

DECISION RESOURCES, LTD.

EXECUTIVE SUMMARY

Village of Saint Anthony

Methodology:

This study contains the results of a telephone survey of 400 randomly selected residents of the Village of Saint Anthony. Survey responses were gathered by professional interviewers between April 28th and May 10th, 2005. The average interview took twenty-four minutes. In general, random samples such as this yield results projectable to the entire universe of adult Saint Anthony residents within ± 5.0 percentage points in 95 out of 100 cases.

Residential Demographics:

Nineteen percent of Saint Anthony residents report moving to the community within the past five years, while 27% lived there for more than thirty years. The median residential longevity is 15.5 years, indicative of a mature suburban area with a substantial renter population. Senior households compose a large 39% of the community's residences; in fact, 33% of the households are composed entirely of senior citizens. Twenty-four percent of the households report the presence of either school-aged children or pre-schoolers in residence. Twenty-four percent classify their households as "single," with the vast majority containing "no others." Seventy-one percent report they are "married or living with a partner;" forty-eight percent are empty-nesters. Ninety percent call themselves White, with the remainder split between African-American and Asian-Pacific Islander, and smaller numbers of Hispanic-Latino and Native American.

The average age of an adult resident is 54.9 years old. In fact, 36% of the population is 65 years old or older. Women outnumber men by eight percent in the sample. Fifty-five percent report they completed college; twenty-four percent attended a technical college or vocational-technical school, while 21% are at most high school graduates. Thirty-seven percent of the community's households are led by retirees. Professional-Technical job holders lead 24% of the households, and Blue Collar employees head 15%. Clerical-Salespeople are 11% of the household heads, while owner-managers lead nine percent of the households. The median pre-tax household income is \$57,950.00. Eight percent report levels of under \$25,000.00 yearly, while 8% report earning over \$100,000.00 annually.

Twenty-eight percent of the sample live in Hennepin County Precinct One, while 41% reside in Hennepin County Precinct Two. Ramsey County Precinct One accounts for the remaining 31% of the community.

Quality of Life:

Ninety-five percent of the residents rate the quality of life in Saint Anthony as either “excellent” or “good.” Only five percent are more critical in their evaluations. The 45% rating the quality of life as “excellent” places the village well within the top quartile of inner-ring suburban areas.

Saint Anthony citizens are very content with their community. When asked what they like most about the community, 26% cite “small town ambience,” while 33% of the residents point to the “central location of the community.” “Quiet and peacefulness” is posted by nine percent, seven percent cite “nice people,” and four to six percent each mention “strong neighborhoods,” “clean community,” “good schools,” and “safe area.” Only two serious issues facing the community are identified by moderate percentages of the residents: “high taxes,” at 20%, and “school funding,” at 14%. Seven percent each point to “growth” and the “Apache Plaza redevelopment.” A comparatively high 12% are “boosters” who see absolutely no serious issues facing the community today.

Ninety-one percent rate the general sense of community among Saint Anthony residents as either “excellent” or “good;” only ten percent are more critical in their judgments. This rating proves to be very strong when measured against other inner-ring suburban communities.

Public Safety:

Seventy-seven percent report they feel either “very safe” or “reasonably safe” walking alone in their neighborhood after dark; twenty-one percent, though, feel “unsafe.” Seventy-five percent, in fact, could identify no areas in the community where they would be afraid to walk alone at night. Nine percent think the entire village is unsafe to work around alone at night.

Seventy-one percent think crime in their neighborhood has “remained about the same” during the past two years. Nineteen percent see an “increase,” while three percent believe it “decreased.” Thirty-three percent are able to recall the name of at least one Saint Anthony Police Officer. And, 42% report a household member participated in a Neighborhood Block Club, Neighborhood Block Party, or activities for National Night Out during the past year.

Tax Climate and City Services:

When considering the value of city services — quality versus cost — seventy-eight percent rate it

highly, while 12% are more critical. City service evaluations are very positive overall. "Police protection," "fire protection," and "snowplowing of city streets" score very solid approval ratings of 90% or higher. Between 80% and 90% approval ratings are posted for "emergency medical service," "sanitary sewer service," "park maintenance," "property maintenance enforcement," and the "city street reconstruction program." Seventy-nine percent rate "animal control" favorably, while 72% similarly rate "recreational programs." Among the reasons for critical evaluations, "potholes" and "loose animals" are cited by 17% each, while 15% point to "messy yards."

Generally, the property tax climate in the Village of Saint Anthony must be considered "moderately hostile." Fifty-six percent think their property taxes are "high," up 14% in four years, while 31% call them "about average." In addition, one percent classify their property taxes as "low," and 13% are "uncertain."

By a 50%-26% margin, residents favor an increase in their village property tax if it were needed to maintain village services at their current level. Support dropped 12% in four years. Most opponents are unable to indicate cuts in particular services to avoid higher property taxes. By an overwhelming 72%-9% verdict, respondents also oppose a reduction in city services if their village property taxes could be reduced. This time, the small number of supporters of this approach favor cuts in "park and recreation services," "fire services," and "public works projects."

Redevelopment:

By an overwhelming 86%-8% margin, residents think the Silver Lake redevelopment project is a good idea; in fact, a significant 42% feel strongly that way. In general, by an 84%-9% margin, residents support the Village of Saint Anthony continuing its redevelopment efforts throughout the community; again, a large 41% feel strongly that way. Redevelopment efforts are solidly supported by the vast majority of residents in the community.

Municipal Liquor Stores:

Sixty-one percent of the residents report visiting one of the Municipal Liquor Stores during the past twelve months. Over eighty percent rate the stores and staff positively on a series of customer service and competitiveness dimensions: "product selection," "prices of products," "courtesy and friendliness of staff," and "assistance provided by the staff." The main reasons for shopping at Saint Anthony Village Municipal Liquor Stores is "the convenience of the

locations,” cited by 81%. Eleven percent also shop there to “support the community.”

Most residents report one of five places they have seen advertising for the Saint Anthony Village Municipal Liquor Stores: “mailings,” by 16%, “The Saint Anthony Bulletin,” by 15%, “grocery store receipts,” by 12%, “coupons in the mail,” by 10%, and “signage on the liquor store buildings,” by 8%. A high 87% do not frequently purchase their alcoholic beverages from stores other than the Saint Anthony Village Municipal Liquor Stores; “lower prices” is the main reason for patronizing other establishments.

By a tepid 46%-35% margin, with 21% uncertain, residents favor the extension of liquor store operating hours to 10:00 PM. Intense opposition was 50% higher than intense support, however.

Drain Tile Systems:

Thirty-five percent of the sample report they have a drain tile system at their residence. Among this group, 83% state they have a sump pump system there. And, 87% of these households indicate their sump pump discharges water to the exterior of their home.

Organized Refuse Collection:

Fifty-two percent endorse the current system of refuse hauler selection used in the Village of Saint Anthony. Twenty-one percent prefer the Village to assign current haulers to exclusively handle specific areas based on a bidding process, and 12% opt for the Village designating one hauler to serve the entire community. Fourteen percent are uncertain about the best approach.

Sources of Information:

Thirty percent each of the sample report their principal sources of information about Village government and its activities are the “Saint Anthony Bulletin” and “Village Notes.” An additional nine percent point to the “city newsletter,” albeit not by name. Six percent use the “grapevine,” and five percent, “cable television.” Eighty-five percent, up 10% in four years, think the amount of information they receive from the Village of Saint Anthony is “about right,” while only 12% see it as “too little.”

Eighty-five percent recall receiving the “Village Notes” newsletter during the past year. A very strong 92% of households receiving the newsletter report members regularly read it. And, more

impressively, 93% rate the newsletter as either “very effective” or “somewhat effective” in keeping them informed about activities in Saint Anthony.

Conclusions:

1. Life in the Village of Saint Anthony remains highly graded by residents. The quality of life rating is solid and evaluations of both value for tax dollars and village services are among the top in the inner-ring suburbs. Two issues, though, concern many residents — high taxes and school funding.
2. Public safety is not a major concern in the Village of Saint Anthony. Residents feel safe in the community, are connected to the Police Department, and large numbers participate in Neighborhood Block Parties or National Night Out.
3. The tax climate is “moderately hostile.” But, a majority support a property tax increase to maintain village services at their current levels, and a decisive majority oppose service cuts in exchange for lower property taxes.
4. Redevelopment efforts, in general, and the Silver Lake project, in particular, receive unusually high levels of endorsement from the public.
5. Village residents are generally supportive of the Saint Anthony Village Municipal Liquor Stores, rating both the staff and product line very highly. While convenience is a key factor, the loyalty of residents to the Municipal Liquor Stores is outstanding.

In conclusion, as stated in earlier studies, Saint Anthony residents grade their village enterprise very positively in comparison with other inner-ring suburbs. It is clear that Village Government has stayed well ahead of the curve in meeting or exceeding residential expectations. Further, it continues to do an exemplary job in protecting the core values that attracted — and continue to attract — residents to Saint Anthony, as well as recasting the community in order to meet future needs.