%	63%
Ease of public parking	53%	66%	67%	58%	79%	66%	64%
Ease of travel by car in Albert Lea	56%	84%	80%	72%	83%	79%	76%
Ease of travel by public transportation in Albert Lea	37%	39%	34%	40%	31%	23%	35%
Ease of travel by bicycle in Albert Lea	54%	76%	59%	65%	57%	65%	62%
Ease of walking in Albert Lea	75%	85%	81%	79%	81%	86%	81%
Availability of paths and walking trails	62%	87%	85%	78%	84%	85%	81%

Table 7: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Quality of overall natural environment in Albert Lea	71%	40%	58%	66%	78%	66%	73%	69%
Air quality	84%	48%	76%	79%	87%	80%	85%	81%
Cleanliness of Albert Lea	60%	40%	40%	59%	68%	58%	61%	59%

Table 8: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Quality of overall natural environment in Albert Lea	59%	67%	74%	67%	71%	72%	69%
Air quality	73%	93%	81%	79%	87%	82%	81%
Cleanliness of Albert Lea	63%	61%	58%	54%	61%	70%	59%

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Table 9: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Overall "built environment" of Albert Lea (including overall design, buildings, parks and transportation systems)	55%	28%	48%	44%	62%	54%	51%	53%
Public places where people want to spend time	59%	48%	51%	62%	60%	59%	58%	58%
Variety of housing options	41%	32%	32%	45%	41%	37%	44%	40%
Availability of affordable quality housing	37%	24%	28%	40%	37%	36%	37%	36%
Overall quality of new development in Albert Lea	28%	25%	25%	33%	25%	31%	25%	28%

Table 10: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Overall "built environment" of Albert Lea (including overall design, buildings, parks and transportation systems)	38%	54%	57%	54%	56%	46%	53%
Public places where people want to spend time	58%	61%	58%	53%	62%	68%	58%
Variety of housing options	27%	54%	39%	36%	50%	38%	40%
Availability of affordable quality housing	32%	49%	32%	33%	39%	35%	36%
Overall quality of new development in Albert Lea	34%	36%	23%	24%	35%	27%	28%

Table 11: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Overall economic health of Albert Lea	30%	0%	20%	27%	33%	26%	30%	28%
Albert Lea as a place to work	35%	16%	25%	30%	41%	36%	32%	34%
Albert Lea as a place to visit	45%	25%	24%	39%	57%	44%	42%	44%
Employment opportunities	20%	4%	20%	18%	19%	20%	17%	19%
Shopping opportunities	21%	13%	6%	25%	25%	17%	24%	20%
Cost of living in Albert Lea	38%	23%	42%	39%	34%	38%	36%	37%
Overall quality of business and service establishments in Albert Lea	40%	13%	24%	42%	43%	42%	33%	38%
Vibrant downtown/commercial area	26%	23%	18%	37%	22%	32%	19%	26%

Table 12: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Overall economic health of Albert Lea	26%	30%	28%	29%	29%	20%	28%
Albert Lea as a place to work	41%	23%	35%	29%	36%	42%	34%
Albert Lea as a place to visit	40%	31%	50%	42%	48%	37%	44%
Employment opportunities	32%	12%	18%	20%	18%	17%	19%
Shopping opportunities	21%	25%	19%	25%	18%	13%	20%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Cost of living in Albert Lea	37%	53%	32%	31%	43%	48%	37%
Overall quality of business and service establishments in Albert Lea	40%	41%	36%	33%	42%	43%	38%
Vibrant downtown/commercial area	27%	39%	21%	23%	32%	26%	26%

Table 13: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Health and wellness opportunities in Albert Lea	61%	48%	47%	60%	68%	60%	63%	61%
Fitness opportunities (including exercise classes and paths or trails, etc.)	68%	49%	57%	66%	73%	73%	60%	67%
Recreational opportunities	57%	24%	44%	55%	63%	58%	53%	56%
Availability of affordable quality food	56%	30%	41%	55%	60%	54%	55%	54%
Availability of affordable quality health care	57%	30%	54%	52%	59%	54%	58%	55%
Availability of preventive health services	55%	15%	51%	51%	55%	49%	57%	52%
Availability of affordable quality mental health care	40%	13%	35%	34%	42%	36%	41%	38%

Table 14: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Health and wellness opportunities in Albert Lea	50%	67%	62%	59%	69%	54%	61%
Fitness opportunities (including exercise classes and paths or trails, etc.)	53%	76%	69%	63%	81%	60%	67%
Recreational opportunities	49%	57%	58%	51%	59%	61%	56%
Availability of affordable quality food	57%	54%	54%	51%	64%	51%	54%
Availability of affordable quality health care	70%	58%	50%	51%	52%	68%	55%
Availability of preventive health services	58%	55%	50%	44%	57%	66%	52%
Availability of affordable quality mental health care	54%	34%	35%	38%	45%	23%	38%

Table 15: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Overall opportunities for education and enrichment	48%	30%	28%	43%	58%	49%	44%	47%
Availability of affordable quality child care/preschool	64%	26%	47%	66%	65%	61%	62%	61%
K-12 education	68%	33%	47%	67%	73%	64%	66%	65%
Adult educational opportunities	55%	17%	39%	52%	60%	54%	52%	53%
Opportunities to attend cultural/arts/music activities	50%	13%	36%	34%	63%	52%	43%	48%
Opportunities to participate in religious or spiritual events and activities	83%	46%	73%	86%	80%	79%	84%	80%

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Table 16: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Overall opportunities for education and enrichment	41%	42%	51%	49%	52%	31%	47%
Availability of affordable quality child care/preschool	63%	54%	63%	63%	55%	63%	61%
K-12 education	50%	65%	69%	68%	58%	67%	65%
Adult educational opportunities	36%	58%	56%	55%	60%	37%	53%
Opportunities to attend cultural/arts/music activities	37%	46%	52%	49%	52%	40%	48%
Opportunities to participate in religious or spiritual events and activities	71%	89%	80%	76%	86%	86%	80%

Table 17: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Opportunities to participate in social events and activities	42%	24%	26%	38%	50%	41%	39%	40%
Opportunities to volunteer	65%	24%	48%	63%	69%	64%	61%	62%
Opportunities to participate in community matters	49%	20%	42%	47%	52%	50%	46%	48%
Openness and acceptance of the community toward people of diverse backgrounds	38%	19%	29%	33%	45%	40%	34%	37%
Neighborliness of residents in Albert Lea	51%	36%	36%	54%	56%	50%	52%	50%

Table 18: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Opportunities to participate in social events and activities	33%	48%	40%	37%	41%	44%	40%
Opportunities to volunteer	55%	70%	63%	55%	68%	74%	62%
Opportunities to participate in community matters	43%	52%	48%	45%	52%	48%	48%
Openness and acceptance of the community toward people of diverse backgrounds	32%	39%	37%	34%	41%	34%	37%
Neighborliness of residents in Albert Lea	46%	63%	47%	45%	50%	63%	50%

Table 19: Governance - General

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
The City of Albert Lea	63%	48%	44%	65%	68%	65%	58%	61%
The value of services for the taxes paid to Albert Lea	39%	5%	26%	37%	42%	42%	32%	36%
The overall direction that Albert Lea is taking	26%	15%	21%	30%	26%	25%	27%	26%
The job Albert Lea government does at welcoming citizen involvement	32%	31%	28%	36%	31%	34%	30%	31%

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Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Overall confidence in Albert Lea government	30%	28%	24%	35%	30%	30%	30%	29%
Generally acting in the best interest of the community	33%	32%	21%	39%	35%	33%	32%	32%
Being honest	34%	21%	27%	35%	35%	32%	35%	33%
Treating all residents fairly	35%	21%	25%	38%	37%	31%	38%	34%
Overall customer service by Albert Lea employees (police, fire, recreation, receptionists, inspections, administration, etc.)	68%	43%	42%	68%	76%	69%	62%	65%
Freeborn County	60%	52%	43%	60%	68%	61%	59%	59%
The State of Minnesota	57%	42%	46%	55%	62%	56%	55%	55%

Table 20: Governance - General

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
The City of Albert Lea	63%	70%	57%	61%	64%	58%	61%
The value of services for the taxes paid to Albert Lea	40%	38%	35%	35%	38%	38%	36%
The overall direction that Albert Lea is taking	29%	23%	26%	21%	34%	28%	26%
The job Albert Lea government does at welcoming citizen involvement	29%	42%	28%	32%	36%	26%	31%
Overall confidence in Albert Lea government	26%	33%	29%	28%	36%	24%	29%
Generally acting in the best interest of the community	36%	35%	31%	31%	37%	32%	32%
Being honest	34%	39%	31%	31%	36%	35%	33%
Treating all residents fairly	38%	40%	31%	29%	37%	39%	34%
Overall customer service by Albert Lea employees (police, fire, recreation, receptionists, inspections, administration, etc.)	64%	69%	65%	63%	68%	68%	65%
Freeborn County	63%	65%	57%	60%	64%	53%	59%
The State of Minnesota	57%	54%	56%	57%	58%	48%	55%

Table 21: Governance - Safety

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Police services	77%	43%	55%	72%	87%	78%	71%	74%
Fire services	90%	55%	68%	88%	95%	92%	82%	87%
Ambulance or emergency medical services	88%	50%	68%	84%	92%	88%	81%	85%
Crime prevention	61%	40%	27%	68%	70%	60%	59%	59%
Fire prevention and education	78%	49%	48%	82%	85%	83%	68%	76%
Animal control	46%	21%	33%	50%	44%	45%	44%	44%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	13%	39%	62%	67%	62%	56%	59%

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Table 22: Governance - Safety

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Police services	71%	79%	75%	72%	83%	71%	74%
Fire services	75%	98%	88%	86%	95%	81%	87%
Ambulance or emergency medical services	75%	94%	85%	85%	90%	77%	85%
Crime prevention	49%	66%	60%	53%	72%	58%	59%
Fire prevention and education	62%	88%	76%	76%	84%	65%	76%
Animal control	46%	42%	44%	43%	48%	43%	44%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	53%	63%	59%	59%	59%	59%	59%

Table 23: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Traffic enforcement	60%	29%	44%	60%	63%	65%	49%	58%
Street repair	22%	14%	13%	25%	23%	22%	20%	21%
Street cleaning	49%	28%	44%	51%	47%	47%	49%	48%
Street lighting	60%	14%	42%	64%	59%	62%	53%	57%
Snow removal	58%	30%	39%	62%	61%	55%	59%	56%
Sidewalk maintenance	43%	24%	27%	49%	45%	45%	39%	42%
Traffic signal timing	46%	34%	37%	49%	46%	49%	41%	44%

Table 24: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Traffic enforcement	55%	71%	55%	61%	54%	55%	58%
Street repair	14%	31%	20%	22%	20%	19%	21%
Street cleaning	46%	66%	42%	46%	52%	45%	48%
Street lighting	49%	73%	54%	54%	65%	56%	57%
Snow removal	43%	70%	55%	54%	57%	60%	56%
Sidewalk maintenance	47%	47%	39%	39%	43%	45%	42%
Traffic signal timing	46%	51%	42%	46%	43%	42%	44%

Table 25: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Garbage collection	88%	41%	79%	84%	90%	89%	83%	86%
Recycling	89%	41%	80%	86%	90%	92%	81%	86%

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Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Drinking water	73%	30%	57%	72%	74%	66%	74%	70%
Preservation of natural areas such as open space, farmlands and greenbelts	58%	13%	40%	60%	59%	58%	52%	55%
Albert Lea open space	53%	24%	38%	56%	55%	52%	51%	52%

Table 26: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Garbage collection	67%	93%	88%	82%	92%	88%	86%
Recycling	62%	94%	90%	82%	95%	88%	86%
Drinking water	45%	74%	75%	65%	75%	75%	70%
Preservation of natural areas such as open space, farmlands and greenbelts	61%	63%	51%	49%	57%	62%	55%
Albert Lea open space	57%	48%	51%	47%	54%	61%	52%

Table 27: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Storm drainage	60%	33%	56%	54%	62%	57%	59%	57%
Sewer services	73%	34%	66%	67%	75%	71%	70%	70%
Power (electric and/or gas) utility	76%	43%	62%	72%	81%	76%	71%	73%
Utility billing	61%	43%	47%	60%	66%	59%	61%	59%
Land use, planning and zoning	38%	24%	26%	43%	38%	41%	32%	36%
Code enforcement (weeds, abandoned buildings, etc.)	28%	20%	27%	28%	27%	29%	26%	28%
Cable television	44%	9%	48%	41%	39%	48%	36%	41%

Table 28: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Storm drainage	49%	58%	59%	54%	60%	65%	57%
Sewer services	55%	80%	71%	69%	72%	75%	70%
Power (electric and/or gas) utility	55%	79%	76%	73%	73%	73%	73%
Utility billing	45%	66%	61%	57%	59%	64%	59%
Land use, planning and zoning	44%	34%	35%	36%	38%	38%	36%
Code enforcement (weeds, abandoned buildings, etc.)	34%	23%	28%	28%	36%	15%	28%
Cable television	34%	52%	40%	43%	44%	34%	41%

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Table 29: Governance - Economy

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Economic development	22%	12%	15%	20%	25%	23%	19%	21%

Table 30: Governance - Economy

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Economic development	24%	23%	20%	25%	22%	13%	21%

Table 31: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
City parks	87%	50%	87%	84%	85%	86%	85%	85%
Recreation programs or classes	71%	27%	63%	67%	72%	74%	62%	68%
Recreation centers or facilities	63%	27%	43%	62%	70%	67%	54%	61%
Health services	62%	17%	45%	58%	69%	57%	63%	60%

Table 32: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
City parks	82%	91%	84%	82%	91%	87%	85%
Recreation programs or classes	66%	72%	68%	69%	69%	66%	68%
Recreation centers or facilities	60%	65%	60%	59%	66%	58%	61%
Health services	61%	59%	60%	57%	62%	64%	60%

Table 33: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Public library services	81%	38%	67%	82%	81%	84%	72%	78%
City-sponsored special events	54%	24%	36%	54%	59%	57%	47%	51%

Table 34: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Public library services	67%	87%	79%	77%	81%	77%	78%
City-sponsored special events	64%	48%	49%	52%	51%	51%	51%

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Table 35: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Public information services	60%	37%	54%	58%	62%	64%	53%	58%

Table 36: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Public information services	62%	63%	56%	58%	62%	55%	58%

Table 37: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Sense of community	47%	21%	41%	45%	48%	45%	44%	45%
Recommend living in Albert Lea to someone who asks	65%	38%	46%	65%	71%	65%	62%	64%
Remain in Albert Lea for the next five years	81%	51%	65%	78%	88%	80%	79%	79%
Contacted the City of Albert Lea (in-person, phone, email or web) for help or information	39%	27%	31%	44%	38%	38%	38%	38%

Table 38: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Sense of community	41%	56%	43%	47%	40%	46%	45%
Recommend living in Albert Lea to someone who asks	56%	76%	62%	65%	59%	63%	64%
Remain in Albert Lea for the next five years	54%	77%	88%	79%	88%	69%	79%
Contacted the City of Albert Lea (in-person, phone, email or web) for help or information	33%	47%	37%	35%	44%	40%	38%

Table 39: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Was NOT the victim of a crime	90%	40%	78%	87%	92%	91%	83%	87%
Did NOT report a crime	78%	80%	71%	70%	86%	73%	83%	78%
Stocked supplies in preparation for an emergency	28%	22%	31%	20%	31%	31%	24%	28%

Table 40: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Was NOT the victim of a crime	70%	94%	89%	85%	97%	81%	87%
Did NOT report a crime	82%	69%	80%	77%	79%	83%	78%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Stocked supplies in preparation for an emergency	26%	34%	26%	32%	23%	16%	28%

Table 41: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Walked or biked instead of driving	60%	16%	54%	66%	52%	58%	55%	56%
Carpooled with other adults or children instead of driving alone	40%	12%	36%	42%	36%	46%	29%	38%
Used bus, rail, subway or other public transportation instead of driving	10%	25%	14%	8%	11%	13%	8%	11%

Table 42: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Walked or biked instead of driving	56%	60%	55%	52%	60%	69%	56%
Carpooled with other adults or children instead of driving alone	38%	41%	37%	39%	38%	34%	38%
Used bus, rail, subway or other public transportation instead of driving	13%	8%	11%	14%	5%	3%	11%

Table 43: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Recycle at home	94%	63%	82%	97%	94%	96%	87%	92%
Made efforts to make your home more energy efficient	78%	59%	62%	81%	82%	81%	73%	77%
Made efforts to conserve water	73%	51%	43%	76%	83%	74%	69%	72%

Table 44: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Recycle at home	86%	98%	92%	90%	96%	93%	92%
Made efforts to make your home more energy efficient	61%	78%	82%	72%	82%	86%	77%
Made efforts to conserve water	57%	75%	75%	73%	75%	63%	72%

Table 45: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
NOT under housing cost stress	79%	55%	75%	92%	68%	72%	83%	77%
Did NOT observe a code violation	36%	59%	46%	36%	34%	46%	28%	38%

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Table 46: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
NOT under housing cost stress	74%	82%	77%	62%	93%	99%	77%
Did NOT observe a code violation	58%	32%	34%	39%	34%	38%	38%

Table 47: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Purchase goods or services from a business located in Albert Lea	98%	63%	89%	100%	96%	99%	93%	96%
Economy will have positive impact on income	20%	12%	13%	26%	18%	21%	18%	19%
Work in Albert Lea	57%	34%	82%	66%	34%	60%	51%	56%

Table 48: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Purchase goods or services from a business located in Albert Lea	86%	99%	97%	95%	100%	94%	96%
Economy will have positive impact on income	12%	21%	21%	16%	21%	24%	19%
Work in Albert Lea	56%	66%	51%	48%	57%	76%	56%

Table 49: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Used Albert Lea recreation centers or their services	57%	11%	66%	49%	51%	60%	46%	54%
Visited a neighborhood park or City park	83%	47%	82%	86%	77%	85%	77%	80%
Eat at least 5 portions of fruits and vegetables a day	75%	21%	64%	68%	78%	78%	63%	72%
Participate in moderate or vigorous physical activity	82%	23%	73%	83%	78%	81%	75%	78%
Reported being in "very good" or "excellent" health	51%	18%	53%	55%	42%	52%	44%	49%

Table 50: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Used Albert Lea recreation centers or their services	48%	53%	55%	47%	56%	65%	54%
Visited a neighborhood park or City park	78%	82%	81%	75%	94%	83%	80%
Eat at least 5 portions of fruits and vegetables a day	58%	71%	76%	65%	72%	85%	72%
Participate in moderate or vigorous physical activity	61%	85%	81%	72%	82%	90%	78%
Reported being in "very good" or "excellent" health	47%	53%	48%	36%	54%	74%	49%

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Table 51: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Used Albert Lea public libraries or their services	63%	37%	59%	64%	60%	67%	54%	61%
Participated in religious or spiritual activities in Albert Lea	71%	23%	55%	69%	75%	76%	60%	68%
Attended a City-sponsored event	57%	14%	58%	56%	52%	62%	45%	55%

Table 52: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Used Albert Lea public libraries or their services	52%	68%	61%	59%	70%	53%	61%
Participated in religious or spiritual activities in Albert Lea	50%	74%	72%	59%	74%	80%	68%
Attended a City-sponsored event	55%	60%	53%	45%	62%	70%	55%

Table 53: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Campaigned or advocated for an issue, cause or candidate	22%	0%	7%	22%	27%	22%	19%	21%
Contacted Albert Lea elected officials (in-person, phone, email or web) to express your opinion	27%	7%	25%	22%	29%	24%	28%	26%
Volunteered your time to some group/activity in Albert Lea	50%	7%	43%	53%	46%	56%	39%	48%
Participated in a club	43%	19%	42%	36%	45%	45%	37%	41%
Talked to or visited with your immediate neighbors	96%	63%	82%	97%	97%	96%	92%	94%
Done a favor for a neighbor	89%	50%	68%	92%	91%	86%	86%	86%
Attended a local public meeting	27%	7%	30%	26%	25%	27%	26%	26%
Watched (online or on television) a local public meeting	39%	26%	14%	45%	46%	38%	39%	38%
Read or watch local news (via television, paper, computer, etc.)	85%	54%	65%	83%	93%	86%	81%	83%
Vote in local elections	87%	41%	69%	85%	90%	88%	78%	84%

Table 54: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Campaigned or advocated for an issue, cause or candidate	13%	20%	24%	17%	23%	27%	21%
Contacted Albert Lea elected officials (in-person, phone, email or web) to express your opinion	13%	30%	29%	20%	30%	33%	26%
Volunteered your time to some group/activity in Albert Lea	39%	54%	48%	39%	55%	60%	48%
Participated in a club	43%	31%	44%	38%	41%	48%	41%
Talked to or visited with your immediate neighbors	75%	100%	97%	92%	99%	94%	94%
Done a favor for a neighbor	64%	94%	90%	82%	92%	90%	86%
Attended a local public meeting	20%	32%	25%	17%	29%	48%	26%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Watched (online or on television) a local public meeting	17%	31%	47%	33%	43%	42%	38%
Read or watch local news (via television, paper, computer, etc.)	53%	84%	92%	81%	91%	79%	83%
Vote in local elections	59%	89%	89%	74%	93%	94%	84%

Table 55: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Albert Lea	81%	43%	67%	77%	85%	82%	74%	78%
Overall ease of getting to the places you usually have to visit	66%	40%	52%	60%	75%	68%	61%	65%
Quality of overall natural environment in Albert Lea	76%	43%	69%	73%	79%	76%	73%	74%
Overall "built environment" of Albert Lea (including overall design, buildings, parks and transportation systems)	70%	40%	64%	70%	70%	70%	67%	68%
Health and wellness opportunities in Albert Lea	78%	55%	54%	79%	85%	82%	69%	76%
Overall opportunities for education and enrichment	82%	43%	73%	83%	80%	84%	75%	80%
Overall economic health of Albert Lea	91%	55%	75%	94%	92%	92%	86%	89%
Sense of community	78%	45%	54%	81%	83%	83%	67%	76%

Table 56: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Overall feeling of safety in Albert Lea	56%	76%	86%	77%	85%	72%	78%
Overall ease of getting to the places you usually have to visit	48%	64%	70%	71%	62%	51%	65%
Quality of overall natural environment in Albert Lea	56%	75%	80%	73%	81%	75%	74%
Overall "built environment" of Albert Lea (including overall design, buildings, parks and transportation systems)	66%	64%	70%	66%	69%	76%	68%
Health and wellness opportunities in Albert Lea	64%	72%	81%	76%	79%	71%	76%
Overall opportunities for education and enrichment	61%	76%	86%	76%	87%	78%	80%
Overall economic health of Albert Lea	76%	93%	92%	85%	96%	93%	89%
Sense of community	64%	68%	82%	75%	72%	78%	76%

Table 57: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City of Albert Lea: (Percent rating as "major source" or "minor source").	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
	Local TV stations	86%	63%	71%	83%	91%	87%	
Government Access Channel 180	49%	29%	26%	53%	55%	52%	42%	48%
Albert Lea Tribune	91%	63%	77%	91%	94%	96%	81%	89%
Local radio stations	89%	63%	78%	85%	94%	91%	82%	87%

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Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City of Albert Lea: (Percent rating as "major source" or "minor source").	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
	Word of mouth	89%	39%	90%	85%	84%	89%	
Community newsletter	76%	54%	61%	75%	81%	81%	68%	75%
City website	66%	39%	61%	67%	63%	73%	53%	64%
The City's social media sites (Facebook and Twitter)	54%	32%	62%	59%	45%	60%	45%	53%

Table 58: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City of Albert Lea: (Percent rating as "major source" or "minor source").	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Local TV stations	59%	87%	91%	86%	91%	69%	84%
Government Access Channel 180	34%	44%	53%	48%	53%	39%	48%
Albert Lea Tribune	74%	94%	92%	90%	91%	84%	89%
Local radio stations	69%	86%	93%	86%	91%	83%	87%
Word of mouth	82%	93%	84%	84%	86%	87%	86%
Community newsletter	58%	82%	77%	75%	83%	64%	75%
City website	54%	72%	64%	57%	73%	70%	64%
The City's social media sites (Facebook and Twitter)	50%	60%	52%	50%	60%	53%	53%

Table 59: New Community Center Development

	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
The City could use about one-third of the Blazing Star Landing site to build a new Community Center. To what extent would you support or oppose this facility if paying for it required a \$100 annual increase on a \$100,000 home valuation?	41%	22%	47%	42%	36%	44%	37%	41%

Table 60: New Community Center Development

	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
The City could use about one-third of the Blazing Star Landing site to build a new Community Center. To what extent would you support or oppose this facility if paying for it required a \$100 annual increase on a \$100,000 home valuation?	53%	41%	37%	36%	50%	40%	41%

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Table 61: City Ice Arena Facility Renovation or Replacement

The City could renovate the City Ice Arena Facility or replace it with a new facility on the Blazing Star Landing. Please indicate to what extent you support or oppose each of the following additional cost options: (Percent rating as "strongly support" or "somewhat support").	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
	Additional \$5 per year (on a \$100,000 home) for general improvements, bleachers, etc.	56%	30%	55%	62%	48%	58%	
Additional \$15 per year (on a \$100,000 home) for general/structural improvements, bleachers and new lobby to extend its life for another 20 years at the present site	50%	27%	55%	50%	45%	52%	46%	49%
Additional \$75 per year (on a \$100,000 home) for a new Arena	31%	13%	43%	38%	18%	32%	28%	30%
I am not willing to pay any subsidy, resulting in no improvements to the Arena	35%	33%	38%	37%	31%	28%	41%	35%

Table 62: City Ice Arena Facility Renovation or Replacement

The City could renovate the City Ice Arena Facility or replace it with a new facility on the Blazing Star Landing. Please indicate to what extent you support or oppose each of the following additional cost options: (Percent rating as "strongly support" or "somewhat support").	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Additional \$5 per year (on a \$100,000 home) for general improvements, bleachers, etc.	56%	55%	53%	46%	67%	57%	54%
Additional \$15 per year (on a \$100,000 home) for general/structural improvements, bleachers and new lobby to extend its life for another 20 years at the present site	50%	53%	47%	40%	62%	56%	49%
Additional \$75 per year (on a \$100,000 home) for a new Arena	36%	35%	27%	25%	29%	43%	30%
I am not willing to pay any subsidy, resulting in no improvements to the Arena	16%	35%	41%	39%	30%	29%	35%

Table 63: Support for Improvement Efforts

To what extent do you support or oppose each of the following improvement efforts: (Percent rating as "strongly support" or "somewhat support").	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
An extension of the current half-cent sales tax to improve water quality in our local lakes through the Shell Rock River Watershed District for another 10 years	79%	26%	77%	78%	73%	77%	74%	75%
An additional source of revenue to complete streets, water and sewer projects faster	68%	37%	61%	75%	62%	66%	66%	66%
A 25% increase in your property taxes to make street improvements as a replacement for using individual assessments on projects that directly benefit your property	25%	26%	31%	25%	22%	28%	23%	25%
A dedicated source of funds for the City of Albert Lea's water quality improvements	66%	50%	68%	77%	55%	64%	67%	65%

Table 64: Support for Improvement Efforts

To what extent do you support or oppose each of the following improvement efforts: (Percent rating as "strongly support" or "somewhat support").	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
An extension of the current half-cent sales tax to improve water quality in our local lakes through the Shell Rock River Watershed District for another 10 years	74%	80%	74%	73%	80%	78%	75%
An additional source of revenue to complete streets, water and sewer projects faster	66%	69%	65%	64%	64%	78%	66%
A 25% increase in your property taxes to make street improvements as a replacement for using individual assessments on projects that directly benefit your property	40%	28%	20%	29%	23%	22%	25%
A dedicated source of funds for the City of Albert Lea's water quality improvements	75%	69%	61%	60%	69%	76%	65%

The National Citizen Survey™

Table 65: Cost-share Partnership for New Programs/Initiatives

The City is considering a cost-share partnership with other organization(s) to fund new programs/initiatives. To what extent would you support or oppose the following if a City cost-share meant an increase in property taxes? (Percent rating as "strongly support" or "somewhat support").	Race		Age			Sex		Overall
	White	Not white	18-34	35-54	55+	Female	Male	
Splash Pad Downtown (One-time total expense of \$200,000)	34%	19%	53%	40%	17%	32%	34%	33%
Blue Zones/National Vitality Center Sustainability (\$25,000 annually)	36%	12%	35%	41%	28%	34%	34%	34%
Artwork on Downtown Broadway Streetscape (One-time total expense of \$25,000)	44%	21%	47%	49%	35%	46%	38%	42%
Holiday lights, decorative banners and flowers (\$2,500 annually)	74%	31%	61%	78%	72%	69%	74%	72%
Free Wi-Fi hot spots in public areas (\$100,000 for three locations)	44%	31%	51%	55%	30%	49%	36%	43%

Table 66: Cost-share Partnership for New Programs/Initiatives

The City is considering a cost-share partnership with other organization(s) to fund new programs/initiatives. To what extent would you support or oppose the following if a City cost-share meant an increase in property taxes? (Percent rating as "strongly support" or "somewhat support").	Length of residency			Household income			Overall
	5 years or less	6 to 20 years	More than 20 years	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	
Splash Pad Downtown (One-time total expense of \$200,000)	44%	36%	28%	28%	33%	48%	33%
Blue Zones/National Vitality Center Sustainability (\$25,000 annually)	46%	35%	31%	32%	41%	30%	34%
Artwork on Downtown Broadway Streetscape (One-time total expense of \$25,000)	61%	46%	35%	43%	47%	39%	42%
Holiday lights, decorative banners and flowers (\$2,500 annually)	68%	68%	74%	62%	78%	86%	72%
Free Wi-Fi hot spots in public areas (\$100,000 for three locations)	60%	42%	38%	47%	45%	31%	43%