

# Bloomington, MN

## The National Community Survey

Report of Results  
2024

**Report by:**



**Visit us online!**  
[www.polco.us](http://www.polco.us)



National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Bloomington. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement



POWERED BY POLCO



The report provides the opinions of a representative sample of 545 residents of the City of Bloomington collected from September 25th, 2024 to November 6th, 2024. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2024 survey was 10%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Bloomington.



## How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Bloomington's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Bloomington residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Bloomington's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Bloomington's average rating was more than 20 points different when compared to the benchmark.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that aligned more closely to the demographics in Bloomington. This cohort included communities with similar characteristics. Comparisons to these communities can be found throughout the report and in a separate table in the Custom Benchmarks tab.

## Trends over time

Trend data for Bloomington represent important comparison data and should be examined for improvements or declines.<sup>1</sup> Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2023 and 2024 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting survey recipients

All households within the City of Bloomington were eligible to participate in the survey. A list of all households within the zip codes serving Bloomington was purchased from Polco's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Bloomington households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Bloomington boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the 4 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

### Conducting the survey

The 5,500 randomly selected households received mailings beginning on September 25th, 2024 and data collection for the survey remained open for 6 weeks. 3,000 households first received a postcard inviting the household to take the survey, followed by a mailing which contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The 2,500 remaining households received a postcard inviting the household to take the survey, followed by a reminder postcard inviting the household one final time to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

The survey was available in English, Spanish, and Somali. All mailings contained paragraphs in all languages instructing participants on how to complete the survey in their preferred language.

About 3% of the 5,500 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 5,337 households that received the invitations to participate, 545 completed the survey, providing an overall response rate of 10%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.<sup>2</sup>

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Bloomington survey is no greater than plus or minus 4.2 percentage points around any given percent reported for all respondents (545 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Bloomington. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Bloomington and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on October 16th, 2024. The survey remained open for 3 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

## Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Bloomington. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.<sup>3</sup> The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target <sup>4</sup>
<b>Age</b>	18-34	7%	26%	26%
	35-54	19%	31%	31%
	55+	74%	43%	43%
<b>Area</b>	Area 1	26%	23%	24%
	Area 2	26%	25%	25%
	Area 3	32%	26%	26%
	Area 4	16%	25%	25%
<b>Hispanic origin</b>	No, not of Hispanic, Latino/a/x, or Spanish origin	98%	93%	93%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	2%	7%	7%
<b>Housing tenure</b>	Own	84%	67%	67%
	Rent	16%	33%	33%
<b>Housing type</b>	Attached	37%	43%	43%
	Detached	63%	57%	57%
<b>Race &amp; Hispanic origin</b>	Not white alone	10%	27%	27%
	White alone, not Hispanic or Latino	90%	73%	73%
<b>Sex</b>	Man	47%	50%	49%
	Woman	53%	50%	51%
<b>Sex/age</b>	Man 18-34	5%	14%	14%

Man 35-54	10%	16%	16%
Man 55+	32%	20%	19%
Woman 18-34	2%	10%	12%
Woman 35-54	9%	16%	15%
Woman 55+	42%	24%	23%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Contact

The City of Bloomington funded this research. Please contact Jamie Verbrugge of the City of Bloomington at [jverbrugge@BloomingtonMN.gov](mailto:jverbrugge@BloomingtonMN.gov) if you have any questions about the survey.

### Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

### Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
4. Targets come from the 2020 Census and 2022 American Community Survey

## Key Findings

### Highest-performing areas:

- Bloomington residents provided high ratings for their community in both attracting and valuing/respecting people from diverse backgrounds, both of which ranked higher than the national average.
- Residents continued to offer praise for the quality of drinking water in Bloomington, with much higher-than-average ratings when compared to both national and custom benchmarks.
- After seeing a significant decline in 2023, ratings for street repair rebounded sharply in 2024, trending upwards to 63% positive. This resulted in the highest score this survey item has seen since surveying began.
- Continuing a trend seen in 2023, residents shared a more positive outlook on the economy's impact on family income in the next 6 months.

### Lowest-performing areas:

- While still ranking higher than national benchmark averages and similar to custom benchmark averages, ratings for employment opportunities declined by 21% since 2023.
- Ratings for the availability of affordable quality mental health care and preventive health services both declined since 2023, by 15% and 9% respectively.
- The variety of housing options and availability of affordable quality housing both saw downward trends, although each remained similar to national and custom benchmarks, except for the variety of housing options which ranked higher than national benchmarks.

### Other notable results:

- When residents were asked how often they used certain modes of travel, residents were most likely to use gasoline or diesel-fueled vehicles, followed by walking, bicycling, and public transportation.
- Residents were asked to rate how much of a problem various issues may have been for them over the past year. The most common issues that residents indicated were a major or moderate problem for them were:
  - An injury, health condition, or disability that impacts daily life
  - Depression, anxiety, feelings of sadness
  - Unemployment, loss of job, reduced hours or wages
  - Social isolation or loneliness
  - Difficulty buying or accessing food
  - Grief/loss of a loved one
- Around 9 in 10 residents positively rated the overall quality of maintenance at their local park.
- A majority of residents consider the City of Bloomington newsletter a major source of information about the City and its activities.

### Areas of greatest change since 2023:

Of the 119 evaluative questions included on both the 2023 and current survey iterations, 92 were statistically similar to previous results. Upward trends were seen in 3 items, while 24 ratings decreased since 2023. The most significant of those trends are listed below.

#### *Increases*

- Street repair (+22%)
- Expected economic impact on income (+9%)
- Value of services for taxes paid (+7%)

#### *Decreases*

- Employment opportunities (-21%)
- Availability of affordable quality mental health care (-15%)
- Traffic flow on major streets (-10%)
- Ease of travel by car in Bloomington (-10%)
- Availability of affordable quality childcare (-10%)

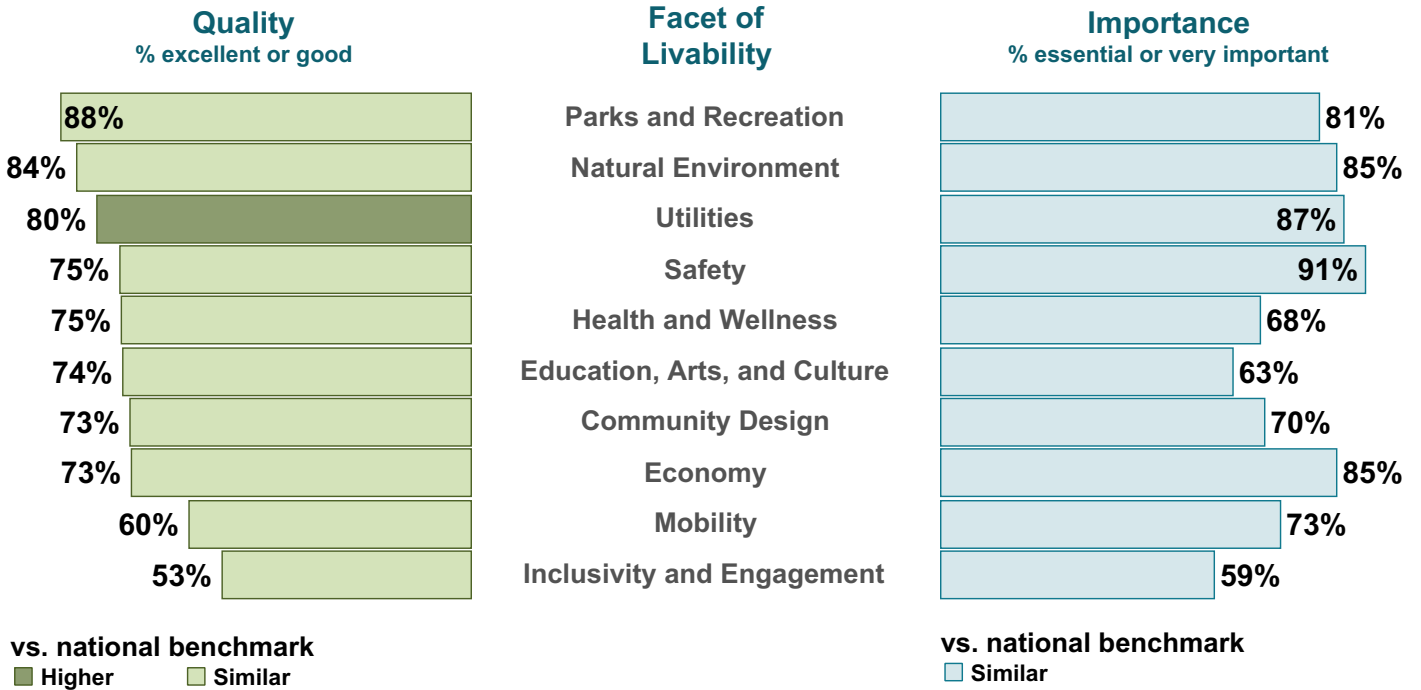
# Facets of livability



Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

## Quality and Importance by the Numbers

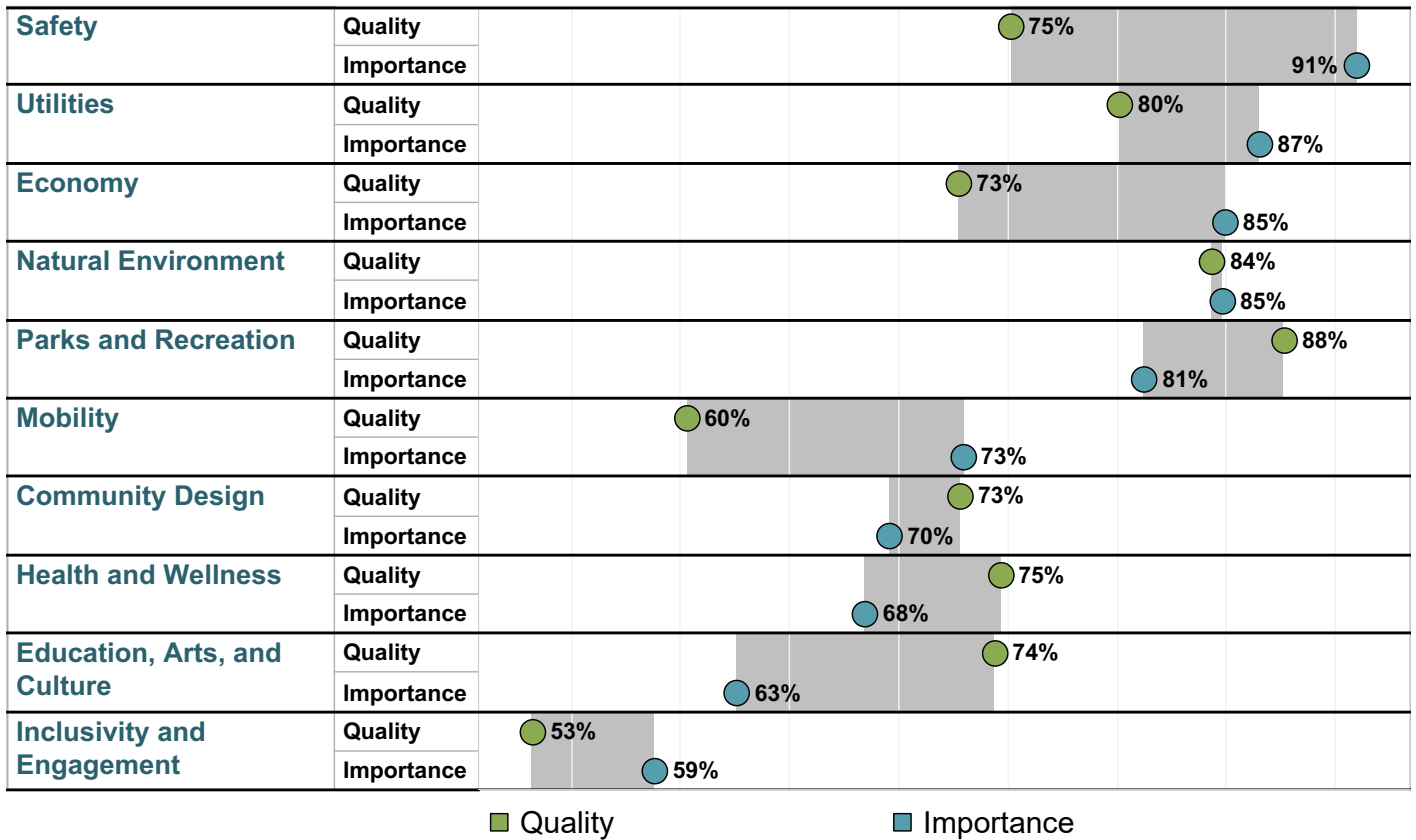
The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).





## Quality/Importance Gap Analysis

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.

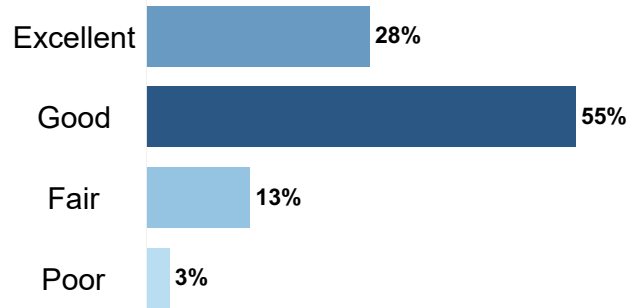




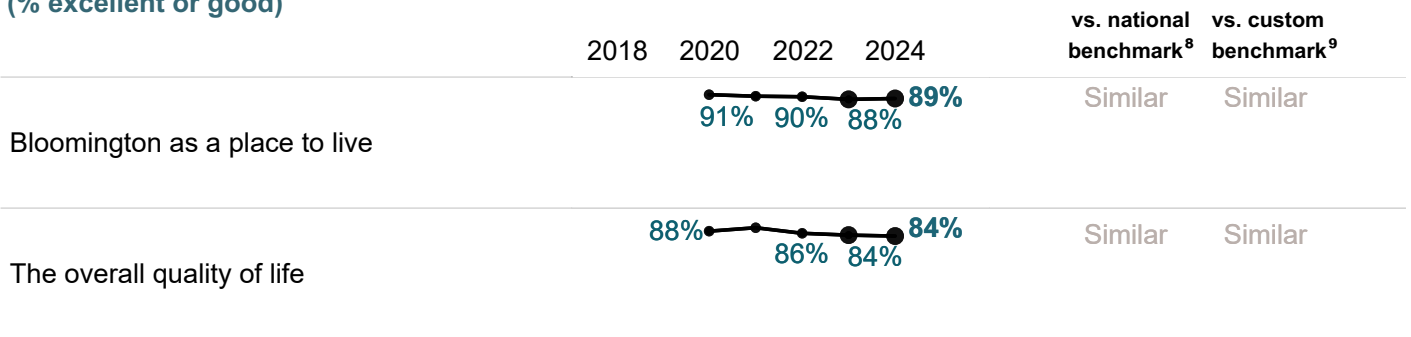
## Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

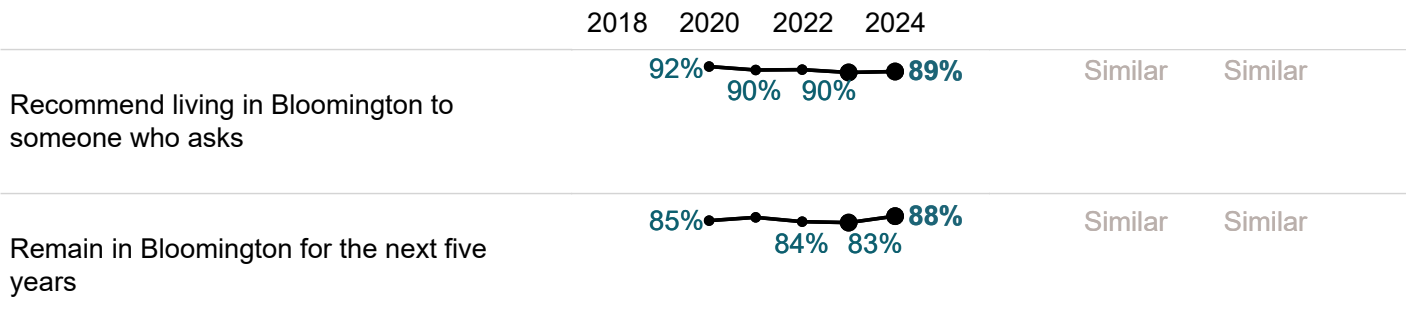
### The overall quality of life in Bloomington, 2024



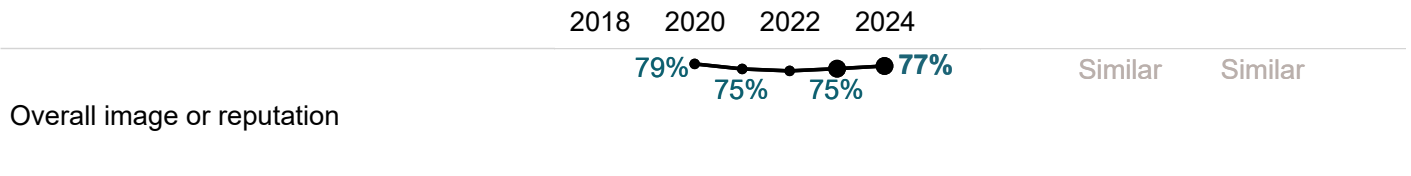
### Please rate each of the following aspects of quality of life in Bloomington. (% excellent or good)



### Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)



### Please rate each of the following in the Bloomington community. (% excellent or good)

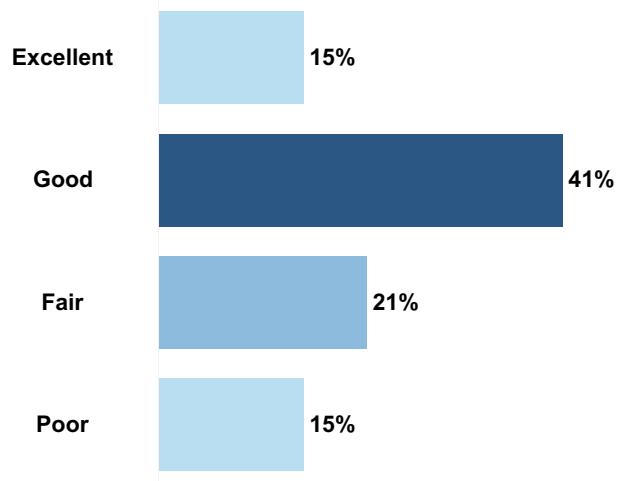


8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.



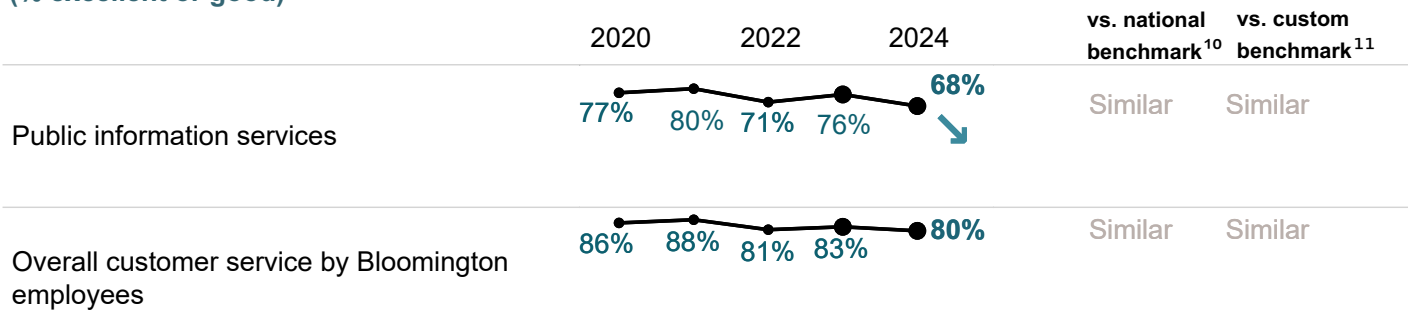
### Overall confidence in Bloomington government, 2024



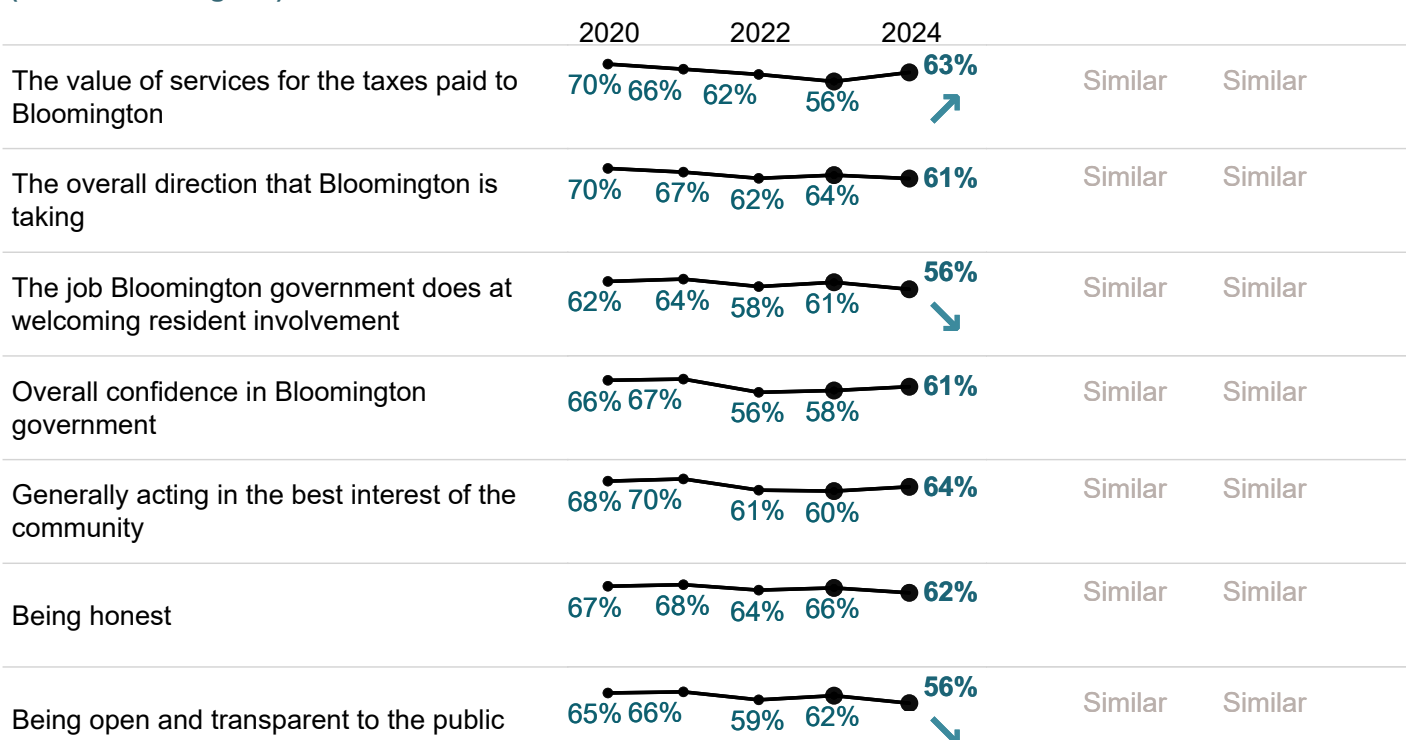
## Governance

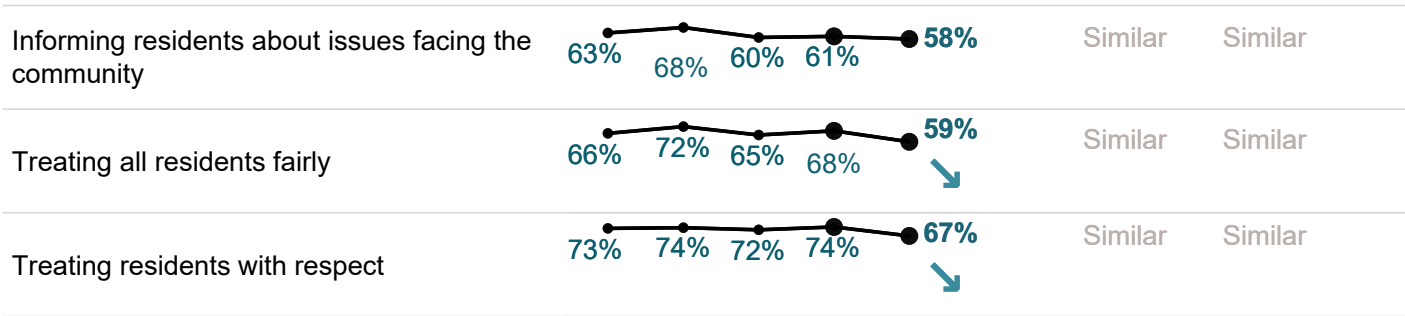
Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

**Please rate the quality of each of the following services in Bloomington.**  
(% excellent or good)

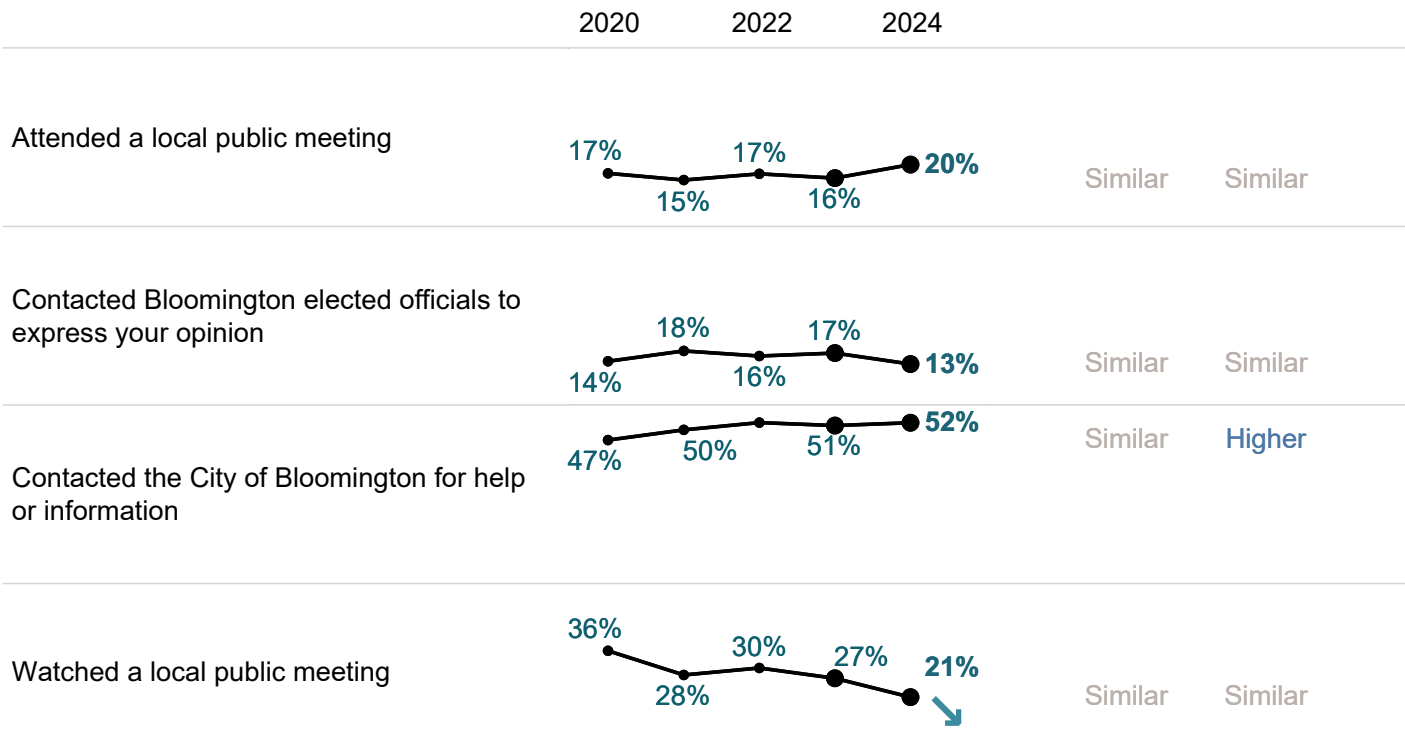


**Please rate the following categories of Bloomington government performance.**  
(% excellent or good)

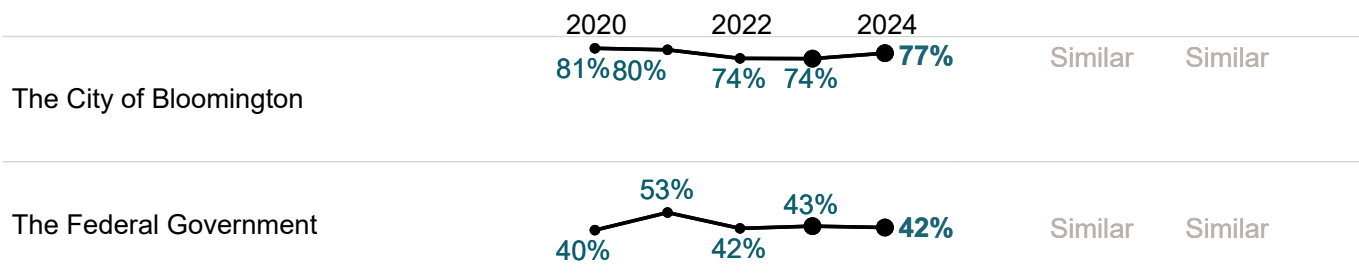




**Please indicate whether or not you have done each of the following in the last 12 months. (% excellent or good)**



**Overall, how would you rate the quality of the services provided by each of the following? (% excellent or good)**



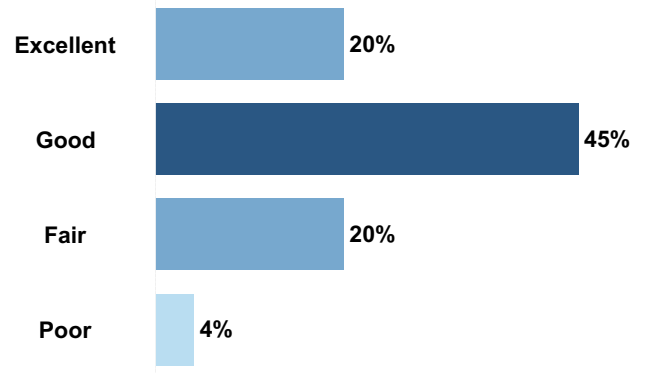
10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

11. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

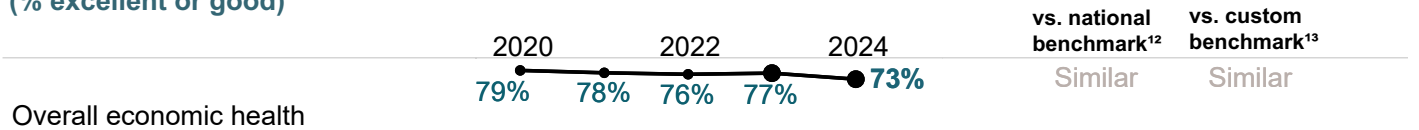
## Overall economic health of Bloomington, 2024

### Economy

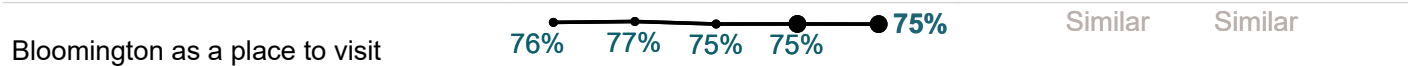
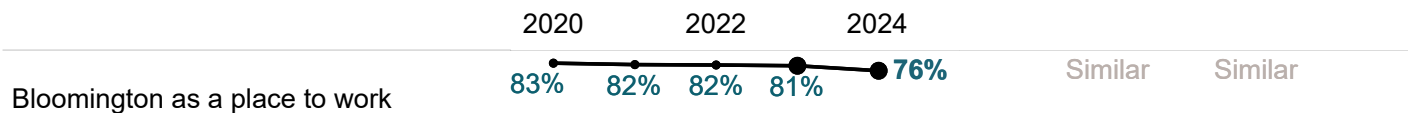
Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.



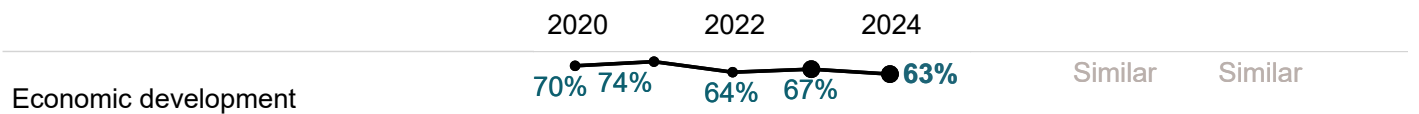
Please rate each of the following characteristics as they relate to Bloomington as a whole.  
(% excellent or good)



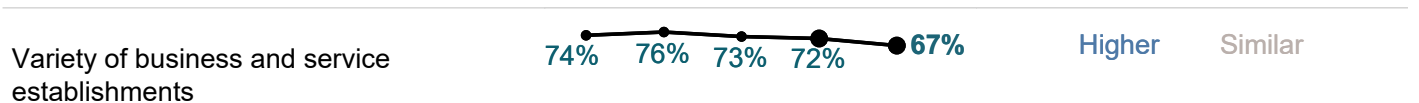
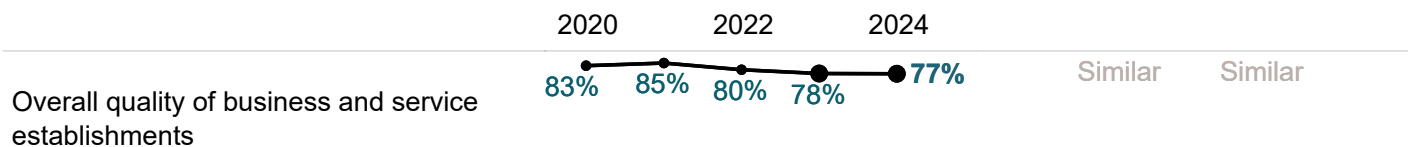
Please rate each of the following aspects of quality of life in Bloomington.  
(% excellent or good)

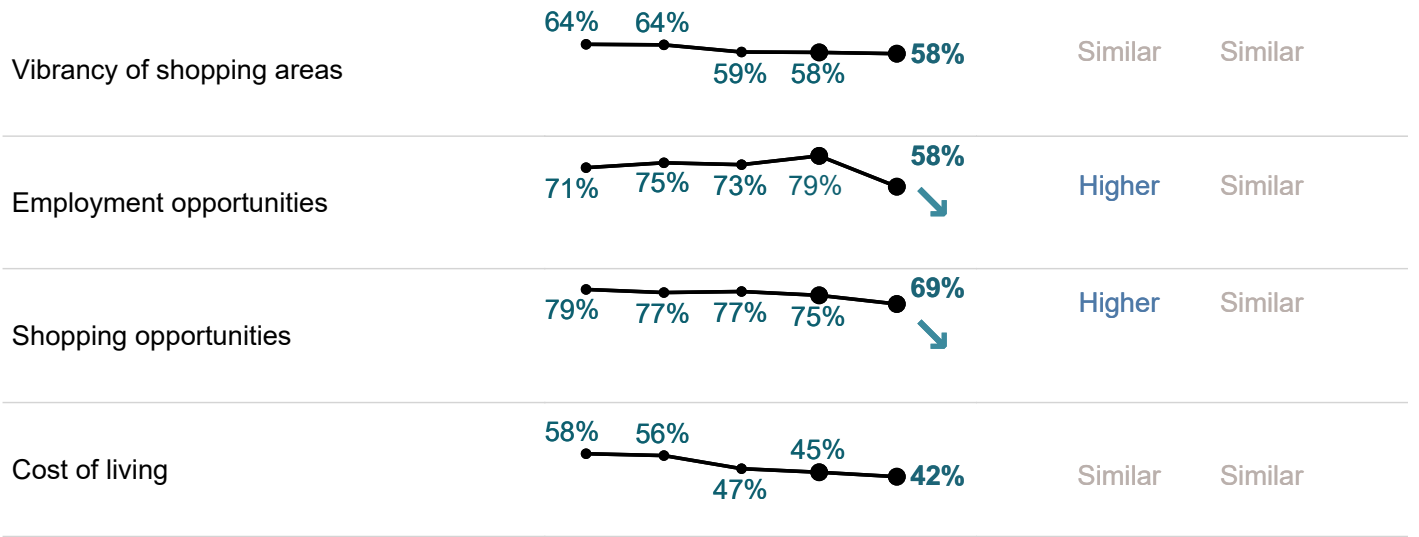


Please rate the quality of each of the following services in Bloomington.  
(% excellent or good)

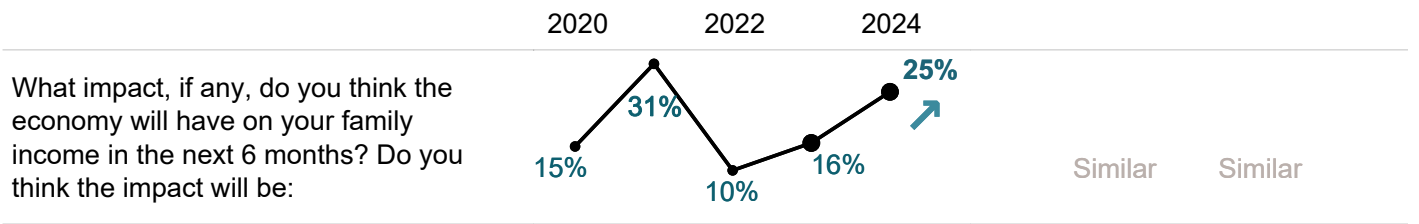


Please rate each of the following in the Bloomington community.  
(% excellent or good)





**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**  
 (% very or somewhat positive)

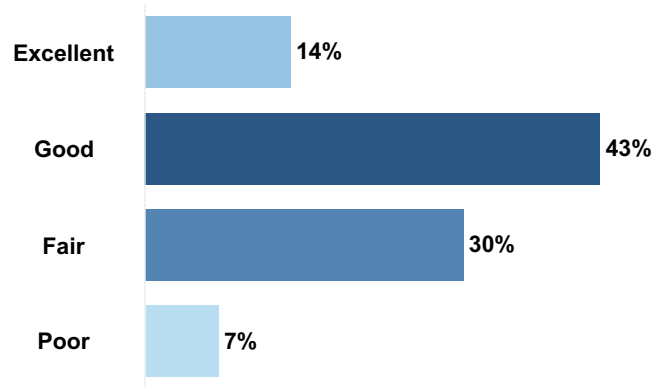


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.  
 13. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

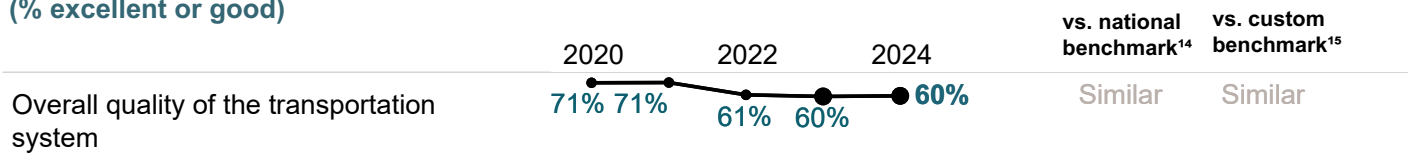
## Overall quality of the transportation system in Bloomington, 2024

### Mobility

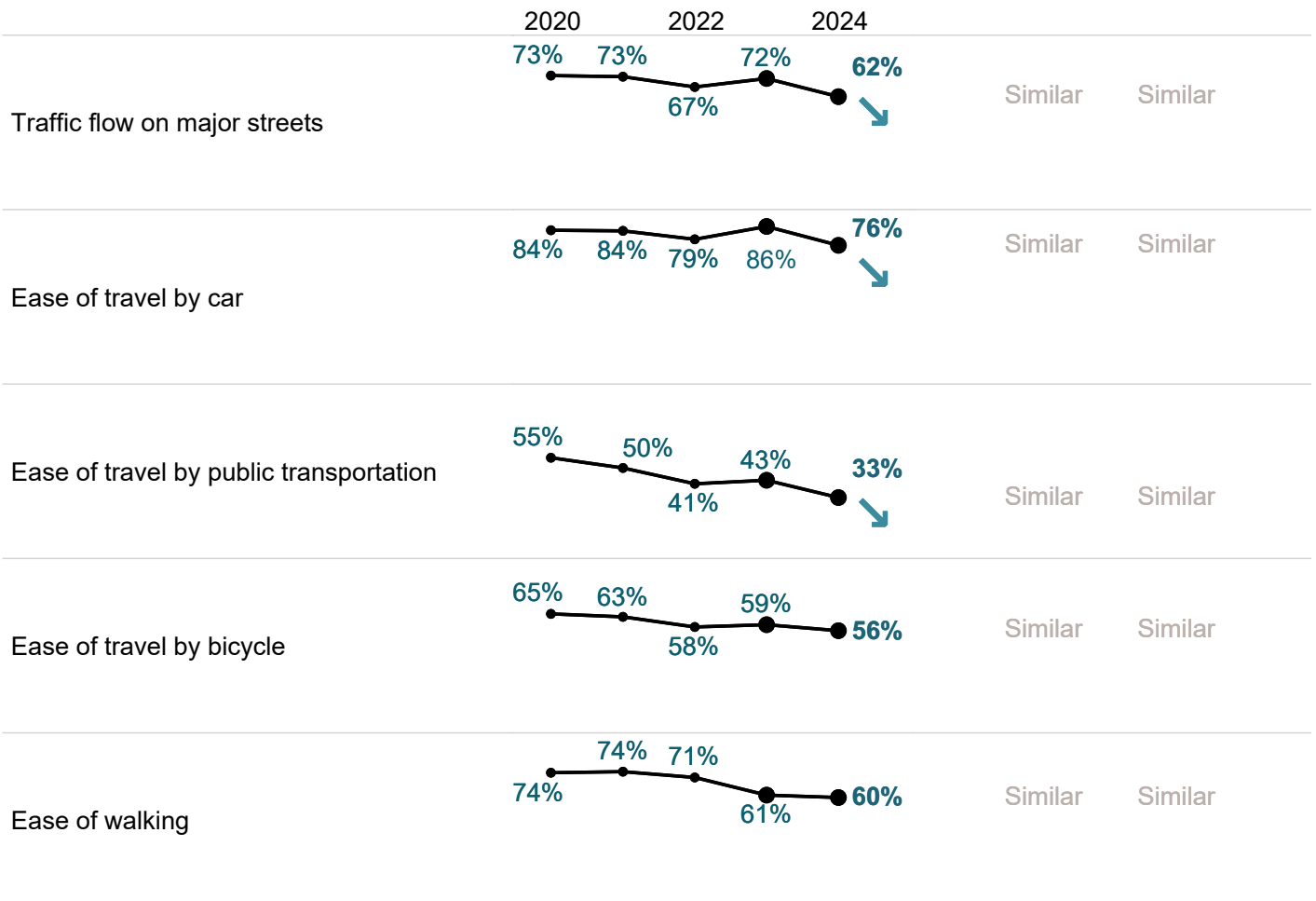
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



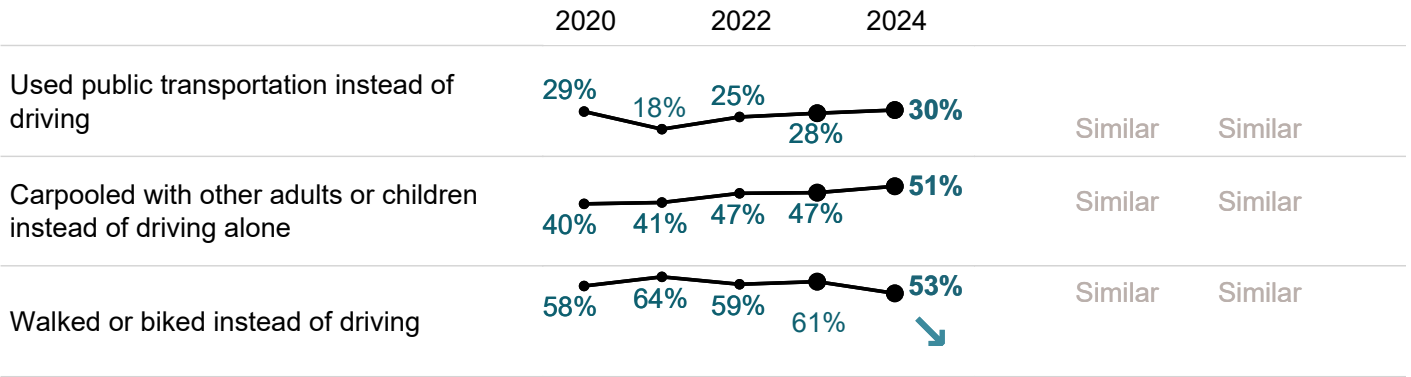
Please rate each of the following characteristics as they relate to Bloomington as a whole.  
(% excellent or good)



Please also rate each of the following in the Bloomington community.  
(% excellent or good)



**Please indicate whether or not you have done each of the following in the last 12 months.**  
 (% yes)



**Please rate the quality of each of the following services in Bloomington.**  
 (% excellent or good)



14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

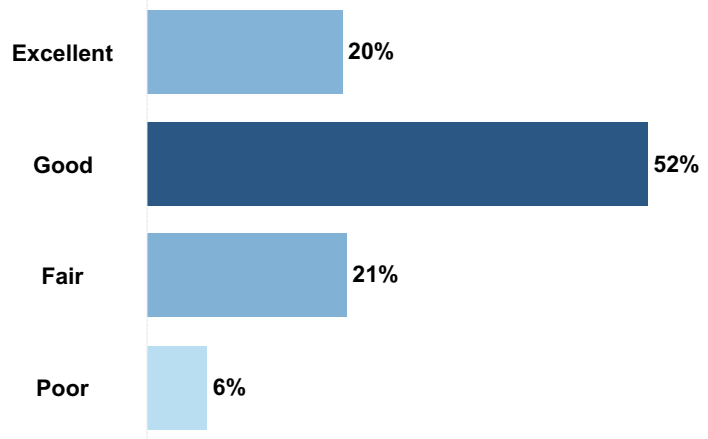
15. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.



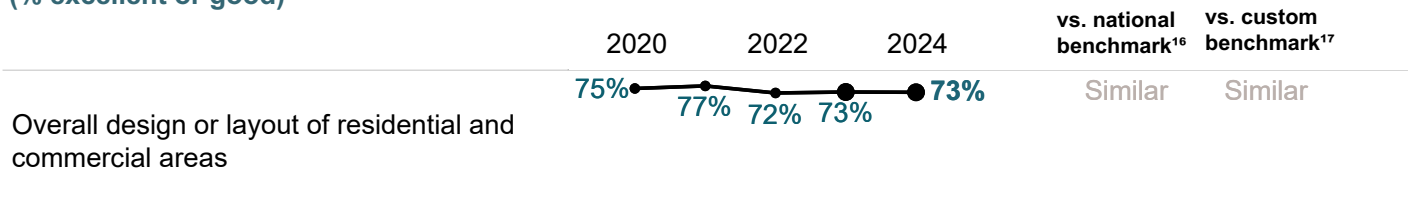
## Overall design or layout of Bloomington's residential and commercial areas, 2024

### Community Design

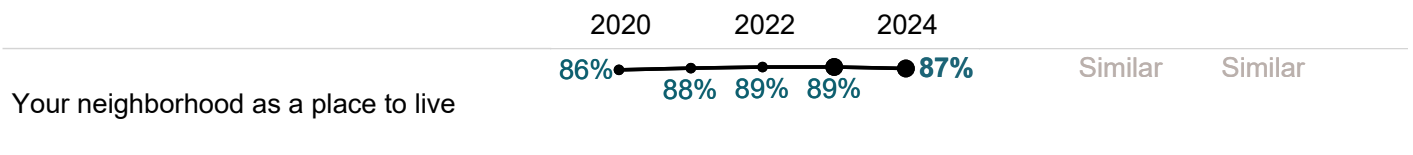
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



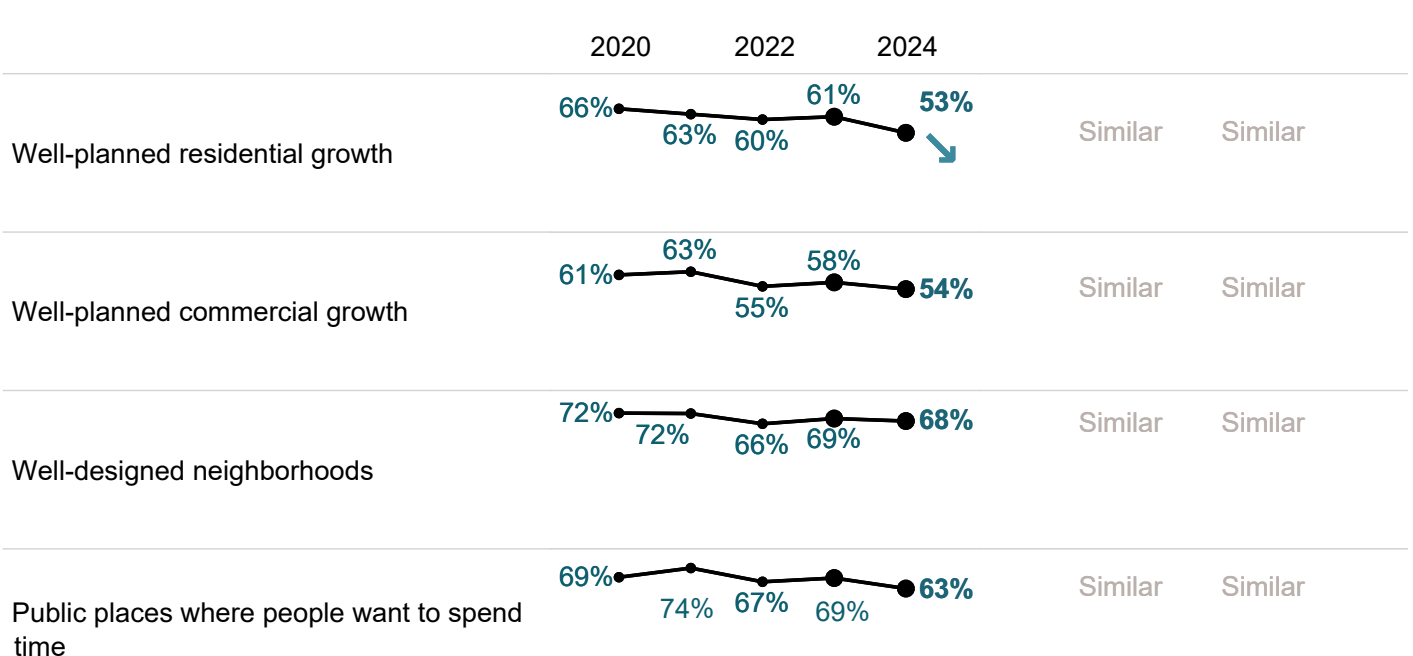
Please rate each of the following characteristics as they relate to Bloomington as a whole.  
(% excellent or good)



Please rate each of the following aspects of quality of life in Bloomington.  
(% excellent or good)

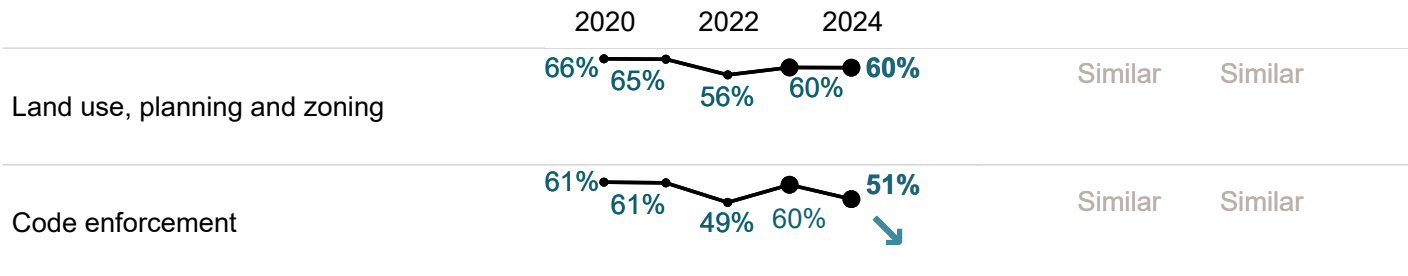


Please also rate each of the following in the Bloomington community.  
(% excellent or good)





**Please rate the quality of each of the following services in Bloomington.  
(% excellent or good)**



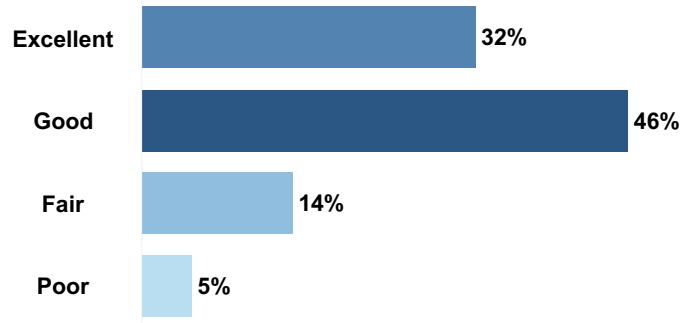
16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

17. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

## Overall quality of the utility infrastructure in Bloomington, 2024

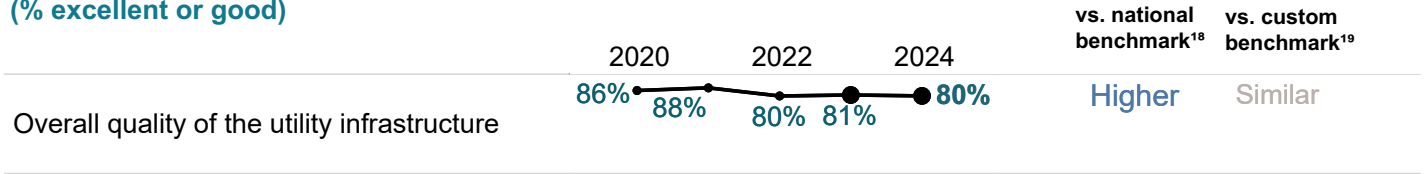
### Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



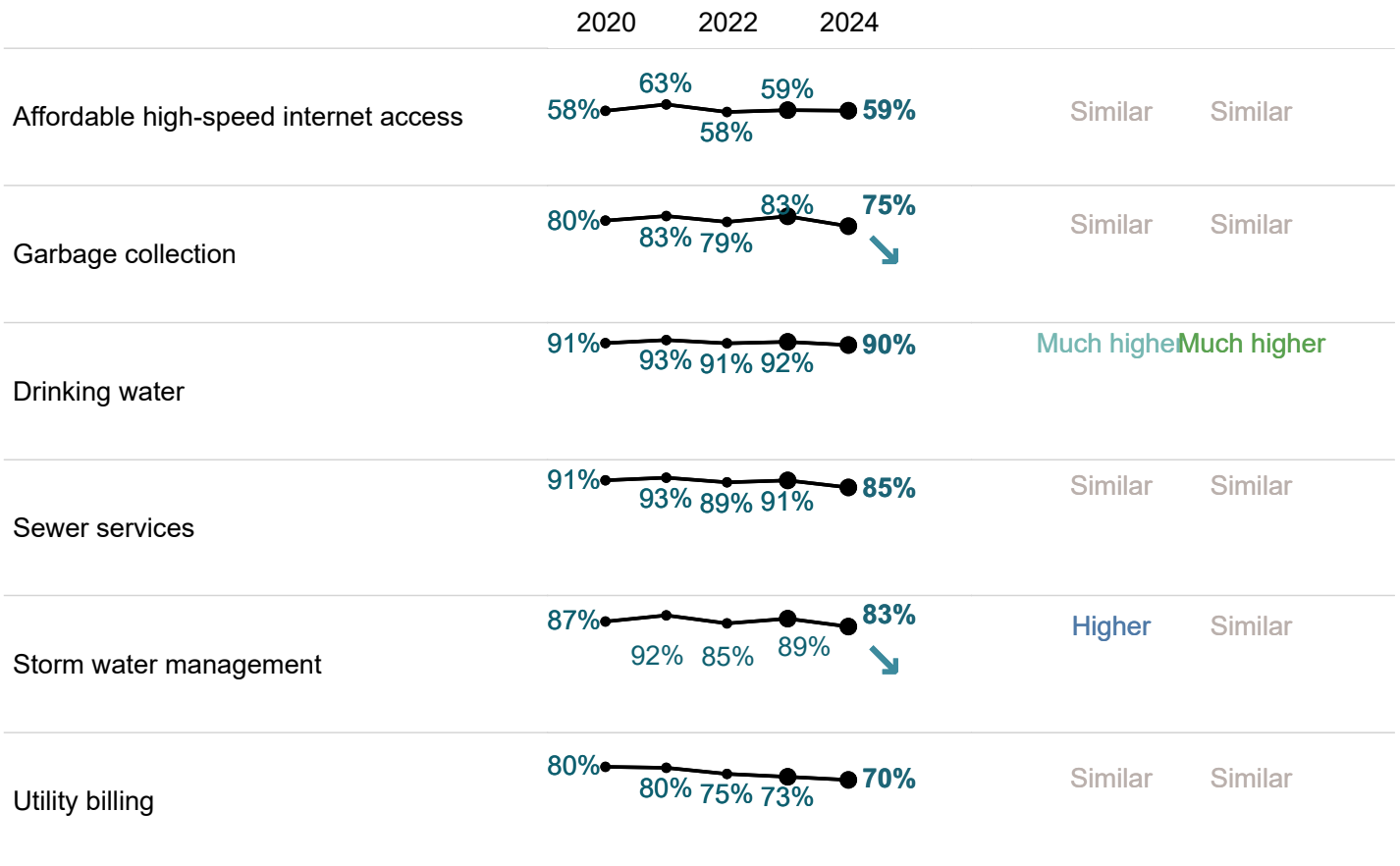
Please rate each of the following characteristics as they relate to Bloomington as a whole.

(% excellent or good)



Please rate the quality of each of the following services in Bloomington.

(% excellent or good)



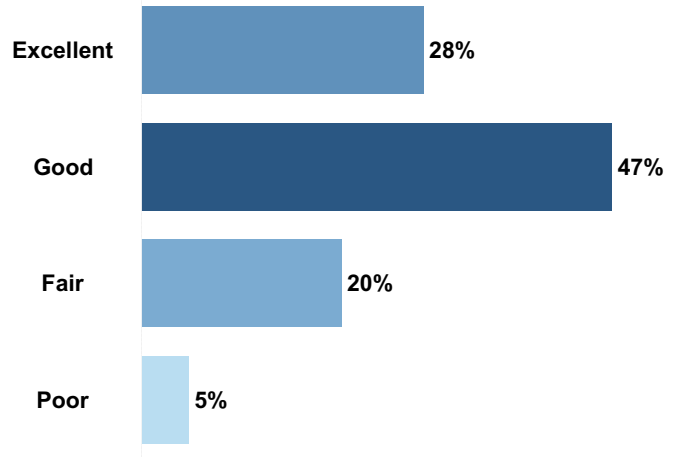
<sup>18</sup>. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

<sup>19</sup>. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

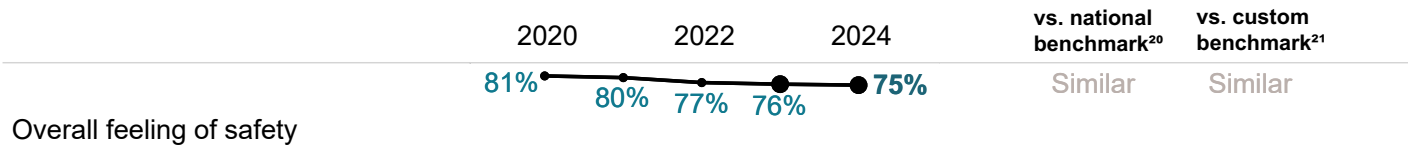
## Overall feeling of safety in Bloomington, 2024

### Safety

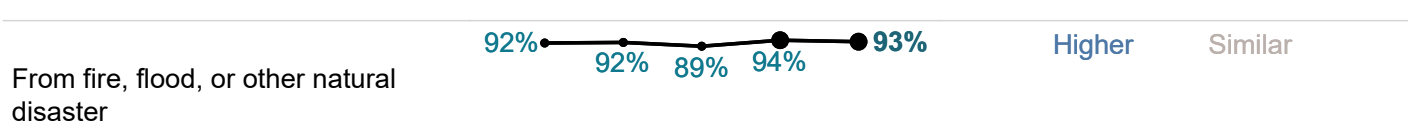
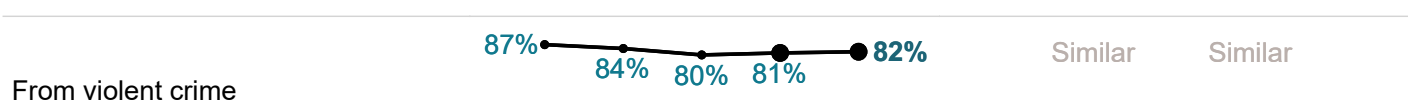
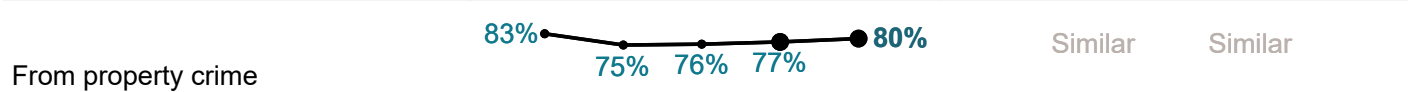
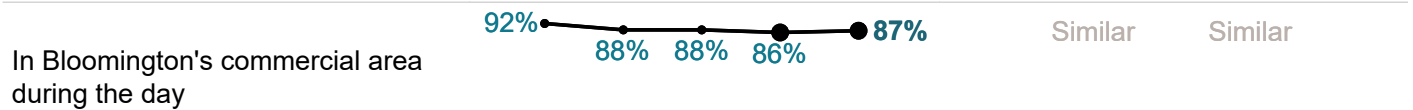
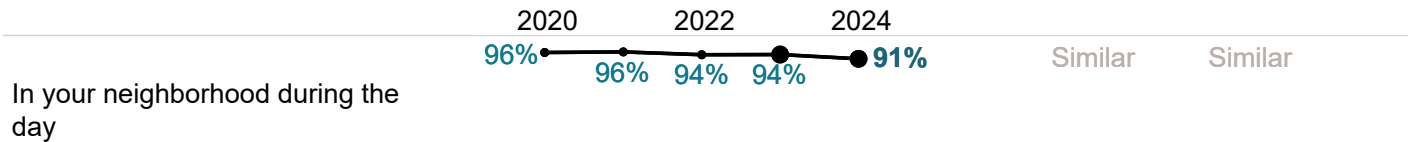
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



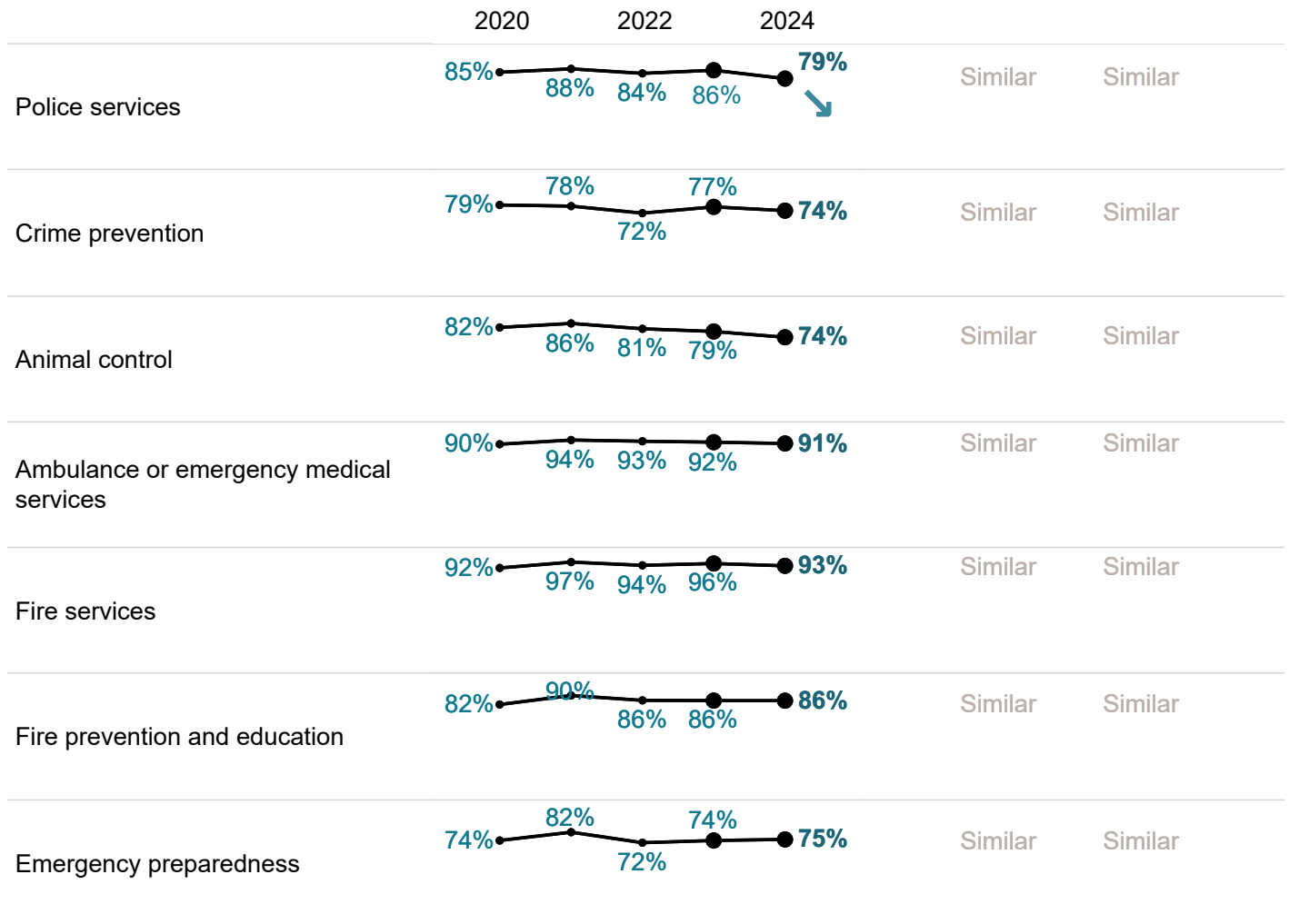
Please rate each of the following characteristics as they relate to Bloomington as a whole.  
(% excellent or good)



Please rate how safe or unsafe you feel:  
(% very or somewhat safe)



**Please rate the quality of each of the following services in Bloomington.  
(% excellent or good)**



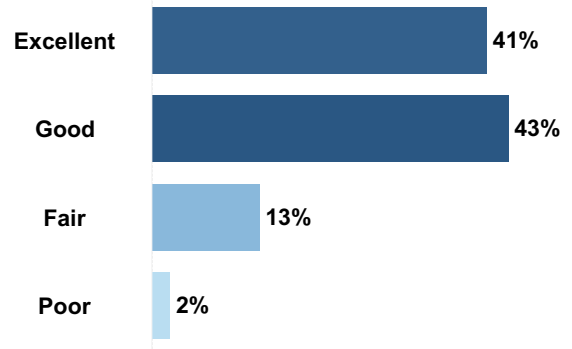
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

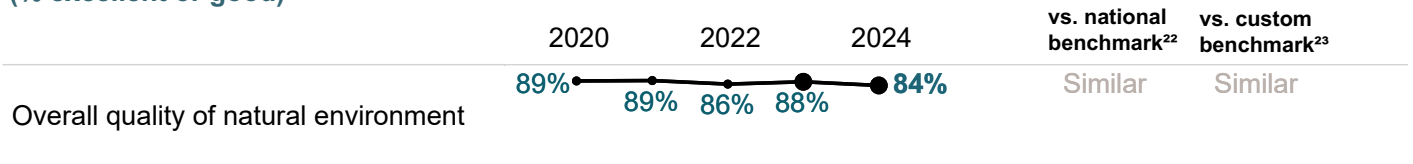
## Overall quality of natural environment in Bloomington, 2024

### Natural Environment

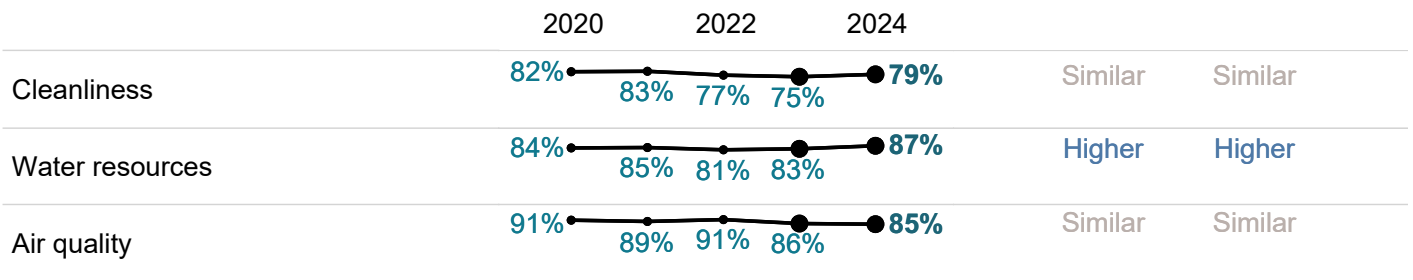
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



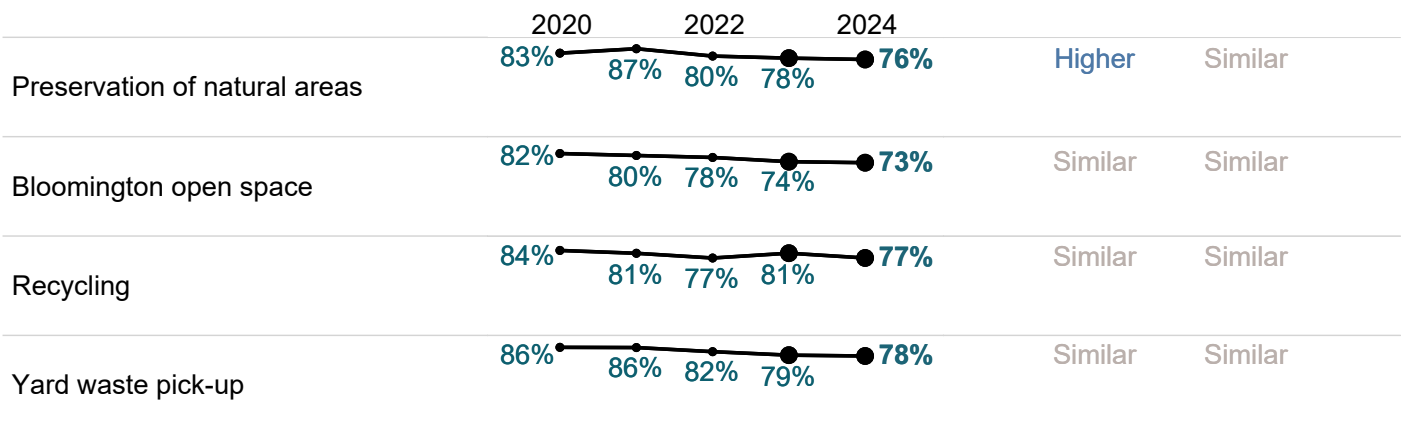
Please rate each of the following characteristics as they relate to Bloomington as a whole. (% excellent or good)



Please also rate each of the following in the Bloomington community. (% excellent or good)



Please rate the quality of each of the following services in Bloomington. (% excellent or good)



22. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

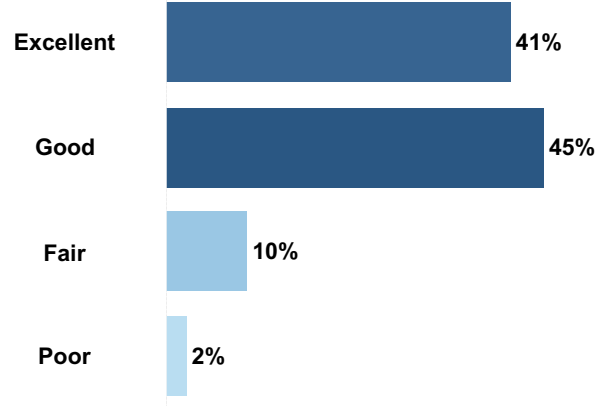
23. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

## Overall quality of parks and recreation opportunities, 2024

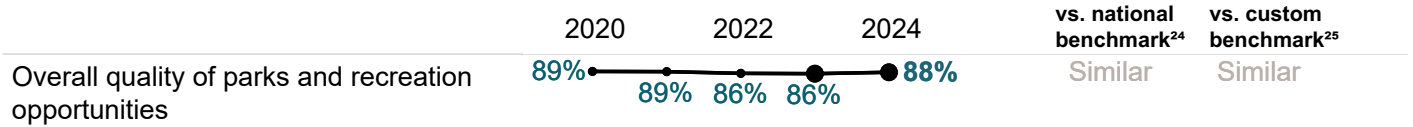
### Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

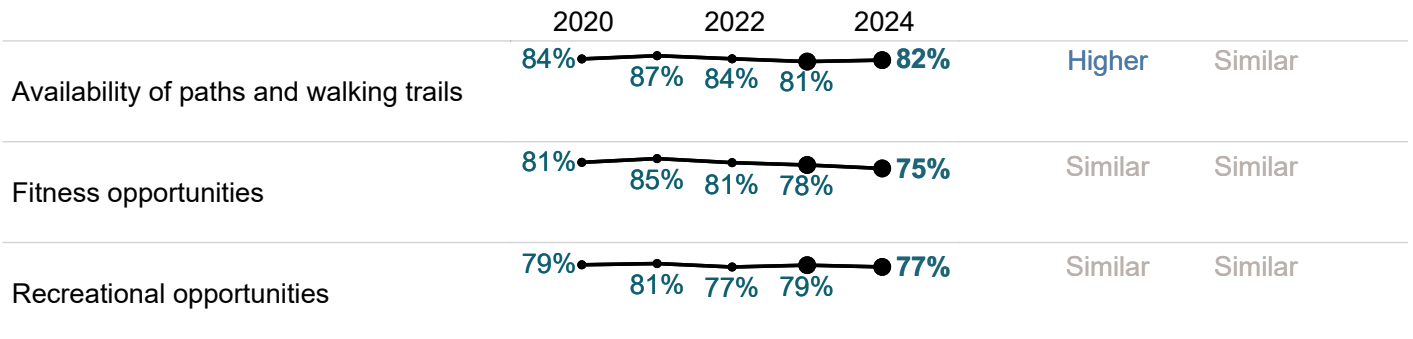
- National Recreation and Park Association



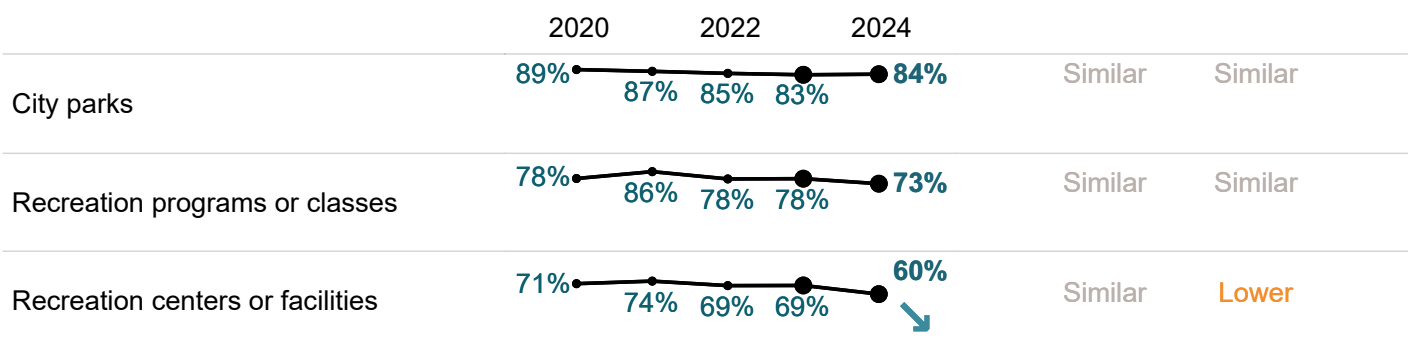
Please rate each of the following characteristics as they relate to Bloomington as a whole. (% excellent or good)



Please also rate each of the following in the Bloomington community. (% excellent or good)



Please rate the quality of each of the following services in Bloomington. (% excellent or good)



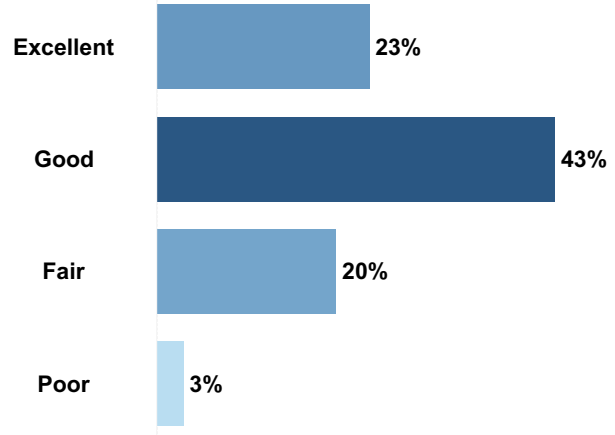
24. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

25. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If..

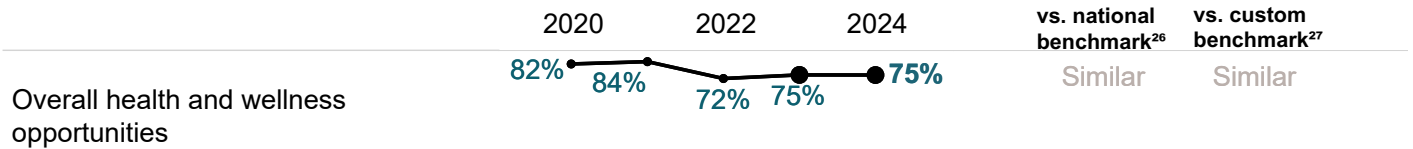
## Overall health and wellness opportunities in Bloomington, 2024

### Health and Wellness

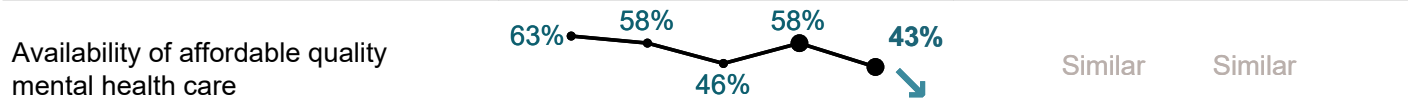
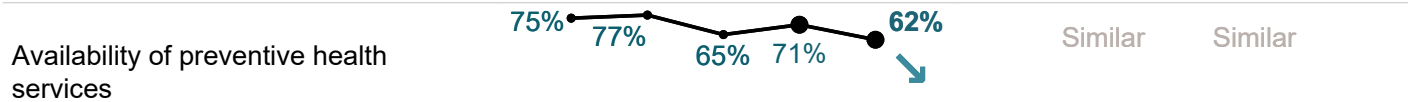
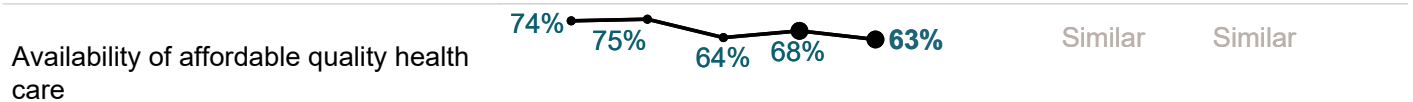
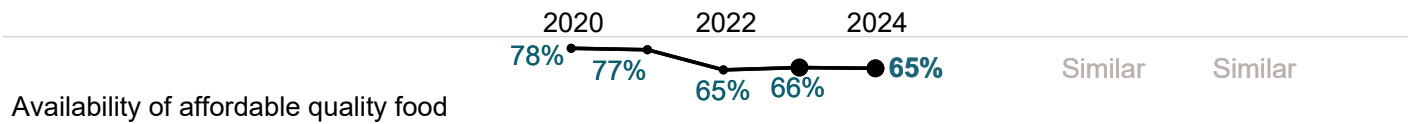
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



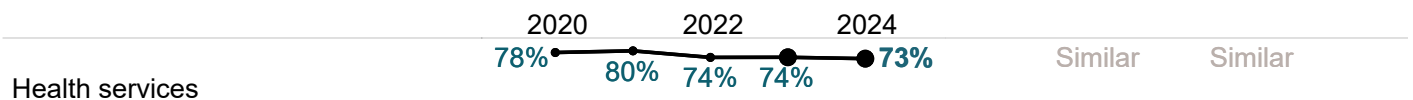
Please rate each of the following characteristics as they relate to Bloomington as a whole. (% excellent or good)



Please also rate each of the following in the Bloomington community. (% excellent or good)

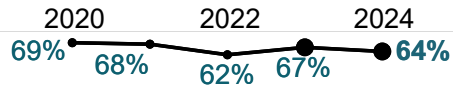


Please rate the quality of each of the following services in Bloomington. (% excellent or good)





**Please rate your overall health.**  
(% excellent or very good)



Similar

Similar

Please rate your overall health.

26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

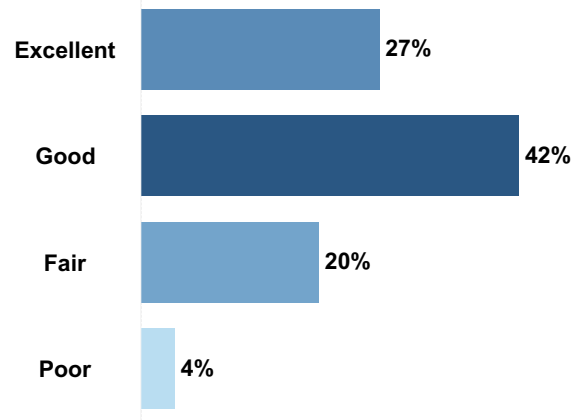
27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



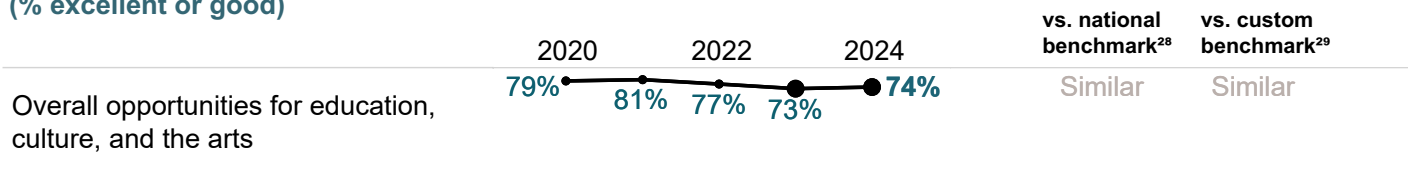
## Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

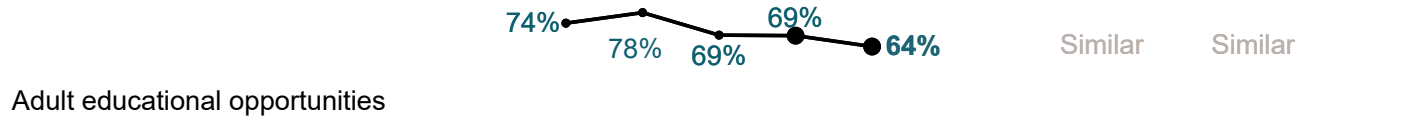
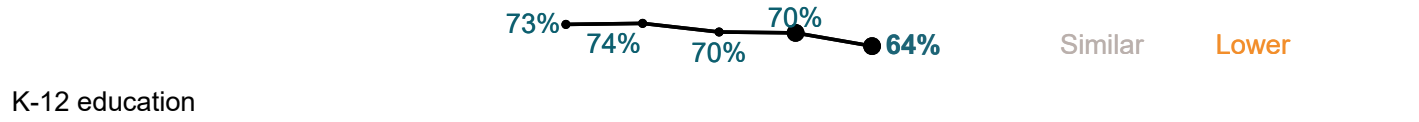
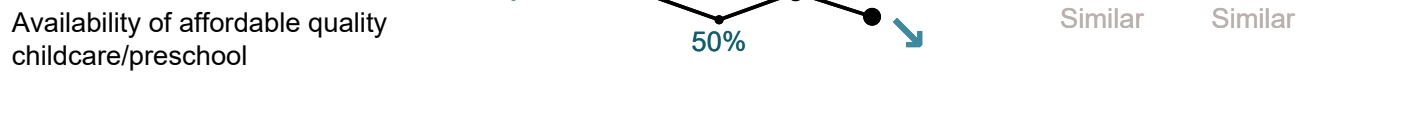
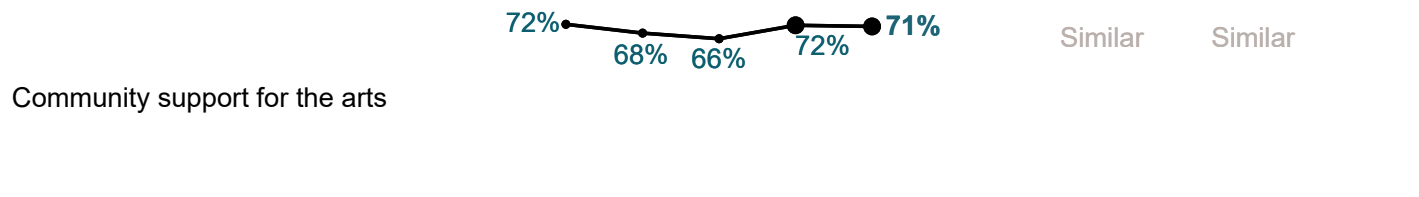
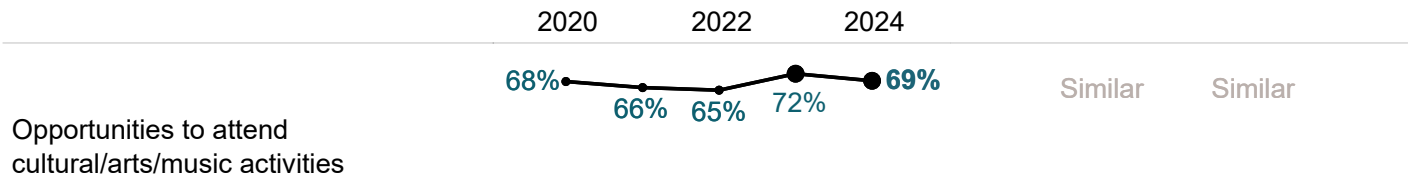
### Overall opportunities for education, culture and the arts, 2024



Please rate each of the following characteristics as they relate to Bloomington as a whole. (% excellent or good)



Please also rate each of the following in the Bloomington community. (% excellent or good)



---

Opportunities to attend special events and festivals



Similar

Similar

---

**28.** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

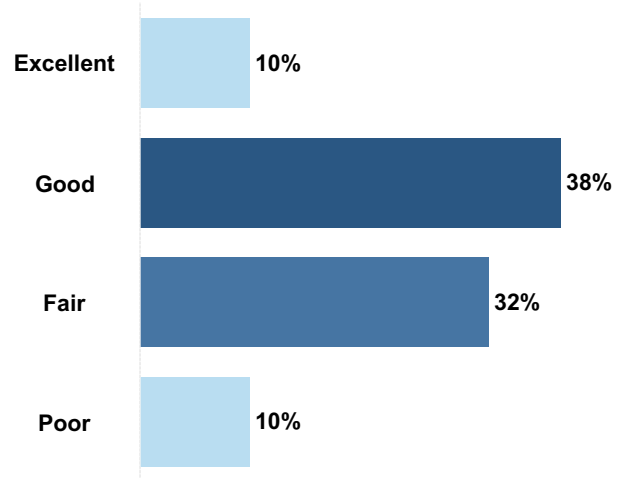
**29.** Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



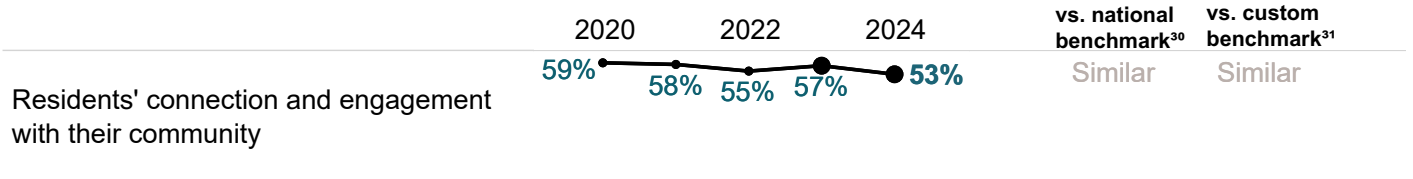
## Residents' connection and engagement with their community, 2024

### Inclusivity and Engagement

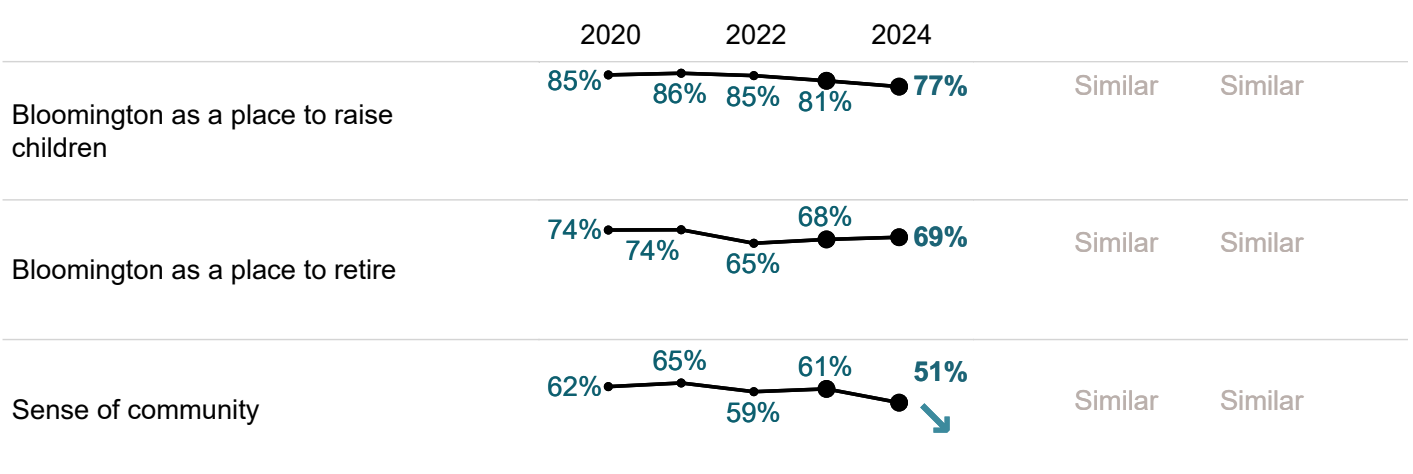
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



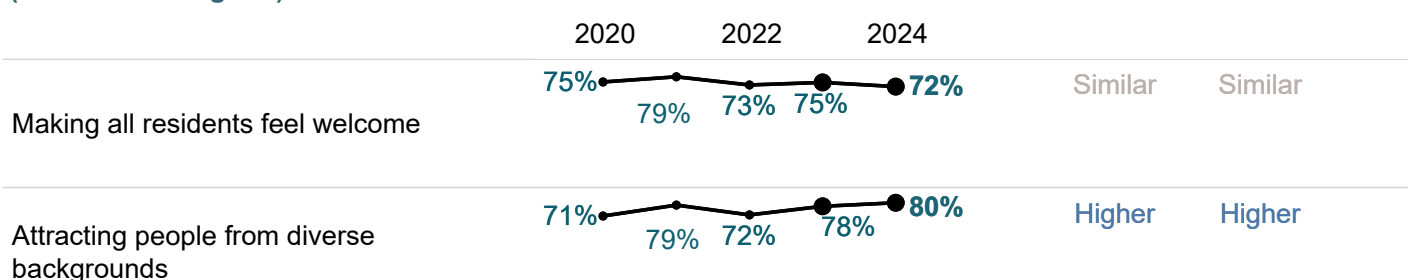
Please rate each of the following characteristics as they relate to Bloomington as a whole. (% excellent or good)

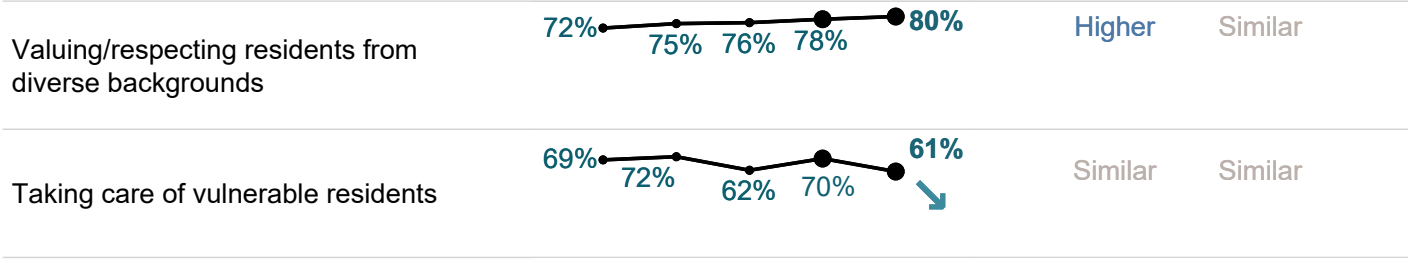


Please rate each of the following aspects of quality of life in Bloomington. (% excellent or good)

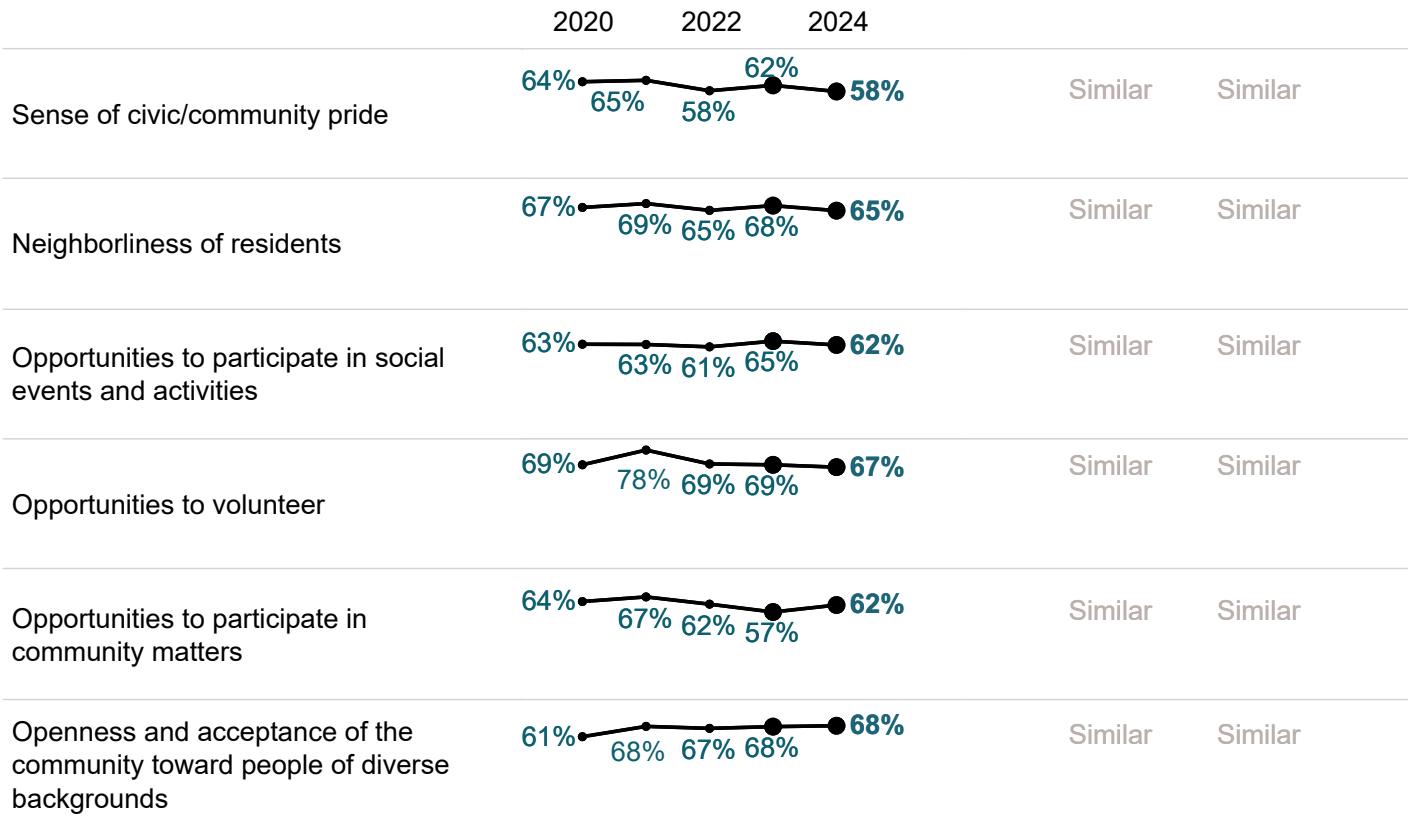


Please rate the job you feel the Bloomington community does at each of the following. (% excellent or good)

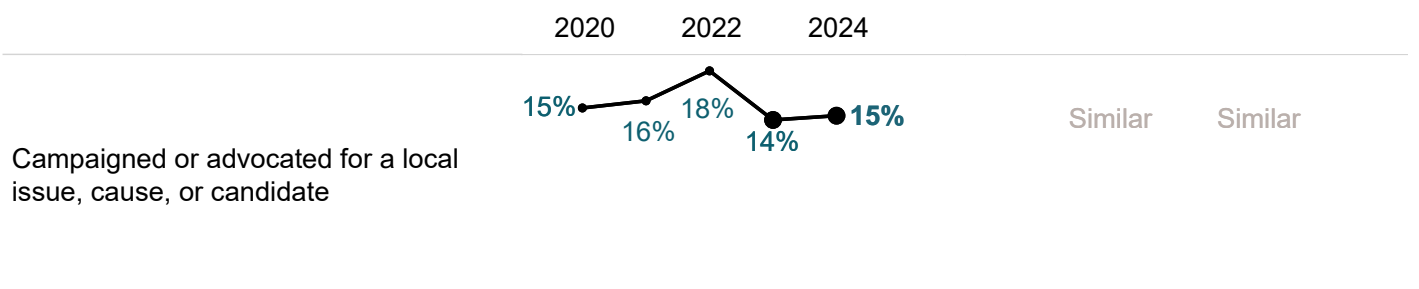




**Please also rate each of the following in the Bloomington community.  
(% excellent or good)**



**Please indicate whether or not you have done each of the following in the last 12 months.  
(% excellent or good)**


























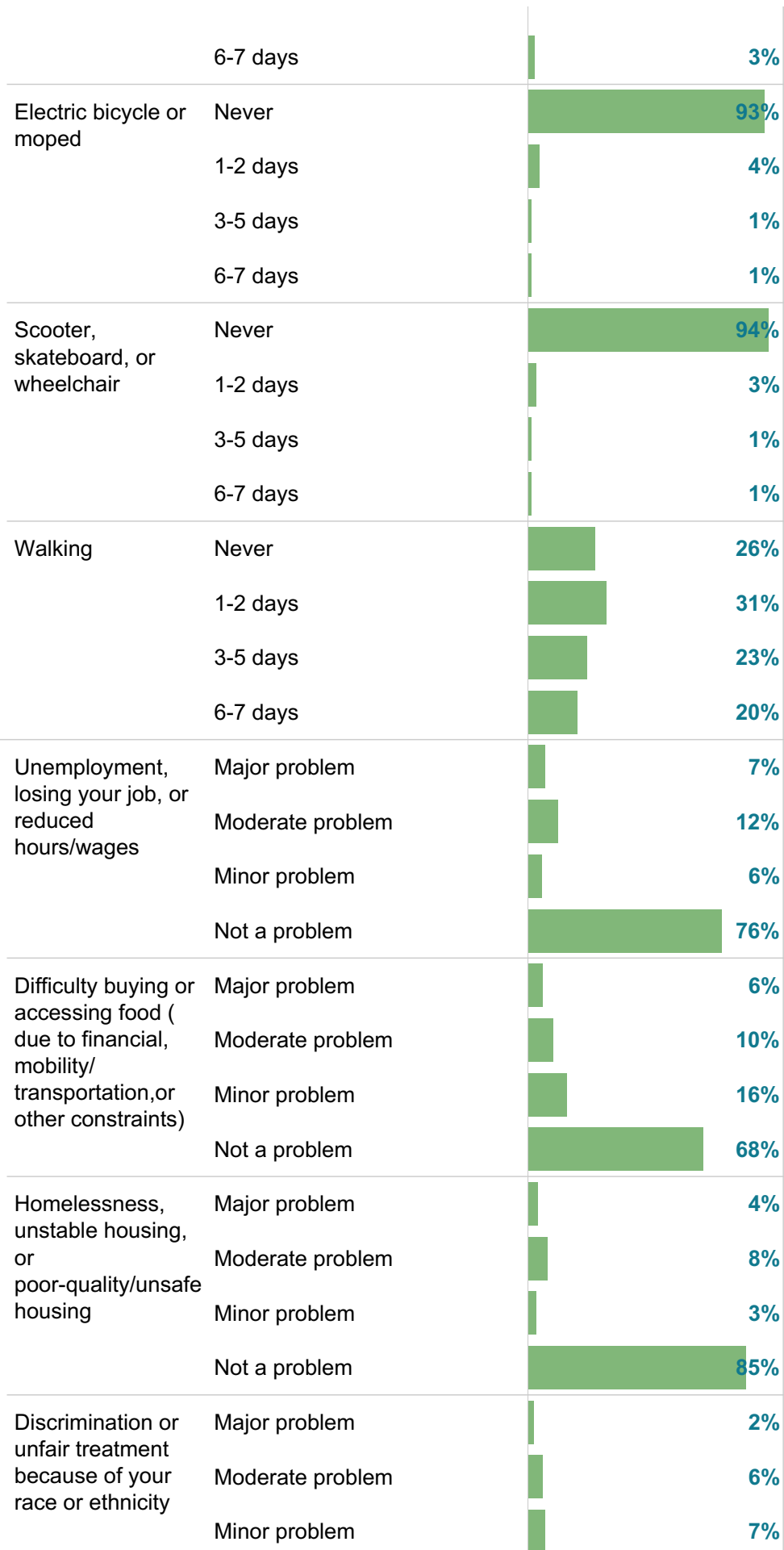
30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

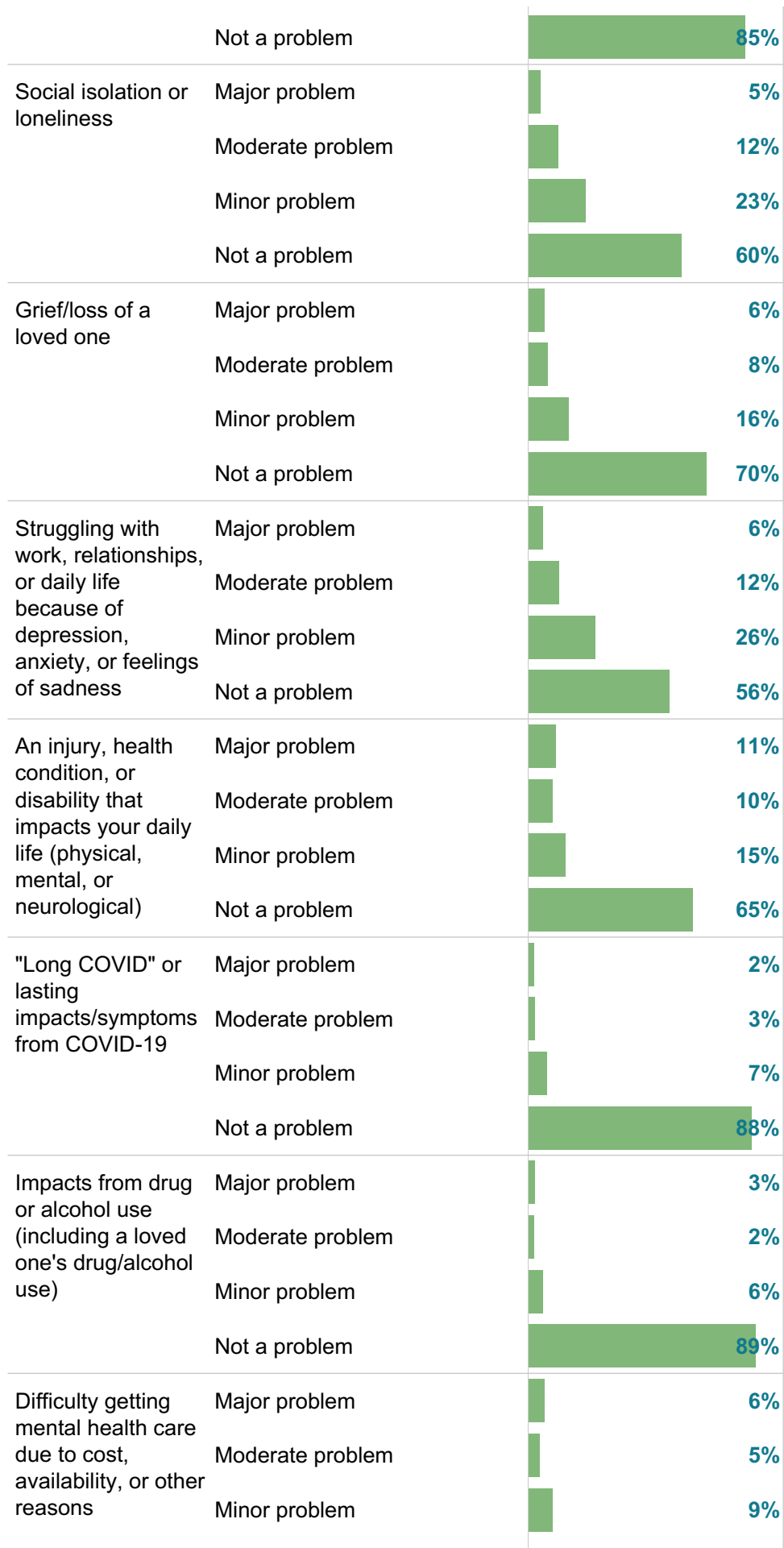
31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

## Custom questions






























Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

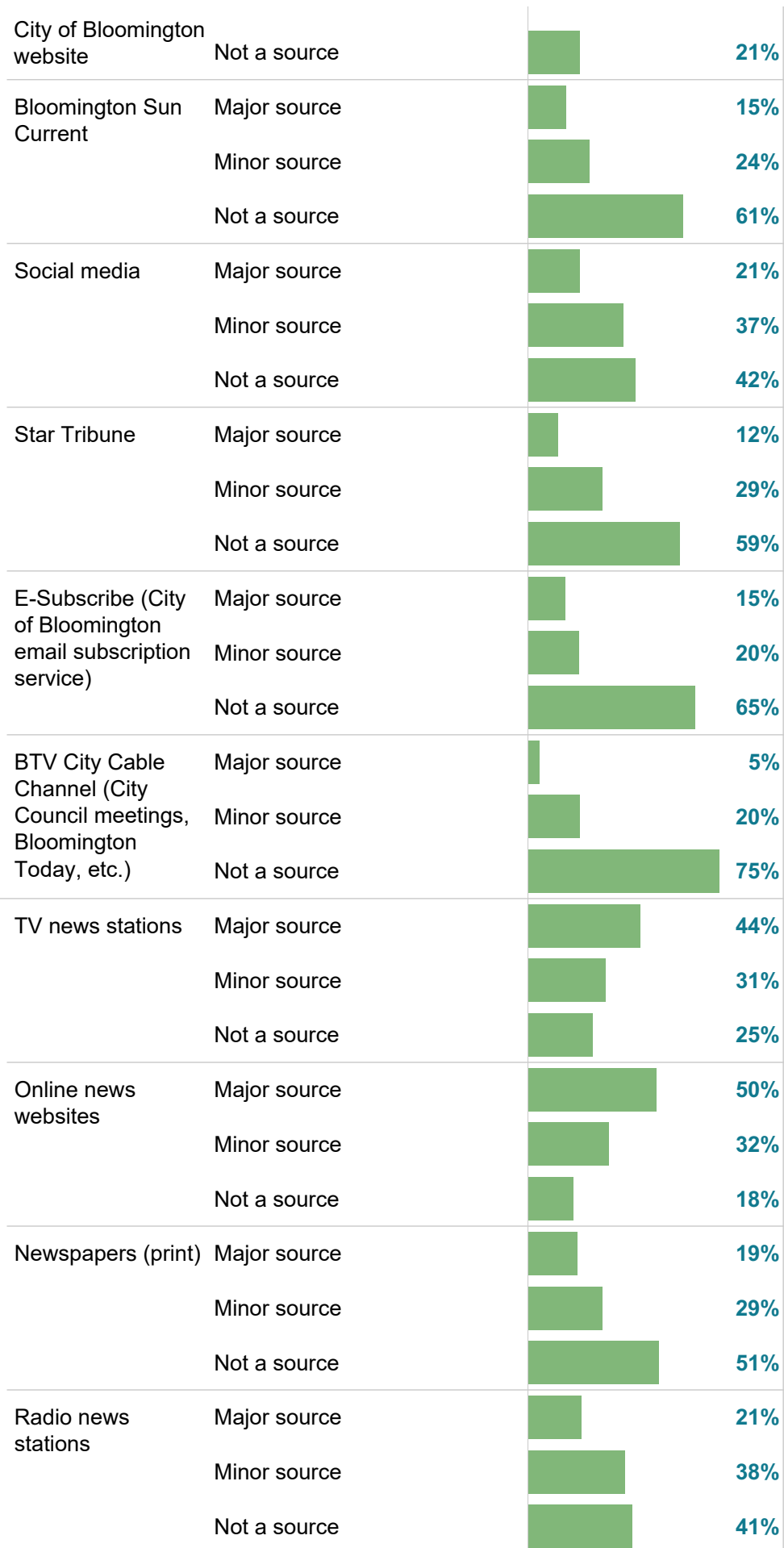
<b>Please also rate each of the following in the Bloomington community.</b>	Access to health care	Excellent		21%
		Good		49%
		Fair		23%
		Poor		7%
	Learning about volunteering opportunities	Excellent		13%
		Good		39%
		Fair		32%
		Poor		16%
<b>In a typical week (when weather allows), how often do you use each of the following travel modes for work or personal reasons?</b>	Gasoline or diesel-fueled passenger vehicle or motorcycle	Never		7%
		1-2 days		11%
		3-5 days		32%
		6-7 days		50%
	Electric passenger vehicle or motorcycle	Never		91%
		1-2 days		2%
		3-5 days		1%
		6-7 days		5%
	Public transportation (bus, light rail, shuttle, van)	Never		86%
		1-2 days		10%
		3-5 days		2%
		6-7 days		2%
Bicycle (non-electric)	Never		67%	
	1-2 days		25%	
	3-5 days		5%	

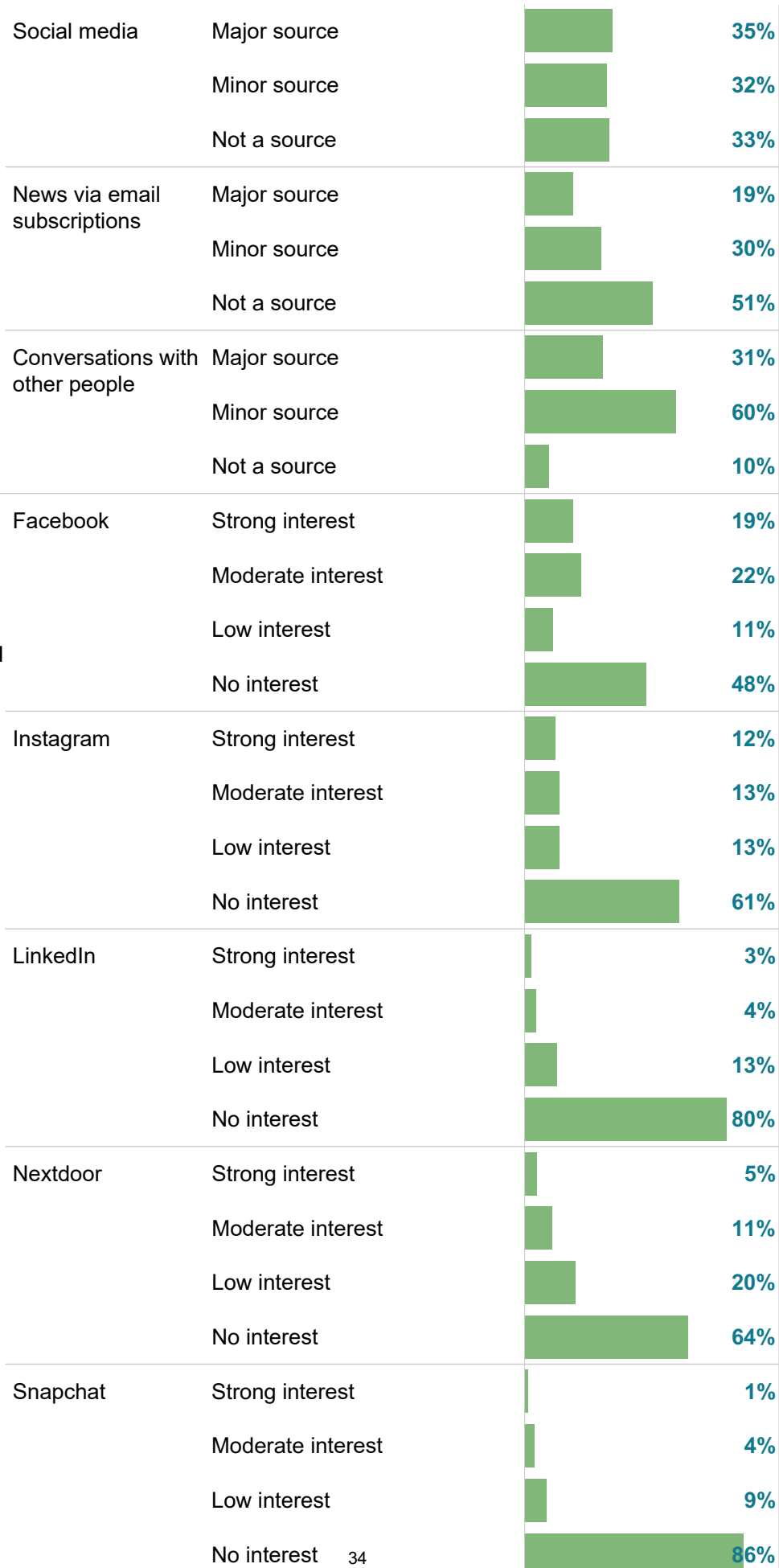


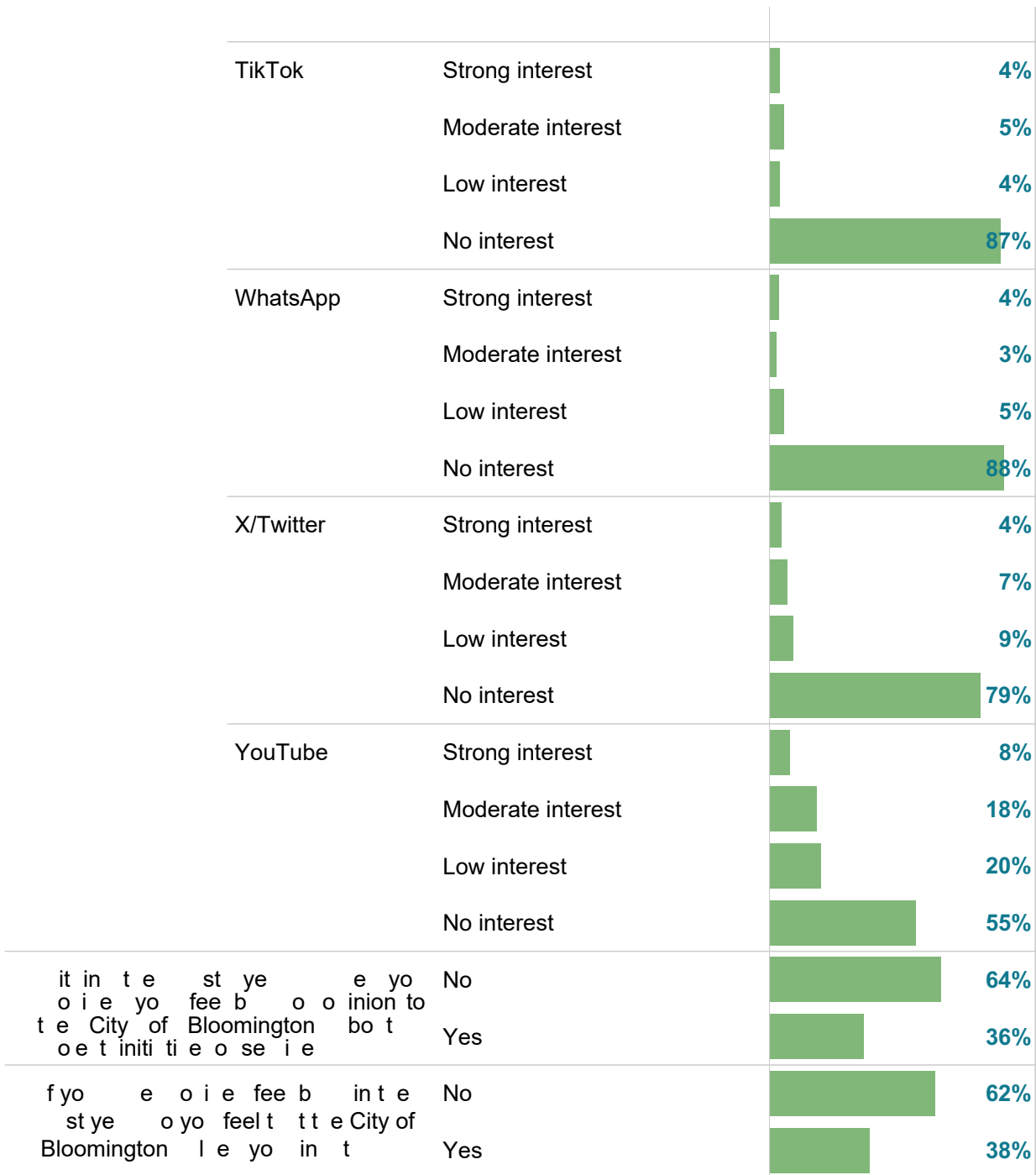




		Not a problem		79%
In a typical month, how often do you visit a Bloomington park?	Never			13%
	1-2 times a month			28%
	3-5 days a month			19%
	6-7 days a month			13%
	More than 7 days a month			28%
How would you rate the overall quality of maintenance at your local park (e.g., cleanliness, trash management, landscaping, condition of facilities and ame..	Excellent			28%
	Very good			42%
	Good			21%
	Fair			7%
	Poor			2%
Within the past two years, have you experienced an issue at a Bloomington park that you have reported?	No, I have not experienced any issues at a Bloomington park			83%
	No, I have experienced an issue but did not report it			12%
	Yes, I have experienced an issue and reported it			5%
If you answered yes, how satisfied were you with the response?	Very satisfied			15%
	Somewhat satisfied			14%
	Somewhat dissatisfied			15%
	Very dissatisfied			8%
	Not applicable			47%
How often do you participate in a Bloomington Parks and Recreation event or program?	Never			69%
	1-2 times a month			27%
	3-5 days a month			3%
	6-7 days a month			1%
	More than 7 days a month			1%
<b>How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Bloomington and its activities?</b>	City of Bloomington newsletter (Bloomington Briefing)	Major source		66%
		Minor source		25%
		Not a source		9%
City of Bloomington website	Major source		29%	
	Minor source		50%	







# The City of Bloomington 2024 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

## 1. Please rate each of the following aspects of quality of life in Bloomington.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Bloomington as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Bloomington as a place to raise children.....	1	2	3	4	5
Bloomington as a place to work .....	1	2	3	4	5
Bloomington as a place to visit .....	1	2	3	4	5
Bloomington as a place to retire.....	1	2	3	4	5
The overall quality of life in Bloomington.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to Bloomington as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Bloomington .....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington .....	1	2	3	4	5
Overall design or layout of Bloomington's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Bloomington.....	1	2	3	4	5
Overall quality of natural environment in Bloomington .....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Bloomington.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Bloomington to someone who asks .....	1	2	3	4	5
Remain in Bloomington for the next five years .....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Bloomington's commercial areas during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6

## 5. Please rate the job you feel the Bloomington community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

## 6. Please rate each of the following in the Bloomington community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Bloomington .....	1	2	3	4	5
Variety of business and service establishments in Bloomington.....	1	2	3	4	5
Vibrancy of shopping areas .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Cost of living in Bloomington.....	1	2	3	4	5
Overall image or reputation of Bloomington.....	1	2	3	4	5

**7. Please also rate each of the following in the Bloomington community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of travel by car in Bloomington.....	1	2	3	4	5
Ease of travel by public transportation in Bloomington.....	1	2	3	4	5
Ease of travel by bicycle in Bloomington.....	1	2	3	4	5
Ease of walking in Bloomington.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Bloomington.....	1	2	3	4	5
Overall appearance of Bloomington.....	1	2	3	4	5
Cleanliness of Bloomington.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... ..	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Bloomington.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Access to health care.....	1	2	3	4	5
Learning about volunteering opportunities.....	1	2	3	4	5

**8. Please indicate whether or not you have done each of the following in the last 12 months.**

	<u>No</u>	<u>Yes</u>
Contacted the City of Bloomington (in-person, phone, email, or web) for help or information.....	1	2
Contacted Bloomington elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Bloomington.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

# The City of Bloomington 2024 Community Survey

## 9. Please rate the quality of each of the following services in Bloomington.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space and greenbelts).....	1	2	3	4	5
Bloomington open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Overall customer service by Bloomington employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 10. Please rate the following categories of Bloomington government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Bloomington.....	1	2	3	4	5
The overall direction that Bloomington is taking.....	1	2	3	4	5
The job Bloomington government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Bloomington government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Bloomington.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. Please rate how important, if at all, you think it is for the Bloomington community to focus on each of the following in the coming two years.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Bloomington .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington .....	1	2	3	4
Overall design or layout of Bloomington’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas, broadband) .....	1	2	3	4
Overall feeling of safety in Bloomington.....	1	2	3	4
Overall quality of natural environment in Bloomington .....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Bloomington.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community .....	1	2	3	4

**13. In a typical week (when weather allows), how often do you use each of the following travel modes for work or personal reasons?**

	<u>Never</u>	<u>1-2 days</u>	<u>3-5 days</u>	<u>6-7 days</u>
Gasoline or diesel-fueled passenger vehicle or motorcycle .....	1	2	3	4
Electric passenger vehicle or motorcycle.....	1	2	3	4
Public transportation (bus, light rail, shuttle, van) .....	1	2	3	4
Bicycle (non-electric).....	1	2	3	4
Electric bicycle or moped.....	1	2	3	4
Scooter, skateboard, or wheelchair .....	1	2	3	4
Walking.....	1	2	3	4

**14. How much of a problem, if at all, have each of the following issues been for you over the past year?**

	<u>Major problem</u>	<u>Moderate problem</u>	<u>Minor problem</u>	<u>Not a problem</u>
Unemployment, losing your job, or reduced hours/wages .....	1	2	3	4
Difficulty buying or accessing food (due to financial, mobility/transportation, or other constraints).....	1	2	3	4
Homelessness, unstable housing, or poor-quality/unsafe housing.....	1	2	3	4
Discrimination or unfair treatment because of your race or ethnicity .....	1	2	3	4
Social isolation or loneliness .....	1	2	3	4
Grief/loss of a loved one .....	1	2	3	4
Struggling with work, relationships, or daily life because of depression, anxiety, or feelings of sadness .....	1	2	3	4
An injury, health condition, or disability that impacts your daily life (physical, mental, or neurological).....	1	2	3	4
“Long COVID” or lasting impacts/symptoms from COVID-19.....	1	2	3	4
Impacts from drug or alcohol use (including a loved one’s drug/alcohol use).....	1	2	3	4
Difficulty getting mental health care due to cost, availability, or other reasons.....	1	2	3	4

**15. In a typical month, how often do you visit a Bloomington park?**

- Never  1 – 2 times a month  3-5 days a month  6 – 7 days a month  More than 7 days a month



# The City of Bloomington 2024 Community Survey

16. How would you rate the overall quality of maintenance at your local park (e.g., cleanliness, trash management, landscaping, condition of facilities and amenities such as shelters, courts, playground equipment, restrooms, athletic fields, turf, etc.)?

- Excellent     Very good     Good     Fair     Poor

17. Within the past two years, have you experienced an issue at a Bloomington park that you have reported?

- No, I have not experienced any issues at a Bloomington park  
 No, I have experienced an issue but did not report it  
 Yes, I have experienced an issue and reported it

17a. If you answered yes, how satisfied were you with the response?

- Very satisfied     Somewhat satisfied     Somewhat dissatisfied     Very dissatisfied     Not applicable

18. How often do you participate in a Bloomington Parks and Recreation event or program?

- Never     1 – 2 times a month     3 – 5 days a month     6 – 7 days per month     More than 7 days per month

19. How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Bloomington and its activities?

	Major source	Minor source	Not a source
City of Bloomington newsletter ( <i>Bloomington Briefing</i> ).....	1	2	3
City of Bloomington website (bloomingtonmn.gov) .....	1	2	3
<i>Bloomington Sun Current</i> .....	1	2	3
Social media (e.g., Facebook, X/Twitter, YouTube, Instagram, Nextdoor) .....	1	2	3
<i>Star Tribune</i> .....	1	2	3
E-Subscribe (City of Bloomington email subscription service).....	1	2	3
BTV City Cable Channel (City Council meetings, Bloomington Today, etc.).....	1	2	3

20. In general, how much of a source, if at all, do you consider each of the following for obtaining news?

	Major source	Minor source	Not a source
TV news stations .....	1	2	3
Online news websites .....	1	2	3
Newspapers (print).....	1	2	3
Radio news stations .....	1	2	3
Social media .....	1	2	3
News via email subscriptions.....	1	2	3
Conversations with other people.....	1	2	3

21. How interested are you in receiving communication from the City of Bloomington via the following social networks?

	Strong interest	Moderate interest	Low interest	No interest
Facebook.....	1	2	3	4
Instagram .....	1	2	3	4
LinkedIn.....	1	2	3	4
Nextdoor .....	1	2	3	4
Snapchat .....	1	2	3	4
Tik Tok.....	1	2	3	4
WhatsApp.....	1	2	3	4
X/Twitter.....	1	2	3	4
YouTube.....	1	2	3	4

22. Within the past year, have you provided your feedback or opinion to the City of Bloomington about a project, initiative, or service?

- No     Yes     Don't know

23. If you have provided feedback in the past year, do you feel that the City of Bloomington valued your input?

- No     Yes     Don't know

Our last questions are about you and your household.  
Again, all of your responses to this survey are confidential and no identifying information will be shared.

**D1. In general, how many times do you:**

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer.....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

**D2. Please rate your overall health.**

- Excellent     Very good     Good     Fair     Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?**

**Do you think the impact will be:**

- Very positive     Somewhat positive     Neutral     Somewhat negative     Very negative

**D4. How many years have you lived in Bloomington?**

- Less than 2 years  
 2-5 years  
 6-10 years  
 11-20 years  
 More than 20 years

**D5. Which best describes the building you live in?**

- Single-family detached home  
 Townhouse or duplex (may share walls but no units above or below you)  
 Condominium or apartment (have units above or below you)  
 Mobile home  
 Other

**D6. Do you rent or own your home?**

- Rent  
 Own

**D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?**

- Less than \$300                       \$2,500 to \$3,999  
 \$300 to \$599                         \$4,000 to \$6,999  
 \$600 to \$999                         \$7,000 to \$9,999  
 \$1,000 to \$1,499                     \$10,000 or more  
 \$1,500 to \$2,499

**D8. Do any children 17 or under live in your household?**

- No     Yes

**D9. Are you or any other members of your household aged 65 or older?**

- No     Yes

**D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$25,000     \$100,000 to \$149,999  
 \$25,000 to \$49,999     \$150,000 to \$199,999  
 \$50,000 to \$74,999     \$200,000 to \$299,999  
 \$75,000 to \$99,999     \$300,000 or more

**D11. Are you of Hispanic, Latino/a/x, or Spanish origin?**

- No     Yes

**D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian  
 Black or African American  
 Native Hawaiian or Other Pacific Islander  
 White  
 A race not listed

**D13. In which category is your age?**

- 18-24 years                               55-64 years  
 25-34 years                               65-74 years  
 35-44 years                               75 years or older  
 45-54 years

**D14. What is your gender?**

- Woman  
 Man  
 Identify in another way → go to D14a

**D14a. If you identify in another way, how would you describe your gender?**

- Agender/I don't identify with any gender  
 Genderqueer/gender fluid  
 Non-binary  
 Transgender man  
 Transgender woman  
 Two-spirit  
 Identify in another way

**Thank you!**

Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**