



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Anoka, MN

The National Community Survey™
2024 Results



Civic Communication & Analytics Platform

Smarter, better-connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Visit us online at
polco.us



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive Partners



Resident Surveys in Local Governance



Monitor trends
in resident
opinion



Measure
government
performance



Inform budget,
land use,
strategic
planning
decisions



Benchmark
against other
communities

The NCS™ Facets of Community Livability

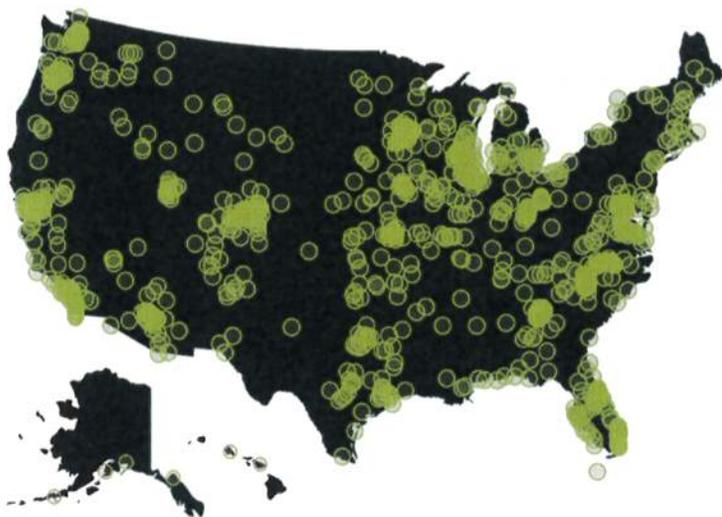


The National Community Survey™ in Anoka

The NCS™ for Anoka, MN

- 1st time conducting The NCS
- Survey conducted from May 17, 2024 – June 28, 2024
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 418 total responses received
 - 14% overall response rate
 - Non-probability, open-participation survey: 42 responses
- Results statistically weighted to reflect Anoka overall
- 95% confidence interval with a +/- 5% margin of error

Polco's Benchmarking Database

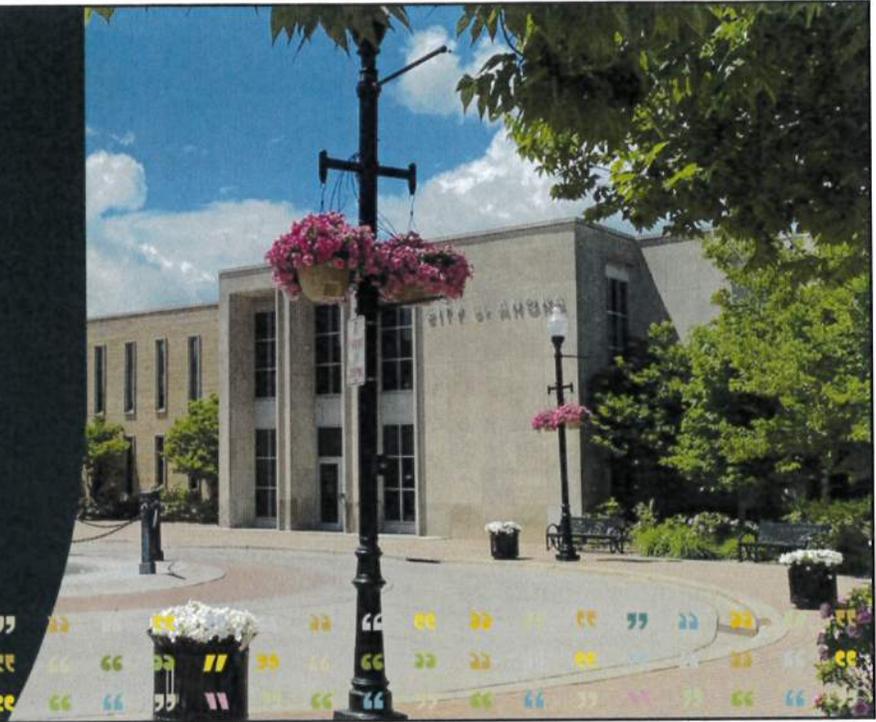


More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.



Overview of Survey Results



Facets of Community Livability: Quality



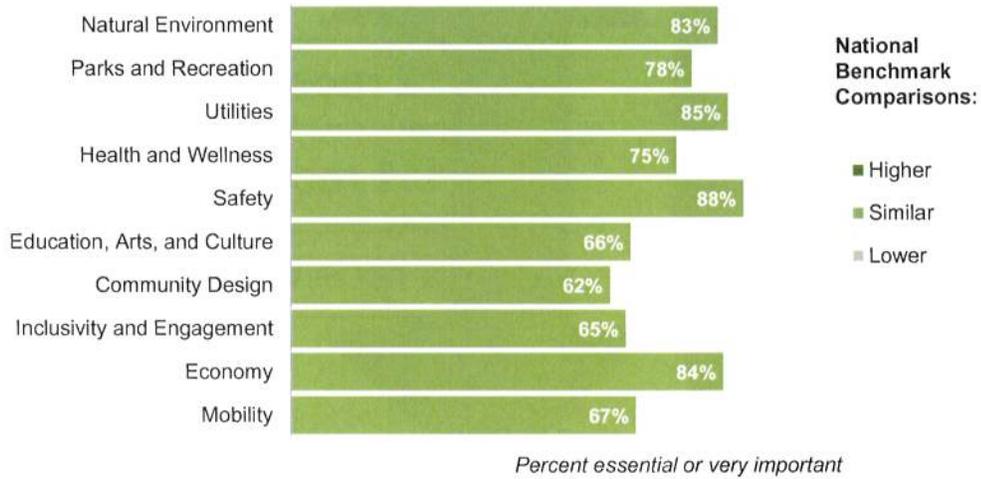
National Benchmark Comparisons:

- Higher
- Similar
- Lower

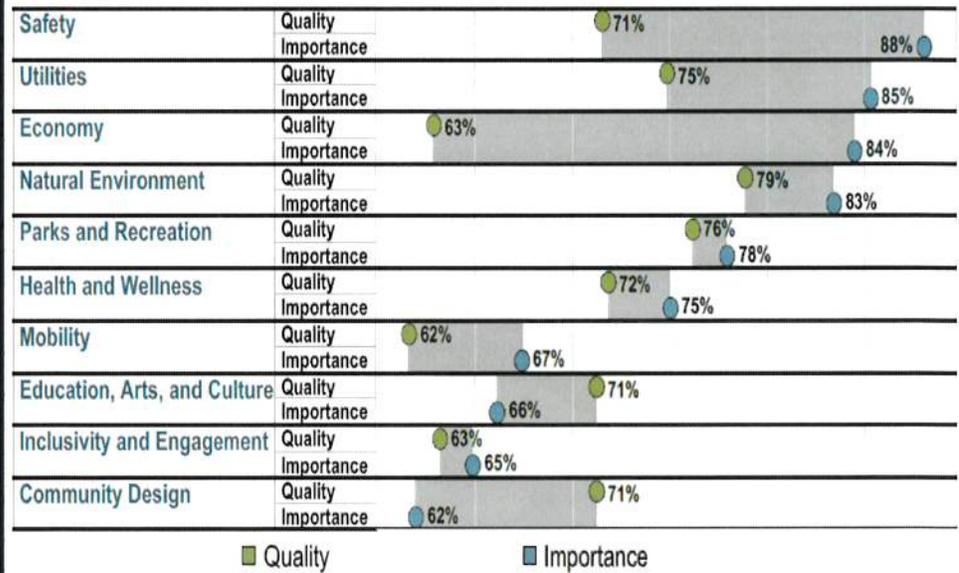
Percent excellent or good



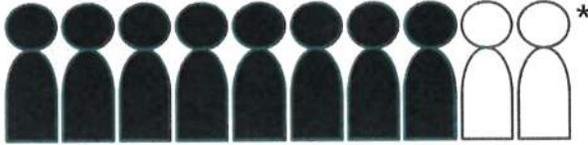
Facets of Community Livability: Importance



Balancing Quality and Importance



Overall Community Quality



About
8 in 10 *

residents gave **excellent** or **good** ratings to:

- Anoka as a place to live
- The overall quality of life in Anoka

7 in 10

residents gave **excellent** or **good** ratings to:

- Overall image or reputation of Anoka

8 in 10 residents are very or somewhat likely to:

- Remain in Anoka for the next five years
- Recommend living in Anoka to someone who asks

Safety in Anoka



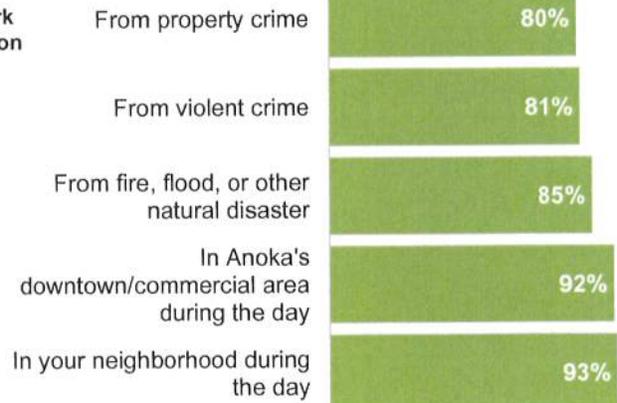
Please rate how safe or unsafe you feel:

Overall feeling of safety in Anoka, 2024



National Benchmark Comparison

- Higher
- Similar
- Lower



Percent very or somewhat safe

The Economy in Anoka



Please rate each of the following in the Anoka community:

National Benchmark Comparison

- Higher
- Similar
- Lower



Percent excellent or good

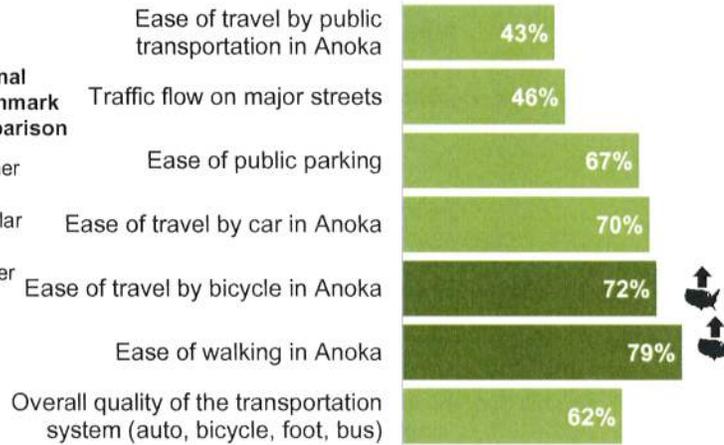
Mobility in Anoka



Please rate each of the following in the Anoka community:

National Benchmark Comparison

- Higher
- Similar
- Lower

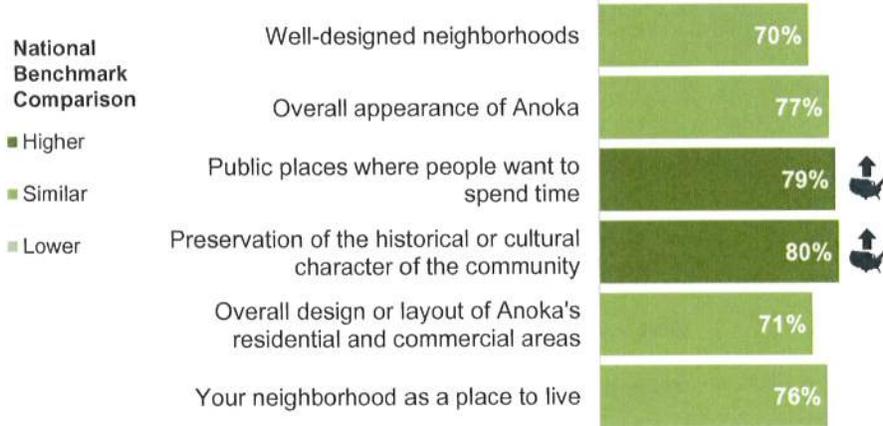


Percent excellent or good

Community Design in Anoka



Please rate each of the following in the Anoka community:



Percent excellent or good

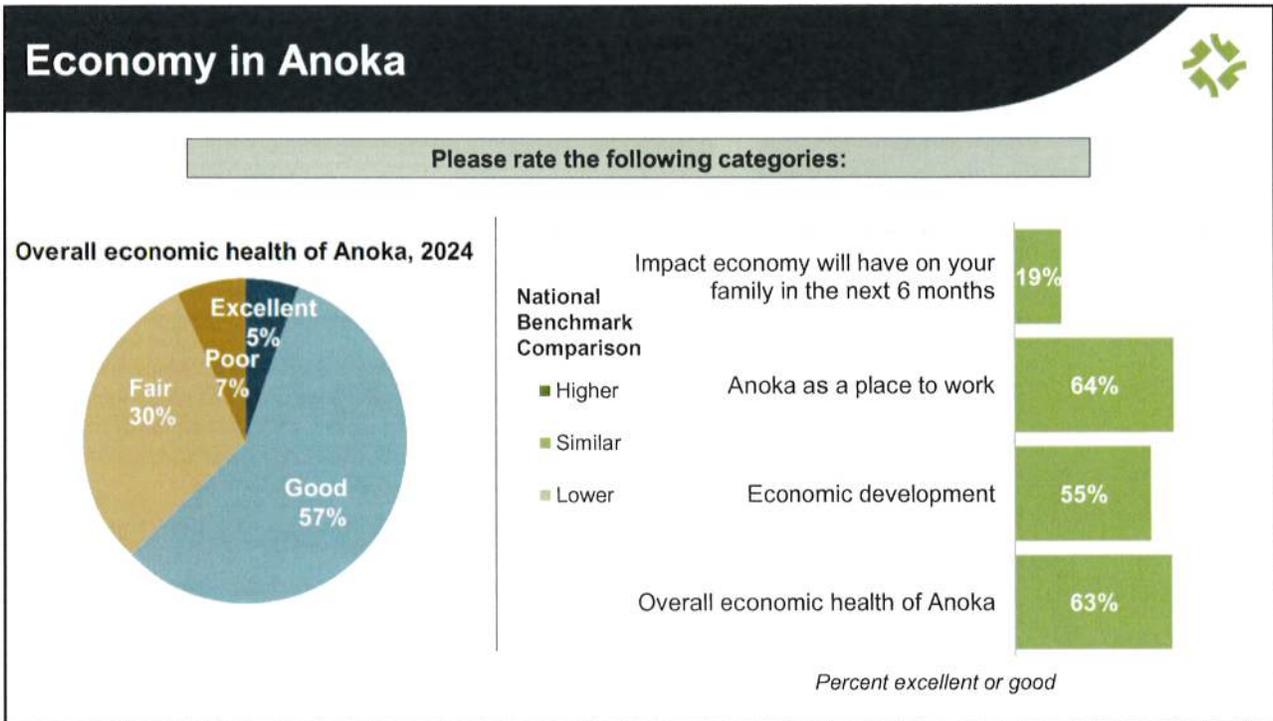
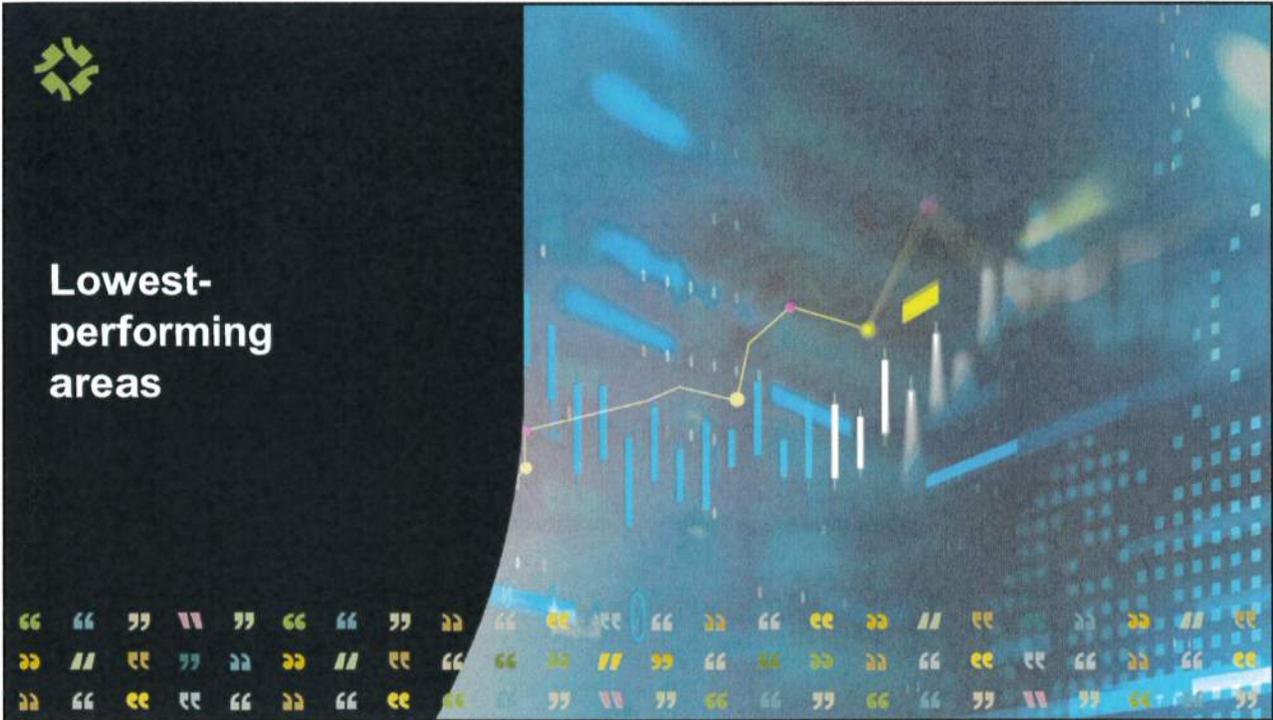
Education, Arts, and Culture in Anoka



Please rate each of the following in the Anoka community:



Percent excellent or good

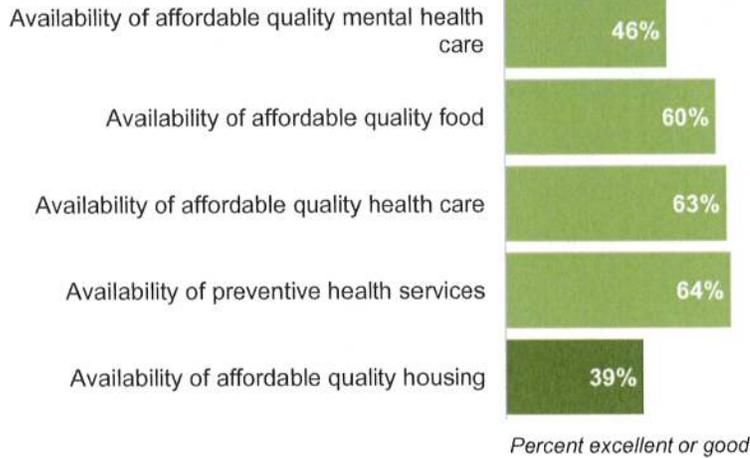


Affordability in Anoka



Please rate the following categories:

- National Benchmark Comparison**
- Higher
 - Similar
 - Lower



Additional Special Topics

13. The City of Anoka owns and operates the municipal liquor store Better Values Liquor. How interested, if at all, would you be in each of the following services or amenities if they were offered at Better Values Liquor?

	Very interested	Somewhat interested	Not at all interested	NA/ I don't know
Larger selection of beer	1	2	3	4
Larger selection of wine	1	2	3	4
Larger selection of spirits	1	2	3	4
Rewards/loyalty program	1	2	3	4
Home delivery	1	2	3	4
Curbside pick-up	1	2	3	4

14. Please indicate to what extent you support or oppose the City moving forward with the following initiatives:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Improvements to the Anoka Aquatic Center	1	2	3	4
Enhancements to the Anoka Senior Center	1	2	3	4
Construction of a community center	1	2	3	4
Development of a recycling center	1	2	3	4

15. Local government meetings and programs are available to view on local Comcast channels SD 16, HD 799, or on the QCTV website. How often during the past year have you used one of these outlets to watch Anoka City Council meetings, Commission meetings (such as Planning or Housing & Redevelopment), or city programs?

☐ Frequently ☐ Occasionally ☐ Rarely ☐ Never

16. How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Anoka?

	Major source	Minor source	Not a source
City website (www.anokaminnesota.com)	1	2	3
City View newsletter (quarterly publication)	1	2	3
City Council meetings and/or Boards & Commissions meetings	1	2	3
Anoka Community Resource & Residents' Guide™ (annual publication)	1	2	3
Social media platforms (Facebook, Instagram, X (formerly Twitter))	1	2	3
RAW (Reduce Anoka's Waste) newsletter	1	2	3
Notify Me@ email subscription	1	2	3
Talking with city officials and/or city employees	1	2	3
Utility bill staffers	1	2	3

17. Please rate the quality of the following aspects of the City of Anoka communications

	Excellent	Good	Fair	Poor	Don't know
Availability of information about its programs and services	1	2	3	4	5
Efforts to keep residents informed about local issues, events and projects	1	2	3	4	5
Efforts to educate residents about environmental and sustainable practices	1	2	3	4	5
Usefulness of information in the City View newsletter	1	2	3	4	5



Custom Question



The City of Anoka owns and operates the municipal liquor store Better Values Liquor. How interested, if at all, would you be in each of the following services or amenities if they were offered at Better Values Liquor?

■ Very interested ■ Somewhat interested ■ Not at all interested ■ NA/I don't shop at BVL

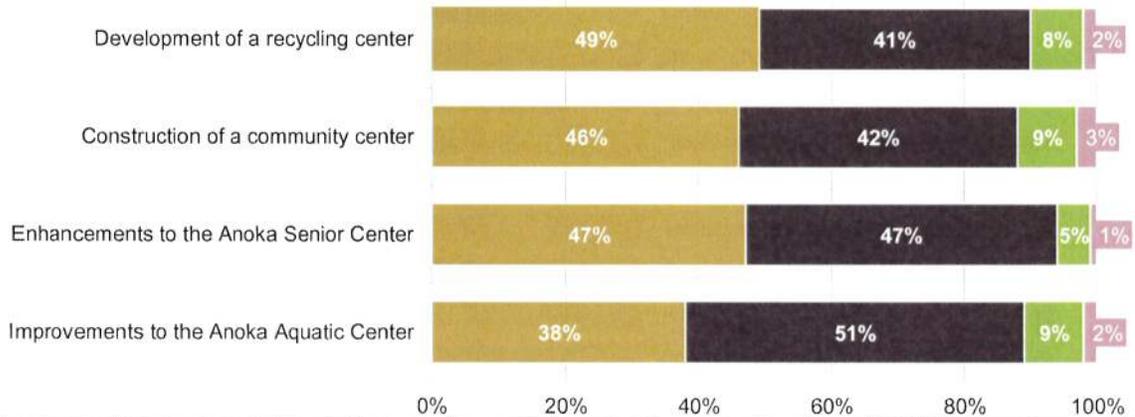


Custom Question



Please indicate to what extent you support or oppose the City moving forward with the following initiatives:

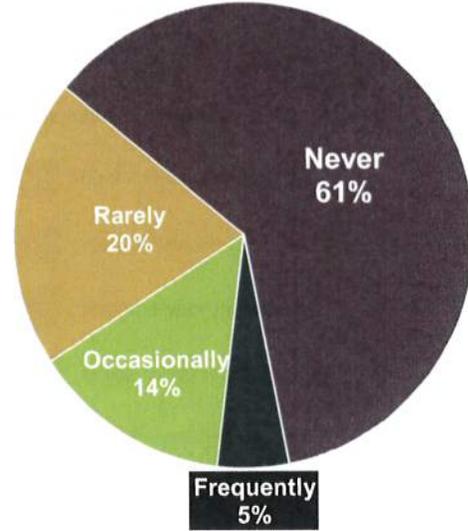
■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



Custom Question



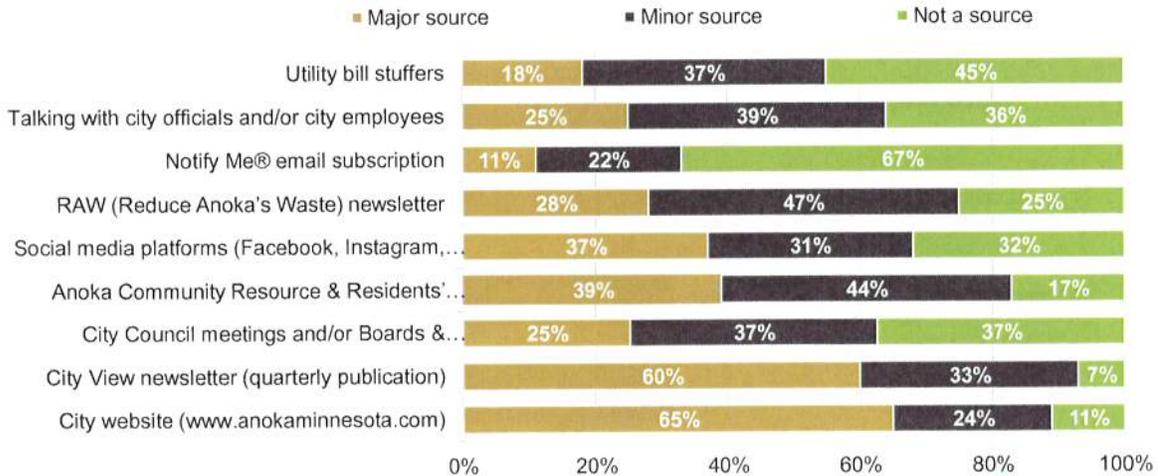
Local government meetings and programs are available to view on local Comcast channels SD 16, HD 799, or on the QCTV website. How often during the past year have you used one of these outlets to watch Anoka City Council meetings, Commission meetings (such as Planning or Housing & Redevelopment), or city programs?

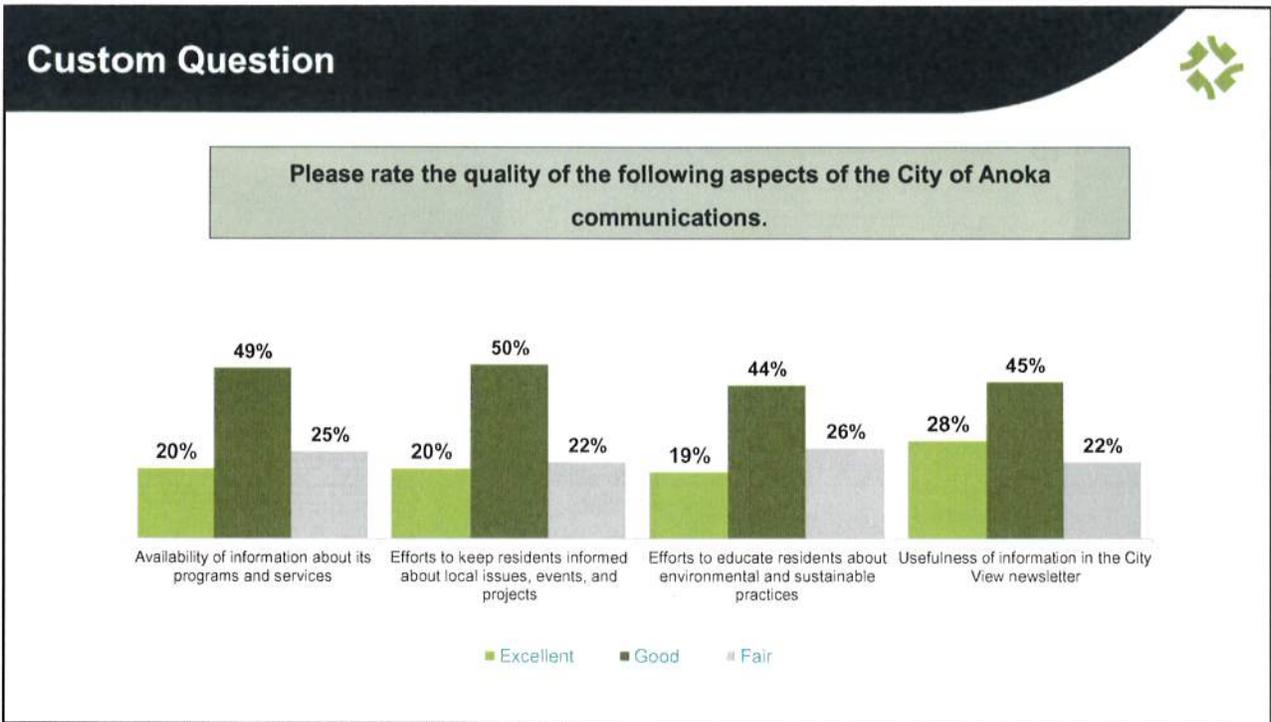


Custom Question



How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Anoka?





Summary of Conclusions

Highest-performing areas:

- When compared to national benchmarks, a higher-than-average percentage of residents praised several items across facets.
- Residents feel a strong sense of safety, naming it their top priority for the community and offering ratings across the board that were similar to comparison communities.
- Some items within the facet of economy defied national trends with above-benchmark ratings.

Lowest-performing areas:

- All ratings were on par with or exceeded national benchmarks, but some focus areas were identified by examining the relative overall quality of a facet and its corresponding importance rating.
- The greatest gaps between quality and importance were found in ratings related to the economy, safety, and utilities. These were also listed as the top three priorities for the Anoka community.

Comparisons to National Benchmarks:

Of the 123 evaluative questions which were compared to national averages, 111 were statistically similar to comparison communities. Much higher ratings were seen for 1 item. Higher ratings were provided for 11 survey items, while no items were lower.

Additional Offerings: Continue to ASSESS

THE NCS™
THE NATIONAL COMMUNITY SURVEY™

CASOA™
COMMUNITY ASSESSMENT SURVEY FOR OLDER ADULTS™

THE NBS™
THE NATIONAL BUSINESS SURVEY™

THE NLES™
THE NATIONAL LAW ENFORCEMENT SURVEY™

THE NES™
THE NATIONAL EMPLOYEE SURVEY™

THE NES-LE™
THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT™

BalancingAct™
BY POLCO

Selected: \$983,000 Available: \$338,000

You are balanced.

Where the Money Goes

Category	Amount
Police	\$150,000
Public Works	\$100,000
Public and Transportation	\$100,000
Revenue	\$133,000

FOUR CITY AND COUNTY OR DIVISION TAX REQUEST

Item	Amount
Offordable Housing	\$5.00
Special Affordable Housing Property Tax Expt	\$0.00
Housing Incentive Fund Transfer	\$0.00
Office of Planning and Development Tax Exemption Exempt	\$0.00
Special Digital Fund	\$0.00
Capital Projects	\$0.00
Long-Term Capital and Different Impacts Tax Expt	\$0.00
Capital Investment Projects	\$0.00
Investment and Performance Incentive Tax Expt	\$0.00
Community Planning and Development	\$0.00
Board of Adjustment Tax Exemption Exempt	\$0.00
Planning, Policy, and Administration of Community and Development Dept	\$0.00
Capital Budget	\$0.00
City Planning	\$0.00
County Law & Municipal Public Defense	\$0.00
Economic Development	\$0.00
Business Development	\$0.00
Public and Utilities	\$0.00
Finance	\$0.00
Contingency	\$0.00
Financial Services for Public Buildings	\$0.00
General	\$0.00
City Council	\$0.00
Mayor's Office	\$0.00
TOTAL	\$0.00

Included in Current Subscription Optional Add-on

Questions?

Thank you!

Brandon Barnett
Senior Survey Associate
Polco/National Research Center
joe@polco.us

