

2026 Northfield Community Survey Results



May 2026

Presented by:

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ETC Institute has
surveyed more
than 3,600,000
people for more
than 1,300
government
agencies on 4
continents!**

ETC Institute is the leader in market research for state and local governments. Clients include 29 of the 35 largest cities in the United States.

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions.

Agenda



Purpose and Methodology



Topic #1: Satisfaction with City Services & Perceptions



Topic #2: Satisfaction with Specific City Services



Topic #3: How Northfield Compares to Other Communities



Topic #4: Investment Priorities



Topic #5: Other Findings



Summary/Questions

PURPOSE



OBJECTIVELY ASSESS
SATISFACTION WITH
CITY SERVICES AND
PERCEPTIONS OF THE
COMMUNITY



COMPARE THE CITY OF
NORTHFIELD'S
PERFORMANCE TO
OTHER COMMUNITIES IN
THE U.S.



HELP THE CITY
DETERMINE PRIORITIES
FOR IMPROVEMENT TO
SERVE RESIDENTS
BETTER

Methodology

**ADMINISTERED BY
MAIL AND ONLINE
BETWEEN JANUARY
AND FEBRUARY OF
2026**

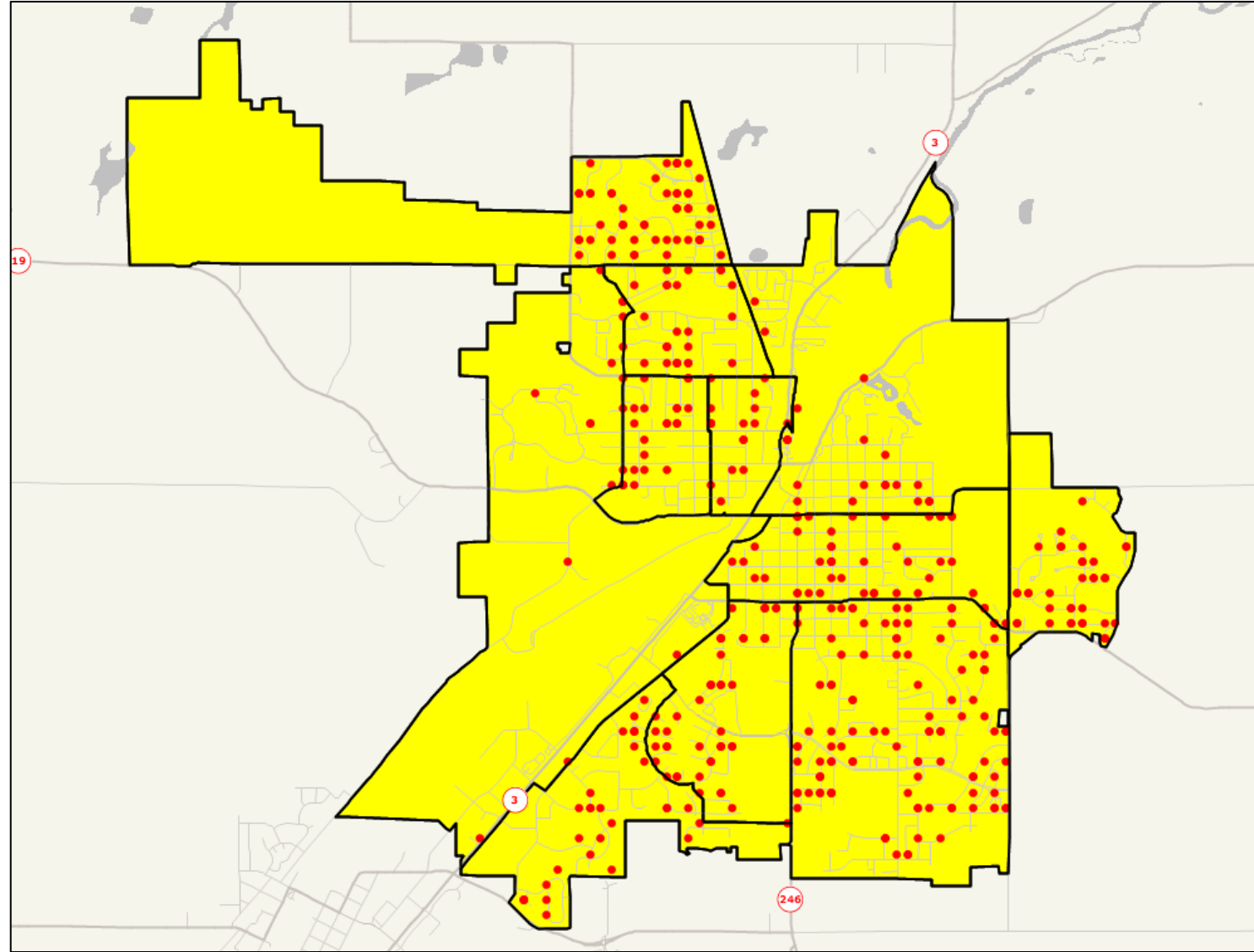
**GOAL OF 400
COMPLETED
SURVEYS**

**A TOTAL OF 428
SURVEYS WERE
COMPLETED**

**95% LEVEL OF
CONFIDENCE WITH A
MARGIN OF ERROR
OF +/- 4.7%**

Location of Survey Respondents

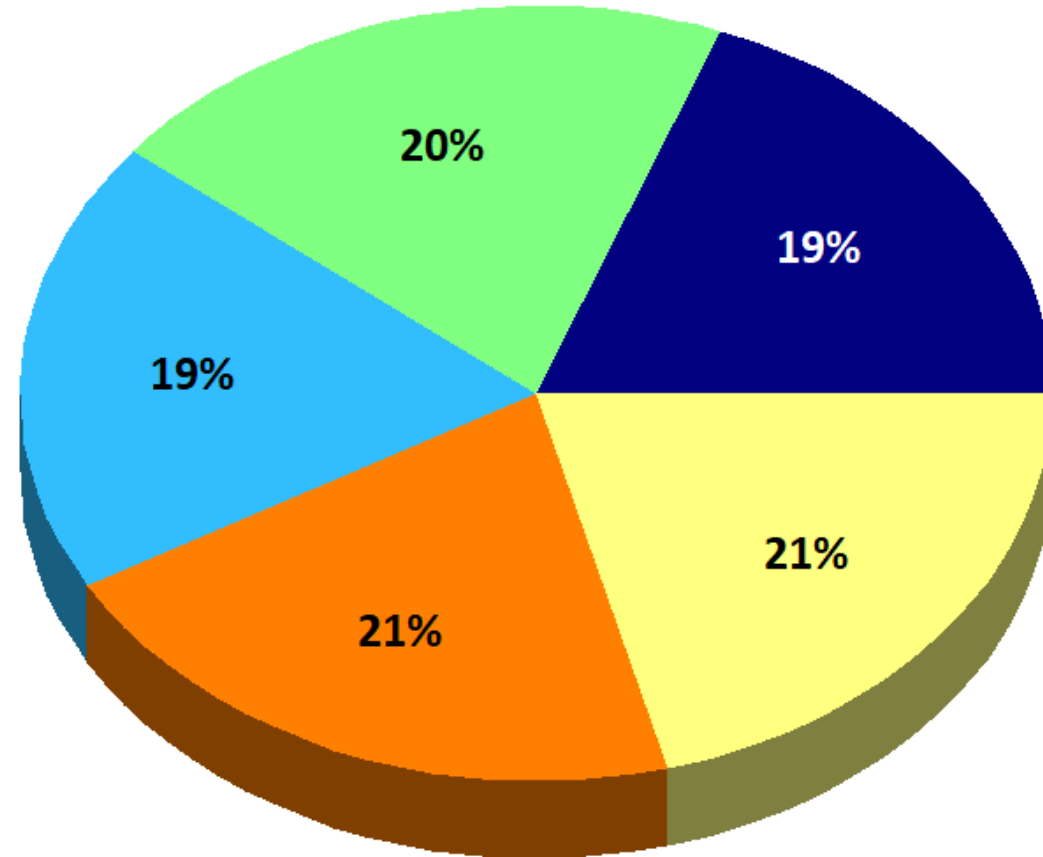
Good representation
by respondent location



All age groups
were well-
represented

Q21. Demographics: Age of Respondent

by percentage of respondents (excluding "not provided")

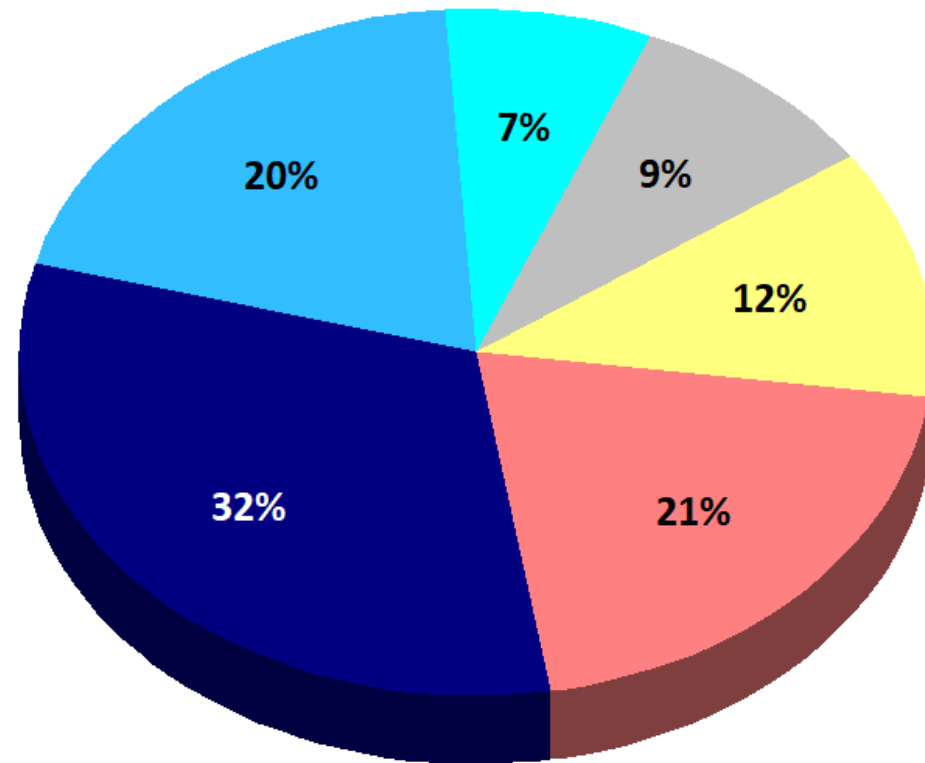


■ Under 35 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65+

Both new and long-term residents were well-represented

Q20. Demographics: Approximately how many years have you lived in Northfield?

by percentage of respondents (excluding "not provided")

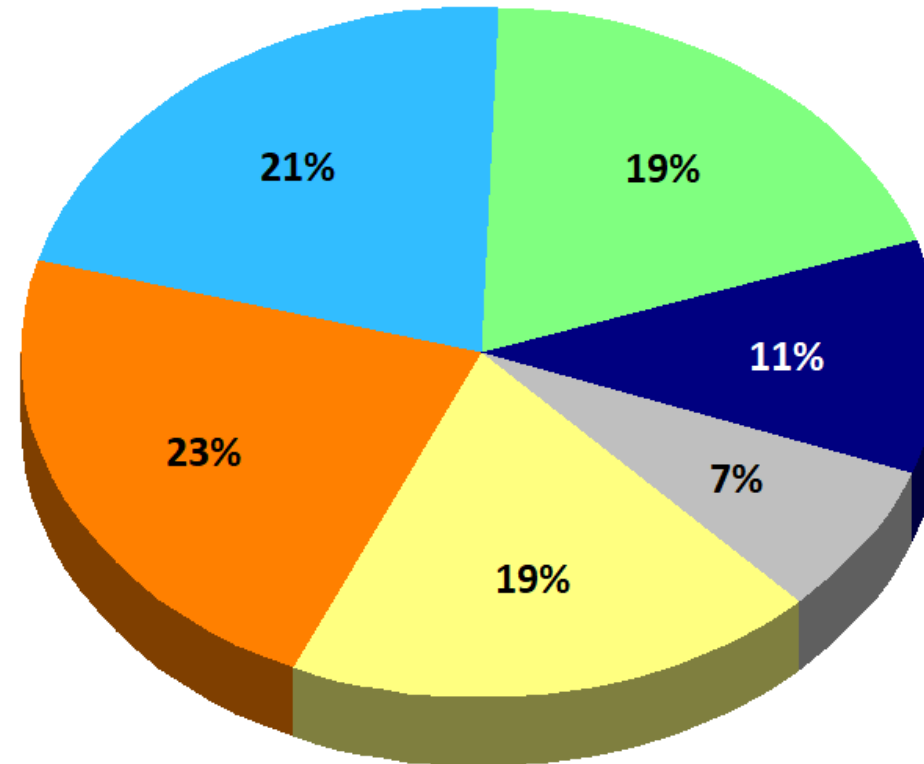


5 years or less 6 to 10 years 11 to 15 years
16 to 20 years 21 to 30 years 31+ years

Q24. Demographics: Annual Household Income

by percentage of respondents (excluding "prefer not to answer")

All income groups were well-represented

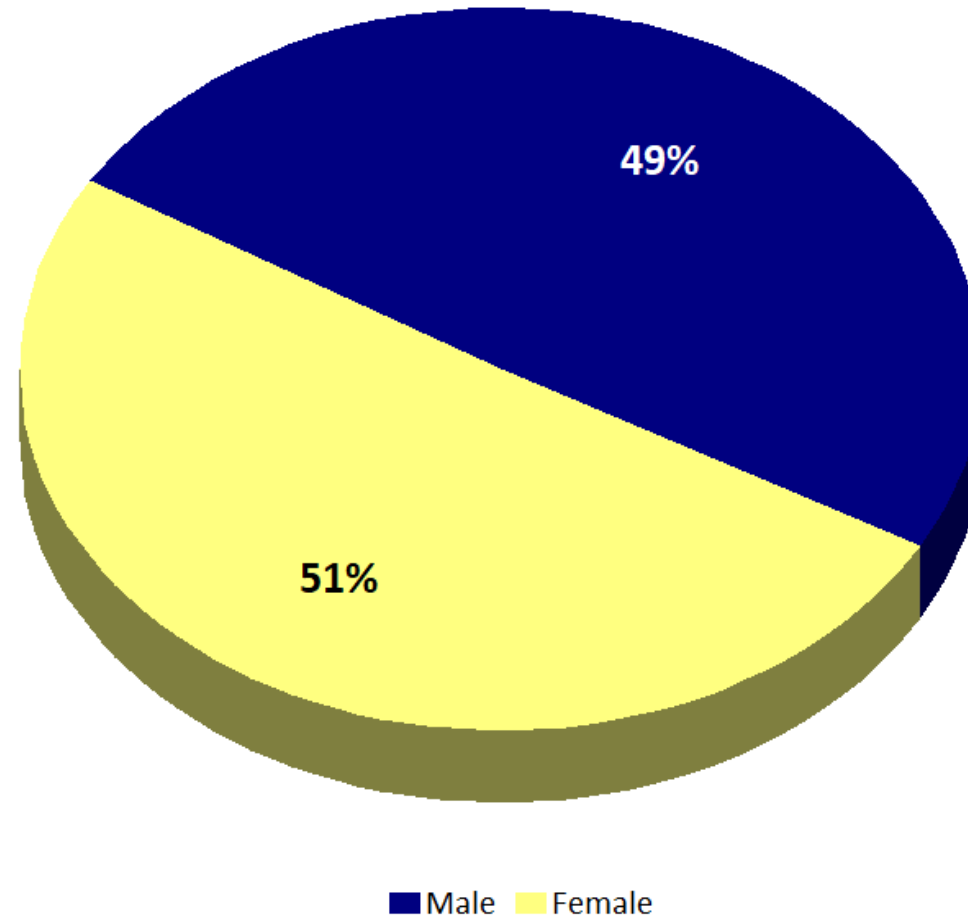


■ Under \$30K ■ \$30K-\$59,999 ■ \$60K-\$99,999
■ \$100K-\$149,999 ■ \$150K-\$199,999 ■ \$200K+

Q23. Demographics: Gender

by percentage of respondents (excluding "not provided")

All genders
were
represented



0.2% self-identified

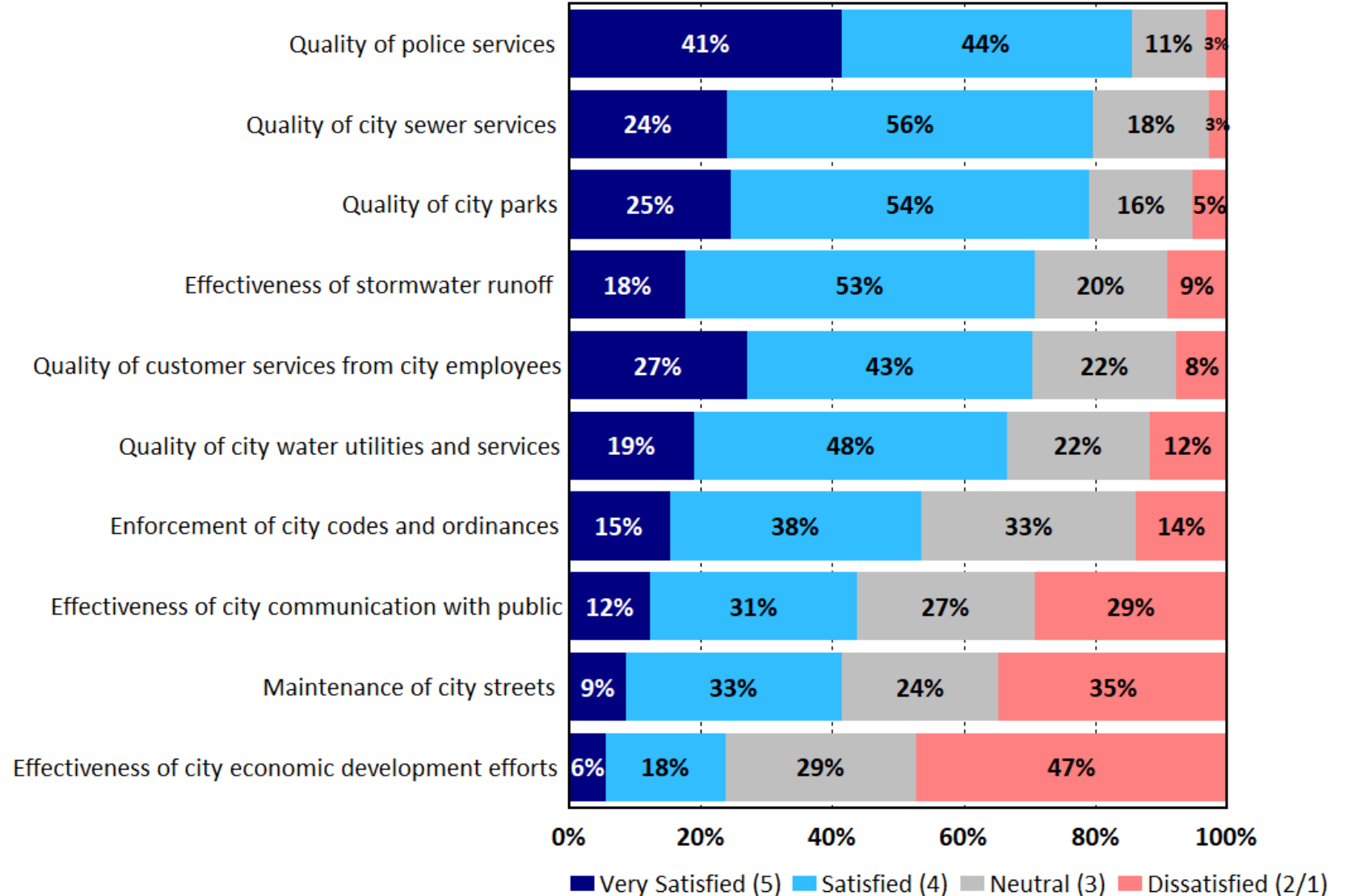
Topic #1

Satisfaction with City Services and Perceptions

Residents are generally satisfied with major categories of services

Q1. Satisfaction with Major Categories of Services

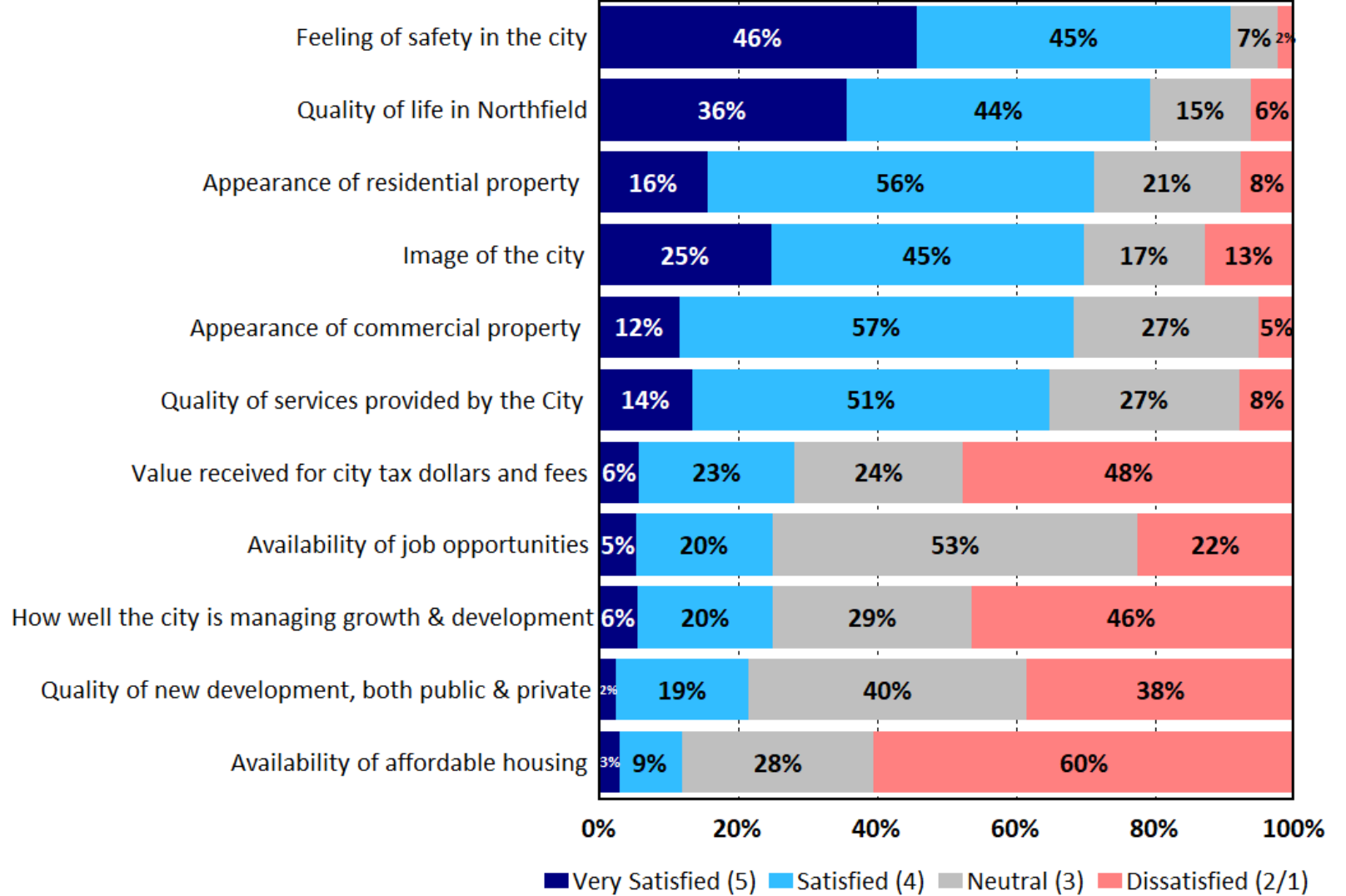
by percentage of respondents (excluding "don't know")



Residents are most satisfied with their feeling of safety, quality of life, and appearance of residential property

Q3. Satisfaction with Perception of the City

by percentage of respondents (excluding "don't know")





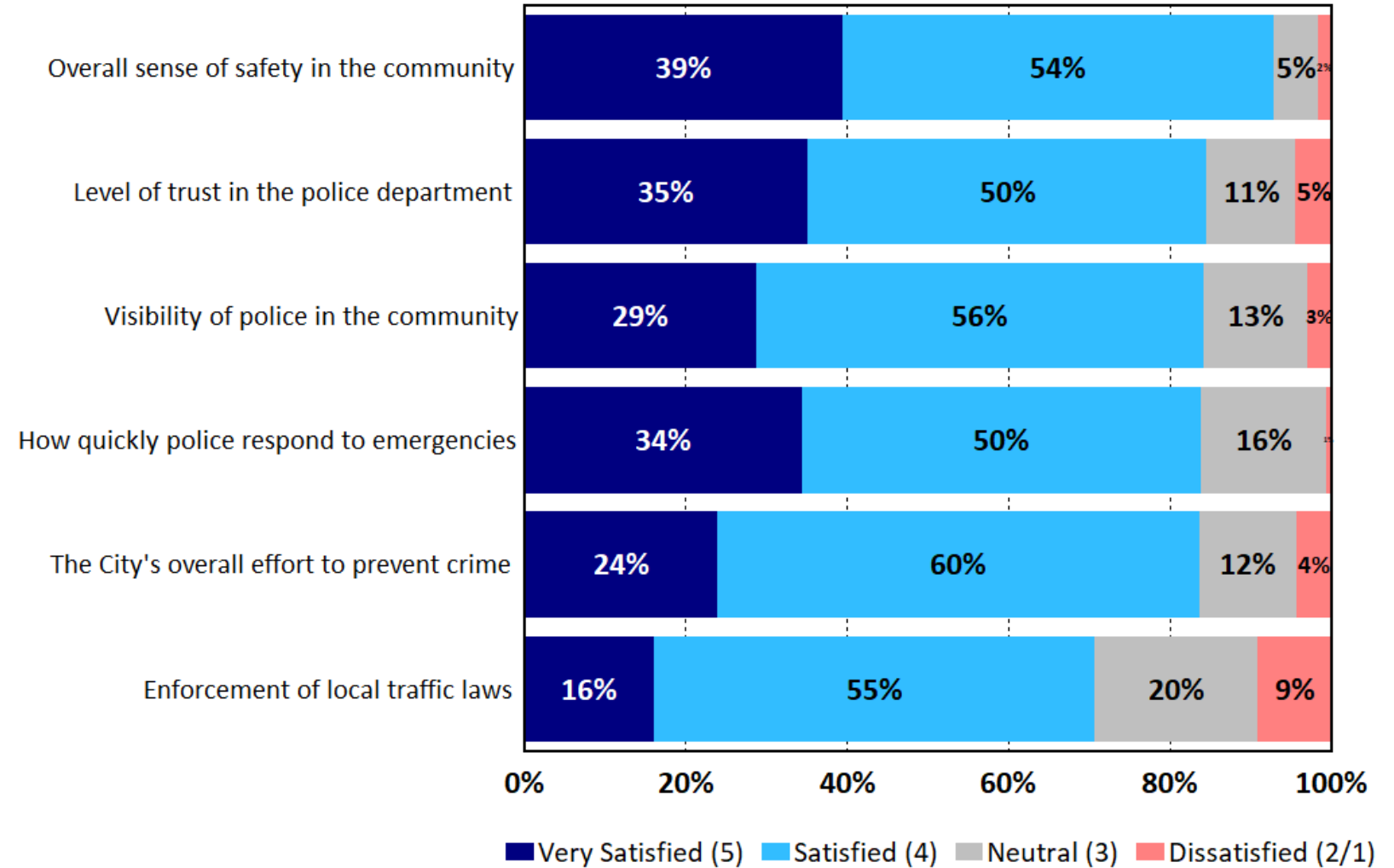
Topic #2

**Satisfaction with
Specific City Services**

Residents are most satisfied with their overall sense of safety and level of trust in the police department

Q4. Satisfaction with Public Safety

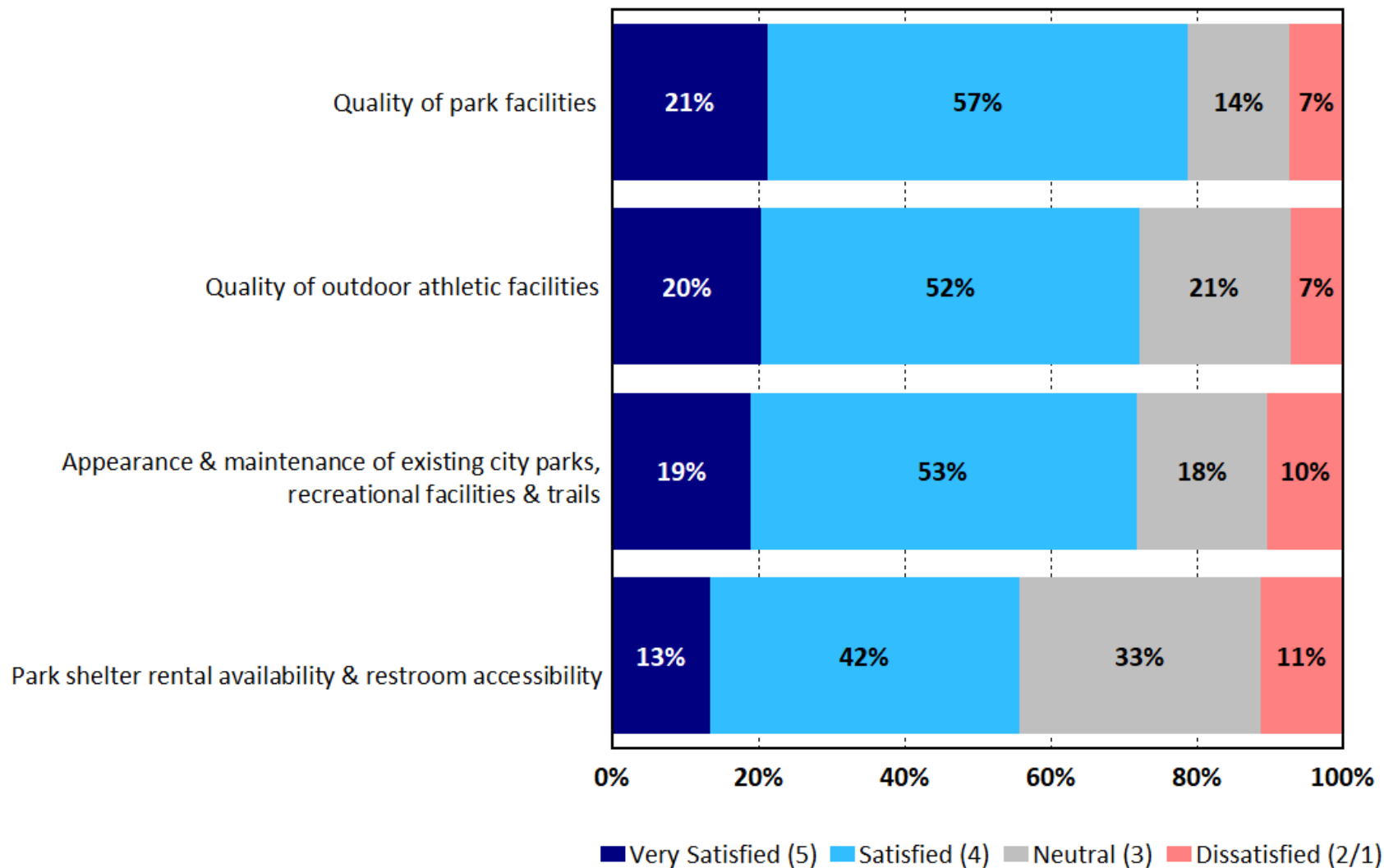
by percentage of respondents (excluding "don't know")



Quality of park facilities and the quality of outdoor athletic facilities received the highest levels of satisfaction

Q6. Satisfaction with Parks

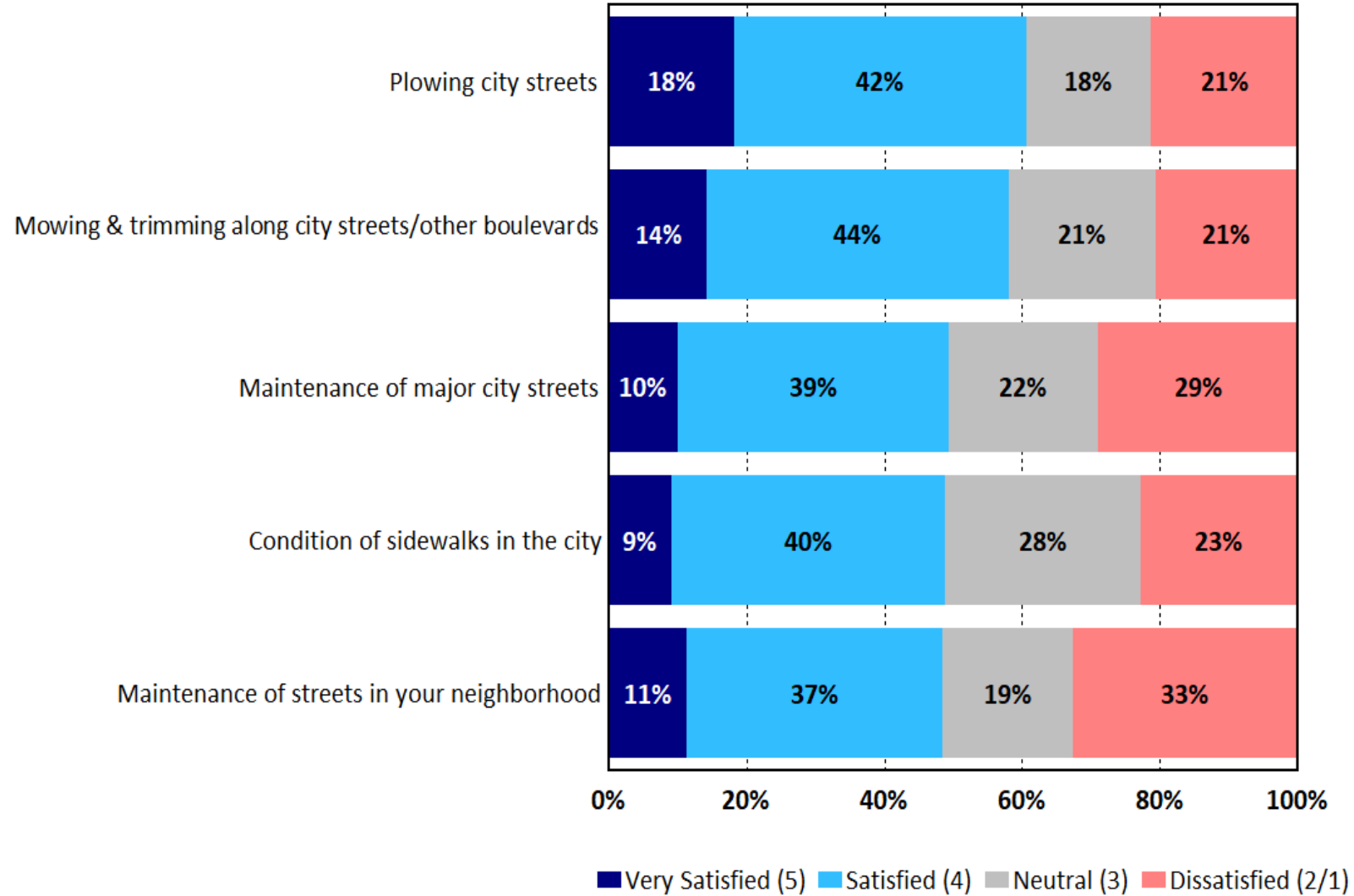
by percentage of respondents (excluding "don't know")



Plowing and mowing/trimming along city streets/other boulevards received the highest levels of satisfaction for city streets/sidewalks

Q11. Satisfaction with City Streets/Sidewalks

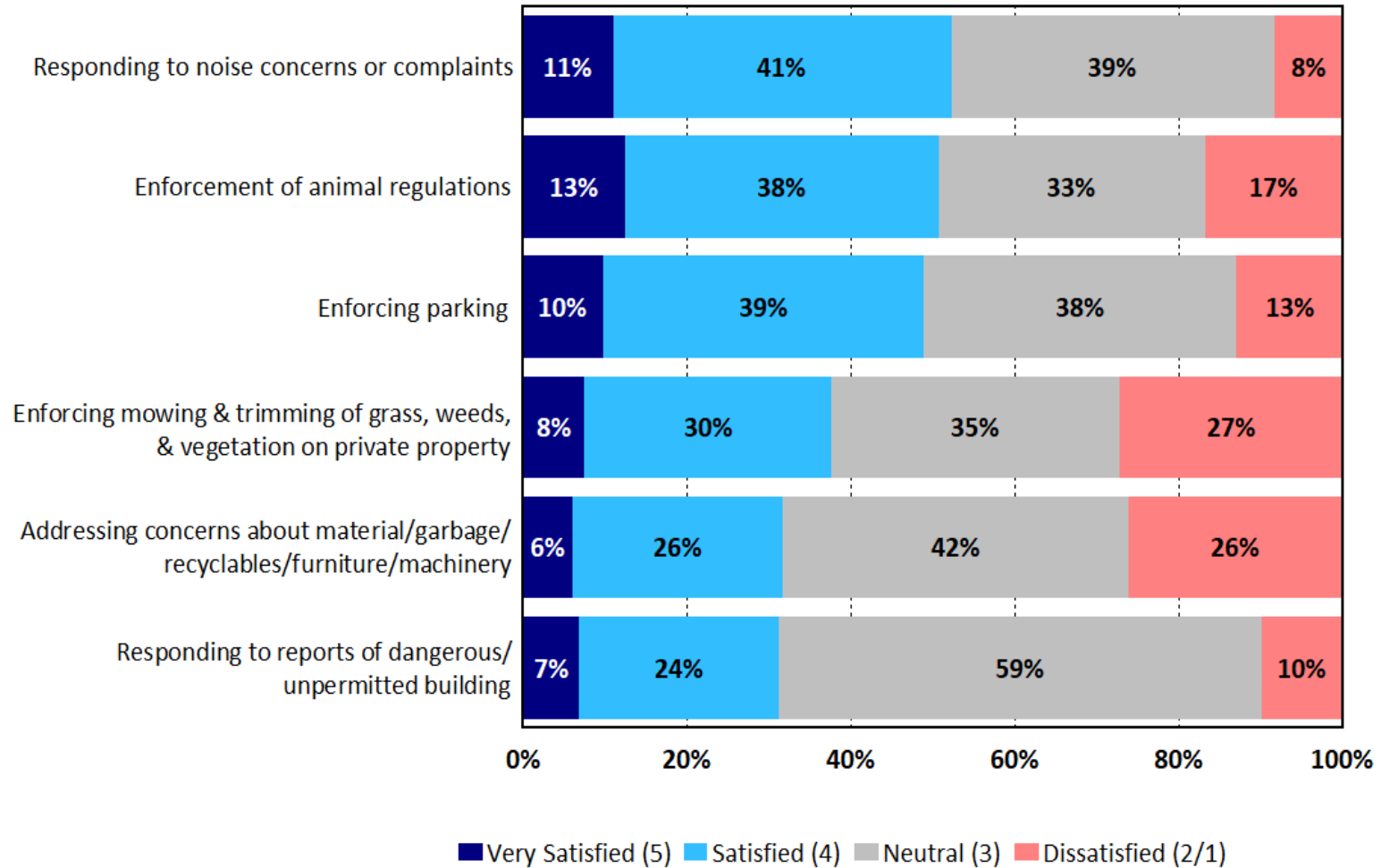
by percentage of respondents (excluding "don't know")



Residents are most satisfied with response to noise concerns or complaints and enforcement of animal regulations

Q13. Satisfaction with Code Enforcement

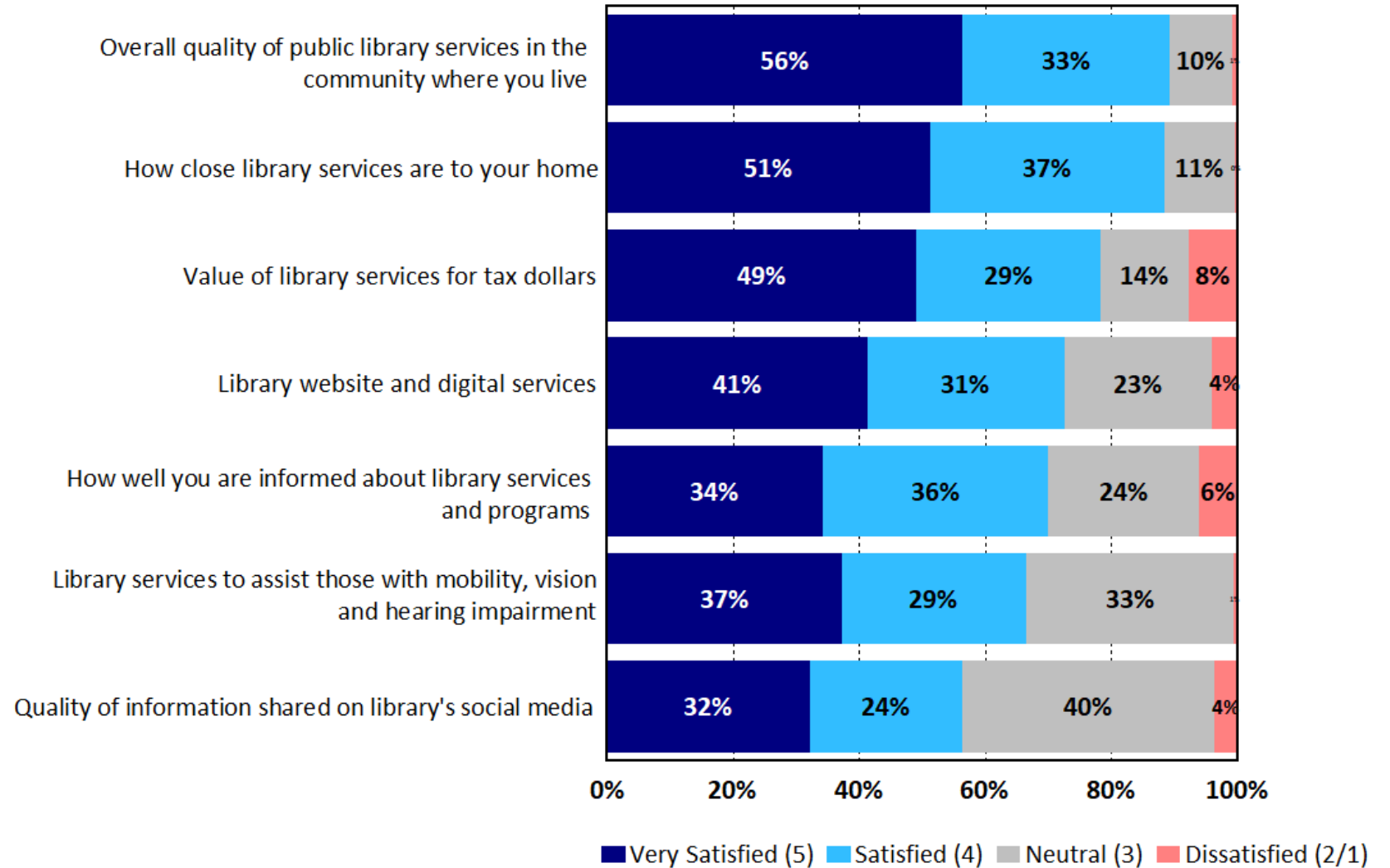
by percentage of respondents (excluding "don't know")



No fewer than 56% of residents are satisfied with any aspect of the library system

Q18. Satisfaction with the Library System

by percentage of respondents (excluding "don't know")



Topic #3

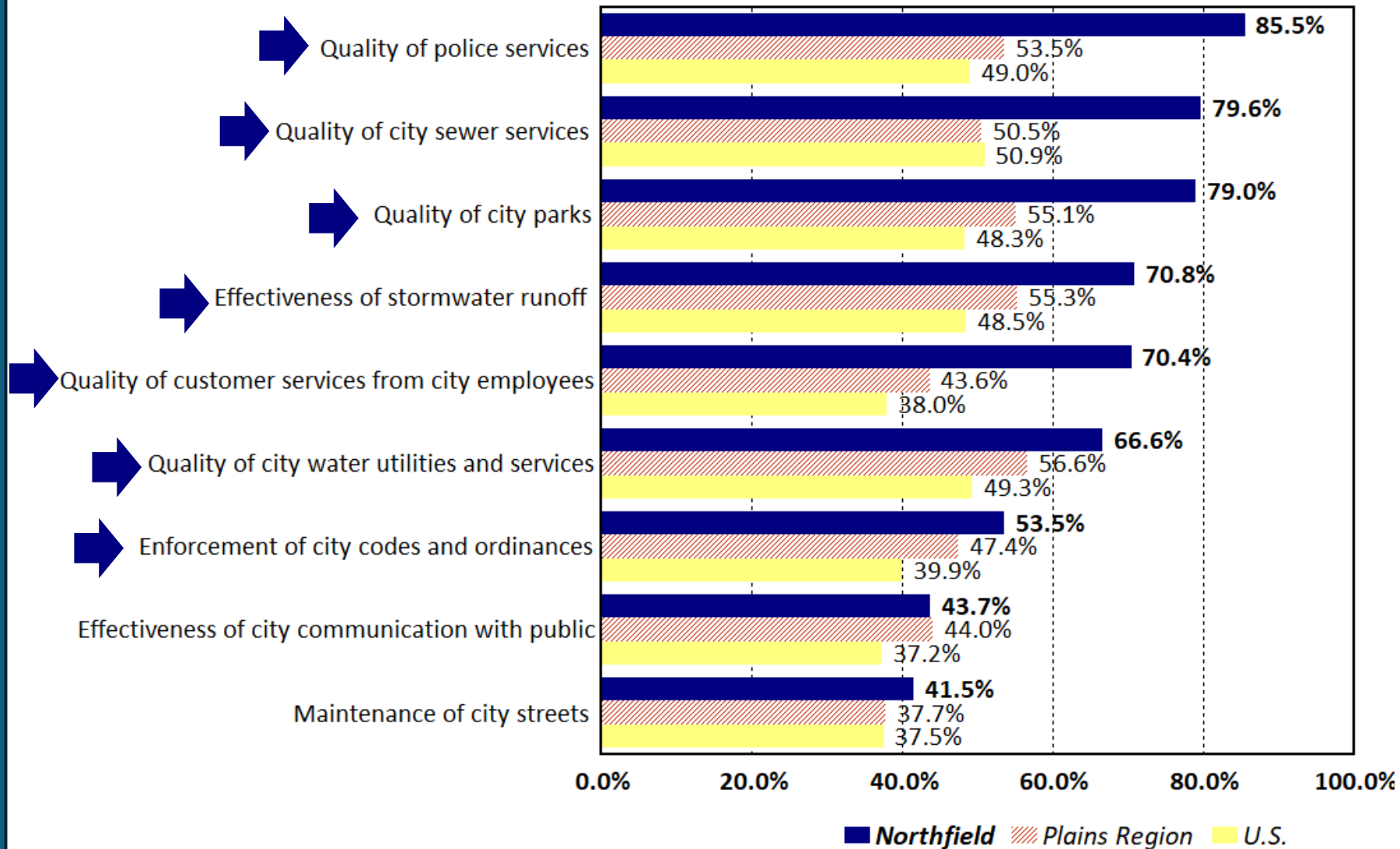
How the City of Northfield Compares to Other Communities

Satisfaction with Major Categories of City Services

Northfield vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

Northfield is setting the standard both regionally and nationally for most of the major categories of services that were assessed

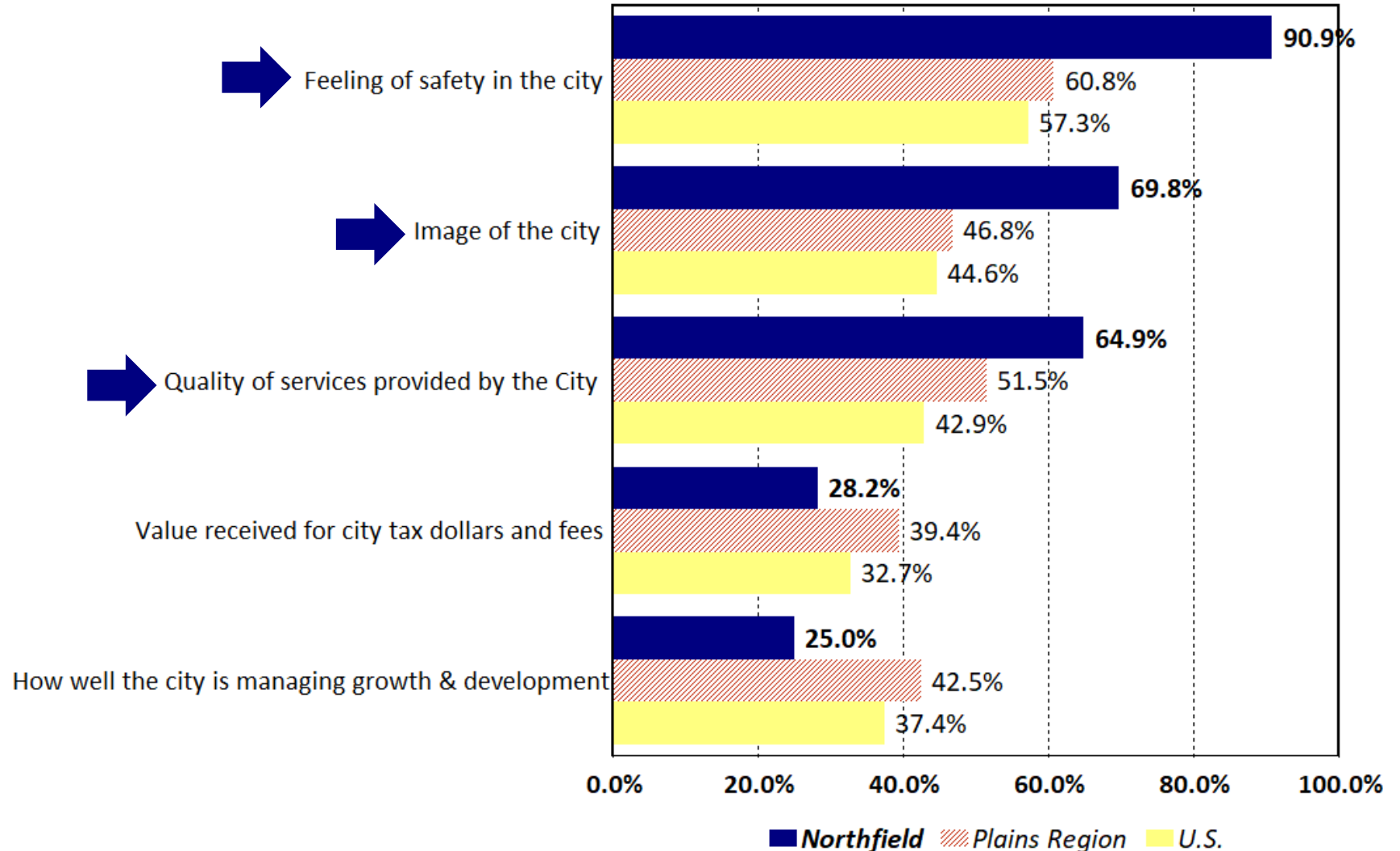


Northfield rated significantly higher than the regional and national averages for feeling of safety, image of the city and quality of services provided

Satisfaction with Perception of the City

Northfield vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

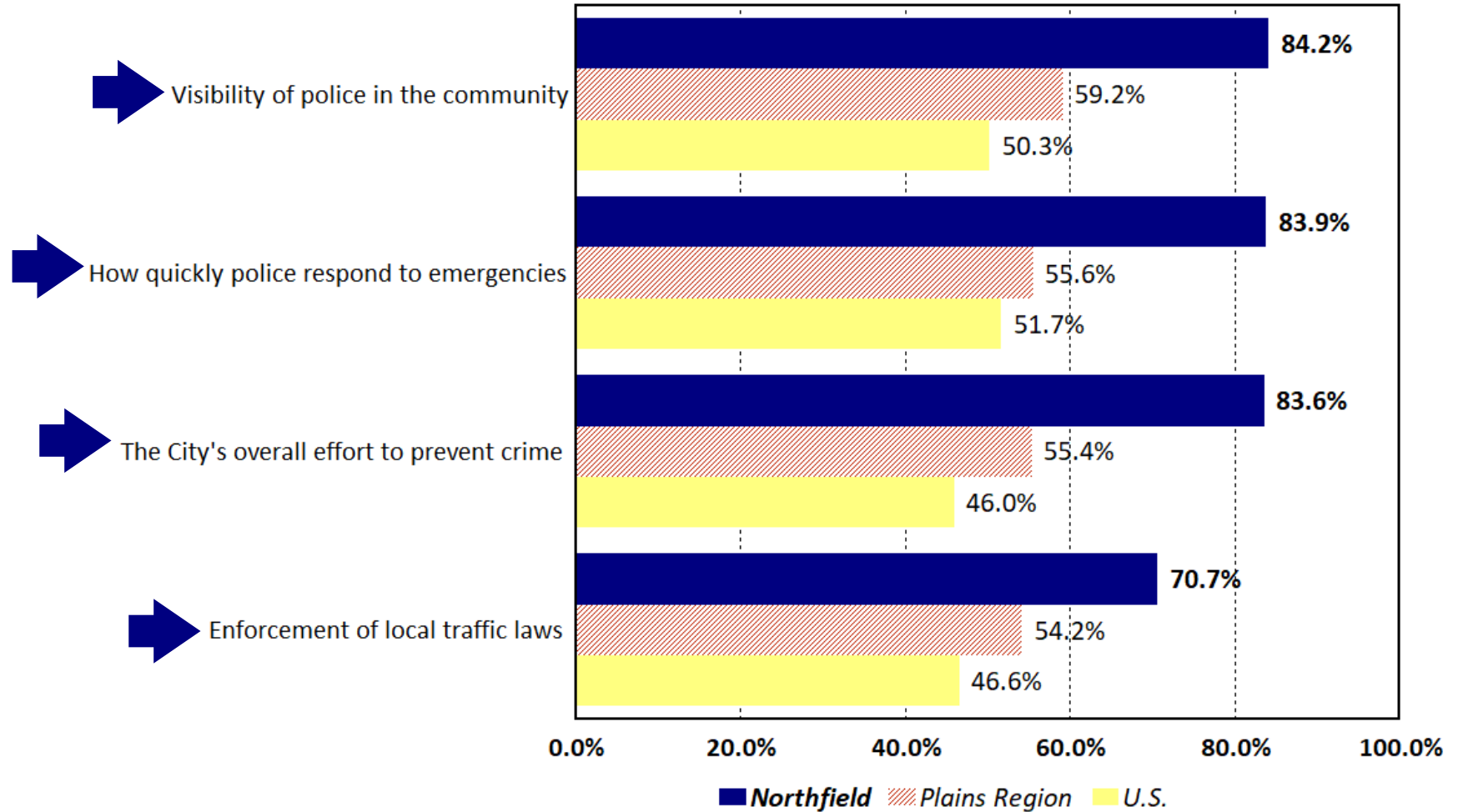


Northfield rated significantly higher than the regional and national averages in all public safety categories that were compared

Satisfaction with Public Safety

Northfield vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

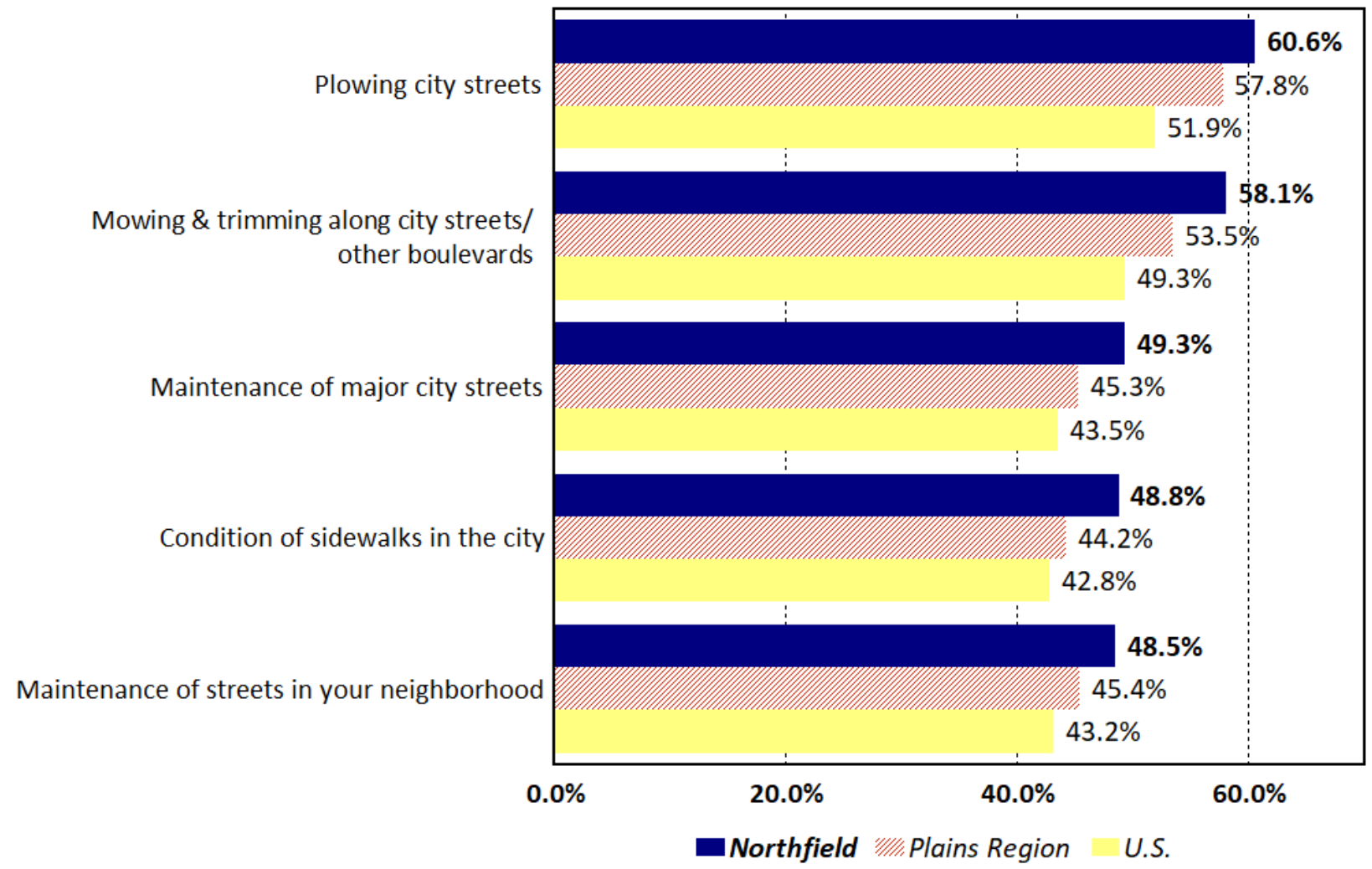


The City rated higher than the regional and national averages in all areas pertaining to City streets/sidewalks

Satisfaction with City Streets/Sidewalks

Northfield vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")





Topic #4
Investment Priorities

Priorities for Major Categories of City Services

Importance-Satisfaction Rating

City of Northfield, MN

Major City Services

| Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Very High Priority (IS >.20) | | | | | | |
| Effectiveness of city economic development efforts | 65% | 1 | 24% | 10 | 0.4968 | 1 |
| Maintenance of city streets | 63% | 2 | 42% | 9 | 0.3691 | 2 |
| Effectiveness of city communication with public | 47% | 3 | 44% | 8 | 0.2646 | 3 |
| High Priority (IS .10-.20) | | | | | | |
| None | | | | | | |
| Medium Priority (IS <.10) | | | | | | |
| Quality of city water utilities and services | 28% | 4 | 67% | 6 | 0.0919 | 4 |
| Enforcement of city codes and ordinances | 15% | 6 | 54% | 7 | 0.0693 | 5 |
| Quality of city parks | 22% | 5 | 79% | 3 | 0.0456 | 6 |
| Quality of customer services from city employees | 11% | 8 | 70% | 5 | 0.0317 | 7 |
| Effectiveness of stormwater runoff | 8% | 9 | 71% | 4 | 0.0219 | 8 |
| Quality of police services | 13% | 7 | 86% | 1 | 0.0190 | 9 |
| Quality of city sewer services | 3% | 10 | 80% | 2 | 0.0065 | 10 |

There were no high priorities for Public Safety Services

Importance-Satisfaction Rating

City of Northfield, MN

Public Safety



| Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Medium Priority (IS <.10) | | | | | | |
| The City's overall effort to prevent crime | 44% | 1 | 84% | 5 | 0.0728 | 1 |
| Enforcement of local traffic laws | 25% | 4 | 71% | 6 | 0.0727 | 2 |
| Level of trust in the police department | 27% | 3 | 85% | 2 | 0.0417 | 3 |
| Visibility of police in the community | 23% | 5 | 84% | 3 | 0.0359 | 4 |
| How quickly police respond to emergencies | 17% | 6 | 84% | 4 | 0.0267 | 5 |
| Overall sense of safety in the community | 33% | 2 | 93% | 1 | 0.0231 | 6 |

Priorities for City Parks

Importance-Satisfaction Rating

City of Northfield, MN

Parks

| Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|---|
| High Priority (IS .10-.20) | | | | | | |
| Appearance & maintenance of existing city parks, recreational facilities & trails | 58% | 1 | 72% | 3 | 0.1647 | 1  |
| Quality of park facilities | 54% | 2 | 79% | 1 | 0.1159 | 2  |
| Medium Priority (IS <.10) | | | | | | |
| Park shelter rental availability & restroom accessibility | 22% | 4 | 56% | 4 | 0.0992 | 3 |
| Quality of outdoor athletic facilities | 25% | 3 | 72% | 2 | 0.0692 | 4 |

Priorities for Community Outreach

Importance-Satisfaction Rating

City of Northfield, MN

Community Outreach



| Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Very High Priority (IS >.20) | | | | | | |
| Level of public involvement in local decision making | 57% | 1 | 23% | 6 | 0.4351 | 1 |
| Efforts to keep public informed about local issues | 52% | 2 | 35% | 3 | 0.3359 | 2 |
| High Priority (IS .10-.20) | | | | | | |
| Availability of information with city programs & services | 25% | 3 | 45% | 1 | 0.1343 | 3 |
| Timeliness of information provided by the City | 19% | 4 | 31% | 4 | 0.1303 | 4 |
| Medium Priority (IS <.10) | | | | | | |
| City email information update service | 12% | 5 | 27% | 5 | 0.0900 | 5 |
| Quality of City's website & social media | 11% | 6 | 39% | 2 | 0.0648 | 6 |

Priorities for City Streets/ Sidewalks

Importance-Satisfaction Rating

City of Northfield, MN

City Streets/Sidewalks

| Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|---|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Maintenance of major city streets | 52% | 1 | 49% | 3 | 0.2631 | 1  |
| Maintenance of streets in your neighborhood | 40% | 2 | 49% | 5 | 0.2060 | 2  |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Condition of sidewalks in the city | 34% | 3 | 49% | 4 | 0.1761 | 3 |
| Plowing city streets | 34% | 4 | 61% | 1 | 0.1344 | 4 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Mowing & trimming along city streets/other boulevards | 15% | 5 | 58% | 2 | 0.0616 | 5 |

Priorities for Code Enforcement

Importance-Satisfaction Rating

City of Northfield, MN

Code Enforcement

| Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Very High Priority (IS >.20) | | | | | | |
| Addressing concerns about material, garbage, recyclables, furniture, machinery | 41% | 1 | 32% | 5 | 0.2773 | 1 ← |
| High Priority (IS .10-.20) | | | | | | |
| Enforcing mowing & trimming of grass, weeds, & vegetation on private property | 29% | 2 | 38% | 4 | 0.1832 | 2 ← |
| Responding to reports of dangerous/unpermitted building | 17% | 4 | 31% | 6 | 0.1135 | 3 |
| Responding to noise concerns or complaints | 21% | 3 | 52% | 1 | 0.1021 | 4 |
| Medium Priority (IS <.10) | | | | | | |
| Enforcement of animal regulations | 15% | 5 | 51% | 2 | 0.0759 | 5 |
| Enforcing parking | 13% | 6 | 49% | 3 | 0.0654 | 6 |

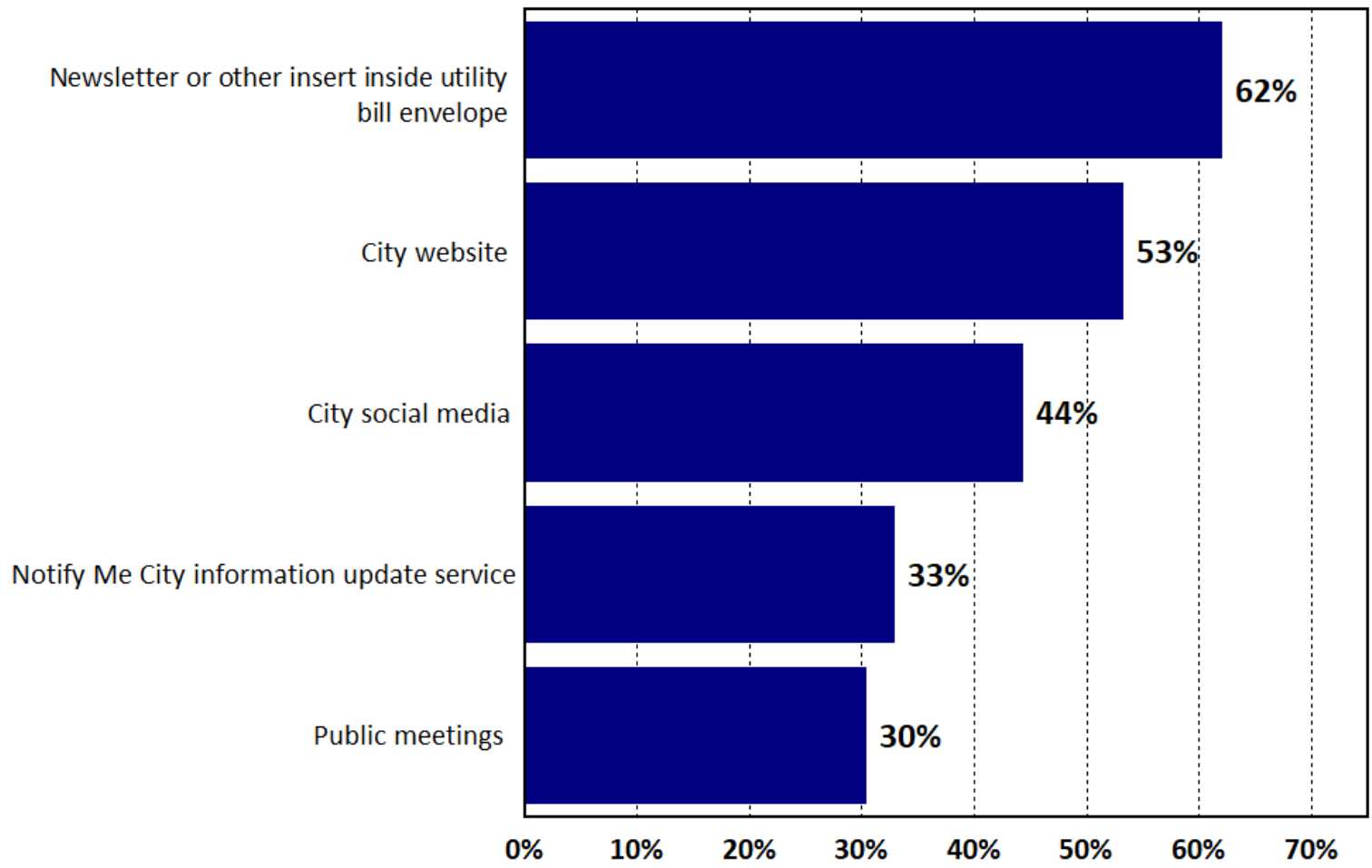


Topic #5
Other Findings

Residents most prefer a newsletter/utility bill insert and the City's website to receive news and information about Northfield

Q8. Which of the following would be your preferred way(s) to receive news and information about City programs, projects, services, and events?

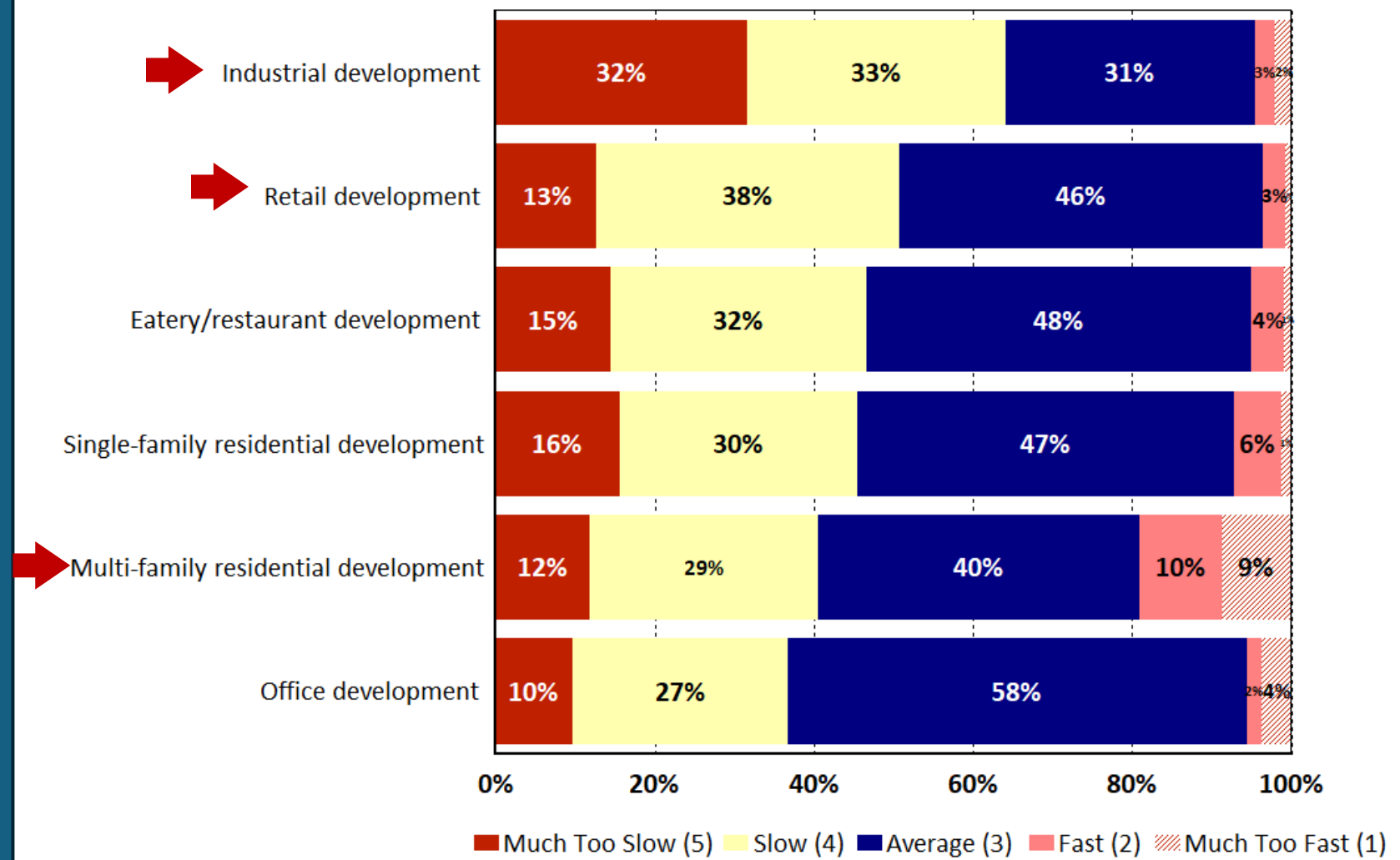
by percentage of respondents (multiple selections could be made)



Residents believe the current pace of industrial and retail development is too slow, while multi-family residential development is too fast

Q15. Perceptions of the Current Pace of Development in the Following Areas

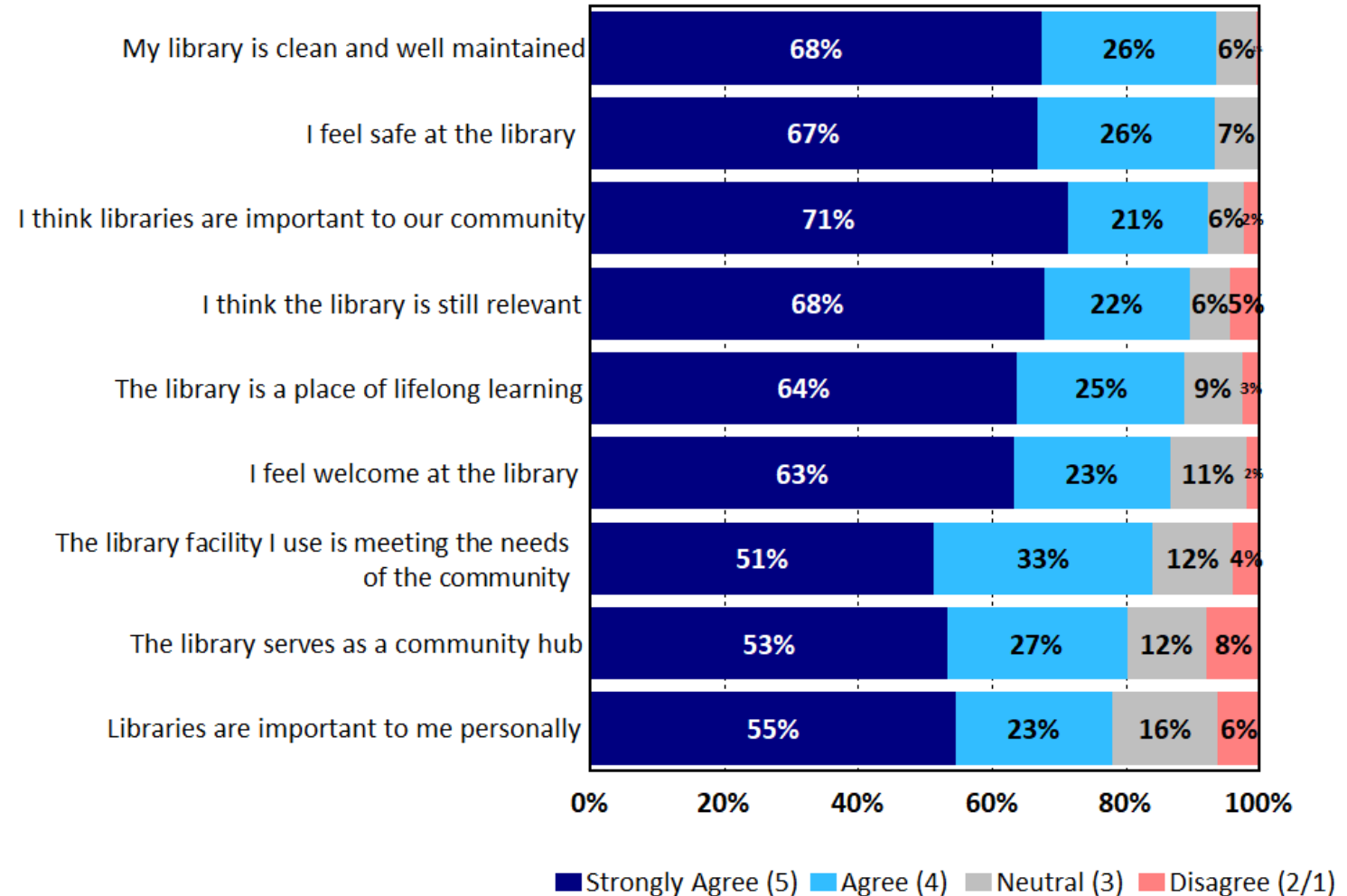
by percentage of respondents (excluding "don't know")



Residents are in agreement with various positive statements about the library

Q17. Level of Agreement with the Following Statements Regarding the Library

by percentage of respondents (excluding "don't know")



Summary

- **Residents are generally satisfied with major City services and perceptions of Northfield**
 - Residents are most satisfied with police services (86%), sewer services (80%), and City parks (79%)
 - Residents gave high ratings for overall feeling of safety in the City (91%), quality of life (79%), and appearance of residential property (71%).
- **Northfield rated significantly higher than the Plains regional and U.S. averages in several categories of City services and perceptions that were assessed**
 - Areas in which the City is setting the standard compared to other communities include: police services, sewer services, City parks, feeling of safety, image of the City, and overall quality of services provided

Summary (Cont.)

- **Priorities for Investment – Major City Services**
 - Effectiveness of City economic efforts
 - Maintenance of City streets
 - Effectiveness of City communication with the public

Questions?

THANK YOU