

**Questions that have been added since the 2017 survey are highlighted in yellow.**

THE MORRIS LEATHERMAN COMPANY  
3128 Dean Court  
Minneapolis, Minnesota 55416

City of Red Wing  
2023 Residential Study  
**PRELIMINARY DRAFT JULY 2023**

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been retained by the City of Red Wing to speak with a random sample of residents about issues facing the city. The survey is being taken because your Red Wing elected leaders and city 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 Red Wing?                                   | LESS THAN TWO YEARS.....1<br>TWO TO FIVE YEARS.....2<br>SIX TO TEN YEARS.....3<br>11 TO 20 YEARS.....4<br>21 TO 30 YEARS.....5<br>OVER THIRTY YEARS.....6<br>REFUSED.....7 |
| 2. How would you rate the quality of life in Red Wing -- excellent, good, only fair, or poor? | EXCELLENT.....1<br>GOOD.....2<br>ONLY FAIR.....3<br>POOR.....4<br>DON'T KNOW/REFUSED.....5   |

3. What do you like MOST about living in Red Wing?

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4. What do you think is the most serious issue facing Red Wing today?

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| <b>5.</b> All in all, do you think things in Red Wing are generally headed in the right direction, or do you feel things are on the wrong track? | RIGHT DIRECTION.....1<br>WRONG TRACK.....2<br>DON'T KNOW/REFUSED.....3 |
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6. IF RESPONSE IS "ON THE WRONG TRACK," ASK:  
Why do you feel that way?

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7. How would you rate Red Wing as a place to raise children - excellent, good, only fair, or poor? EXCELLENT.....1  
GOOD.....2  
ONLY FAIR.....3  
POOR.....4  
DON'T KNOW/REFUSED.....5

8. And, how would you rate Red Wing as a place to retire -- excellent, good, only fair, or poor? EXCELLENT.....1  
GOOD.....2  
ONLY FAIR.....3  
POOR.....4  
DON'T KNOW/REFUSED.....5

9. Would you recommend living in Red Wing to others? YES.....1  
NO.....2  
DON'T KNOW/REFUSED.....3

IF A RESPONSE IS GIVEN, ASK:

10. Why do you feel that way?

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11. How would you rate the general sense of community among Red Wing residents -- excellent, good, only fair, or poor? EXCELLENT.....1  
GOOD.....2  
ONLY FAIR.....3  
POOR.....4  
DON'T KNOW/REFUSED.....5

IF "ONLY FAIR" OR "POOR," ASK:

12. How could the City improve the sense of community among residents?

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13. Do you feel accepted, valued, and welcomed in Red Wing? YES.....1  
NO.....2  
DON'T KNOW/REFUSED.....3

IF "NO," ASK:

14. Why do you feel that way?

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15. Do you have contact with your neighbors on a frequent basis?(IF "YES," ASK:) Do you have frequent contact with 1 to 3 neighbors, 4 to 8 neighbors or more than 8 neighbors? NO.....1  
 YES/1 TO 3.....2  
 YES/4 TO 8.....3  
 YES/MORE THAN 8.....4  
 DON'T KNOW/REFUSED.....5
16. How often do you and your neighbors do favors for each other - a lot, sometimes, rarely or never? A LOT.....1  
 SOMETIMES.....2  
 RARELY.....3  
 NEVER.....4  
 DON'T KNOW/REFUSED.....5

Continuing....

17. What aspects, if any, of the community should be fixed or improved in the future?

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18. What, if anything, is currently missing from Red Wing which would greatly improve the quality of life for residents?

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Now, I would like to read you a list of characteristics of a community. For each one, please tell me if you think Red Wing currently has too many or too much, too few or too little, or about the right amount.

- |                                  | MANY<br>MUCH | FEW/<br>LITT | ABOUT<br>RIGHT | DK/<br>REF |
|----------------------------------|--------------|--------------|----------------|------------|
| 19. Housing people can afford?   | 1            | 2            | 3              | 4          |
| 20. Parks and open spaces?       | 1            | 2            | 3              | 4          |
| 21. Trails and bikeways?         | 1            | 2            | 3              | 4          |
| 22. Entertainment opportunities? | 1            | 2            | 3              | 4          |
| 23. Dining opportunities?        | 1            | 2            | 3              | 4          |
| 24. Affordable childcare?        | 1            | 2            | 3              | 4          |
| 25. Preschool programs?          | 1            | 2            | 3              | 4          |

26.	Affordable health care services?	1	2	3	4
27.	Mental health services?	1	2	3	4
28.	Job/career opportunities?	1	2	3	4
29.	Job training programs?	1	2	3	4
30.	Retail big-box businesses?	1	2	3	4
31.	Retail small businesses?	1	2	3	4
32.	Lifelong learning opportunities for adults?	1	2	3	4

IF "TOO FEW/LITTLE" IN QUESTION #32, ASK:

33. What additional lifelong learning opportunities would you like to see in Red Wing?

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34.	Are you satisfied with housing options for you and your family?	YES.....1
		NO.....2
		DON'T KNOW/REFUSED.....3

IF "NO," ASK:

35. What housing options would you like to see more in Red Wing?

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As you may know, Red Wing's population has grown very modestly from 16,115 in 2000 to 16,672 in 2021.

36.	Has Red Wing's population growth been too slow, too fast, or about right?	TOO SLOW.....1
		ABOUT RIGHT.....2
		TOO FAST.....3
		DON'T KNOW/REFUSED.....4
37.	Do you support or oppose City actions and policies that would encourage greater population growth? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....1
		SUPPORT.....2
		OPPOSE.....3
		STRONGLY OPPOSE.....4
		DON'T KNOW/REFUSED.....5

Moving on....

38.	Have you or anyone in your	YES.....1
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household attended an arts, history, or cultural event in Red Wing during the past year? NO.....2  
 DON'T KNOW/REFUSED.....3

IF "YES," ASK:

39. What type of event did you attend?

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IF "NO," ASK:

40. Why have you not attended any of these types of events?

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41. Do you agree or disagree, the City should support efforts to make more arts and cultural experiences available to residents? (WAIT FOR RESPONSE) Do you feel strongly that way? STRONGLY AGREE.....1  
 AGREE.....2  
 DISAGREE.....3  
 STRONGLY DISAGREE.....4  
 DON'T KNOW/REFUSED.....5

42. Thinking about arts, history, or cultural events, what, if anything, do you think is missing in Red Wing?

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Turning to city services....

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? If you have no opinion, just say so....

	EXC	GOO	FAI	POO	DKR
43. Police protection?	1	2	3	4	5
44. Fire protection?	1	2	3	4	5
45. Ambulance service?	1	2	3	4	5
46. Animal control?	1	2	3	4	5
47. Building and housing inspection?	1	2	3	4	5
48. Community planning and zoning?	1	2	3	4	5
49. Community engagement and communication?	1	2	3	4	5
50. Accommodation and control of storm water run-off?	1	2	3	4	5
51. Water and sanitary sewer services?	1	2	3	4	5

52.	Snow plowing?	1	2	3	4	5
53.	Pavement repair and patching on city streets?	1	2	3	4	5
54.	Park maintenance?	1	2	3	4	5
55.	Trail maintenance?	1	2	3	4	5
56.	Sidewalk maintenance?	1	2	3	4	5
57.	Library services?					
58.	Recreational services and programs?	1	2	3	4	5
59.	Park security?	1	2	3	4	5
60.	Cemeteries?	1	2	3	4	5
61.	Recycling service?	1	2	3	4	5
62.	Garbage collection?	1	2	3	4	5

IF "ONLY FAIR" OR "POOR," ASK:

63. Could you tell me one or two reasons for your rating?

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| 64. | When you consider the city portion of 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.....1<br>GOOD.....2<br>ONLY FAIR.....3<br>POOR.....4<br>DON'T KNOW/REFUSED.....5 |
| 65. | Would you favor or oppose an increase in city property taxes if it were needed to <b>maintain</b> city services at their current level?  | FAVOR.....1<br>OPPOSE.....2<br>DON'T KNOW/REFUSED.....3                                    |

IF "FAVOR," ASK:

66. How much more per month would you be willing to pay in additional taxes to **maintain** city services?

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IF "OPPOSE," ASK:

67. What service would you be willing to see cut?

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68. Would you be willing to pay more city property taxes to **improve** current city services or offer new city services? (IF "YES," ASK:) What services would those be?

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69. Compared to neighboring communities, do you feel property taxes in Red Wing are very high, somewhat high, about average, somewhat low, or very low?

VERY HIGH.....	1
SOMEWHAT HIGH.....	2
ABOUT AVERAGE.....	3
SOMEWHAT LOW.....	4
VERY LOW.....	5
DON'T KNOW/REFUSED.....	6

As you may know, the City receives about 44 percent of your property tax dollars.

Continuing on . . .

70. Do you support or oppose the City providing financial incentives to attract specific types of development? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT...	1
SUPPORT .....	2
OPPOSE.....	3
STRONGLY OPPOSE...	4
DON'T KNOW/REFUSED.	5

IF ANSWER IS "STRONGLY SUPPORT" OR "SUPPORT," ASK:

71. Do you support or oppose financial incentives for Housing?

STRONGLY SUPPORT .	1
SUPPORT . . . . .	2
OPPOSE . . . . .	3
STRONGLY OPPOSE .	4
DON'T KNOW/REFUSED	5

72. Do you support or oppose financial incentives for Manufacturing?

STRONGLY SUPPORT .	1
SUPPORT . . . . .	2
OPPOSE . . . . .	3
STRONGLY OPPOSE .	4
DON'T KNOW/REFUSED	5

73. Do you support or oppose financial incentives for Retail?

STRONGLY SUPPORT .	1
SUPPORT . . . . .	2
OPPOSE . . . . .	3
STRONGLY OPPOSE .	4
DON'T KNOW/REFUSED	5

Moving on....

74. Other than voting, do you feel that if you wanted to, you could have a say about the way things are run in this community? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

IF "NO," ASK:

75. Why do you feel you don't have a say?

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76. How much do you feel you know about the work of the Mayor and City Council -- a great deal, a fair amount, very little, or nothing? GREAT DEAL.....1  
 FAIR AMOUNT.....2  
 VERY LITTLE.....3  
 NOTHING.....4  
 DON'T KNOW/REFUSED.....5

IF ANSWER A "GREAT DEAL" OR "FAIR AMOUNT," ASK:

77. From what you know, do you approve or disapprove of the job the mayor and the City Council are doing? (WAIT FOR RESPONSE) And, do you feel strongly that way? STRONGLY APPROVE.....1  
 APPROVE.....2  
 DISAPPROVE.....3  
 STRONGLY DISAPPROVE.....4  
 DON'T KNOW/REFUSED.....5

IF A RATING IS GIVEN, ASK:

78. Why do you feel that way?

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79. Would you like more interaction with your mayor or Council members? YES . . . . .1  
 NO . . . . . 2  
 DON'T KNOW/REFUSED . . 3

IF THE ANSWER IS "YES," ASK:

80. How would you like that to happen?

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|-----|--|---|
| 81. | How much first-hand contact have you had with Red Wing City employees -- quite a lot, some, very little, or none at all?     | QUITE A LOT.....1<br>SOME.....2<br>VERY LITTLE.....3<br>NONE AT ALL.....4<br>DON'T KNOW/REFUSED.....5 |
| 82. | From what you know, how would you rate the job performance of Red Wing City employees - excellent, good, only fair, or poor? | EXCELLENT.....1<br>GOOD.....2<br>ONLY FAIR.....3<br>POOR.....4<br>DON'T KNOW/REFUSED.....5            |
| 83. | Do you think city staff work in residents' best interests? (WAIT FOR RESPONSE) Do you feel strongly way?                     | STRONGLY YES.....1<br>YES.....2<br>NO.....3<br>STRONGLY NO.....4<br>DON'T KNOW/REFUSED.....5          |

IF "NO" OR "STRONGLY NO," ASK:

84. Why do you feel that way?

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Moving on....

Sustainability is defined as the ability to meet current needs without compromising the ability of future generations to meet their needs.

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|-----|--|--|
| 85. | How important do you think it is for Red Wing to work to become more sustainable - very important, somewhat important, not too important, or not at all important? | VERY IMPORTANT.....1<br>SOMEWHAT IMPORTANT.....2<br>NOT TOO IMPORTANT.....3<br>NOT AT ALL IMPORTANT....4<br>DON'T KNOW/REFUSED.....5 |
| 86. | Do you support continued efforts by the City to encourage the use of renewable energy for businesses and homes?  | YES.....1<br>NO.....2<br>DON'T KNOW/REFUSED.....3  |
| 87. | Do you support or oppose efforts by the City to preserve and conserve natural open space? (WAIT FOR RESPONSE) Do you feel strongly that way?                       | STRONGLY SUPPORT.....1<br>SUPPORT.....2<br>OPPOSE.....3<br>STRONGLY OPPOSE.....4<br>DON'T KNOW/REFUSED.....5                         |

88. How would you rate the parks and trails in Red Wing -- excellent, good, only fair or poor? EXCELLENT.....1  
 GOOD.....2  
 ONLY FAIR.....3  
 POOR.....4  
 DON'T KNOW/REFUSED.....5

89. Do you feel the current mix of recreational facilities in Red Wing meets the needs of your household members? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

IF "NO," ASK:

90. What recreational facilities or activities, if any, do you feel are missing in Red Wing?

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91. Are there any recreational activities for which you or members of your household regularly leave the City because they are not available in Red Wing? (IF "YES," ASK:) DON'T KNOW/REFUSED.....00  
 NO.....01  
 LAKES/BOATING.....02  
 GOLF.....03  
 FITNESS CENTER.....04  
 SPORTS LEAGUES.....05  
 What activities?

It is recommended people get at least thirty minutes of physical activity five days a week. Now, consider your amount of physical activity....

92. Do you think the community can do anything to increase your amount of physical activity? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

IF "YES," ASK:

93. What would you suggest?

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IF "NO," ASK:

94. Please tell me which statement you most identify with: STATEMENT A.....1  
 STATEMENT B.....2  
 A) I already get enough physical activity; STATEMENT C.....3  
 DON'T KNOW/REFUSED.....4

B) I do not want to be more physically active; OR  
 C) There is nothing the community can do to help me be more physically active?

95. Do you think there are enough healthy grocery food options you can easily purchase in Red Wing? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

IF "NO," ASK:

96. Please tell me which statement you most identify with: STATEMENT A.....1  
 STATEMENT B.....2  
 A) Healthy food options are too expensive in Red Wing; STATEMENT C.....3  
 DON'T KNOW/REFUSED.....4  
 B) There are not healthy food options close to where you live; OR  
 C) There is not enough variety of healthy food options?

Turning to public safety....

97. During the past two years, do you feel crime has increased, decreased, or remained about the same in your area of the city? INCREASED.....1  
 DECREASED.....2  
 REMAINED ABOUT SAME.....3  
 DON'T KNOW/REFUSED.....4

98. Do you generally feel safe walking in your neighborhood alone at night? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

IF "NO," ASK:

99. What makes you feel unsafe?
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Keeping in mind, all individual responses are confidential....

100. During the past twelve months, were you or a member of your household the victim of a crime in Red Wing? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

IF "YES," ASK:

101. Did you report the crime to the police? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

IF "NO," ASK:

102. Why didn't you report the crime?

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As I read the following descriptions about the Red Wing Police Department, please tell me if it is very accurate, somewhat accurate, not too accurate or not at all accurate. (READ LIST)

	VRA	SMA	NTA	NAA	DKR
103. Professional?	1	2	3	4	5
104. Fair and consistent?	1	2	3	4	5
105. Trustworthy?	1	2	3	4	5
106. Respectful?	1	2	3	4	5
107. Making a positive impact in the community?	1	2	3	4	5

It is important for residents to know what to do if a natural or man-made emergency occurs, such as severe weather, fire, forced evacuations, medical emergencies and utility outages.

108. In case of an emergency, do you know where to find information about what to do? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

Moving on....

109. Are you employed full-time or part-time? (IF "YES," ASK:) Do you work in the City of Red Wing, outside the City of Red Wing, or do you work from home? NO.....1  
 YES/IN RED WING.....2  
 YES/OUTSIDE RED WING....3  
 YES/FROM HOME.....4  
 DON'T KNOW/REFUSED.....5

IF "YES/IN RED WING" OR "YES/OUTSIDE RED WING," ASK:

110. How would you rate the ease of getting to and from work -- excellent, good, only fair or poor? EXCELLENT.....1  
 GOOD.....2  
 ONLY FAIR.....3  
 POOR.....4  
 DON'T KNOW/REFUSED.....5

111. Do you or anyone in your household ride public transit on a regular basis? YES.....1  
NO.....2  
DON'T KNOW/REFUSED.....3

IF "YES," ASK:

112. How would you rate the quality of the transit service in Red Wing - excellent, good, only fair or poor? EXCELLENT.....1  
GOOD.....2  
ONLY FAIR.....3  
POOR.....4  
DON'T KNOW/REFUSED.....5

IF "ONLY FAIR" OR "POOR," ASK:

113. Why do you feel that way?

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IF "NO," ASK:

114. Why don't you use public transit?

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115. How would you rate the ease of getting from place to place within the City of Red Wing - excellent, good, only fair or poor? EXCELLENT.....1  
GOOD.....2  
ONLY FAIR.....3  
POOR.....4  
DON'T KNOW/REFUSED.....5

IF "ONLY FAIR" OR "POOR," ASK:

116. Why did you rate it as (only fair/poor)?

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Changing topics....

117. What is your primary source of information about Red Wing City government and its activities? (DO NOT READ LIST)

- RADIO.....01
- WEBSITE.....02
- LOCAL NEWSPAPER.....03
- CHANNEL 6 GOVERNMENT ACCESS CHANNEL.....04
- DIRECT MAIL.....05
- WORD OF MOUTH.....06
- SOCIAL MEDIA, SUCH AS FACEBOOK OR INSTAGRAM.07
- "CITY BEAT"/ONLINE NEWSLETTER.....08
  
- DON'T KNOW/REFUSED.....09
- SCATTERED ( \_\_\_\_\_ ).....10

118. If you could choose the best way for you to receive information about your City government and the issues facing the community, what would it be? (DO NOT READ LIST)

- PUBLIC MEETINGS.....01
- WEBSITE.....02
- MAILINGS.....03
- LOCAL NEWSPAPER.....04
- E-MAIL.....05
- CHANNEL 6 GOVERNMENT ACCESS CHANNEL.....06
- WORD OF MOUTH.....07
- RADIO.....08
- SOCIAL MEDIA, SUCH AS FACEBOOK OR INSTAGRAM.09
- "CITY BEAT"/ONLINE NEWSLETTER.....10
  
- DON'T KNOW/REFUSED.....11

119. Do you have access to the Internet? YES.....1  
 NO.....2  
 DON'T KNOW/REFUSED.....3

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 with the oldest. Be sure to include yourself.

120. First, persons 65 or over? NONE.....0  
 ONE.....1  
 TWO OR MORE.....2  
 REFUSED.....3

121. Adults under 65?	NONE.....0 ONE.....1 TWO.....2 THREE OR MORE.....3 REFUSED.....4
122. School-aged or pre-school children?	NONE.....0 ONE.....1 TWO.....2 THREE OR MORE.....3 REFUSED.....4
123. Do you own or rent your present residence?	OWN.....1 RENT.....2 DON'T KNOW/REFUSED.....3
IF "OWN," ASK:	
124. Which of the following categories contains the approximate value of your residential property -- under \$75,000, \$75,000-\$150,000, \$150,000-\$250,000, or over \$250,000?	UNDER \$75,000.....1 \$75,000-\$150,000.....2 \$150,000-\$250,000.....3 OVER \$250,000.....4 DON'T KNOW.....5 REFUSED.....6
125. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....1 25-34.....2 35-44.....3 45-54.....4 55-64.....5 65 AND OVER.....6 REFUSED.....7
126. What is the last grade of school you completed?	LESS THAN HS GRAD.....1 HIGH SCHOOL GRADUATE....2 VO-TECH/TECH COLLEGE....3 SOME COLLEGE.....4 COLLEGE GRADUATE.....5 POST-GRADUATE.....6 REFUSED.....7
127. Which of the following categories represents your race or ethnicity - American Indian or Alaskan Native; Asian; Black or African American; Hispanic or Latino; Native Hawaiian or Other Pacific Islander; White; or is your race or ethnicity not listed? (IF "NOT LISTED," ASK:) What would that be?	

And now, just two more questions, keeping in mind your answers are strictly confidential....

- |   |                          |
|---|--------------------------|
| 128. Thinking about your household finances, how would you describe your financial situation -- would you say that -- | STATEMENT A.....1        |
| A) Your monthly expenses are exceeding your income;   | STATEMENT B.....2        |
| B) You are meeting your monthly expenses but are putting aside little or no savings;                                  | STATEMENT C.....3        |
| C) You are managing comfortably while putting some money aside;   | STATEMENT D.....4        |
| D) Managing very well.  | DON'T KNOW/REFUSED.....5 |

- |                                    |                          |
|------------------------------------|--------------------------|
| 129. What is your gender identity? | MALE.....1               |
|                                    | FEMALE.....2             |
|                                    | NON-BINARY.....3         |
|                                    | REFUSED/NOT LISTED.....4 |

Thank you for your time. Good-bye.