City of Eden Prairie
2008 Quality of Life Survey

Decision Resources, Ltd.
Residential Demographics II
2008 City of Eden Prairie

- 18-34: 16%
- 35-44: 25%
- 45-54: 22%
- 55-64: 27%
- 65+: 11%

- Less than 5 Years: 16%
- 5-10 Years: 24%
- 10-20 Years: 29%
- 20-30 Years: 20%
- Over 30 Years: 12%

- Men: 50%
- Women: 50%

Decision Resources, Ltd.
Like Least
2008 City of Eden Prairie

- Unsure
- NOTHING
- Taxes
- City Government
- Traffic Congestion
- Growth
- Traffic Speeding
- Poor City Layout
- Overcrowding in Schools
- Quality of Schools
- Growing Diversity
- Lack of Entertainment
- Airport Noise
- Lack of Public Transit
- Scattered

Decision Resources, Ltd.
Awareness & Participation

2008 City of Eden Prairie

- Open Houses: 32 Yes/Yes, 40 Yes/No
- National Night Out: 43 Yes/Yes, 35 Yes/No
- Fourth of July Celebration: 60 Yes/Yes, 28 Yes/No
- Staring Lake Concert Series: 49 Yes/Yes, 33 Yes/No
- Eden Prairie History Tour: 10 Yes/Yes, 35 Yes/No
- Sunbonnet Days: 31 Yes/Yes, 41 Yes/No
- EP International Festival: 23 Yes/Yes, 37 Yes/No
- Senior Awareness Month: 9 Yes/Yes, 25 Yes/No
- EP Wine Tastings: 12 Yes/Yes, 39 Yes/No

Decision Resources, Ltd.
<table>
<thead>
<tr>
<th>Service</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police Services</td>
<td>91</td>
<td>3</td>
</tr>
<tr>
<td>Fire Services</td>
<td>88</td>
<td>1</td>
</tr>
<tr>
<td>Animal Control</td>
<td>85</td>
<td>2</td>
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<tr>
<td>Recreation Services</td>
<td>90</td>
<td>2</td>
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<tr>
<td>Park Maintenance</td>
<td>97</td>
<td>1</td>
</tr>
<tr>
<td>Trail Maintenance</td>
<td>94</td>
<td>1</td>
</tr>
<tr>
<td>Water and Sewer Services</td>
<td>95</td>
<td>1</td>
</tr>
<tr>
<td>Utility Billing</td>
<td>92</td>
<td>2</td>
</tr>
<tr>
<td>Senior Programs and Services</td>
<td>41</td>
<td>1</td>
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<tr>
<td>Street Lighting</td>
<td>89</td>
<td>9</td>
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<tr>
<td>Building Inspections</td>
<td>62</td>
<td>2</td>
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<td>Assessing Services</td>
<td>62</td>
<td>2</td>
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<td>City Planning Services</td>
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<td>4</td>
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<tr>
<td>City Engineering Services</td>
<td>55</td>
<td>1</td>
</tr>
<tr>
<td>Housing/Community Services</td>
<td>62</td>
<td>2</td>
</tr>
<tr>
<td>City Drinking Water</td>
<td>62</td>
<td>2</td>
</tr>
<tr>
<td>Snow Plowing</td>
<td>89</td>
<td>10</td>
</tr>
<tr>
<td>Street Sweeping</td>
<td>94</td>
<td>5</td>
</tr>
<tr>
<td>Street Sweeping</td>
<td>95</td>
<td>3</td>
</tr>
</tbody>
</table>

Decision Resources, Ltd.
Streets and Sidewalks
2008 City of Eden Prairie

Decision Resources, Ltd.
Value of City Services
2008 City of Eden Prairie

Decision Resources, Ltd.
Tax Increase to Maintain
2008 City of Eden Prairie

<table>
<thead>
<tr>
<th></th>
<th>2006 Study</th>
<th>2008 Study</th>
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<tbody>
<tr>
<td>Favor</td>
<td>41</td>
<td>32</td>
</tr>
<tr>
<td>Oppose</td>
<td>39</td>
<td>49</td>
</tr>
<tr>
<td>Unsure</td>
<td>20</td>
<td>19</td>
</tr>
</tbody>
</table>

Decision Resources, Ltd.
1% Budget Increase Priority
2008 City of Eden Prairie

- Police/Fire: 23 (2007 Study), 29 (2008 Study)
- City Planning/Econ Devel: 12 (2007 Study), 13 (2008 Study)
- Parks & Recreation: 17 (2007 Study), 24 (2008 Study)
- None: 12 (2007 Study), 23 (2008 Study)
- Unsure: 9 (2007 Study), 10 (2008 Study)

Decision Resources, Ltd.
Neighborhood Traffic Violations
2008 City of Eden Prairie

- Very Serious:
  - Speeding: 10
  - Sign Violations: 7

- Somewhat Serious:
  - Speeding: 32
  - Sign Violations: 24

- Not Too Serious:
  - Speeding: 45
  - Sign Violations: 39

- Not At All Serious:
  - Speeding: 23
  - Sign Violations: 20

- Unsure:
  - Speeding: 0
  - Sign Violations: 1

Decision Resources, Ltd.
Eden Prairie Police Department
2008 City of Eden Prairie

Decision Resources, Ltd.
Crime Victim
2008 City of Eden Prairie

Decision Resources, Ltd.
Greatest Public Safety Concern
2008 City of Eden Prairie

- Violent Crime
  - 2006 Study: 1
  - 2008 Study: 19

- Traffic Speeding
  - 2006 Study: 5
  - 2008 Study: 26

- Drugs
  - 2006 Study: 5
  - 2008 Study: 15

- Youth Crimes/Vandalism
  - 2006 Study: 7
  - 2008 Study: 4

- Identity Theft
  - 2006 Study: 6
  - 2008 Study: 2

- Business Crimes
  - 2006 Study: 11
  - 2008 Study: 4

- Residential Crimes
  - 2006 Study: 7
  - 2008 Study: 7

- All Equally
  - 2006 Study: 2
  - 2008 Study: 1

- None
  - 2006 Study: 34
  - 2008 Study: 43

- Unsure
  - 2006 Study: 5
  - 2008 Study: 5

Decision Resources, Ltd.
Amount of Natural Open Space

2008 City of Eden Prairie

- About Right Amount: 2006 Study: 1, 2008 Study: 92
- Too Much: 2006 Study: 2, 2008 Study: 2
- Too Little: 2006 Study: 10, 2008 Study: 5
- Unsure: 2006 Study: 2, 2008 Study: 2

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

2008 City of Eden Prairie

Decision Resources, Ltd.
Maintaining Balance

2008 City of Eden Prairie

Very Successful

Somewhat Successful

Neither

Somewhat Unsuccessful

Very Unsuccessful

Unsure

2006 Study
2008 Study

Decision Resources, Ltd.
Future Development Mixed/Transit

2008 City of Eden Prairie

Decision Resources, Ltd.
Input into Planning/Development

2008 City of Eden Prairie

- **Yes**: 72 (2006 Study), 77 (2008 Study)
- **No**: 9 (2006 Study), 6 (2008 Study)
- **Unsure**: 19 (2006 Study), 17 (2008 Study)

Decision Resources, Ltd.
Airport Noise
2008 City of Eden Prairie

<table>
<thead>
<tr>
<th></th>
<th>2006 Study</th>
<th>2008 Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Serious</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Somewhat Serious</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>Not Too Serious</td>
<td>35</td>
<td>31</td>
</tr>
<tr>
<td>Not At All Serious</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>Unsure</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Decision Resources, Ltd.
Foreclosures in Neighborhood
2008 City of Eden Prairie

Yes 16%
No 84%

Decision Resources, Ltd.
Municipal Liquor Stores
2008 City of Eden Prairie

Visited in Past 12 Months
- Yes: 71%
- No: 29%

Continue to Operate Municipal Liquor Stores
- Favor: 89%
- Oppose: 8%
- Unsure: 3%

Decision Resources, Ltd.
Wine Club
2008 City of Eden Prairie

Awareness and Household Membership

- Not Aware: 64%
- Member: 9%
- Not Members: 27%

Likelihood of Membership

- Not at all Likely: 58%
- Not too Likely: 20%
- Somewhat Likely: 14%
- Very Likely: 4%
- Unsure: 4%

Decision Resources, Ltd.
Park and Recreation System
2008 City of Eden Prairie

Decision Resources, Ltd.
Park Usage & Ratings
2008 City of Eden Prairie

- Large Community Parks: 85
- Smaller Neighborhood Parks: 72
- Eden Prairie Community Center: 60
- Senior Center: 20
- Outdoor Center: 44
- Amphitheater: 55
- Richard T. Anderson Conservation Area: 60

Decision Resources, Ltd.
City Staff Rating
2008 City of Eden Prairie

Decision Resources, Ltd.
Eden Prairie City Hall
2008 City of Eden Prairie

Contact City Hall

Yes 32%
No 68%

Customer Service Dimensions

Waiting Time to Respond
- Positive: 98
- Negative: 3

Ease of Reaching Help
- Positive: 97
- Negative: 4

Courtesy of Staff
- Positive: 98
- Negative: 2

Efficiency of Staff
- Positive: 97
- Negative: 3

Decision Resources, Ltd.
Principal & Preferred Information Source

2008 City of Eden Prairie

- "Eden Prairie News":
  - Current Source: 70
  - Preferred Source: 63

- "Eden Prairie Sun":
  - Current Source: 12
  - Preferred Source: 11

- "Star Tribune":
  - Current Source: 5
  - Preferred Source: 3

- Website:
  - Current Source: 7
  - Preferred Source: 9

- Word of Mouth:
  - Current Source: 3
  - Preferred Source: 0

- Mailings:
  - Current Source: 2
  - Preferred Source: 4

- E-Mails:
  - Current Source: 0
  - Preferred Source: 8

- Cable Television:
  - Current Source: 0
  - Preferred Source: 2

- Scattered:
  - Current Source: 2
  - Preferred Source: 2

Decision Resources, Ltd.
"Life in the Prairie"
2008 City of Eden Prairie

Read "Life in the Prairie"

Evaluation of Content and Format

Yes 94%
No 6%

Excellent 15%
Only Fair 3%
Good 82%
Cable Television
2008 City of Eden Prairie

Cable Television Subscriber

Yes 78%
No 22%

Program Viewership

Frequently
Occasionally
Rarely
Not At All

Access Channel 16  City Council

Decision Resources, Ltd.
City Website
2008 City of Eden Prairie

Access to the Internet
Yes 64%
No 9%

Accessed the Eden Prairie Website
Yes 36%
No 91%