



Results for the City of Bloomington, IN 2023 Resident Survey

July 2023





Civic Communication & Analytics Platform

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



Advanced Survey Science & Performance Analytics

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

Questions about our product?

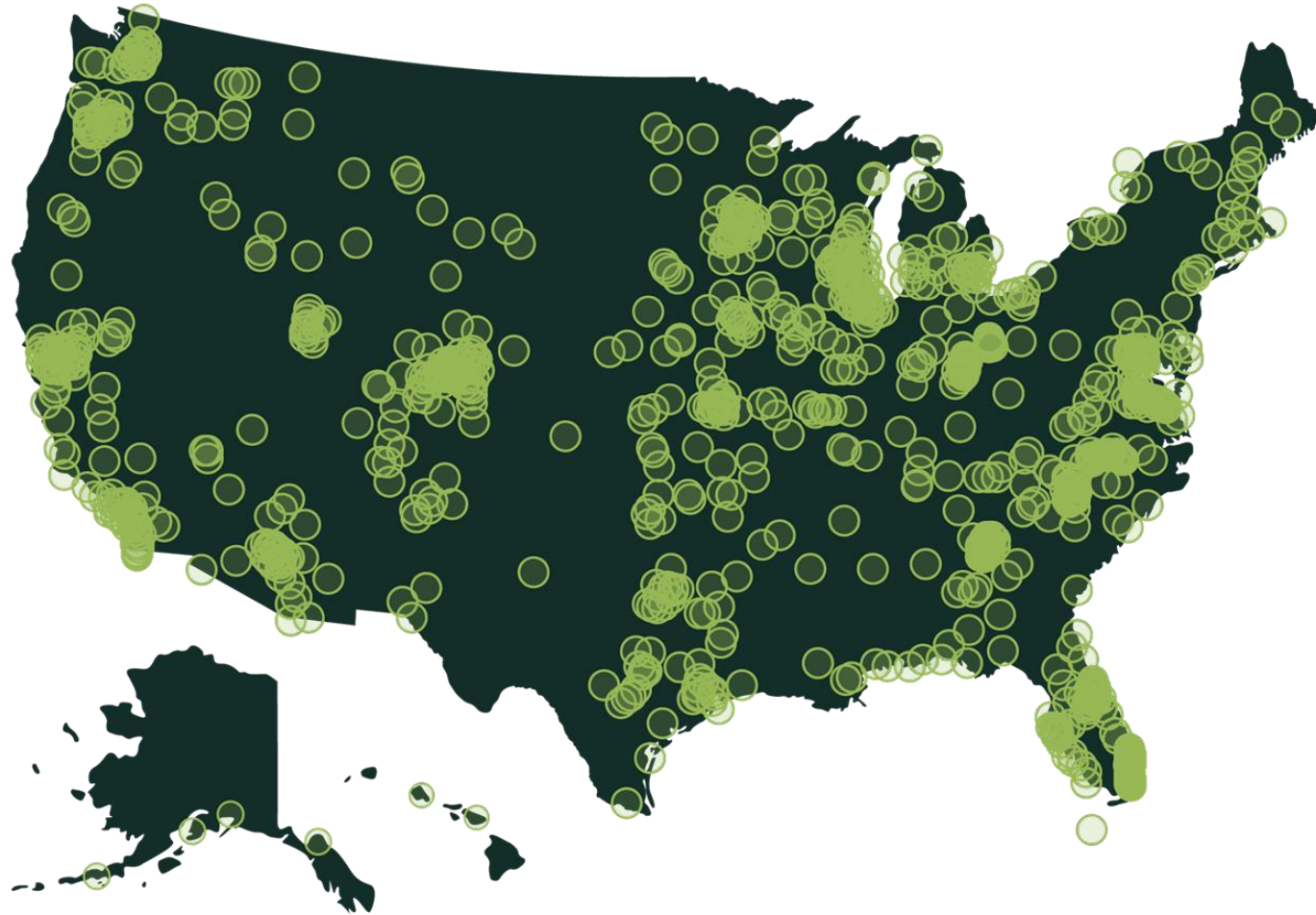
Visit www.polco.us to learn more

Exclusive partners of:

ICMA

NLC NATIONAL
LEAGUE
OF CITIES

Polco's Benchmarking Database



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

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



Survey Methodology

- 4th time conducting the Bloomington Resident Survey
 - Previous iterations in 2017, 2019 and 2021
- Survey conducted from March 20th to May 1st, 2023
- Sampling approach employed:
 - Multi-contact approach (postcard + printed survey + postcard)
 - Probability-based, mail-based sample of 3,000 households
 - 367 total responses received
 - 13% overall response rate
- Results statistically weighted to reflect Bloomington population
- 95% confidence interval with a +/- 5% margin of error

FREEDOM OF SPEECH

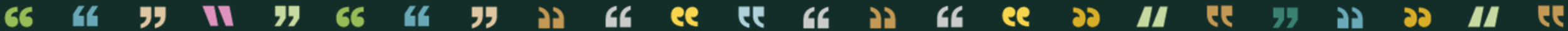
FREEDOM OF WORSHIP



Overview of Survey Results

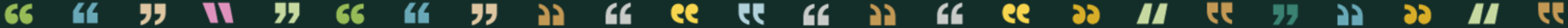
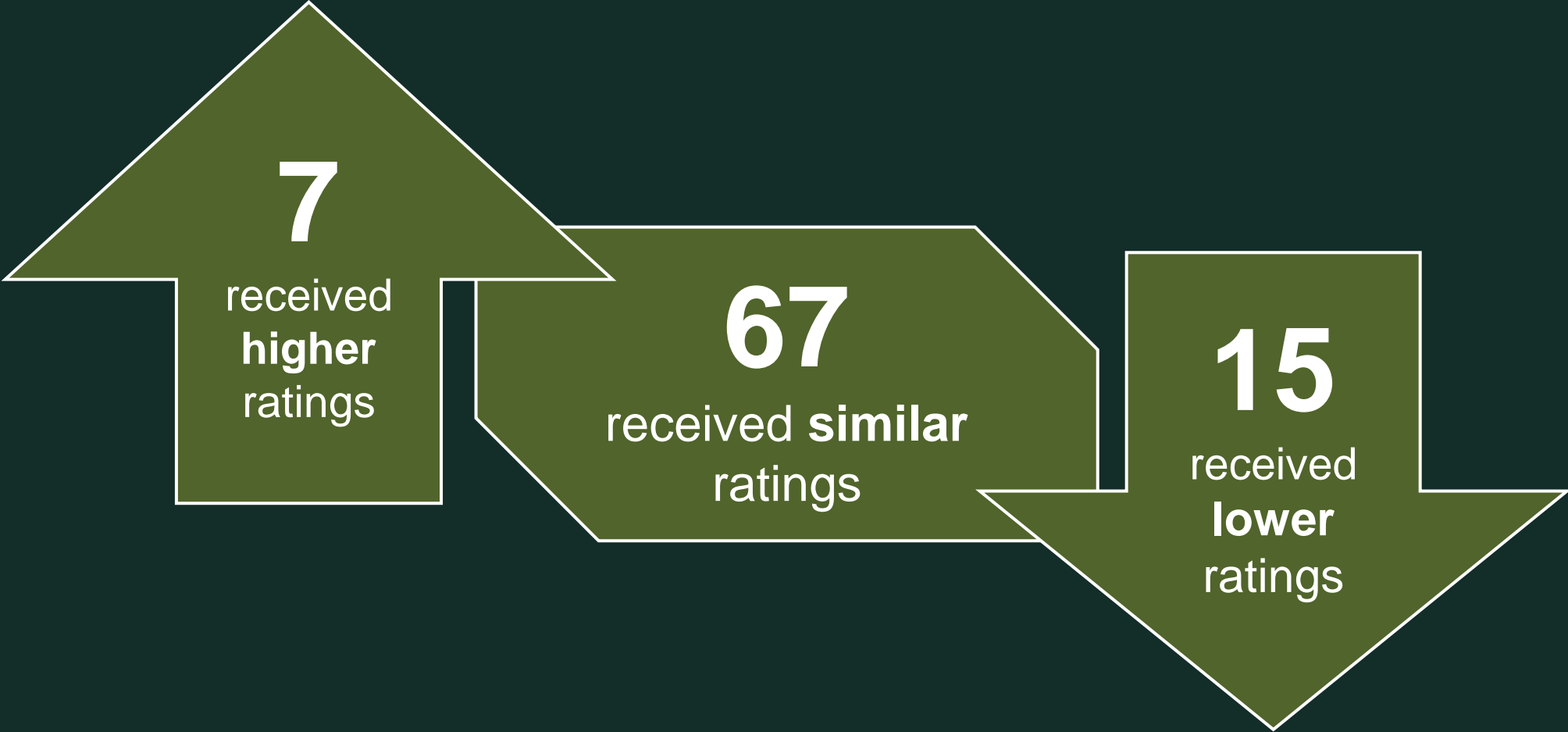


Comparisons to National Benchmarks



Comparisons to Peer Benchmarks

Communities with universities and similar median annual household incomes





Key Findings

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Key Finding #1:

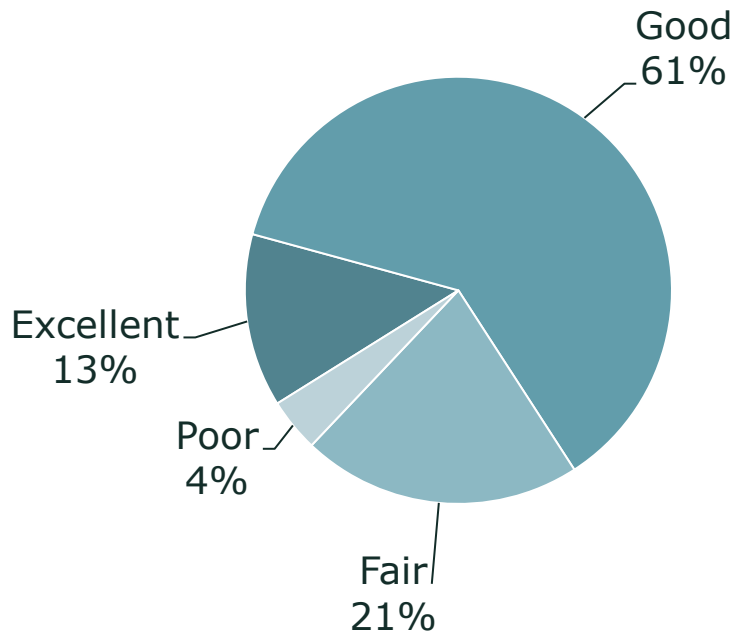
Bloomington residents continue to have a positive quality of life.



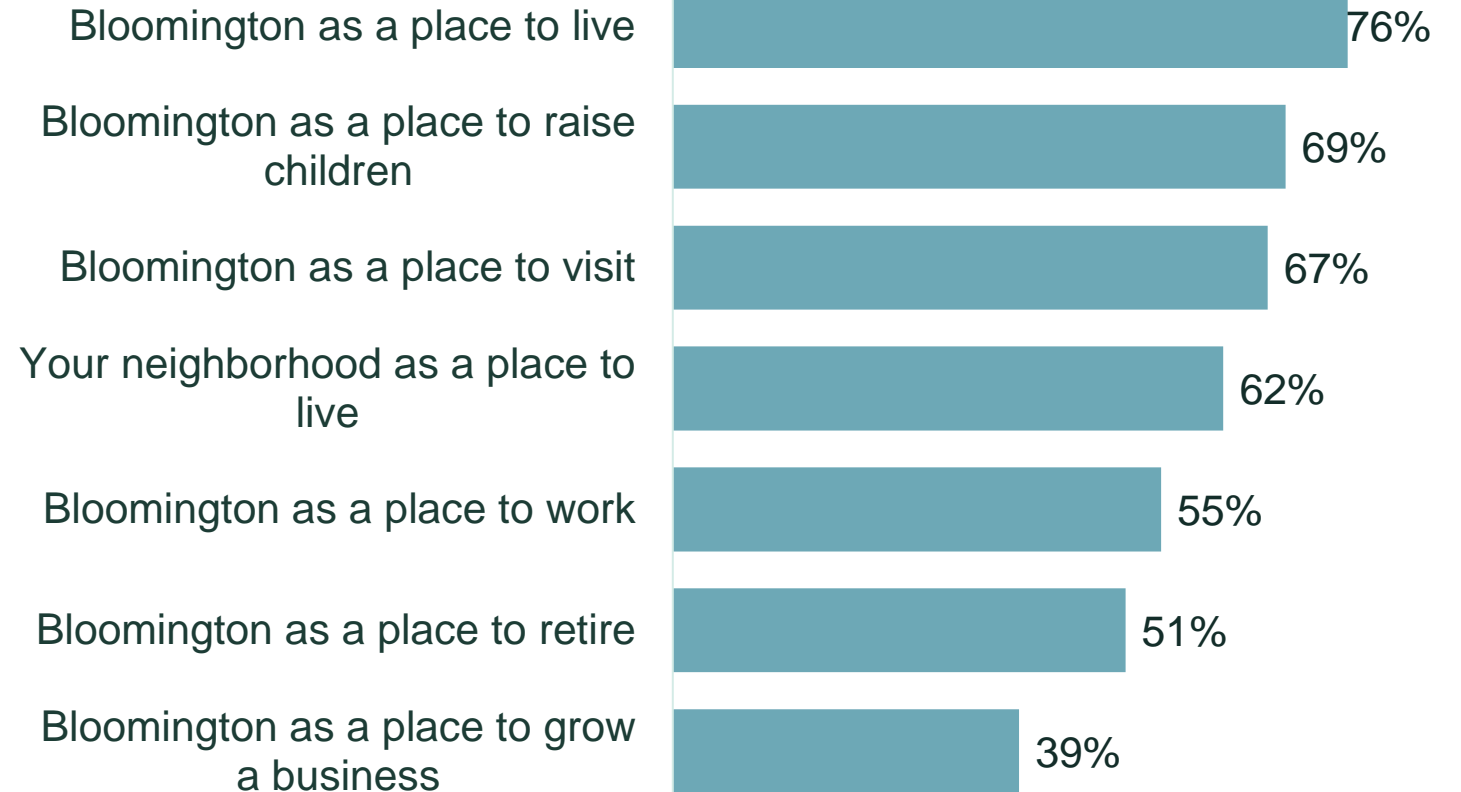
Quality of Life in Bloomington



Overall Quality of Life, 2023



Quality of Life Measures



Percent excellent or good

Living in Bloomington



7 in 10 residents:

Would recommend living in Bloomington



6 in 10 residents:

Planned to remain in Bloomington for the next 5 years





Key Finding #2:

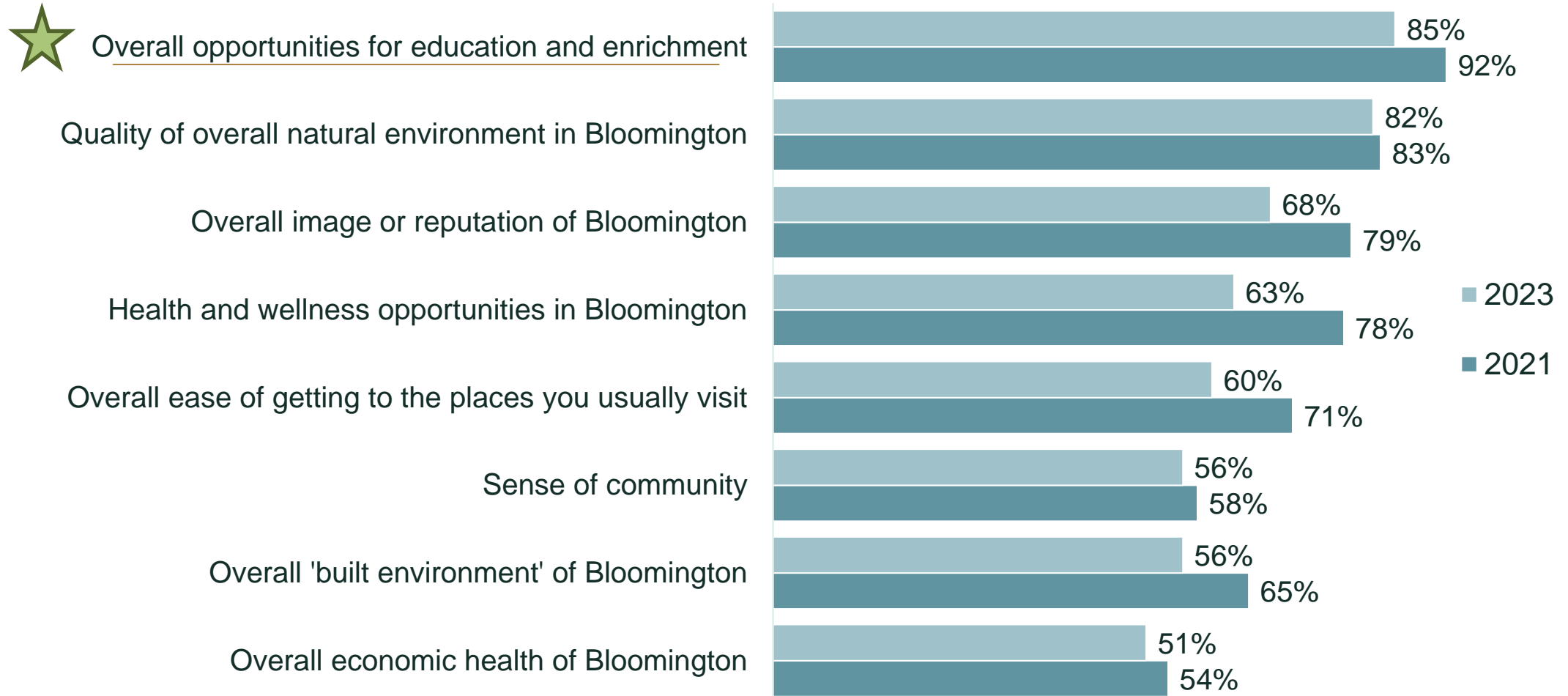
Overall opportunities for education contribute to the quality of life in Bloomington.



Community Characteristics Ratings, 2021-2023



Please rate each of the following characteristics as they relate to Bloomington as a whole:



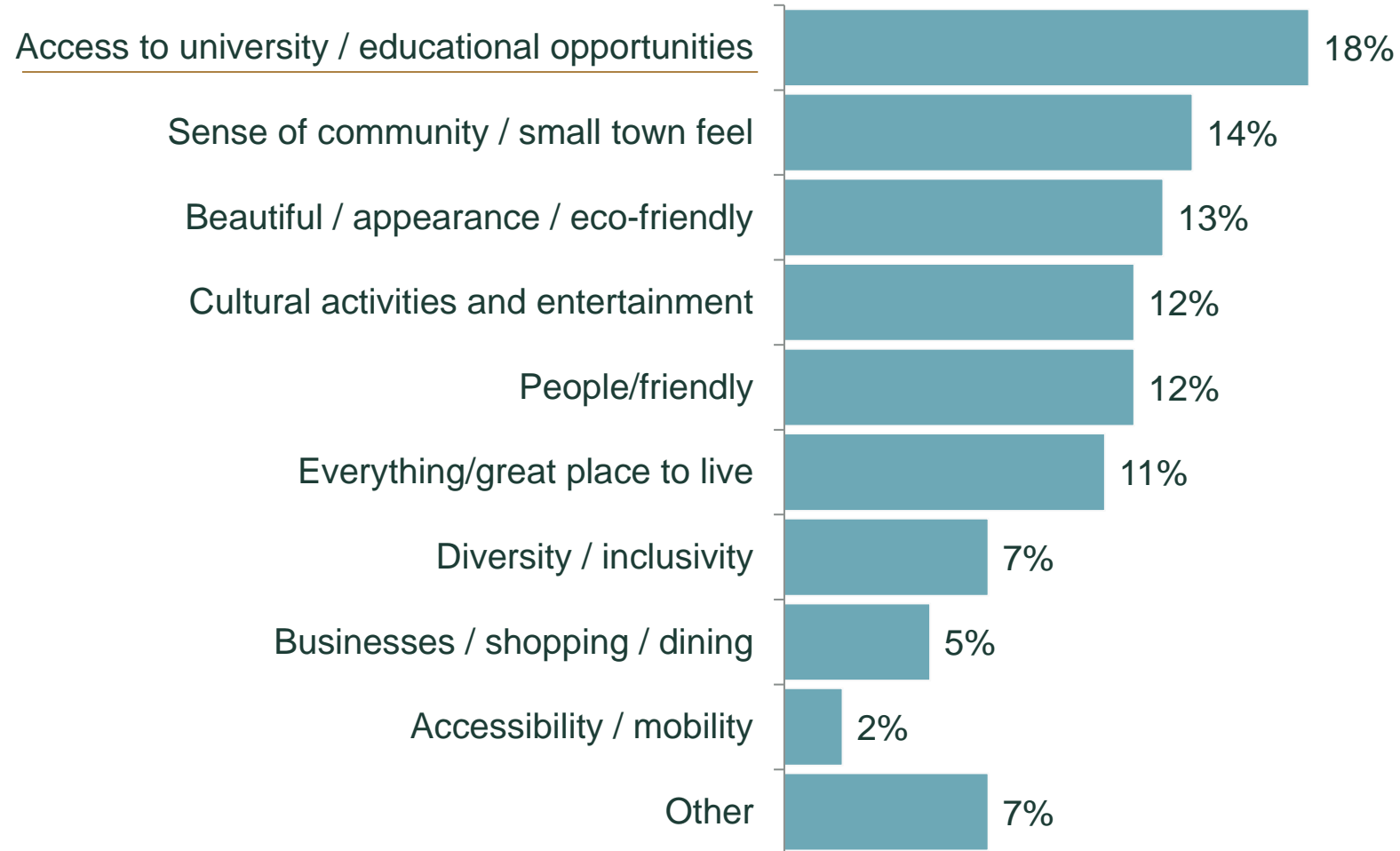
★ = Higher than the National and Peer Benchmark

Percent excellent or good

Like Most about Living in Bloomington, 2023



What is one thing you like most about the City of Bloomington?





Key Finding #3:

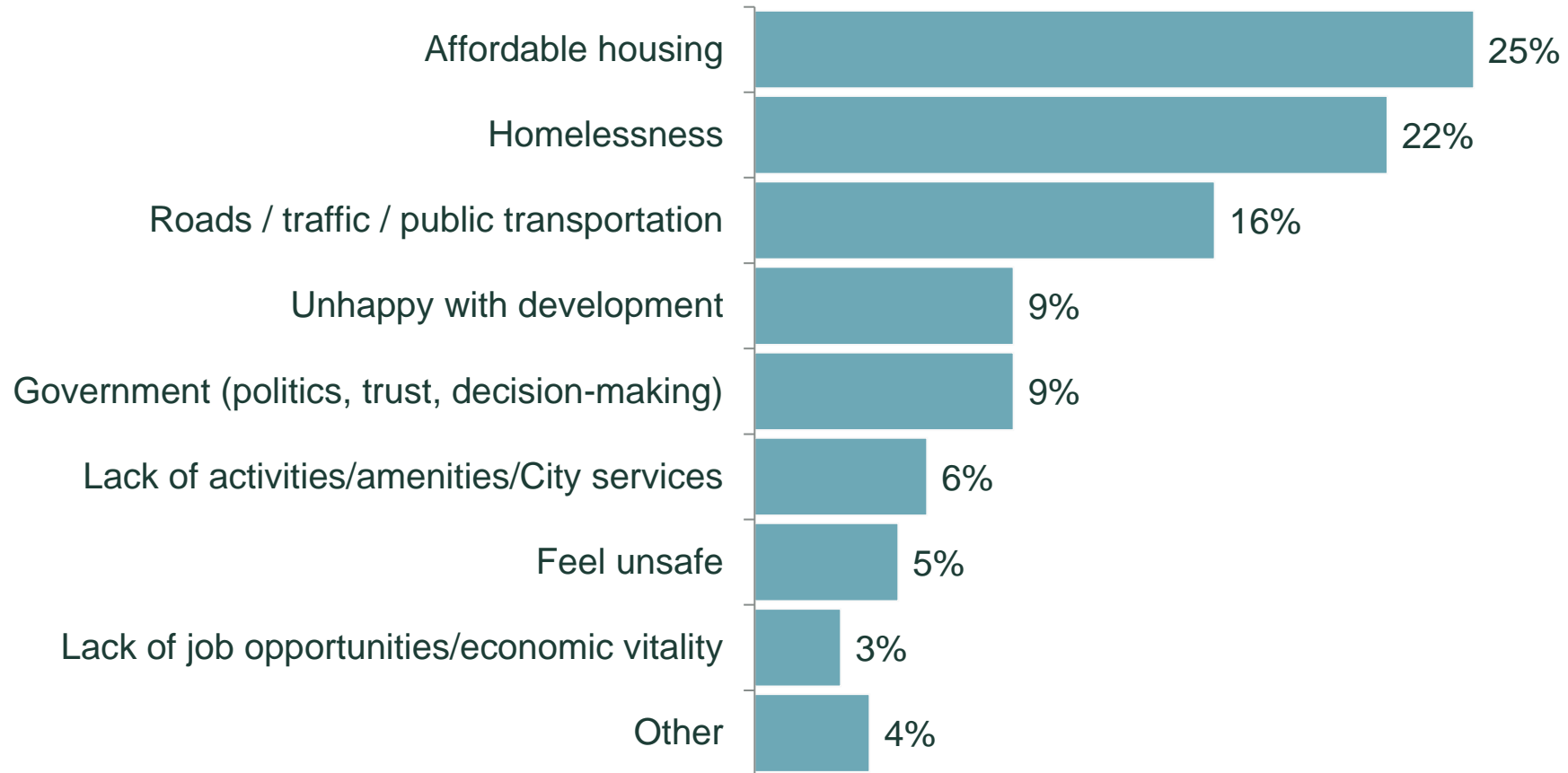
Homelessness remains a City challenge.



Like Least about Living in Bloomington, 2023



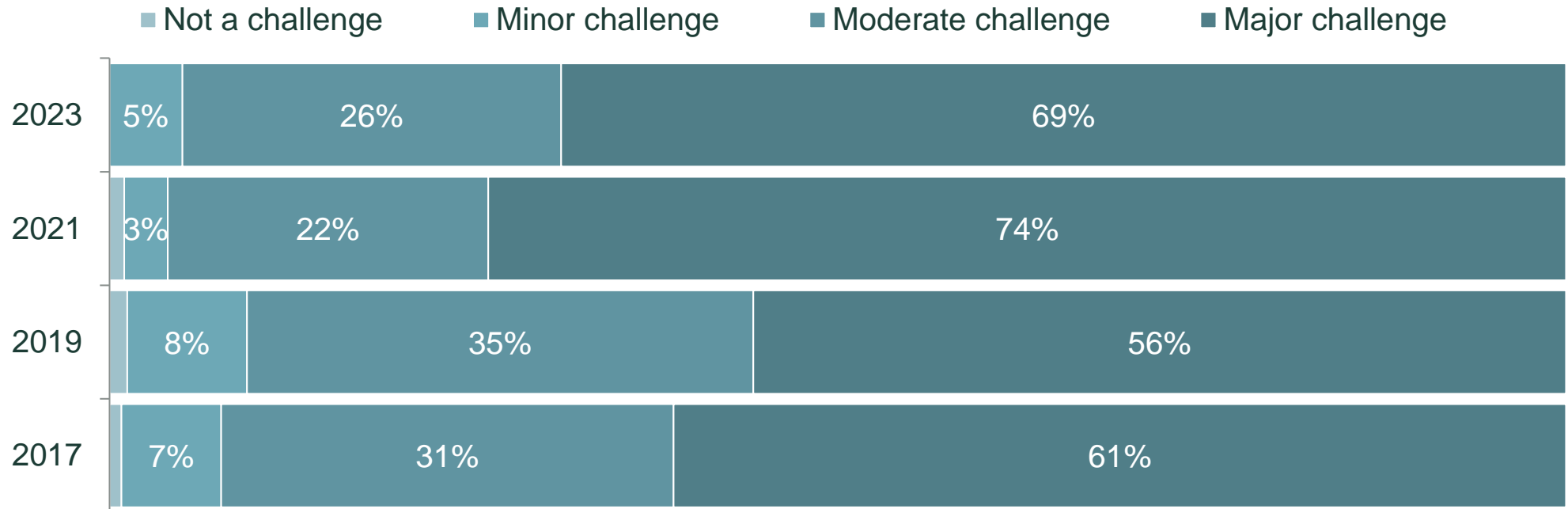
What is one thing you like least about the City of Bloomington?



Challenge posed by Homelessness, 2017-2023



To what degree, if at all, do you think homelessness is a challenge in the City of Bloomington?





Key Finding #4:

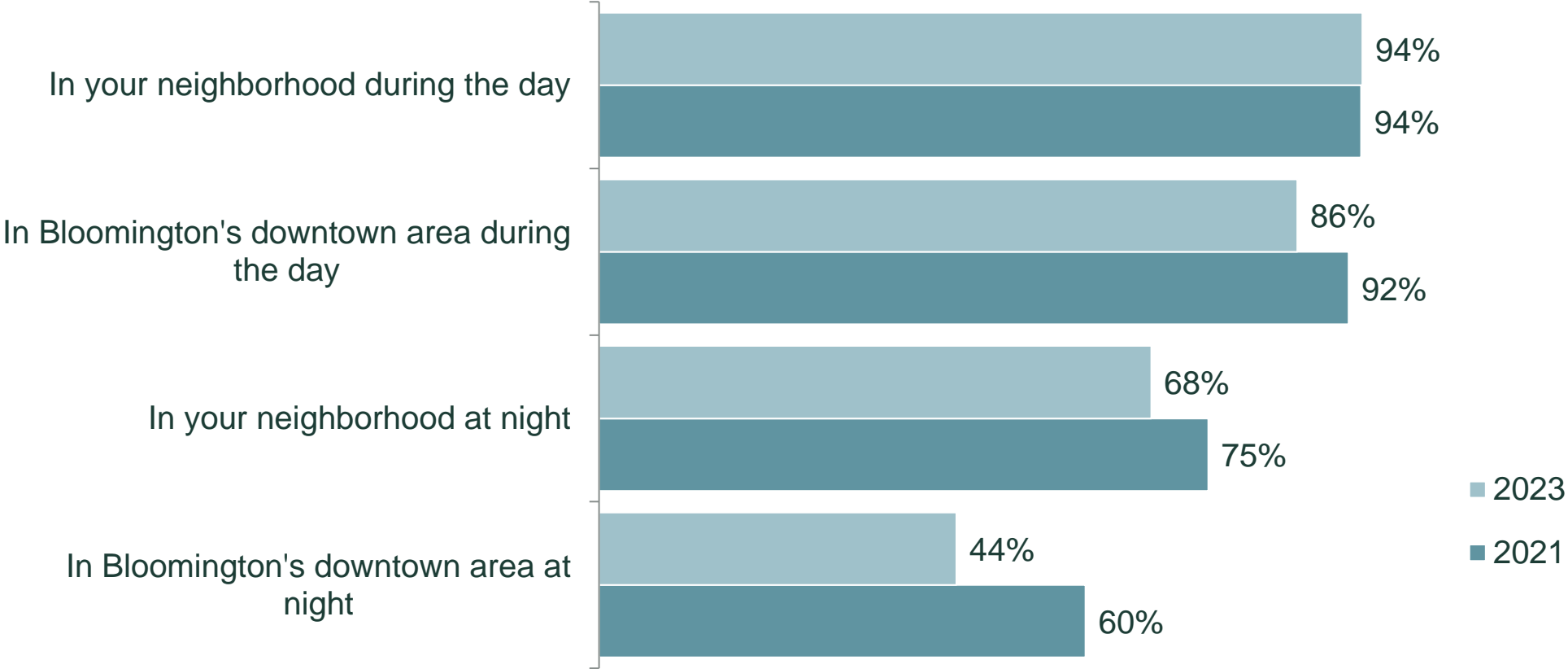
Some safety-related ratings have decreased since 2021.



Feelings of Safety, 2021-2023



Please rate how safe or unsafe you feel:



Percent very or somewhat safe

Perceptions of Safety Services



92%

Fire services



85%

Emergency medical services



74%

Animal control



68%

Fire prevention and education



46%

Police services



38%

Crime prevention



Lower than National Benchmarks

Percent excellent or good



Key Finding #5:

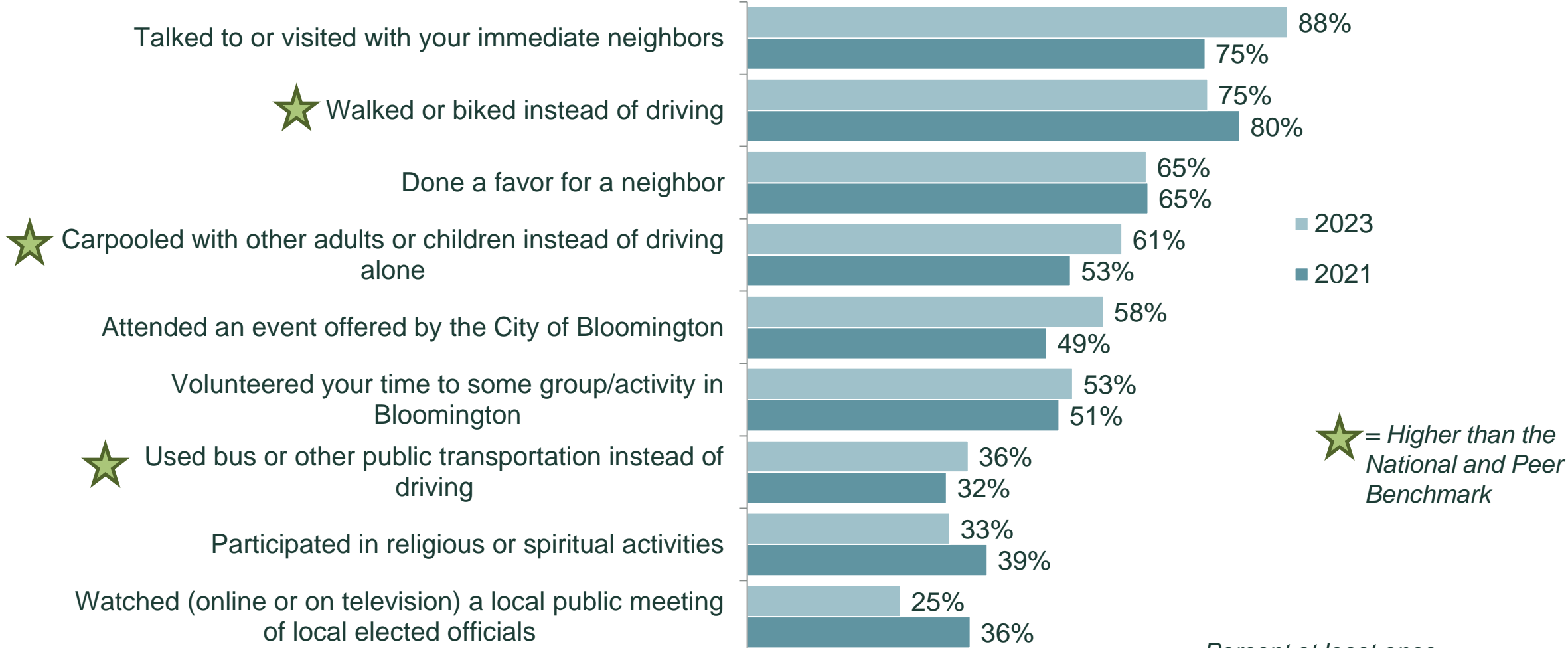
Community engagement in Bloomington remains high.



Community Engagement Activities, 2021 -2023



In the last 12 months, about how many times, if at all, have you or other household members done any of the following in the City of Bloomington?



Percent at least once



Key Finding #6:

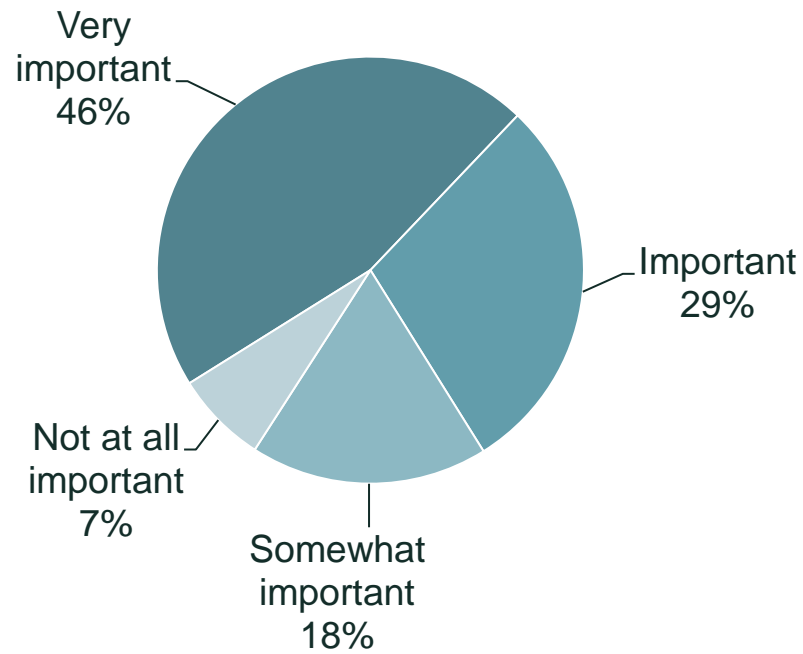
City-wide high-speed internet access is a top priority.



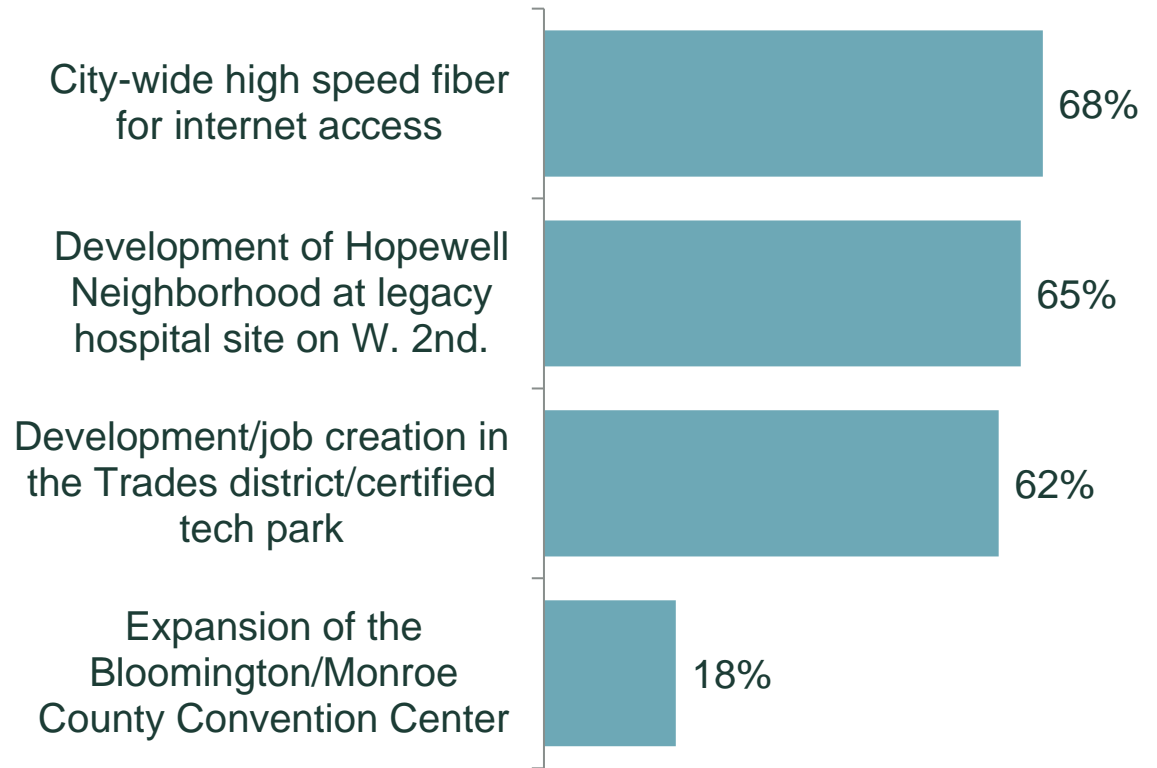
High-speed Internet Importance



Importance of assuring high speed internet access for all households regardless of income



Projects Prioritization



Percent essential or very important



Key Finding #7:

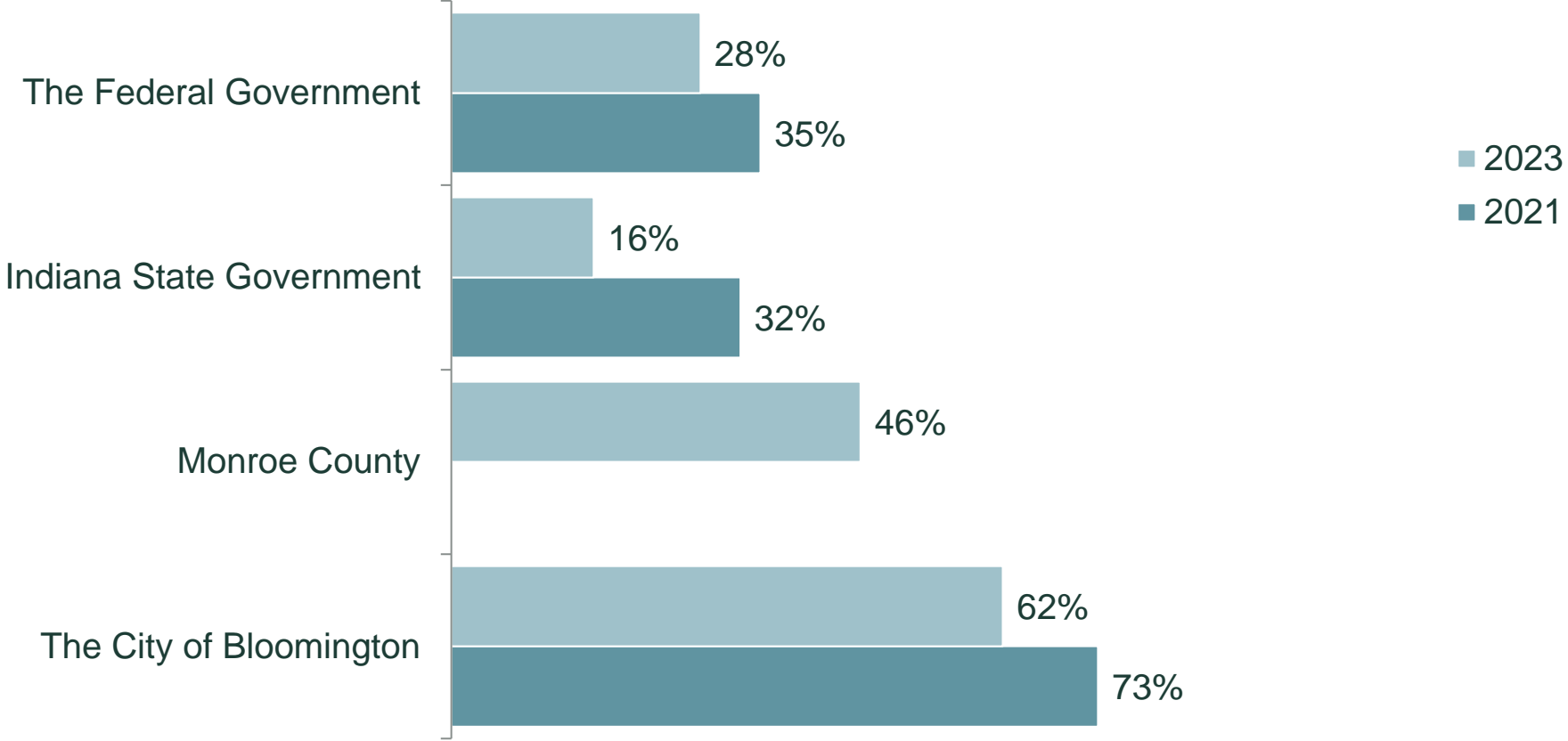
While ratings for government performance have declined, residents are highly satisfied with Bloomington City staff.



Quality of Government Services, 2021-2023



Overall, how would you rate the quality of the services provided by each of the following?

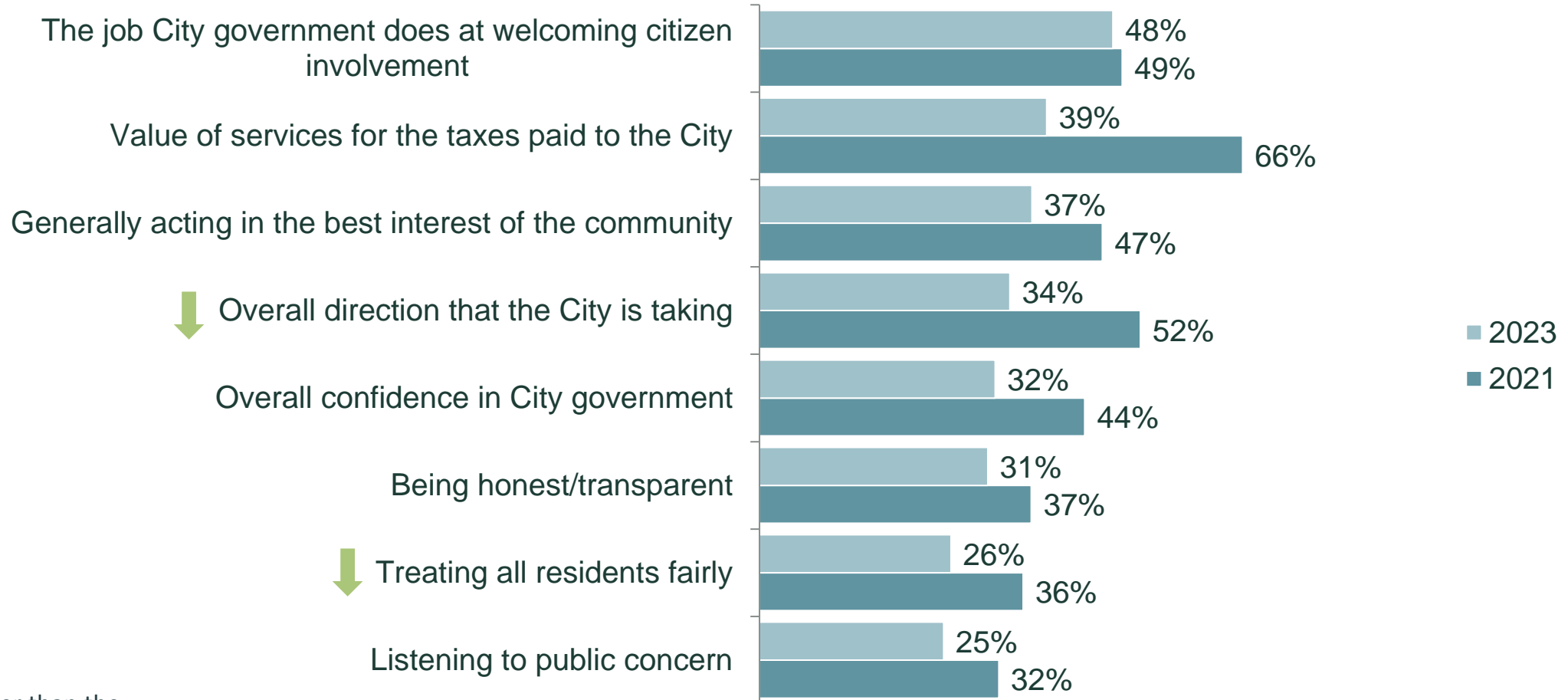


Percent excellent or good

City of Bloomington Performance, 2021-2023



Please rate the performance of the City of Bloomington government in the following categories



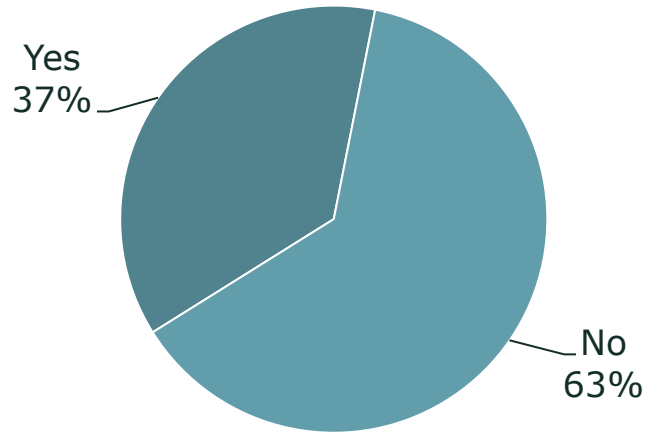
↓ Lower than the Peer Benchmarks

Percent excellent or good

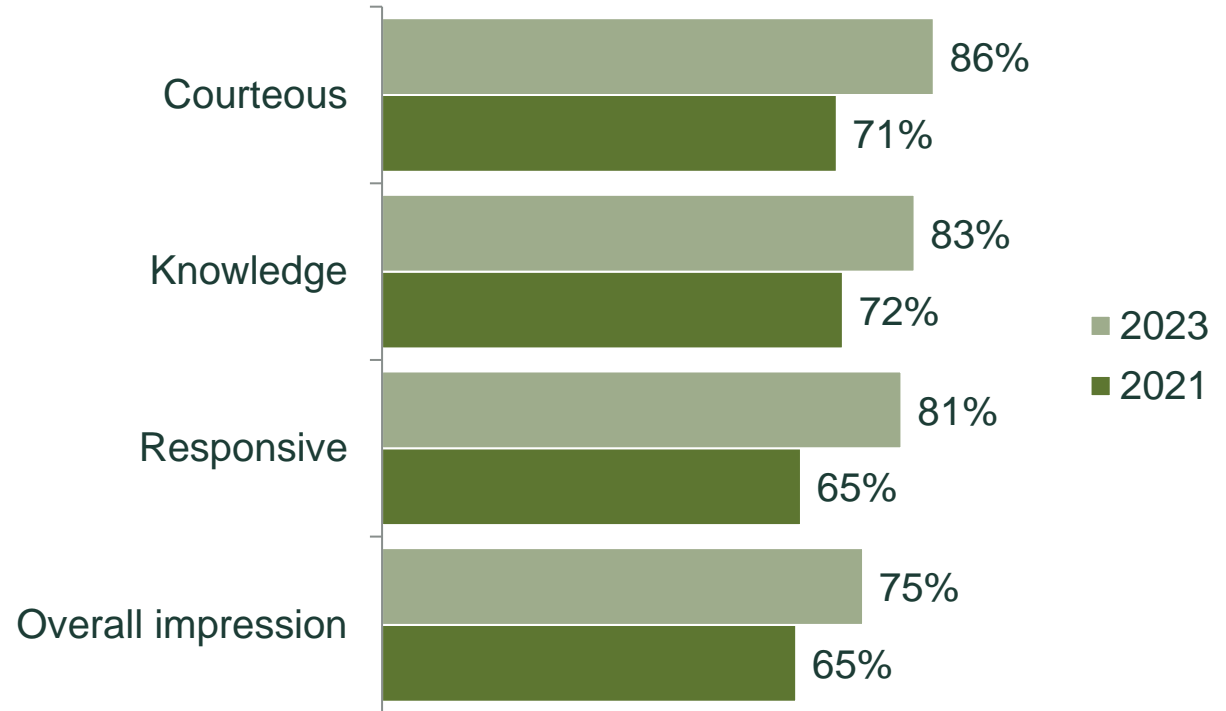
Impression of Contact with Bloomington Staff



Have you contacted any City of Bloomington staff within the last 12 months?



Impression of Contact with Staff



Percent Excellent or good



Summary of Key Findings

1. Bloomington residents continue to have a positive quality of life.
2. Overall opportunities for education contribute to the quality of life in Bloomington.
3. Homelessness remains a City challenge.
4. Some safety-related ratings have decreased since 2021.
5. Community engagement in Bloomington remains high.
6. City-wide high-speed internet access is a top priority.
7. While ratings for government performance have declined, residents are highly satisfied with Bloomington City staff.



Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

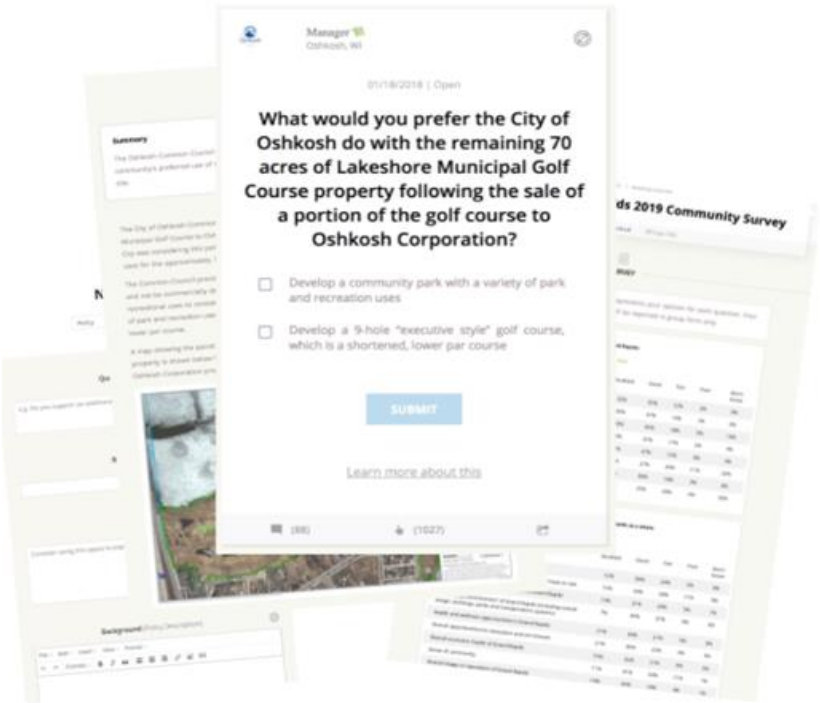
In what areas should you focus?

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

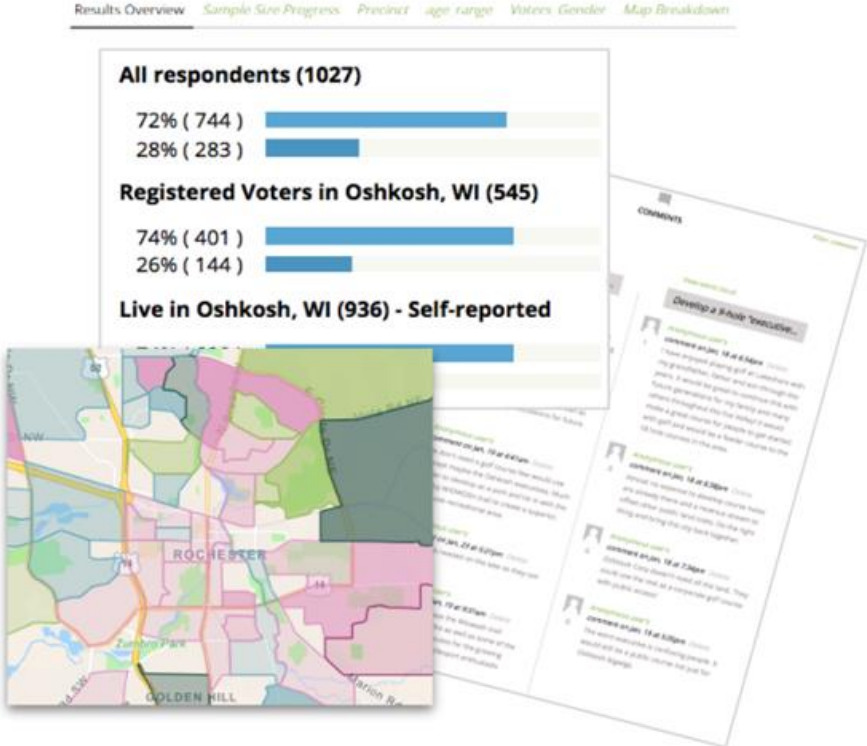
Post



Share



Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



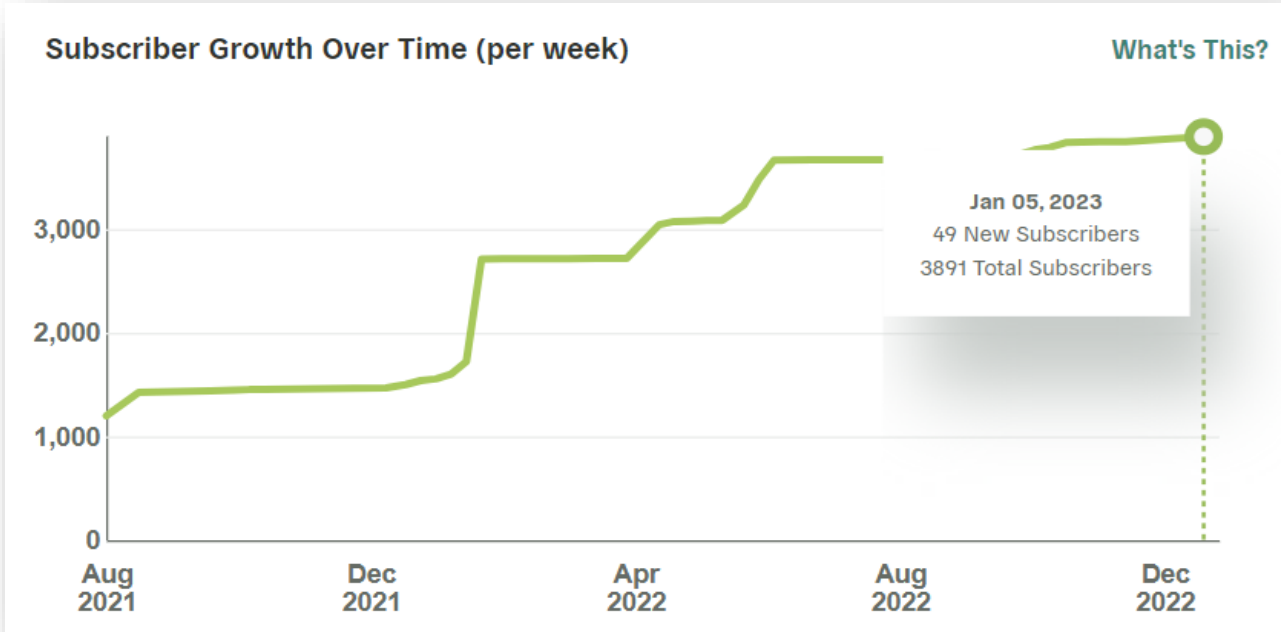
Data driven performance management



Better balanced participation



Save staff time and effort



Polco

ENGAGEMENT

- Participants
- Content
- Outreach
- Polco Library

ACCOUNT

- Profile
- Settings
- Superadmin
- Configuration
- Benchmark Requests

Participants

Residence of verified subscribers

Total Responses

1,147

UNCHANGED in the last 30 days

Thank you!

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