Residential Demographics I
2010 City of Eden Prairie

- Senior Households: 17%
- Empty Nests: 52%
- Child Households: 49%
- Renters: 21%
- Under $300K Homes: 27%
- $300K-$400K Homes: 49%
- $400K-$500K Homes: 17%
- $500K-$600K Homes: 3%
- Over $600K Homes: 2%
- Fiscally Stressed: 29%
- Managing Well: 70%

Percentage
Like Most about City
2010 City of Eden Prairie

- Location
- Close to Work
- Family/Friends
- Neighborhood/Housing
- Schools
- Parks and Recreation
- Shopping
- Safe
- Quiet
- Well-Maintained
- Open Spaces
- Small Town Feel
- Friendly People

Decision Resources, Ltd.
Like Least

2010 City of Eden Prairie

- Unsere: 8
- NOTHING: 29
- Taxes: 27
- City Government: 15
- Traffic Congestion: 15
- Growth: 15
- Poor City Layout: 15
- Growing Diversity: 7
- Lack of Public Transit: 7
- School Boundaries: 11
- Lake Water Quality: 11
- Scattered: 10

2006 Study 2008 Study 2010 Study

Decision Resources, Ltd.
Awareness of "Best Place to Live"

2010 City of Eden Prairie

Aware 91%

Not Aware 9%

Decision Resources, Ltd.
Awareness & Participation
2010 City of Eden Prairie

- Open Houses: 40 Yes/Yes, 42 Yes/No
- Night to Unite: 56 Yes/Yes, 30 Yes/No
- Fourth of July Celebration: 65 Yes/Yes, 28 Yes/No
- Staring Lake Concert Series: 49 Yes/Yes, 38 Yes/No
- EP International Festival: 34 Yes/Yes, 42 Yes/No
- Senior Awareness Month: 15 Yes/Yes, 37 Yes/No
- Eden Prairie Wine Tastings: 16 Yes/Yes, 47 Yes/No

Decision Resources, Ltd.
City Service Ratings
2010 City of Eden Prairie

Police Services 96
Fire Services 94
Animal Control 91
Recreation Services 90
Park Maintenance 98
Trail Maintenance 94
Water and Sewer Services 95
Utility Billing 94
Senior Programs and Services 62
Street Lighting 91
Building Inspections 71
Assessing Services 64
City Planning Services 75
City Engineering Services 65
Housing/Community Services 77
City Drinking Water 87
Snow Plowing 97
Street Sweeping 98

Decision Resources, Ltd.
Streets and Sidewalks

2010 City of Eden Prairie

Decision Resources, Ltd.
Value of City Services
2010 City of Eden Prairie

Decision Resources, Ltd.
Tax Increase to Maintain

2010 City of Eden Prairie


Decision Resources, Ltd.
1% Budget Increase Priority
2010 City of Eden Prairie

- Police
- Fire
- Street Maintenance/Snow
- City Planning/Econ Devel
- Parks & Recreation
- None
- Unsure

Decision Resources, Ltd.
Neighborhood Traffic Violations
2010 City of Eden Prairie

Decision Resources, Ltd.
Eden Prairie Police Department
2010 City of Eden Prairie

Decision Resources, Ltd.
Crime Victim
2010 City of Eden Prairie

Decision Resources, Ltd.
Greatest Public Safety Concern
2010 City of Eden Prairie

- Violent Crime: 0, 3, 19, 26
- Traffic Speeding: 1, 5, 15, 26
- Drugs: 2, 5, 12, 15
- Youth Crimes/Vandalism: 2, 7, 11, 15
- Identity Theft: 1, 4, 12, 15
- Business Crimes: 3, 4, 11, 11
- Residential Crimes: 3, 7, 11, 11
- All Equally: 2, 6, 9, 11
- None: 40, 34, 43
- Unsure: 5, 5, 1

Decision Resources, Ltd.
Eden Prairie Fire Department
2010 City of Eden Prairie

![Bar chart showing response and trust metrics]


Decision Resources, Ltd.
City Actions Protecting Water Quality

2010 City of Eden Prairie

Decision Resources, Ltd.
Amount of Natural Open Space
2010 City of Eden Prairie

Decision Resources, Ltd.
More Active City Role in Preserving and Protecting Open Space

2010 City of Eden Prairie

Decision Resources, Ltd.
Maintaining Balance

2010 City of Eden Prairie

Somewhat Successful: 2006 Study - 57, 2008 Study - 71, 2010 Study - 44
Neither: 2006 Study - 10, 2008 Study - 20, 2010 Study - 20
Very Unsuccessful: 2006 Study - 1, 2008 Study - 1, 2010 Study - 0
Unsure: 2006 Study - 13, 2008 Study - 11, 2010 Study - 9

Decision Resources, Ltd.
Future Development Mixed/Transit

2010 City of Eden Prairie

Decision Resources, Ltd.
Input into Planning/Development
2010 City of Eden Prairie

Decision Resources, Ltd.
Airport Noise
2010 City of Eden Prairie

2006 Study
2008 Study
2010 Study

Very Serious

Somewhat Serious

Not Too Serious

Not At All Serious

Unsure

Decision Resources, Ltd.
Foreclosures in Neighborhood
2010 City of Eden Prairie

- Yes: 18%
- No: 82%

Decision Resources, Ltd.
Municipal Liquor Stores
2010 City of Eden Prairie

Visited in Past 12 Months

- Yes: 74%
- No: 26%

Continue to Operate Municipal Liquor Stores

- Favor: 91%
- Oppose: 6%
- Unsure: 3%

Decision Resources, Ltd.
Wine Club
2010 City of Eden Prairie

Awareness and Household Membership
- Not Aware: 45%
- Member: 14%
- Not Members: 42%

Likelihood of Membership
- Not too Likely: 38%
- Not at all Likely: 48%
- Somewhat Likely: 11%
- Very Likely: 1%
- Unsure: 2%

Decision Resources, Ltd.
Park Usage & Ratings
2010 City of Eden Prairie

Large Community Parks: 80
Smaller Neighborhood Parks: 75
Senior Center: 22
Outdoor Center: 37
Amphitheater: 44
Anderson Conservation Area: 50
Eden Prairie Art Center: 43
Eden Prairie Community Center: 68

Decision Resources, Ltd.
Bicycle Use
2010 City of Eden Prairie

Use of Bicycle in the City:
- Occasionally: 26%
- Frequently: 11%
- Rarely: 22%
- Never: 41%

Ability to Get Around City on Bicycle:
- Excellent: 17%
- Good: 75%
- Only Fair: 5%
- Poor: 3%
Eden Prairie City Hall
2010 City of Eden Prairie

Contact City Hall

Yes
33%

No
67%

Waiting Time to Respond
97
3

Ease of Reaching Help
95
5

Courtesy of Staff
97
3

Efficiency of Staff
94
6

Customer Service Dimensions

Decision Resources, Ltd.
Principal & Preferred Information Source
2010 City of Eden Prairie

- Local Newspapers: Preferred Source 60, Current Source 67
- City Newsletter: Preferred Source 7, Current Source 6
- "Star Tribune": Preferred Source 3, Current Source 6
- Website: Preferred Source 10, Current Source 12
- Mailings: Preferred Source 10, Current Source 2
- E-Mails: Preferred Source 7, Current Source 2
- Cable Television: Preferred Source 2, Current Source 3
- Scattered: Preferred Source 1, Current Source 2

Decision Resources, Ltd.
"Life in the Prairie"
2010 City of Eden Prairie

- Yes: 95%
- No: 5%

- Good: 81%
- Only Fair: 4%
- Excellent: 15%

Read "Life in the Prairie"
Evaluation of Content and Format

Decision Resources, Ltd.
Cable Television
2010 City of Eden Prairie

Cable Television Subscriber

Yes 69%
No 31%

Program Viewership

Frequently
Occasionally
Rarely
Not At All

Access Channel 16
City Council

Decision Resources, Ltd.
City Website
2010 City of Eden Prairie

Access to the Internet
- Yes: 91%
- No: 9%

Accessed the Eden Prairie Website
- Yes: 78%
- No: 22%

Decision Resources, Ltd.