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**ST CLOUD STATE UNIVERSITY
SURVEY OF CITY OF ST. CLOUD,
MINNESOTA RESIDENTS**

**PART I CITY OF ST. CLOUD
QUESTIONS
PART II QUESTIONS RELATING TO
SCSU**

[last updated 9-5-09]

**A SCIENTIFIC TELEPHONE SURVEY
CONDUCTED
FOR THE CITY OF ST. CLOUD, MINNESOTA AND
ST. CLOUD STATE UNIVERSITY
BY THE
ST. CLOUD STATE UNIVERSITY SURVEY**

May 2008

ST. CLOUD STATE UNIVERSITY SURVEY COLLEGE OF SOCIAL SCIENCES

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SCSU SURVEY HOMEPAGE
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Drs. Frank, Wagner and Robinson are members of the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.) and subscribe to the code of ethics of the A.A.P.O.R.

History and Mission of the Survey

The SCSU Survey is an ongoing survey research extension of the Social Science Research Institute in the College of Social Sciences at St. Cloud State University. The SCSU Survey performs its research in the form of telephone interviews. Telephone surveys are but one of the many types of research employed by researchers to collect data randomly. The telephone survey is now the instrument of choice for a growing number of researchers.

Dr. Steve Frank began the SCSU Survey in 1980 conducting several omnibus surveys a year of central Minnesota adults in conjunction with his Political Science classes. Presently, the omnibus surveys have continued, but have shifted to a primary statewide focus. These statewide surveys are conducted once a year in the fall and focus on statewide issues such as election races, current events, and other important issues that are present in the state of Minnesota. Besides the annual fall survey, the SCSU Survey conducts an annual spring survey of SCSU students on various issues such as campus safety, alcohol and drug use, race, etc. Lastly, the SCSU Survey conducts contract surveys for various public and private sector clients. The Survey provides a useful service for the people and institutions of the State of Minnesota by furnishing valid data of the opinions, behaviors, and characteristics of adult Minnesotans.

The primary mission of the SCSU Survey is to serve the academic community and various clients through its commitment to high quality survey research and to provide education and experiential opportunities to researchers and students. The directors of the SCSU Survey strive to assure that all SCSU student directors and faculty directors contribute to the research process, as all are essential in making a research project successful. This success is measured by our ability to obtain high quality survey data that is timely, accurate, and reliable while maintaining an environment that promotes the professional and personal growth of each staff member. The survey procedures used by the SCSU Survey adhere to the highest quality academic standards. The SCSU Survey maintains the highest ethical standards in its procedures and methods. Both faculty and student directors demonstrate integrity and respect for dignity in all interactions with colleagues, clients, researchers, and survey participants.

Survey Staff

The Survey's faculty directors are Dr. Steve Frank (SCSU Professor of Political Science), Dr. Steven Wagner (SCSU Professor of Political Science) and Dr. David H. Robinson (SCSU Professor of Statistics). The faculty directors are members of the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.). The directors subscribe to the code of ethics of A.A.P.O.R.

A Stephen I. Frank

Dr. Frank holds a Doctor of Philosophy in Political Science from Washington State University. Dr. Frank teaches courses in American Politics, Public Opinion and Research Methods at St. Cloud State University. Dr. Frank started the SCSU Survey in 1980, and since has played a major role in the development, administration and analysis of over 150 telephone surveys for local and state governments, school districts and a variety of nonprofit agencies. Dr. Frank has completed extensive postgraduate work in survey research at the University of Michigan. Dr. Frank coauthored with Dr. Wagner and published by Harcourt College, *"We Shocked the World!" A Case Study of Jesse Ventura's Election as Governor of Minnesota*. Revised Edition. Dr. Frank, with Dr. Steven Wagner, recently published "The Maverick Campaign and Election of Jesse Ventura" in *Campaigns and Elections*, edited by Robert Watson and Colton Campbell, Lynn Rienner Publishers. Dr. Frank's most recent publication is "New Directions in Public Opinion" in *Perspectives on Minnesota Government and Politics*, Fifth Edition. Dr. Frank is immediate past chairperson of the SCSU Department of Political Science and immediate past president of the Minnesota Political Science Association. Dr. Frank was recently selected to again serve the SCSU Department of Political Science as its chairperson.

B. Steven C. Wagner

Dr. Wagner holds a Doctor of Philosophy in Political Science and a Master of Public Administration from Northern Illinois University. Dr. Wagner earned his Bachelor of Science in Political Science from Illinois State University. Dr. Wagner teaches courses in American Politics and Public and Nonprofit Management at St. Cloud State University. Dr. Wagner joined the SCSU Survey in 1997. Before coming to SCSU, Dr. Wagner taught in Kansas where he engaged in community-based survey research and before that was staff researcher for the U.S. General Accounting Office. Dr. Wagner has written many papers on taxation, health care delivery and state politics and has published articles on voting behavior, federal funding of local services and organizational decision making. Dr. Wagner, with Dr. Frank, recently published two texts on Jesse Ventura's election as Minnesota's Governor and a book chapter on the campaign. Dr. Wagner currently serves as chairperson of the SCSU Department of Political Science.

C. David H. Robinson

Dr. Robinson holds a Doctor of Philosophy in Statistics and a Masters in Statistics from the University of Iowa. Dr. Robinson earned his Bachelor of Science in Mathematics from Henderson State University. At St. Cloud State University, Dr. Robinson teaches courses in survey planning and contingency tables, statistical methods for the social sciences, probability and computer simulation, and other statistical applications. Since coming to SCSU in 1985 and before that time, Dr. Robinson has served as statistical consultant for numerous statistical analyses of survey results. He has coauthored a book on computer simulation and analysis, and has published articles in the areas of nonparametric statistics, multivariate statistics, analysis of

baseball statistics, and statistical analysis of computer network performance. Dr. Robinson is the immediate past chairperson of the SCSU Department of Statistics and Computer Networking.

Student Personnel

SCSU students, Ms. Renee Helm and Mr. Michael Loehlein serve as senior student lab supervisors. Mr. Justin Rassier, also an SCSU student, provided technical support to ensure the interviewing software and all related hardware functioned.

Ms. Helm is a third year student and is a Public Administration major and Mathematics minor. Ms. Helm is from St. Joseph, Minnesota. Mr. Loehlein is a senior and is an Economics and International Relations major. Mr. Loehlein is graduating this year and plans to enter the Peace Corps. Mr. Loehlein is also from St. Joseph, Minnesota. Mr. Rassier will be a senior this coming year. He is a Computer Science major. Mr. Rassier is also from St. Joseph, Minnesota.

After training and screening, approximately 20 SCSU students completed the calling. Under the direction of Drs. Frank, Wagner and Robinson, Ms. Helm and Mr. Lohlein trained all callers and supervised all interviewing. These students serve the SCSU Survey as student directors and, in addition to supervising the lab for client-centered surveys, perform similar functions for the spring survey of SCSU students and the fall statewide omnibus survey.

Methodology

The SCSU Survey operates the CATI Lab in Stewart Hall 101. The CATI Lab, which stands for Computer Assisted Telephone Interviewing Lab, is equipped with 19 interviewer stations that each includes a computer, a phone, and a headset. In addition to the interviewer stations, there is the Supervisor Station, which is used to monitor the survey while it is in progress. The SCSU Survey has its own server designated solely for the use of the SCSU Survey.

The SCSU Survey is licensed to use Sawtooth Software's Ci3 Questionnaire Authoring Version 4.1, a state-of-the-art windows-based computer-assisted interviewing package. This program allows us to develop virtually any type of questionnaire while at the same time programming edit and consistency checks and other quality control measures to insure the most valid data. Interviewing with Ci3 offers many advantages:

1. Complete control of what the interviewer sees;
2. Automatic skip or branch patterns based on previous answers, combinations of answers, or even mathematical computations performed on answers;
3. Randomization of response categories or question order;

4. Customized questionnaires using respondents' previous responses, and,
5. Incorporation of data from the sample directly into the sample database.

In addition, all interview stations are networked for complete, ongoing sample management. Sawtooth Software's Ci3 allows immediate data updating, ensuring maximum data integrity and allowing clients to get progress reports anytime. The Survey directors are able to review data for quality and consistency. Question answers are entered directly into the computer, thus keypunching is eliminated, which decreases human error and facilitates immediate data analysis. The calling system is programmed to store call record keeping automatically, allowing interviewers and supervisors to focus on the interviewing task. Callbacks are programmed through the computer network and made on a schedule. Each number is called up to ten times if needed. Interrupted surveys are easily completed. Persons who are willing to be interviewed can do so when it is convenient to them, improving the quality of their responses.

Several steps were taken to ensure that the sample of adult St. Cloud residents was representative of the larger St. Cloud population. The sample was constructed using random digit dialing (RDD) procedures. Random digit dialing makes available changed new and unlisted numbers. Drawing numbers from a telephone book may skip as many as 35 percent of the households. Within each household, the particular respondent was determined in a systematic rotation. This means that the selection process alternated between men and women and older and younger respondents 18 years of age and older. We allowed few substitutions. In order to reach hard-to-get respondents, we called each number up to 10 times over different days and times. We made appointments as necessary to interview the designated respondent at his/her convenience.

The survey was administered on Wednesday, April 16, Thursday, April 17 and Sunday, April 20 through Tuesday, April 22 from 4:30 to 9:30. Conversion of callbacks and refusals occurred almost immediately and continued until completion of the survey. The calling system maintains full and detailed records, including the number of attempts made to each number and the disposition of each attempt. Initial refusals were contacted and many were converted to completions.

We obtained the sample from Survey Sampling of Fairfield, Connecticut. We have found Survey Sampling a particularly efficient sample production company. They generated a sample that is of very high quality because they:

- construct a comprehensive database of all telephone working blocks which actually represent residential telephones;
- obtain, update and cross check working block information from local telephone companies;

- confirm the estimated number of residential telephones with each working block, excluding sparsely populated working blocks (industry standard is to exclude those blocks with less than three known working residential telephones out of the 100 possible numbers);
- assign working blocks known to contain residential telephones to geographic areas bases on zip code and most recent updates of census data;
- mark each working block for demographic targeting;
- check each (RDD and listed) number against a list of known business telephone numbers and generate new numbers as necessary; and,
- arrange the ending sample in a random order to eliminate potential calling order bias.

The sample was drawn proportional to the phone exchanges within the city of St. Cloud residential population. The initial sample was comprised of 6,406 phone numbers. The phone numbers are organized into mini-samples of 100 numbers called replicates. It is our usual practice to release replicates as needed by the interviewers. Replicates were released to the interviewers on an as-needed basis.

All potential respondents were told the survey is voluntary and their responses are private. All potential respondents were initially asked whether they live in the city limits of St. Cloud. If they answered no, they were thanked for their time and told the survey is only for residents of the city of St. Cloud. This also insures a high quality sample of city residents was obtained.

The completed sample consisted of 508 weighted respondents. In samples of 508 interviews, the sample error due to sampling and other random effects is approximately plus/minus 5 percent at the 95 percent confidence level. This means that if one were to have drawn 20 samples of the city population and administered the same instrument it would be expected that the overall findings would be in error by more than five percent only one time in twenty. In all surveys there are other possible sources of error for which precise estimates are not calculated. These include interviewer and coder error, respondent misinterpretation, and analysis errors. When analysis is made of sub-samples such as respondents who live in one of the three city area codes or when the sample is broken down by variables such as gender, the sample error may be larger.

In order that the demographics of the sample match known characteristics of the city population, weighting was applied to age and gender. The percentages of women and of older adults were higher than what is known of the population from the 2000 Census, so the sample was weighted to reflect a sample of matching the age and gender characteristics of the St. Cloud population.

Weighting is a standard statistical technique to adjust the sample demographics to match known characteristics of the population. The weights applied to the sample in order to achieve these targets were the following:

- Females, age 18 to 24, weight = 4.69
- Males, age 18 to 24, weight = 4.24
- Females, age 25 to 44, weight = 0.92
- Males, age 25 to 44, weight = 1.48
- Females, age 45 and higher, weight = 0.49
- Males, age 45 and higher, weight = 0.65
- Females, age not given, weight = 0.87
- Males, age not given, weight = 1.18

The cooperation rate of the survey was 97 percent. A cooperation rate of 97 percent is about 35 percentage points above the average for professional marketing firms. Cooperation rate means that once we reached an eligible respondent, more than three of four respondents agreed to participate in the survey. The cooperation rate is determined by adding the number of completed interviews (508) to the total number of refusals (13) and dividing the number of completed interview (508) by the sum of the completions and refusals (521).

| Table 1: Calling Record | |
|---|------------------|
| DISPOSITION RECORD | FREQUENCY |
| Completed Calls (weighted shown) | 508 |
| Don't Live in St. Cloud | 644 |
| Not Working Numbers | 878 |
| Not Eligible – Respondent not available during the period of the study, language problems, hearing problems, illness, out of state. | 40 |
| Callbacks – Appointments made but contact could not be made with designated respondent. | 584 |
| Refusals – Attempt to re-contact and convert refusals to a completion was made for all refusals. | 13 |
| Answering Machine – Live contact could not be made even after 10 calls. | 532 |
| Business Phones | 367 |

| | |
|---|--------------|
| No Answers – Probable non-working numbers. | 426 |
| Fax/Modem | 214 |
| Busy | 45 |
| Do not call list | 1 |
| Call Blocking | 9 |
| .Other-partially completed but not finished, miscellaneous | 13 |
| Total Calls Placed | 4,264 |
| Total Sample Size | 6,406 |
| Sample not used/released to interviewers | 2,142 |

PART I CITY OF ST. CLOUD QUESTIONS

I. Summary of Findings

This report was prepared for the city of St. Cloud, Minnesota. The SCSU Survey was employed to conduct a scientific telephone survey of a minimum of 500 adult residents of the city of St. Cloud, Minnesota to determine citizen opinion on various city services, park and recreation facilities, safety issues within the city, and overall satisfaction. This project is a cooperative venture between the University and the city of St. Cloud Mayor's Office and St. Cloud State University. The University President's Office sought to explore the use of campus facilities and services by city residents, evaluation of those facilities and services, and how generally city residents view the University. Households included in this survey were selected by random digit dialing, a survey selection method unique to telephone survey research.

Forty substantive questions and five demographic (age, home ownership, area of city residence, how long lived in St. Cloud, family income) were asked of the sample. Additionally, gender was generated by the interviewers as a way to randomize the respondent within each household. This ensures a more representative sample of the sampled population. Of the forty questions, 21 were asked for St. Cloud State University and 19 for the city of St. Cloud.

A total of 508 St. Cloud adults were interviewed. We obtained a cooperation rate of 97 percent. The margin of error of the survey is approximately plus or minus 5 percent at the 95 percent of confidence level. The final sample was weighted for gender and age. As is characteristic of telephone survey research, women and older adults are often oversampled, and therefore the sample was weighted to better align demographics with known characteristics of the general population. Interviewing was conducted between April 16 and April 22.

The remainder of this report is divided into six distinct parts. Part II details the history and purpose of the St. Cloud State University Survey. Part III details the personnel of the Survey. This includes the University faculty who directed the survey and the University students who trained the interviewers, supervised interviewing and maintained the interviewing system. Part IV details the methodology of the survey. Part V displays the respondent frequency and percent of responses for each question. Part VI shows the respondent frequency and percent responses for the demographic questions and Part VII is the questionnaire. As is characteristic of telephone respondents, anywhere from 10 to 20 percent of respondents refuse to answer these questions. These refused "responses" are not included in the tables. Nor are they included in the substantive question tables. This is standard practice. Don't know responses, however, are included and often inform us about the quality of data collection.

In terms of substantive findings:

Most residents of St. Cloud are pretty satisfied overall with St. Cloud. We asked respondents to rate their level of overall satisfaction with St. Cloud on a scale of 0-10 and the mean score is 7.46 with a standard deviation of 1.47. In other words, most folks we interviewed give us a score for their overall satisfaction with St. Cloud as a 7 and 8 score. Only 15 respondents gave us a score of under 5.

The two things our respondents like most about living in St. Cloud is the friendly people and the small town feel. Coming in third is a tie between sports, recreation and parks and family.

We asked a series of questions concerning public safety. Regarding fire services, we found that very few residents (37 or 7%) had any contact with the Fire Department last year. Of those that did, all but one respondent rated the overall satisfaction with fire services as excellent (73%) and good (23%).

In terms of respondent views toward their overall safety in St. Cloud, we found that about nine of ten respondents feel very safe or somewhat safe.

Most respondents (93%) feel very safe or somewhat safe walking alone in their neighborhood in the day. However, the number of residents who think they are very safe or somewhat safe walking in the neighborhood alone after dark drops to 67 percent

When we asked about safety and walking downtown, we found almost nine of ten respondents felt very safe and somewhat safe walking alone downtown in the day but only 40 percent were of the same opinion once it became dark.

Eight of ten respondents told us they felt parks and recreation facilities are very safe or somewhat safe. Most respondents (nine of ten) did not report they nor had anyone in their household had been a victim of a crime. Of those who had been victimized, three-fourths reported each event to police, while about one-fourth failed to report each event.

In terms of police interaction, two-third of our respondents reported no interaction with police in the past year. Of those who had interaction with the city police department (190 respondents), almost one-half (44%) rated their contact as poor. About the same percentage (47%) rated their contact with the police as excellent and good.

We asked whether weed lots, abandoned vehicles and graffiti are a neighborhood problem and found that two-thirds of our respondents do not think these sorts of issues are a problem. Only seven respondents (about one percent) think it a major problem, about 14 percent (68 respondents) think it somewhat of a problem and about two of ten respondents (90 respondents or 18 percent) see it as a small problem. The clear majority

of respondents (338 or 66 percent) don't think weed lots, abandoned vehicles and graffiti are a problem.

When we asked about city parks and recreation facilities, three-fourths of our respondents gave city parks and recreation a rating of excellent and good. About the same percentage gave the same ratings to the appearance of the park and recreation facilities and the park and recreation department programs. When we asked about adequacy of leisure opportunities in St. Cloud, about two-thirds rate those opportunities as excellent and good.

When we asked about road conditions and ease of driving around town, we found that our respondents were equally split on their rating of traffic congestion and ease of driving around town. Almost one-half told us that driving around town is very easy or somewhat easy and half told us it is somewhat difficult or very difficult. In terms of road quality, over half of our respondents reported to us that roads have some or many bad spots, while slightly over one-third of the respondents told us city roads are in very good to mostly good condition.

V. Substantive Findings

**Table 2:
Contact with Fire Department**

“Let’s start with an easy question. Have you had contact with the St. Cloud Fire Department within the past year?”

| RESPONSE | FREQUENCY | PERCENT |
|--------------|-----------|---------|
| Yes | 37 | 7 |
| No | 471 | 93 |
| Total | 508 | 100 |

Respondents who answered No, Don’t Know or Refused were skipped to the question contained in Table 4.

**Table 3:
Satisfaction with Fire Department**

“Would you say your overall satisfaction with the Fire Department’s service was excellent, good, fair or poor?”

| RESPONSE | FREQUENCY | PERCENT |
|--------------|-----------|---------|
| Excellent | 27 | 73 |
| Good | 8 | 23 |
| Fair | 0 | 1 |
| Poor | 1 | 3 |
| Total | 37 | 100 |

**Table 4:
Ease of Driving in Town**

“Thinking about traffic congestion in the city of St. Cloud, how would you rate the ease of your driving around town? Would you say it is very easy, somewhat easy, somewhat difficult, or very difficult?”

| RESPONSE | FREQUENCY | PERCENT |
|--------------------|------------|------------|
| Very Easy | 24 | 5 |
| Somewhat Easy | 214 | 42 |
| Somewhat Difficult | 180 | 35 |
| Very Difficult | 73 | 14 |
| Don't Know | 18 | 4 |
| Total | 508 | 100 |

**Table 5:
Road Condition**

“Would you rate the city's road conditions as very good, mostly good, have some bad spots, or have many bad spots?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------------|------------|------------|
| Very Good Condition | 20 | 4 |
| Mostly Good Condition | 174 | 34 |
| Have Some Bad Spots | 231 | 46 |
| Have Many Bad Spots | 72 | 14 |
| Don't Know | 10 | 2 |
| Total | 508 | 100 |

**Table 6:
Neighborhood Problems**

“The next question concerns problems in your neighborhood. To what extent are weed lots, abandoned vehicles, graffiti, and run-down buildings a problem in your neighborhood? Would you say they are a major problem, somewhat of a problem, only a small problem, or not a problem?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------------|------------------|----------------|
| Major Problem | 7 | 1 |
| Somewhat of a Problem | 68 | 14 |
| Only a Small Problem | 90 | 18 |
| Not a Problem | 338 | 66 |
| Don't Know | 5 | 1 |
| Total | 508 | 100 |

**Table 7:
Adequacy of Leisure Opportunities**

“Would you rate the adequacy of leisure opportunities in St. Cloud, such as

parks, recreation, and sporting or cultural events, as excellent, good, fair, or poor?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Excellent | 49 | 10 |
| Good | 277 | 54 |
| Fair | 121 | 24 |
| Poor | 45 | 9 |
| Don't Know | 15 | 3 |
| Total | 507 | 100 |

**Table 8:
Park and Recreation Programs**

“Would you rate the St. Cloud park and recreation programs as excellent, good, fair, or poor?”

| RESPONSE | FREQUENCY | PERCENT |
|--------------|------------|------------|
| Excellent | 66 | 13 |
| Good | 296 | 59 |
| Fair | 88 | 17 |
| Poor | 20 | 4 |
| Don't Know | 38 | 7 |
| Total | 508 | 100 |

**Table 9:
Appearance of Park and Recreation Facilities**

“Would you rate the appearance of the park and recreation facilities as excellent, good, fair, or poor?”

| RESPONSE | FREQUENCY | PERCENT |
|--------------|------------|------------|
| Excellent | 66 | 13 |
| Good | 318 | 63 |
| Fair | 92 | 18 |
| Poor | 7 | 1 |
| Don't Know | 23 | 5 |
| Total | 508 | 100 |

**Table 10:
Overall Satisfaction with Parks and Recreation**

“Would you rate your overall satisfaction with parks and recreation in St. Cloud as excellent, good, fair, or poor?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Excellent | 52 | 10 |
| Good | 344 | 68 |
| Fair | 72 | 14 |
| Poor | 20 | 4 |
| Don't Know | 20 | 4 |
| Total | 507 | 100 |

**Table 11:
Overall Safety in St. Cloud**

“The next questions relate to your personal safety in St. Cloud. Overall, how safe do you feel in St. Cloud? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Very Safe | 173 | 34 |
| Somewhat Safe | 268 | 53 |
| Somewhat Unsafe | 51 | 10 |
| Very Unsafe | 14 | 3 |
| Don't Know | 1 | 0 |
| Total | 508 | 100 |

**Table 12:
Walking Alone After Dark and Safety**

*“How safe would you feel when walking alone in your neighborhood after dark?
Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?”*

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Very Safe | 128 | 25 |
| Somewhat Safe | 212 | 42 |
| Somewhat Unsafe | 102 | 20 |
| Very Unsafe | 38 | 7 |
| Don't Know | 28 | 6 |
| Total | 508 | 100 |

**Table 13:
Walking Alone During the Day and Safety**

*“How safe would you feel when walking alone in your neighborhood during the
day? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?”*

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Very Safe | 321 | 63 |
| Somewhat Safe | 152 | 30 |
| Somewhat Unsafe | 22 | 4 |
| Very Unsafe | 8 | 2 |
| Don't Know | 4 | 1 |
| Total | 508 | 100 |

**Table 14:
Walking Alone During After Dark Downtown and Safety**

“How safe would you feel when walking alone in the downtown business area after dark? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Very Safe | 62 | 12 |
| Somewhat Safe | 143 | 28 |
| Somewhat Unsafe | 164 | 32 |
| Very Unsafe | 112 | 22 |
| Don't Know | 27 | 6 |
| Total | 508 | 100 |

**Table 15:
Walking Alone During the Day Downtown and Safety**

“How safe would you feel when walking alone in the same downtown area during the day? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Very Safe | 230 | 46 |
| Somewhat Safe | 208 | 41 |
| Somewhat Unsafe | 37 | 7 |
| Very Unsafe | 15 | 3 |
| Don't Know | 17 | 3 |
| Total | 508 | 100 |

**Table 16:
Park and Recreation Facilities and Safety**

“Would you rate the safety of the park and recreation facilities as very safe, somewhat safe, somewhat unsafe, or very unsafe?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Very Safe | 136 | 27 |
| Somewhat Safe | 270 | 53 |
| Somewhat Unsafe | 41 | 8 |
| Very Unsafe | 14 | 3 |
| Don't Know | 45 | 9 |
| Total | 506 | 100 |

**Table 17:
Victim of a Crime**

*“During the past 12 months, were you or anyone in your household the victim of any crime in St. Cloud?
[IF YES] Did you report all of these crimes to the St. Cloud police?”*

| RESPONSE | FREQUENCY | PERCENT |
|--|------------------|----------------|
| Victim and did report all to Police | 34 | 7 |
| Victim but did not report some to Police | 13 | 3 |
| No, was not a Victim | 453 | 89 |
| Don't Know | 7 | 1 |
| Total | 508 | 100 |

**Table 18:
Rating of Police Interaction**

*“During the past 12 months, have you had any contact with the St. Cloud police department?
[IF YES] How would you rate the contact? Would you rate it as excellent, good, fair, or poor?”*

| RESPONSE | FREQUENCY | PERCENT |
|------------------------|------------------|----------------|
| No Contact with Police | 316 | 63 |
| Yes - Excellent | 45 | 9 |
| Yes - Good | 45 | 9 |
| Yes - Fair | 17 | 3 |
| Yes - Poor | 83 | 16 |
| Don't Know | 2 | 0 |
| Total | 508 | 100 |

**Table 19:
Best About St. Cloud**

“What one thing would you say you like best about St. Cloud?”

| PRE-LOADED RESPONSE CATEGORIES | FREQUENCY | PERCENT |
|---------------------------------------|------------------|----------------|
| Affordable housing | 16 | 3 |
| Big city feel | 23 | 5 |
| Business climate | 3 | 1 |
| City services | 11 | 2 |

| | | |
|--------------------------------------|-----|-----|
| Entertainment-Cultural opportunities | 10 | 2 |
| Food and Restaurants | 9 | 2 |
| Family is here | 31 | 6 |
| Friendly people | 73 | 14 |
| Good place to raise children | 7 | 1 |
| Grew up here | 18 | 4 |
| Jobs available | 5 | 1 |
| Labor force available | 2 | 0 |
| Location near lakes | 8 | 2 |
| Location near Twin Cities | 11 | 2 |
| Medical services | 13 | 3 |
| Parks, Recreation, Sports | 31 | 6 |
| Safe place | 14 | 3 |
| Schools | 10 | 2 |
| SCSU | 11 | 2 |
| Shopping | 18 | 4 |
| Small town feel | 73 | 15 |
| Other | 54 | 11 |
| Don't know | 55 | 11 |
| Total | 502 | 100 |

Other responses that may have not fitted into one of the pre-loaded response categories were entered by interviews: shopping opportunities; education; growing diversity; Skateboarding Downtown; Diversity; things to do; summer; city parks charms, gardens; bus services; library, hotels, convention center, bus services; Open Communication with St. Cloud officials; don't like it; a lot of stores; stores; not really big; small town attitude; cultural diversity; opportunities available; clear environment; small community; minorities in St. Cloud; Like the winters; Handicap accessible; Opportunities; people are friendly, and the weather is good; size, and residential; Transportation; feel comfortable here; old fashioned; good community; I live here, born here, work here; paramount theater; college; paramount theater; KVSC; nice town and people; river; garden; feel safe most of the time; music; over all atmosphere; lots of choices for things to do and places to eat and many other opportunities; change of seasons; set up of city; discos.

**Table 20
Overall Rating of St. Cloud**

“Thinking about your overall satisfaction with St. Cloud, on a scale of 0 to 10, where 10 is most satisfied and 0 is least satisfied, what rating would you give the city of St. Cloud?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| 0 | 3 | 1 |
| 1 | 1 | 0 |
| 2 | 1 | 0 |
| 3 | 4 | 1 |
| 4 | 5 | 1 |
| 5 | 26 | 5 |
| 6 | 45 | 9 |
| 7 | 135 | 27 |
| 8 | 203 | 41 |
| 9 | 42 | 9 |
| 10 | 28 | 6 |
| Don't Know | 5 | 1 |
| Total | 499 | 100 |
| | | |

PART II QUESTIONS RELATING TO SCSU

In terms of substantive findings, the data show:

Less than one-half (44%) of city residents have visited the SCSU campus in the past year to attend some event, engage in some activity or visit the library.

Of those that did attend some event or activity, slightly less than one-half attended an art, theater, dance or music exhibit or performance; slightly more than one-half attended a sport event such as hockey, baseball, football, basketball or volleyball; about one-third attended a cultural event such as international student night; about one-quarter attended a speech by a political leader or celebrity, forty percent attended a family event such as Lemonade Fair or Planetarium Night and almost two-thirds have visited the library.

All respondents indicated they were satisfied with the event or activity they attended.

Of those who did not attend an event or activity in the past year, the most frequent reason given by the respondents was that they *just didn't feel like going*. The second most frequent reason given for non-attendance was that they *did not know about the event*. Table 3 shows the remaining respondent reasons why they did not attend an event or activity in the past year.

Almost all respondents see the University as an asset to the city (96%), are welcome on campus (92%), and think the diversity of students and staff are a value (94%). Interestingly, we found a slight drop in positive responses when we asked if the University is a resource advantage (84%).

Almost all respondents (94%) are proud to have the University as part of their community.

About one-third of the respondents attended or are attending SCSU. The same percentage completed their degree. As well, about one-third of the respondents have a spouse or child that attended or is attending SCSU. Almost one-half of our respondents have employed or worked with an SCSU student or graduate.

Table 17 shows the results of an open ended question we asked to learn what city residents thought were ways to improve the relationship between SCSU and the city. The dispersion of responses is large. Nonetheless, we found that about 15 percent of the respondents noted cleaning up the neighborhood, cutting down on drinking, and improving the school's image. About 10 percent noted better or less expansive parking, more activities and making the campus friendlier would improve city-university relations. Several respondents suggested better communication and creating linkages, such as students volunteering in the community and work collaboration might be a way to improve university-city relations.

**Table 2:
Attend Event or Activity on SCSU's Campus**

“Thanks. Now let's turn to some questions about St. Cloud State University.

In the past 12 months, did you attend an activity or event, such as a sporting event or concert, or going to the library, on the SCSU campus?”

| RESPONSE | FREQUENCY | PERCENT |
|----------|-----------|---------|
| Yes | 224 | 44 |
| No | 279 | 55 |

| | | |
|--|-----|-----|
| Don't Know | 2 | 1 |
| Total | 506 | 100 |
| <p>Respondents who answered they Don't Know or Refused were skipped to the question contained in Table 6. Respondents who answered Yes were skipped to the series of questions contained in Table 4.</p> | | |

**Table 3:
Why Not Visit SCSU's Campus**

**“Why did you not go to SCSU's campus last year?
Was it because you.....”
(Answer Options Read; Multiple Responses Allowed)**

| RESPONSE | FREQUENCY | PERCENT OF RESPONSES |
|--|-----------|----------------------------|
| Did not know about the events | 61 | 19 |
| Find there's never anywhere to park | 21 | 6 |
| Are concerned about your safety on the campus | 3 | 1 |
| Not interested in the content of the events | 29 | 9 |
| Couldn't afford the cost of the event | 5 | 1 |
| Were not home and could not go | 25 | 8 |
| Didn't know you could go to the library | 21 | 7 |
| Just didn't need or feel like going | 83 | 26 |
| Other | 30 | 9 |
| Don't Know | 44 | 14 |
| Total (respondent n=224) | 321 | 100 |
| Other Responses: Not well; too much traffic; very old and can't go; no interest; just doesn't go; too old; no time; no time; wasn't here; the event are not published nicely and the safety too; baby; parking; too old; single, needed someone to go with; disabled; worked there for 20 years and not anxious to go back too soon; don't see much advertisement of the hockey games and other sports; should do more marketing; didn't go; don't have faith in administration; work at St. Bens, no real reason to go. | | |
| All respondents were skipped to the question shown in Table 6. | | |

**Table 4:
Combined Question Table of Respondent Attendance of Specific Events or Activities on
SCSU's Campus in the Past Year**

| ACTIVITY-EVENT | YES | | NO | | DON'T KNOW | |
|--|-------|--------|-------|--------|------------|--------|
| | FREQ. | PERCT. | FREQ. | PERCT. | FREQ. | PERCT. |
| Did you attend an art, theater, dance or music exhibit or performance? | 108 | 48% | 115 | 51% | 1 | 1% |
| Did you attend a hockey, baseball, football, basketball, or volleyball game? | 123 | 55% | 102 | 45% | 0 | 0% |
| Did you attend a cultural event such as international student event? | 80 | 36% | 140 | 62% | 5 | 2% |
| Did you go see a speaker such as political leader or celebrity? | 58 | 26% | 166 | 74% | 0 | 0% |
| How about a family event such as Lemonade Fair or Planetarium Night? | 90 | 40% | 133 | 59% | 1 | 1% |
| Did you visit the Library? | 138 | 62% | 86 | 38% | 0 | 0% |

**Table 5:
Satisfied-Dissatisfied with Event or Activity**

“Generally speaking, were you satisfied or dissatisfied with the event or activity you attended on the SCSU campus?”

| RESPONSE | FREQUENCY | PERCENT |
|--------------|-----------|---------|
| Satisfied | 220 | 98 |
| Dissatisfied | 0 | 0 |

| | | |
|---|-----|-----|
| Don't Know | 4 | 2 |
| Total | 224 | 100 |
| Dissatisfied respondents were scheduled to receive a question asking them why they were dissatisfied. | | |

**Table 6:
Attendance in the Future**

“Do you think you might attend some event or activity on the campus in the next year?”

| RESPONSE | FREQUENCY | PERCENT |
|------------------------|------------------|----------------|
| Yes | 256 | 51 |
| Depends on Time, Event | 134 | 27 |
| No | 98 | 19 |
| Don't Know | 18 | 4 |
| Total | 506 | 100 |

**Table 7:
SCSU Viewed as Asset to City**

“For you personally, do you strongly agree, agree, disagree, or strongly disagree SCSU is an asset to the City of St. Cloud?”

| RESPONSE | FREQUENCY | PERCENT |
|-------------------|------------------|----------------|
| Strongly Agree | 323 | 64 |
| Agree | 161 | 32 |
| Disagree | 8 | 2 |
| Strongly Disagree | 2 | 0 |
| Don't Know | 11 | 2 |
| Total | 505 | 100 |

**Table 8:
Feel Welcome on SCSU's Campus**

“For you personally, do you strongly agree, agree, disagree, or strongly disagree that you feel welcome on the SCSU campus?”

| RESPONSE | FREQUENCY | PERCENT |
|-------------------|------------------|----------------|
| Strongly Agree | 231 | 46 |
| Agree | 236 | 47 |
| Disagree | 15 | 3 |
| Strongly Disagree | 3 | 0 |
| Don't Know | 21 | 4 |
| Total | 505 | 100 |

**Table 9:
SCSU's Diversity are of Value to City**

“For you personally, do you strongly agree, agree, disagree, or strongly disagree that SCSU’s diverse employees and students are of value to the St. Cloud community?”

| RESPONSE | FREQUENCY | PERCENT |
|-------------------|------------------|----------------|
| Strongly Agree | 234 | 46 |
| Agree | 236 | 48 |
| Disagree | 15 | 3 |
| Strongly Disagree | 1 | 0 |
| Don't Know | 20 | 4 |
| Total | 506 | 100 |

**Table 10:
SCSU a Resource to take Advantage**

“Do you strongly agree, agree, disagree, or strongly disagree SCSU is a resource that you can take advantage of personally?”

| RESPONSE | FREQUENCY | PERCENT |
|-------------------|------------------|----------------|
| Strongly Agree | 189 | 37 |
| Agree | 240 | 47 |
| Disagree | 46 | 9 |
| Strongly Disagree | 4 | 1 |
| Don't Know | 28 | 6 |
| Total | 506 | 100 |

**Table 11:
Summary Table of Responses from Tables 7-10**

**Agree and Disagree Responses on SCSU is an Asset, is Welcoming,
Diversity a Value, a Resource to Community**

**(Strongly Agree and Agree Combined)
(Disagree and Strongly Disagree Combined)**

| ACTIVITY-EVENT | PERCENT | | PERCENT |
|-----------------------|----------------|-----------------|-------------------|
| | AGREE | DISAGREE | DON'T KNOW |
| Asset to City? | 96% | 2% | 2% |
| Welcome on Campus? | 92% | 3% | 4% |
| Diversity a Value? | 94% | 3% | 4% |
| Resource Advantage? | 84% | 10% | 6% |

**Table 12:
Proud to have SCSU in Community**

“Are you proud to have St. Cloud State University as part of your community?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Yes | 472 | 94 |
| No | 17 | 3 |
| Don't Know | 16 | 3 |
| Total | 505 | 100 |

**Table 13:
Attend SCSU**

“Did you attend or do you currently attend SCSU?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Yes | 158 | 31 |
| No | 340 | 68 |
| Don't Know | 5 | 1 |
| Total | 503 | 100 |

Respondents who answered No, Don't Know, or Refused were skipped to the question contained in Table 16.

**Table 14:
Complete Degree**

“Did you complete you degree at SCSU?”

| RESPONSE | FREQUENCY | PERCENT |
|------------------------------------|------------------|----------------|
| Yes | 48 | 30 |
| No | 79 | 50 |
| No, but plan to in the near future | 31 | 20 |
| Total | 158 | 100 |

**Table 15:
Spouse or Child Attend SCSU**

“If you have a spouse or college age child, do they attend or did they attend

| <i>SCSU?"</i> | | |
|------------------------------|------------------|----------------|
| RESPONSE | FREQUENCY | PERCENT |
| Don't have a spouse or child | 47 | 9 |
| Yes | 166 | 33 |
| No | 288 | 57 |
| Don't Know | 4 | 1 |
| Total | 505 | 100 |

**Table 16:
Employed or Worked with SCSU Student or Graduate**

"Have you ever employed or worked with SCSU students or graduates?"

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Yes | 233 | 46 |
| No | 265 | 53 |
| Don't Know | 7 | 1 |
| Total | 505 | 100 |

Respondents who answered No, Don't Know, or Refused were skipped to the question contained in Table 16.

**Table 17:
Improve Relationship between City and SCSU**

“What one thing would you do to improve the relationship between SCSU and the City?”

| PRE-LOADED RESPONSE CATEGORIES | FREQUENCY | PERCENT |
|---------------------------------------|------------------|----------------|
| Better signs | 3 | 1 |
| Better admin of university. | 17 | 3 |
| Better/cheaper parking | 30 | 6 |
| Better off campus house | 7 | 1 |
| Better sports reputation | 1 | 0 |
| Clean up neighborhood | 19 | 4 |
| Cut down drinking | 45 | 9 |
| Get rid of liberal faculty | 2 | 1 |
| Get better image | 17 | 3 |
| Handicap accessibility | 3 | 1 |
| Help us understand | 7 | 1 |
| Improve faculty quality | 1 | 0 |
| Improve student quality | 4 | 1 |
| Invite us to campus | 9 | 2 |
| Keep students on campus | 1 | 0 |
| Keep residents informed | 5 | 1 |
| More activities for us | 15 | 3 |
| More campus housing | 6 | 1 |
| Make better to be proud | 3 | 1 |
| Make campus more friendly | 15 | 3 |
| Make campus like a park | 8 | 2 |
| Reduce size | 5 | 1 |
| Stop hate crimes | 5 | 1 |
| Teach town civility | 7 | 1 |
| Teach students civility | 2 | 1 |
| Other | 68 | 14 |
| Don't know | 196 | 39 |

| | | |
|--|-----|-----|
| Total | 502 | 100 |
| <p>Other responses that may have not fit into one of the pre-loaded response categories were entered by interviews: advertise more; make it safer; control the parties and rowdiness; close the bars; stop bashing SCSU, appreciate it more; more events ; give more opportunity to meet city people and diverse students; communication; more collaboration; more open communication; downtown presence; more communication; stop too much partying; ; more students visiting high schools; co-sponsor stuff with the city; community center that links the two; more outreach; students need more entertainment; interactions; ease up on the college students, erase the swazi signs; open up more of the resources to the public; good communication; more activities; get more involved with the place; better public safety service; more SCSU volunteers in the community; let population know about the resources; more open communication; emphasize other aspects rather than drinking; improve the conflicts; clean up; involvement of police in the campus; more ads; qualification of professor’s in college increase; alcohol should be improved; there should be seminars and interactions; rental properties; more media coverage; communication; nothing ; communication; new president; communication; need to do more marketing and advertisement about the sports events and everything they have to offer through radio or TV or something; communication; revamp the hockey centre; want to know what is going on SCSU; would free access to basketball court; parking; cultural things; advertising; more parking in campus; off campus housing needs to be improved; this generation needs to be friendly; St. Cloud State University and the neighborhood relationships; do something about the southeast side; more collaboration; have them get a job in the real world; improve safety and communication; care for properties; less parties; think wisely; the city should control the housing of the students; not to disrupt the citizens; volunteering work off campus</p> | | |

Demographic Indicators

This section of the survey began with the following introduction: Finally, the following demographic questions will help us determine if we are getting a random sample and for statistical purposes.

| Table 18 Age | | |
|---|------------------|----------------|
| <i>“What was your age at your last birthday?”</i> <i>(Raw answered re-coded into three groups to allow for statistical purposes)</i> | | |
| RESPONSE | FREQUENCY | PERCENT |
| 18 to 24 | 142 | 28 |
| 25 to 44 | 163 | 32 |
| 45 and higher | 163 | 32 |
| Don't Know/Refused | 40 | 8 |
| Total | 508 | 100 |

| Table 19 Own or Rent Home | | |
|---|------------------|----------------|
| <i>“Do you own your own home or do you rent?”</i> | | |
| RESPONSE | FREQUENCY | PERCENT |
| Own | 297 | 60 |
| Rent | 183 | 37 |
| Live with parents | 19 | 4 |
| Don't Know | 1 | 0 |

| | | |
|--------------|-----|-----|
| Total | 500 | 100 |
|--------------|-----|-----|

Table 20
Zip Code

“Which of the following is your zip code?”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| 56301 | 147 | 30 |
| 56302 | 10 | 2 |
| 56303 | 206 | 42 |
| 56304 | 102 | 21 |
| Other | 19 | 4 |
| Don't Know | 7 | 1 |
| Total | 490 | 100 |

Table 21
Long Lived in St. Cloud

“Approximately how long have you lived in St. Cloud? Is it less than one year, between one year and five years, five to ten years or over ten years?”

| RESPONSE | FREQUENCY | PERCENT |
|----------------------------|------------------|----------------|
| Less than one year | 19 | 4 |
| Between one and five years | 123 | 25 |
| Between five and ten years | 76 | 15 |
| More than ten years | 276 | 55 |
| Don't Know | 5 | 1 |
| Total | 490 | 100 |

**Table 22
Family Income**

*“Finally, would you please tell me the range which best represents the total yearly income, before taxes, of all immediate family members living in your household?”
(List read until stopped)*

| RESPONSE | FREQUENCY | PERCENT |
|--------------------|------------------|----------------|
| Under \$15,000 | 33 | 8 |
| \$15,000-\$25,000 | 45 | 11 |
| \$25,000-\$35,000 | 46 | 11 |
| \$35,000-\$50,000 | 65 | 16 |
| \$50,000-\$75,000 | 87 | 21 |
| \$75,000-\$100,000 | 54 | 13 |
| Over \$100,000 | 31 | 7 |
| Don't Know | 51 | 12 |
| Total | 412 | 100 |

**Table 23
Gender**

“Gender was imported from the sampling procedure”

| RESPONSE | FREQUENCY | PERCENT |
|-----------------|------------------|----------------|
| Male | 255 | 50 |
| Female | 253 | 50 |
| Total | 508 | 100 |

Questionnaire

C: 4/15/2008 SCSU SURVEY - ST CLOUD APRIL 2008
CATI ON
SQN RIGHT

C: CATI DRAW

c:MACRO DRAW
C:BOX 2 2 25 79 D
C:ENDMACRO

Q: CHECKQ -----

T: 2 7

IF INTERVIEW IS A RESTART MAKE SURE YOU HAVE PROPER
RESPONDENT, REINTRODUCE YOURSELF AND SAY SOMETHING LIKE--

"We previously started this interview and couldn't finish it at the time.

May we finish it now?

IF RESPONDENT WANTS TO KNOW WHO THE INTERVIEW IS FOR YOU CAN
TELL THEM WHEN THE SURVEY IS COMPLETED. 4/13/2008

YOU CAN HIT CONTROL/END AT ANY TIME TO TERMINATE

AN INTERVIEW, ENTER MESSAGE FOR CALLBACKS, RECORD INCOMPLETES,
RECORD REFUSALS, ETC.

I:

COLOR GREEN 17 2 18 80

KEY

C: QAL THANKYOU

Q: HELLO -----

T:

Hello, my name is _____ at St. Cloud State University.

I am calling from our survey research center in St. Cloud.

We are conducting a study of residents of St. Cloud in order to determine how residents feel about various city services and St. Cloud State University.

[USE ONLY IF NUMBER DOES NOT APPEAR TO BE A RESIDENCE PHONE]

Is this a residential phone?

[IF NO, TERMINATE WITH, E.G.;

I'm sorry I have the wrong place.

IF 'THE WRONG PLACE', press

'control-end' keys together.

Otherwise, PRESS 1 to continue.

I:

COLOR GREEN 2 2 6 70

COLOR GREEN 8 2 8 30

COLOR GREEN 10 2 10 35

COLOR RED 12 2 14 35

KEY 1

Q: HELLO2 -----

T:

Do you live inside the St. Cloud city limits?

[IF NO, TERMINATE WITH, E.G.;

I'm sorry, the survey is only for St. Cloud residents.

IF NOT IN CITY LIMITS, press

'control-end' keys together

and select the disposition:

DON'T LIVE IN ST. CLOUD.

Otherwise PRESS 1 to continue.

I:

COLOR GREEN 2 2 2 70

COLOR GREEN 4 2 4 70

COLOR RED 6 2 10 35

KEY 1

Q: LOADDATA

I:

C:CMDI REGION "PreassignedQuota"

C:CMDI ACODE "AreaCode"

C:CMDI PHONENUM "PhoneNumber"

CMDI APhone "AreaPhoneNum"

C:CMDI COUNTY "Fips" 1

CMDI REPLI "Repli" 1

pause 0

Q:GENDER -----

T:

According to the method used by our university I need to interview the _____ May I speak with that person?

[ROTATE WITH EVERY INTERVIEW-KEEP TRACK ON SHEET BY YOUR COMPUTER]

1. oldest male 18 years of age or older who lives in your household
2. youngest male 18 years of age or older who lives in your household
3. oldest female 18 years of age or older who lives in your household
4. youngest female 18 years of age or older who lives in your household

[IF RESPONDENT WANT TO KNOW WHY WE ARE SELECTING CERTAIN AGES OR SEX STATE]

It is important that we interview a man in some households and a woman in others so that the results will truly represent all the people in the city.

I:

SGENDER=0

COLOR GREEN 2 2 2 77

COLOR GREEN 3 2 3 14

COLOR GREEN 3 42 3 77

COLOR GREEN 7 2 10 77

COLOR 46 12 2 12 77

COLOR GREEN 13 2 14 78

KEY 1, 2, 3, 4
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK
IF (ANSWER=1) SGENDER=1
IF (ANSWER=2) SGENDER=2
IF (ANSWER=3) SGENDER=3
IF (ANSWER=4) SGENDER=4
QAL THANKYOU

Q: ETHICS -----

T:

[IF YES-START INTERVIEW]
[OR-WHEN SELECTED PERSON ANSWERS
REPEAT INTRODUCTION BUT NOT SCREEN]

The questions I need to ask will just take five to ten minutes depending on your responses. We are not asking for contributions or trying to sell you anything. Your telephone number was drawn by a computer in a random sample of the entire city. Before starting them I want to mention that I would be happy to answer any questions about the study either now or later. Also, this interview is completely voluntary and confidential. If we should come to any question which you don't want to answer, just let me know and we'll go on to the next question.

IF NO

When may I call back to reach him/her?

So that I will know who to ask for, what is his/her first name?

[REPEAT BACK TO BE SURE YOU HAVE IT AND SHOW PRONUNCIATION

[IF IT IS A PROBLEM. IF RESPONDENT OBJECTS TO PROVIDING NAME]

We only need the person's first name; the last name isn't necessary.

[IF DESIGNATED SEX/AGE DOESN'T LIVE IN HOUSEHOLD ASK FOR
OPPOSITE SEX/AGE 18 YEARS OF AGE OR OLDER]

[NAME]_____ [TIME AND DAY FOR CALL-BACK]

I:

COLOR 46 4 2 12 70

COLOR 46 15 2 16 70

COLOR 46 20 2 20 70

KEY

Q: FIRE1 -----

T:

Let's start with an easy question. Have you had contact with the St. Cloud Fire Department within the past year?

- 1. YES
- 5. NO
- 8. DON'T KNOW
- 9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

IF (ANS>1) SKIPTO EASEDRV3

Q: FIRE2 -----

T:

Would you say your overall satisfaction with the Fire Department's service was excellent, good, fair, or poor?

- 1. EXCELLENT
- 2. GOOD
- 3. FAIR
- 4. POOR
- 8. DON'T KNOW
- 9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: EASEDRV3
T:

Thinking about traffic congestion in the city of St. Cloud,
how would you rate the ease of your driving around town? Would you
say it is very easy, somewhat easy, somewhat difficult, or very
difficult?

1. VERY EASY
2. SOMEWHAT EASY
3. SOMEWHAT DIFFICULT
4. VERY DIFFICULT
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 5 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: ROADS4 -----
T:

Thanks. Would you rate the city's road conditions as very good,
mostly good, have some bad spots, or have many bad spots?

1. VERY GOOD CONDITION
2. MOSTLY GOOD CONDITION
3. HAVE SOME BAD SPOTS

- 4. HAVE MANY BAD SPOTS
- 8. DON'T KNOW
- 9. REFUSED

I:
COLOR GREEN 2 2 3 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: CODEENF5 -----
T:

The next question concerns problems in your neighborhood.
To what extent are weed lots, abandoned vehicles, graffiti,
and run-down buildings a problem in your neighborhood?
Would you say they are a major problem, somewhat of a problem,
only a small problem, or not a problem?

- 1. MAJOR PROBLEM
- 2. SOMEWHAT OF A PROBLEM
- 3. ONLY A SMALL PROBLEM
- 4. NOT A PROBLEM
- 8. DON'T KNOW
- 9. REFUSED

I:
COLOR GREEN 2 2 6 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: LEISURE6 -----
T:

Would you rate the adequacy of leisure opportunities in St. Cloud, such as parks, recreation, and sporting or cultural events, as excellent, good, fair, or poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 4 70
COLOR GREEN 3 11 3 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: PKREC7 -----
T:

Would you rate the St. Cloud park and recreation programs as excellent, good, fair, or poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 3 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: PKREC8 -----

T:

Would you rate the appearance of the park and recreation facilities as excellent, good, fair, or poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: PKREC9 -----

T:

Would you rate your overall satisfaction with parks and recreation in St. Cloud as excellent, good, fair, or poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SAFETY10 -----
T:

Thanks. The next questions relate to your personal safety in St. Cloud. Overall, how safe do you feel in St. Cloud? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

1. VERY SAFE
2. SOMEWHAT SAFE
3. SOMEWHAT UNSAFE
4. VERY UNSAFE
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 5 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SAFETY11 -----
T:

How safe would you feel when walking alone in your neighborhood after dark? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

1. VERY SAFE
2. SOMEWHAT SAFE
3. SOMEWHAT UNSAFE
4. VERY UNSAFE

8. DON'T KNOW

9. REFUSED

I:

COLOR GREEN 2 2 4 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SAFETY12 -----

T:

How safe would you feel when walking alone in your neighborhood during the day? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

1. VERY SAFE

2. SOMEWHAT SAFE

3. SOMEWHAT UNSAFE

4. VERY UNSAFE

8. DON'T KNOW

9. REFUSED

I:

COLOR GREEN 2 2 4 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SAFETY13 -----

T:

How safe would you feel when walking alone in the downtown business area after dark? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

1. VERY SAFE
2. SOMEWHAT SAFE
3. SOMEWHAT UNSAFE
4. VERY UNSAFE
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 4 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SAFETY14 -----

T:

How safe would you feel when walking alone in the same downtown area during the day? Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

1. VERY SAFE
2. SOMEWHAT SAFE
3. SOMEWHAT UNSAFE
4. VERY UNSAFE
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 4 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: PKSFTY15 -----

T:

Would you rate the safety of the park and recreation facilities as very safe, somewhat safe, somewhat unsafe, or very unsafe?

1. VERY SAFE
2. SOMEWHAT SAFE
3. SOMEWHAT UNSAFE
4. VERY UNSAFE
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 4 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: POLICE16 -----

T:

During the past 12 months, were you or anyone in your household the victim of any crime in St. Cloud?
[IF YES] Did you report all of these crimes to the St. Cloud police?

1. VICTIM AND DID REPORT ALL TO POLICE
2. VICTIM BUT DID NOT REPORT SOME
5. NO, WAS NOT A VICTIM
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 70

COLOR RED 4 2 4 9

COLOR GREEN 4 10 4 70

COLOR GREEN 5 2 5 70
KEY 1, 2, 5, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: POLICE17 -----
T:

During the past 12 months, have you had any contact with the St. Cloud police department?
[IF YES] How would you rate the contact? Would you rate it as excellent, good, fair, or poor?

1. NO CONTACT WITH POLICE
2. YES - EXCELLENT
3. YES - GOOD
4. YES - FAIR
5. YES - POOR
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 3 70
COLOR RED 4 2 4 9
COLOR GREEN 4 10 4 70
COLOR GREEN 5 2 5 70
KEY 1, 2, 3, 4, 5, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: LIKE18 -----
T:

What one thing would you say you like best about St. Cloud?

[DO NOT READ RESPONSES; PROBE FOR ONE RESPONSE]

1. AFFORDABLE HOUSING
2. BIG CITY FEEL
3. BUSINESS CLIMATE
4. CITY SERVICES
5. ENTERTAINMENT/CULTURAL EVENTS
6. FOOD AND RESTAURANTS
7. FAMILY IS HERE
8. FRIENDLY PEOPLE
9. GOOD PLACE TO RAISE CHILDREN
10. GREW UP HERE
11. JOBS AVAILABILITY
12. LABOR FORCE AVAILABILITY
13. LOCATION NEAR LAKE COUNTRY
14. LOCATION NEAR TWIN CITIES
15. MEDICAL SERVICES
16. PARKS/RECREATION/SPORTS
17. SAFE PLACE
18. SCHOOLS
19. SCSU
20. SHOPPING
21. SMALL TOWN FEEL
22. OTHER
23. DON'T KNOW
24. REFUSED

I:

COLOR GREEN 2 2 2 70

COLOR RED 3 2 3 49

NUMERIC 1 24 2 0 24 1

OTH 22

SHOW "You have selected" 22 4 19 RED L

SHOW ANS 22 22 2 RED

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y,N

IF (KEYSTROKE="N")REASK

Q: SATIS19

T:

Thinking about your overall satisfaction with St. Cloud, on a scale of 0 to 10, where 10 is most satisfied and 0 is least satisfied, what rating would you give the city of St. Cloud?

_____ [ENTER 0 - 10]

11. DON'T KNOW

12. REFUSED

I:

COLOR GREEN 2 2 4 70

NUMERIC 0 12 2 0 12 1

SHOW "You have selected" 22 4 19 RED L

SHOW ANS 22 22 2 RED
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y,N
IF (KEYSTROKE="N")REASK

Q: SCSU1 -----
T:

Thanks. Now let's turn to some questions about St. Cloud State University.

In the past 12 months, did you attend an activity or event, such as a sporting event or concert, or going to the library, on the SCSU campus?

- 1. YES
- 5. NO
- 8. DON'T KNOW
- 9. REFUSED

I:
COLOR GREEN 2 2 3 70
COLOR GREEN 5 2 7 70
KEY 1, 5, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE="N")REASK
IF (ANS = 1) SKP SCSU4
IF (ANS = 8) SKP SCSU10
IF (ANS = 9) SKP SCSU10

Q: SCSU2 -----
T:

Why did you not go to SCSU's campus last year?
Was it because you
[READ LIST 1-8, MULTIPLE RESPONSES ALLOWED]

1. Did not know about the events
2. Find there's never anywhere to park
3. Are concerned about your safety on the campus
4. Not interested in the content of the events
5. Couldn't afford the cost of the event
6. Were not home and could not go
7. Didn't know you could go to the library
8. Just didn't need or feel like going
9. OTHER
10. DON'T KNOW
11. REFUSED
12. NO OTHER RESPONSES

[MAKE SURE YOU KEY 12 TO MOVE TO THE NEXT QUESTION]

I:
 COLOR GREEN 2 2 3 70
 COLOR RED 4 2 4 50
 COLOR RED 21 2 21 53
 OTHER 9
 LOCATE 6 12 1
 SELECT 12 1 12 1
 IF (ANS = 12) SKP SCSU10

Q: SCSU4 -----
 T:

More specifically, did you attend an art, theater, dance or music exhibit or performance?

1. YES
5. NO
8. DON'T KNOW
9. REFUSED

I:
 COLOR GREEN 2 2 3 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU5 -----

T:

Did you attend a hockey, baseball, football, basketball or volleyball game?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU6 -----

T:

Did you attend a cultural event such as an international student event?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

I:
COLOR GREEN 2 2 3 70
KEY 1, 5, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SCSU7 -----

T:

Did you go see a speaker such as a political leader or celebrity?

1. YES
5. NO
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 2 70
KEY 1, 5, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SCSU8 -----

T:

How about a family event such as the Lemonade Fair or Planetarium night?

1. YES
5. NO

8. DON'T KNOW

9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU9A -----

T:

Did you visit the library?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

I:

COLOR GREEN 2 2 2 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU9B -----

T:

Generally speaking, were you satisfied or dissatisfied with the event or activity you attended on the SCSU campus?

1. SATISFIED
5. DISSATISFIED
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

IF (ANS = 1) SKP SCSU10

IF (ANS = 8) SKP SCSU10

IF (ANS = 9) SKP SCSU10

Q: SCSU9C -----

T:

What is the single most important reason why you were dissatisfied?
 [READ OPTIONS 1-7; ACCEPT ONLY ONE ANSWER]

1. Too little parking
2. Confusion about where to park
3. Concerns about safety
4. The day and time were not convenient
5. Nothing for me or my family
6. Didn't feel welcome
7. Cost
8. OTHER
9. DON'T KNOW
10. REFUSED

I:

COLOR GREEN 2 2 2 70

COLOR RED 3 2 3 45

NUM 1 10

OTH 8

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SCSU10 -----
T:

Do you think you might attend some event or activity
on the campus in the next year?

1. YES
2. DEPENDS ON THE TIME, EVENT
5. NO
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 3 70
KEY 1, 2, 5, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SCSU11 -----
T:

For you personally, do you strongly agree, agree, disagree,
or strongly disagree SCSU is an asset to the City of St. Cloud?

1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 3 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SCSU12 -----
T:

For you personally, do you strongly agree, agree, disagree, or strongly disagree that you feel like you are welcome on the SCSU campus?

1. STRONGLY AGREE
2. AGREE
3. DISAGREE
4. STRONGLY DISAGREE
8. DON'T KNOW
9. REFUSED

I:
COLOR GREEN 2 2 4 70
KEY 1, 2, 3, 4, 8, 9
SHOW "You have selected" 22 2 19 RED L
SHOW ANS 22 25 5 RED R
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q: SCSU12b -----
T:

For you personally, do you strongly agree, agree, disagree, or strongly disagree that SCSU's diverse employees and students are of value to the St. Cloud community?

1. STRONGLY AGREE
2. AGREE

- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 8. DON'T KNOW
- 9. REFUSED

I:

COLOR GREEN 2 2 4 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU13 -----

T:

Do you strongly agree, agree, disagree, or strongly disagree
SCSU is a resource that you can take advantage of personally?

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 8. DON'T KNOW
- 9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU14 -----

T:

Are you proud to have St. Cloud State University as part of

your community?

1. YES
5. NO
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU15 -----

T:

Thanks. Did you attend or do you currently attend SCSU?

1. YES
5. NO
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 2 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

IF (ANS = 5) SKP SCSU17

IF (ANS = 8) SKP SCSU17

IF (ANS = 9) SKP SCSU17

Q: SCSU16 -----

T:

Did you complete your degree at SCSU?

1. YES
2. NO
5. NO, BUT PLAN TO IN THE NEAR FUTURE
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 2 70

KEY 1, 2, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU17 -----

T:

If you have a spouse or college age child,
do they attend or did they attend SCSU?

1. I DON'T HAVE A SPOUSE OR CHILD
2. YES
5. NO
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 2, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU18 -----

T:

Have you ever employed or worked with SCSU students or graduates?

1. YES
5. NO
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 70

KEY 1, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED R

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: SCSU19 -----

T:

What one thing would you do to improve the relationship between SCSU and the City?

[DO NOT READ RESPONSES; PROBE FOR ONE RESPONSE]

- | | |
|-----------------------------|-------------------------------|
| 1. BETTER SIGNS | 15. JOBS FOR RESIDENTS |
| 2. BETTER ADMIN OF UNIV. | 16. KEEP STUDENTS ON CAMPUS |
| 3. BETTER/CHEAPER PARKING | 17. KEEP RESIDENTS INFORMED |
| 4. BETTER OFF CAMPUS HOUSE | 18. MORE ACTIVITIES FOR US |
| 5. BETTER SPORTS REPUTATION | 19. MORE ON CAMPUS HOUSING |
| 6. CLEAN UP NEIGHBORHOOD | 20. MAKE BETTER TO BE PROUD |
| 7. CUT DOWN DRINKING | 21. MAKE CAMPUS MORE FRIENDLY |
| 8. GET RID OF LIBERAL FAC | 22. MAKE CAMPUS LIKE A PARK |
| 9. GET BETTER IMAGE | 23. REDUCE SIZE |
| 10. HANDICAP ACCESSIBILITY | 24. STOP HATE CRIMES/ GRAFIT |
| 11. HELP US UNDERSTAND | 25. TEACH TOWN CIVILITY |

- | | |
|-----------------------------|-----------------------------|
| 12. IMPROVE FACULTY QUALITY | 26. TEACH STUDENTS CIVILITY |
| 13. IMPROVE STUDENT QUALITY | 27. OTHER |
| 14. INVITE US TO CAMPUS | 28. DON'T KNOW |
| | 29. REFUSED |

I:
 COLOR GREEN 2 2 3 70
 COLOR RED 4 2 4 50
 NUMERIC 1 29 2 0 24 1
 OTH 27
 SHOW "You have selected" 22 4 19 RED L
 SHOW ANS 22 22 2 RED
 SHOW "Is this correct? (Y/N)" 23 23 55 RED R
 KEY Y,N
 IF (KEYSTROKE="N")REASK

Q: AGE -----
 T:

Finally, the following demographic questions will help us determine if we are getting a random sample and for statistical purposes.
 What was your age at your last birthday?

_____ [AGE - 2 DIGIT NUMBER]

- 97. 97 AND UP
- 98. DON'T KNOW
- 99. REFUSED

I:
 COLOR GREEN 2 2 4 70
 NUMERIC 18 99 2 0 12 1
 SHOW "You have selected" 22 4 19 RED L
 SHOW ANS 22 22 2 RED
 SHOW "Is this correct? (Y/N)" 23 23 55 RED R
 KEY Y, N
 IF (KEYSTROKE ="N")REASK

Q: OWN -----
 T:

Do you own your home or do you rent?

1. OWN
2. RENT
3. LIVE WITH PARENTS OR RELATIVES
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 2 60

KEY 1, 2, 3, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: ZIPCODE

T:

Which of the following is your zip code?

[READ LIST UNTIL STOPPED IF NECESSARY.]

1. 56301
2. 56302
3. 56303
4. 56304
5. OTHER
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 2 60

COLOR AQUA 3 2 3 41

KEY 1, 2, 3, 4, 5, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: LIVE -----

T:

Approximately how long have you lived in St. Cloud?
Is it less than one year, between one year and five
years, five to ten years or over ten years?

1. LESS THAN 1 YEAR
2. 1 - 5 YEARS
3. 5 - 10 YEARS
4. OVER 10 YEARS
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 4 60

KEY 1, 2, 3, 4, 8, 9

SHOW "You have selected" 22 2 19 RED L

SHOW ANS 22 25 5 RED

SHOW "Is this correct? (Y/N)" 23 23 55 RED R

KEY Y, N

IF (KEYSTROKE ="N")REASK

Q: INCOME -----

T:

Finally, would you please tell me the range which best represents
the total yearly income, before taxes, of all immediate family living
in your household? [READ LIST UNTIL STOPPED-IF NECESSARY]

1. under \$15,000
2. \$15,000 to \$24,999
3. \$25,000 to \$34,999
4. \$35,000 to \$49,999
5. \$50,000 to \$74,999
6. \$75,000 to \$99,999
7. \$100,000 or more
8. DON'T KNOW
9. REFUSED

I:

COLOR GREEN 2 2 3 72
COLOR GREEN 4 2 4 21
COLOR AQUA 4 22 4 72
KEY 1-9
SHOW "You have selected" 22 4 19 RED L
SHOW ANS 22 22 2 RED
SHOW "Is this correct? (Y/N)" 23 23 55 RED R
KEY Y, N
IF (KEYSTROKE ="N")REASK

Q:THANKYOU -----

T:

Thank you for your time and cooperation. The results of this survey will be available on the SCSU Survey homepage in about a month. Would you like the web site address? IF YES web.stcloudstate.edu/scsusurvey

INTERVIEWER- BRING TO A DIRECTOR'S ATTENTION ANY PROBLEMS WITH THE INTERVIEW, SUCH AS DIFFICULT QUESTIONS ETC.

I:

COLOR GREEN 2 2 4 76
COLOR AQUA 6 1 7 71
CPL
DISPOS=20
KEY
CTRLEND

Q: NOTQAL

T:

Thank you for your time.

I:

COLOR GREEN 2 2 2 26
KEY
CTRLEND

