

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

City of Red Wing
2023 Residential Study
FINAL SEPTEMBER 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 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 Red Wing?
TWO YEARS OR LESS.....1
THREE TO FIVE YEARS.....2
SIX TO TEN YEARS.....3
11 TO 20 YEARS.....4
21 TO 30 YEARS.....5
OVER THIRTY YEARS.....6
REFUSED.....7

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

- 3. What do you like MOST about living in Red Wing?
(DO NOT READ LIST)

DON'T KNOW/REFUSED.....00
LOCATION.....01
CLOSE TO JOB.....02
CLOSE TO FAMILY.....03
HOUSING/NEIGHBORHOOD...04
SMALL TOWN FEEL.....05
FRIENDLY PEOPLE.....06
RIVER/NATURE.....07

- 4. What do you think is the most serious issue facing Red Wing today?
(DO NOT READ LIST)

DON'T KNOW/REFUSED.....00
NOTHING.....01
HIGH TAXES.....02
TOO MUCH GROWTH.....03
CRIME.....04
GOLF COURSE ISSUE.....05
LACK OF BUSINESSES.....06
LACK OF JOBS.....07
FRACKING/SAND MINING...08

- 5. All in all, do you think things in Red Wing are generally headed in the right direction, or do you feel things are off on the wrong track?
 - RIGHT DIRECTION.....1
 - WRONG TRACK.....2
 - DON'T KNOW/REFUSED.....3

IF "WRONG TRACK," ASK:

- 6. Why do you think things are off on the wrong track?
-
-

- 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?
-
-

- 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?

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?

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?

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

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 MUCH	FEW/ LITT	ABOUT RIGHT	DK/ 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. Grocery store options?	1	2	3	4
25. Affordable childcare?	1	2	3	4
26. Preschool programs?	1	2	3	4
27. Affordable health care services?	1	2	3	4
28. Mental health services?	1	2	3	4
29. Job and career opportunities?	1	2	3	4
30. Job training programs?	1	2	3	4
31. Big-box retail businesses?	1	2	3	4
32. Small retail businesses?	1	2	3	4
33. Lifelong learning opportunities for adults?	1	2	3	4
34. Activities and locations for children, 12 years old or younger?	1	2	3	4
35. Activities and locations for teenagers?	1	2	3	4
36. Are you satisfied with housing options for you and your family?	YES.....			1
	NO.....			2
	DON'T KNOW/REFUSED.....			3

IF "NO," ASK:

37. What housing options would you like to see offered in Red Wing?

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

38. Has Red Wing's population growth been too slow, too fast, or about right?	TOO SLOW.....	1
	TOO FAST.....	2
	ABOUT RIGHT.....	3
	DON'T KNOW/REFUSED.....	4

39. 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

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
40. Police protection?	1	2	3	4	5
41. Fire protection?	1	2	3	4	5
42. Ambulance service?	1	2	3	4	5
43. Animal control?	1	2	3	4	5
44. Building and housing inspection?	1	2	3	4	5
45. Community planning and zoning?	1	2	3	4	5
46. Community engagement and communication?	1	2	3	4	5
47. Accommodation and control of storm water run-off?	1	2	3	4	5
48. Water and sanitary sewer services?	1	2	3	4	5
49. Snow plowing?	1	2	3	4	5
50. Pavement repair and patching on city streets?	1	2	3	4	5
51. Park maintenance?	1	2	3	4	5
52. Trail maintenance?	1	2	3	4	5
53. Sidewalk maintenance?	1	2	3	4	5
54. Library services?	1	2	3	4	5
55. Outdoor recreational services and programs?	1	2	3	4	5
56. Park security?	1	2	3	4	5
57. Cemeteries?	1	2	3	4	5
58. Recycling service?	1	2	3	4	5
59. Garbage collection?	1	2	3	4	5

IF "ONLY FAIR" OR "POOR" FOR ANY CITY SERVICE, ASK:

60. Could you tell me one or two reasons for your rating?
 (DO NOT READ LIST)

DON'T KNOW/REFUSED.....00
 POOR STREET REPAIR.....01
 SLOW RESPONSE.....02
 POOR DRINKING WATER.....03
 POOR SERVICE.....04
 LOOSE ANIMALS.....05
 POOR PLOWING.....06
 HIGH COST.....07
 INCONVENIENT HOURS.....08
 NOT ENOUGH OFFERED.....09
 NOT ENOUGH BUSINESSES..10

61. 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
 GOOD.....2
 ONLY FAIR.....3
 POOR.....4
 DON'T KNOW/REFUSED.....5

62. Would you favor or oppose an increase in city property taxes if it were needed to **maintain** city services at their current level?

FAVOR.....1
 OPPOSE.....2
 DON'T KNOW/REFUSED.....3

IF "FAVOR," ASK:

63. How much would you be willing to pay in additional property taxes to maintain city services?
 How about \$_____ per month?
 (CHOOSE A RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDENT ON RESPONSE) How about \$_____ per month?

NOTHING.....1
 \$3.00.....2
 \$6.00.....3
 \$9.00.....4
 \$12.00.....5
 \$15.00.....6
 OVER \$15.00.....7
 DON'T KNOW.....8
 REFUSED.....9

IF "OPPOSE," ASK:

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

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

66. 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 share of the property tax is about 44 percent.

The City of Red Wing could offer financial incentives to attract specific types of development. For each of the following, please tell me if you strongly support the City offering financial incentives to attract that type of development, somewhat support, somewhat oppose, or strongly oppose offering financial incentives.

	STS	SMS	SMO	STO	DKR
67. Housing?	1	2	3	4	5
68. Manufacturing businesses?	1	2	3	4	5
69. Retail businesses?	1	2	3	4	5
70. Dining and entertainment establishments?	1	2	3	4	5

The City is also considering options to generate additional revenue. For each of the following two revenue generating options, please tell me if you would strongly support it, somewhat support it, somewhat oppose it, or strongly oppose it.

	STS	SMS	SMO	STO	DKR
71. A half-cent sales tax increase?	1	2	3	4	5
72. Opening a city-owned cannabis dispensary?	1	2	3	4	5

Moving on...

73.	Would you support or oppose re-stricting the number of licenses allowed to sell cannabis in the City of Red Wing, based on state guidelines? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....1 SUPPORT.....2 OPPOSE.....3 STRONGLY OPPOSE.....4 DON'T KNOW/REFUSED.....5
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Changing topics....

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
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IF "NO," ASK:

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

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

78. Why do you feel that way?

79.	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 SOME.....2 VERY LITTLE.....3 NONE AT ALL.....4 DON'T KNOW/REFUSED.....5
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- | | | |
|-----|---|--|
| 80. | From what you know, how would you rate the job performance of Red Wing City employees -- excellent, good, only fair, or poor? | EXCELLENT.....1
GOOD.....2
ONLY FAIR.....3
POOR.....4
DON'T KNOW/REFUSED.....5 |
| 81. | Do you think City staff work in residents' best interests? (WAIT FOR RESPONSE) Do you feel strongly way? | STRONGLY YES.....1
YES.....2
NO.....3
STRONGLY NO.....4
DON'T KNOW/REFUSED.....5 |

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

82. Why do you feel that way?

Turning to public safety....

- | | | |
|-----|---|---|
| 83. | During the past two years, has crime 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 |
| 84. | Do you generally feel safe walking in your neighborhood alone at night? | YES.....1
NO.....2
DON'T KNOW/REFUSED.....3 |

IF "NO," ASK:

85. What makes you feel unsafe?

Keeping in mind, all individual responses are confidential....

- | | | |
|-----|--|---|
| 86. | 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:

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

IF "NO," ASK:

88. Why didn't you report the crime?

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
89. Professional?	1	2	3	4	5
90. Fair and consistent?	1	2	3	4	5
91. Trustworthy?	1	2	3	4	5
92. Respectful?	1	2	3	4	5
93. 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.

94. 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....

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

95. 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
 SOMEWHAT IMPORTANT.....2
 NOT TOO IMPORTANT.....3
 NOT AT ALL IMPORTANT....4
 DON'T KNOW/REFUSED.....5
96. Do you support continued efforts by the City to encourage the use of renewable energy for businesses and homes? YES.....1
 NO.....2
 DON'T KNOW/REFUSED.....3

97. Do you support continued efforts by the City to incorporate climate change and its effects into its planning, projects, and policies? YES.....1
NO.....2
DON'T KNOW/REFUSED.....3
98. 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
SUPPORT.....2
OPPOSE.....3
STRONGLY OPPOSE.....4
DON'T KNOW/REFUSED.....5
99. 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
100. Do you feel the current mix of recreational facilities or activities in the City of Red Wing meets the needs of your household members? YES.....1
NO.....2
DON'T KNOW/REFUSED.....3

IF "NO," ASK:

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

102. 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:) What activities? DON'T KNOW/REFUSED.....00
NO.....01
LAKES/BOATING.....02
GOLF.....03
FITNESS CENTER.....04
SPORTS LEAGUES.....05

Moving on....

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

IF "YES," ASK:

111. 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
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IF "ONLY FAIR" OR "POOR," ASK:

112. Why do you feel that way?

IF "NO" IN QUESTION #110, ASK:

113. Why don't you use public transit?

114. 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
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IF "ONLY FAIR" OR "POOR," ASK:

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

Changing topics....

116. 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 TWITTER...	07
"CITY BEAT"/ON-LINE NEWSLETTER.....	08
ELSE: _____.....	09
DON'T KNOW/REFUSED.....	10

117. 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 TWITTER...	09
"CITY BEAT"/ON-LINE NEWSLETTER.....	10
ELSE: _____.....	11
DON'T KNOW/REFUSED.....	12

118. 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.

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

120. Adults under 65?	NONE.....0 ONE.....1 TWO.....2 THREE OR MORE.....3 REFUSED.....4
121. School-aged or pre-school children?	NONE.....0 ONE.....1 TWO.....2 THREE OR MORE.....3 REFUSED.....4
122. Do you own or rent your present residence?	OWN.....1 RENT.....2 DON'T KNOW/REFUSED.....3
IF "OWN," ASK:	
123. Which of the following categories contains the approximate value of your residential property -- under \$150,000, \$150,000-\$250,000, \$250,001-\$350,000, or over \$350,000?	UNDER \$150,000.....1 \$150,000-\$250,000.....2 \$250,001-\$350,000.....3 OVER \$350,000.....4 DON'T KNOW.....5 REFUSED.....6
124. 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
125. 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

126. Which of the following categories represents your ethnicity --
 White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?
- | | |
|---------------------------|---|
| WHITE..... | 1 |
| AFRICAN-AMERICAN..... | 2 |
| HISPANIC-LATINO..... | 3 |
| ASIAN-PACIFIC ISLAND..... | 4 |
| NATIVE AMERICAN..... | 5 |
| SOMETHING ELSE..... | 6 |
| MULTI/BI-RACIAL..... | 7 |
| DON'T KNOW..... | 8 |
| REFUSED..... | 9 |
- ELSE: _____

And now, for one final question, keeping in mind your answers are held strictly confidential....

127. Finally, thinking about your household finances, how would you describe your financial situation, would you say that --
- | | |
|-------------------------|---|
| STATEMENT A..... | 1 |
| STATEMENT B..... | 2 |
| STATEMENT C..... | 3 |
| STATEMENT D..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |
- 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?

128. What is your gender identity?
- | | |
|-----------------|---|
| MALE..... | 1 |
| FEMALE..... | 2 |
| NON-BINARY..... | 3 |
| REFUSED..... | 4 |

Thank you for your time. Good-bye.

129. Ward (FROM LIST)
- | | |
|-----------------|---|
| WARD ONE..... | 1 |
| WARD TWO..... | 2 |
| WARD THREE..... | 3 |
| WARD FOUR..... | 4 |

LIST: _____

PHONER: _____

DATE: _____

PHONE NUMBER: _____