

City of Owatonna

2025 Residential Study

The Morris Leatherman Company

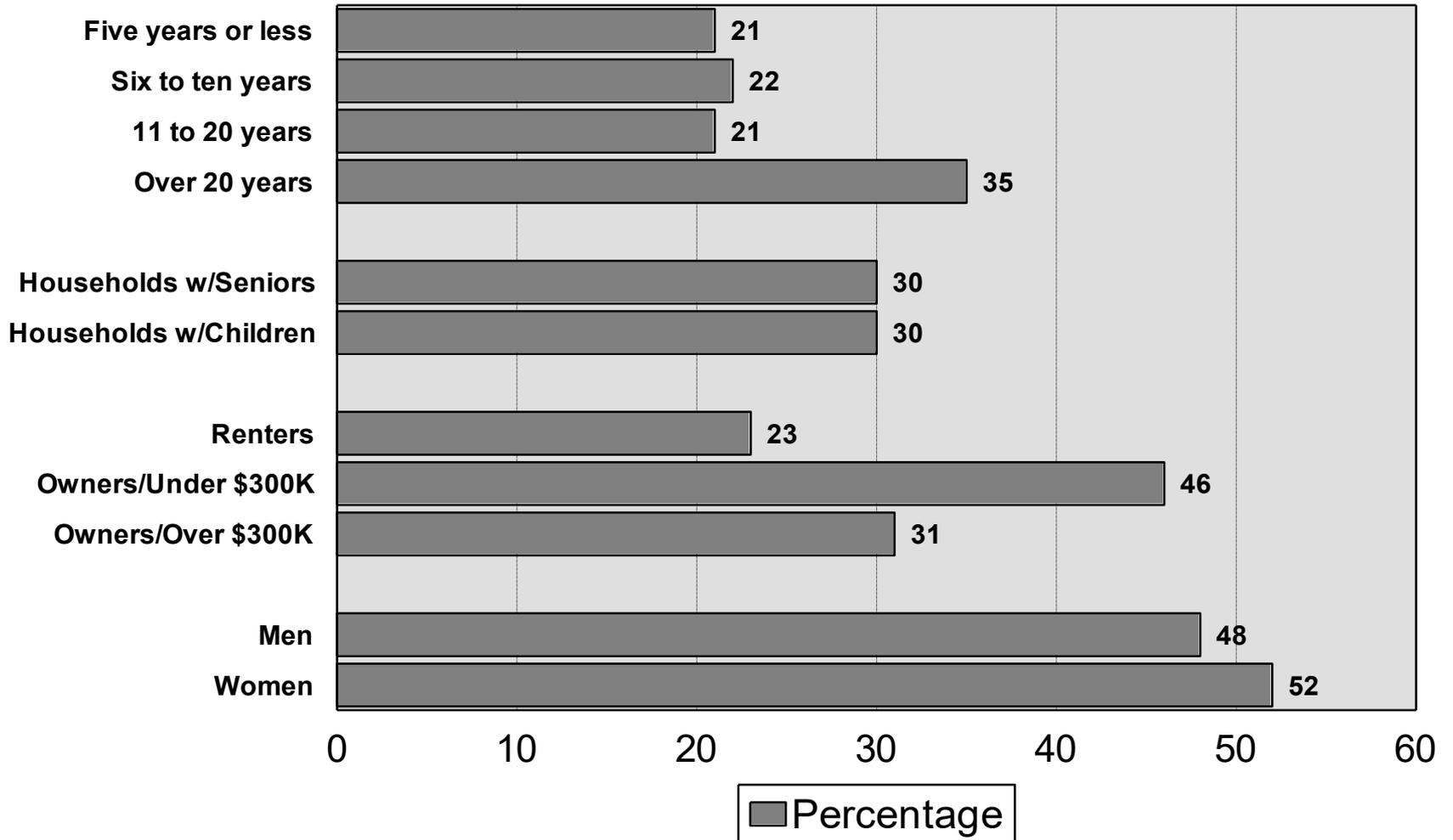
Survey Methodology

2025 City of Owatonna

- ① 400 random household sample of City of Owatonna residents
- ① Telephone interviews conducted between November 17th and 25th, 2025
- ① Average interview time of 10 minutes
- ① Non-response level of 6.0%
- ① Projectable within +/- 5.0% in 95 out of 100 cases
- ① Cellphone Only Households: 60%
- ① Landline Only Households: 12%
- ① Both Landline and Cellphone Households: 28%

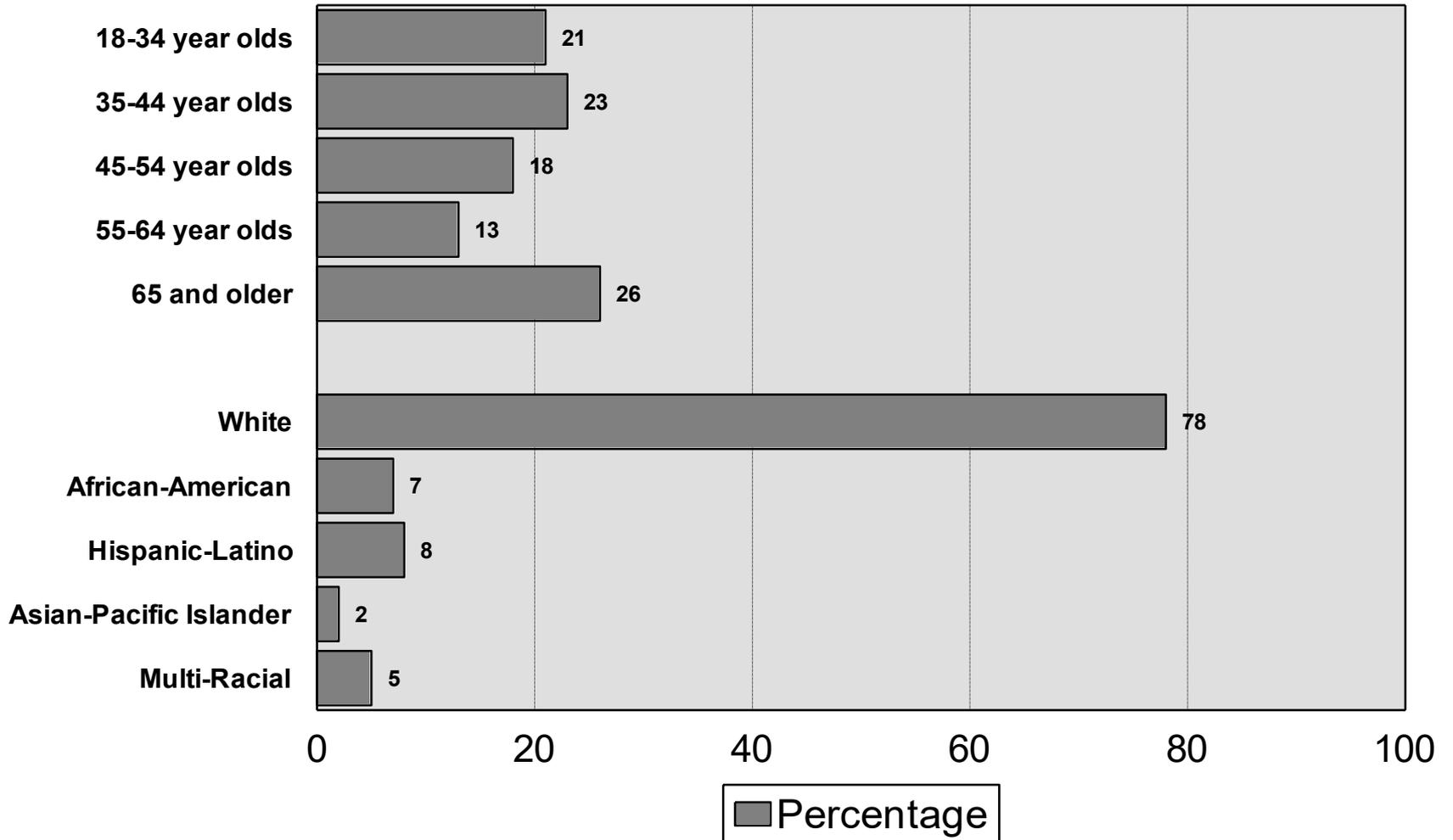
Demographics I

2025 City of Owatonna



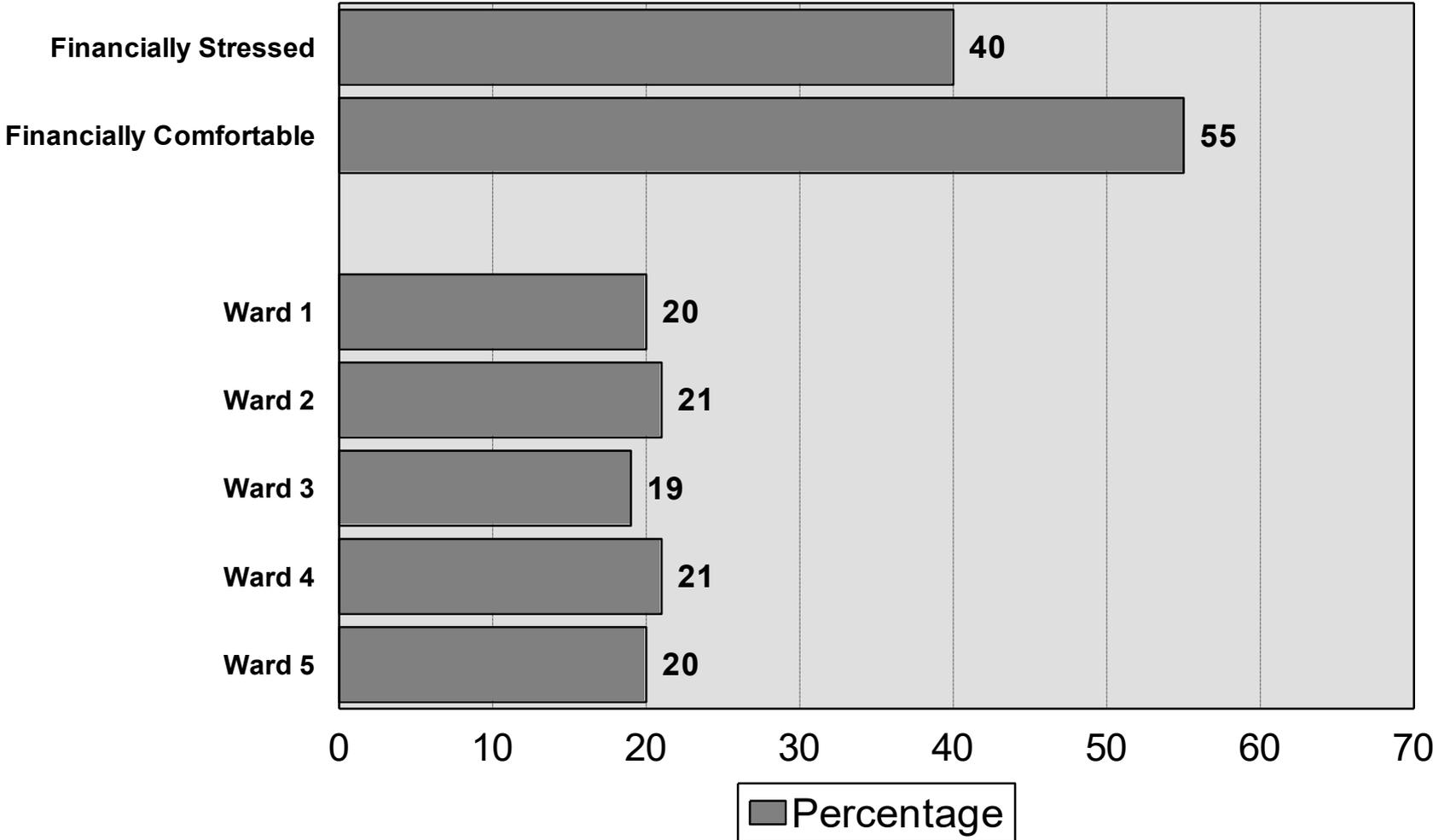
Demographics II

2025 City of Owatonna



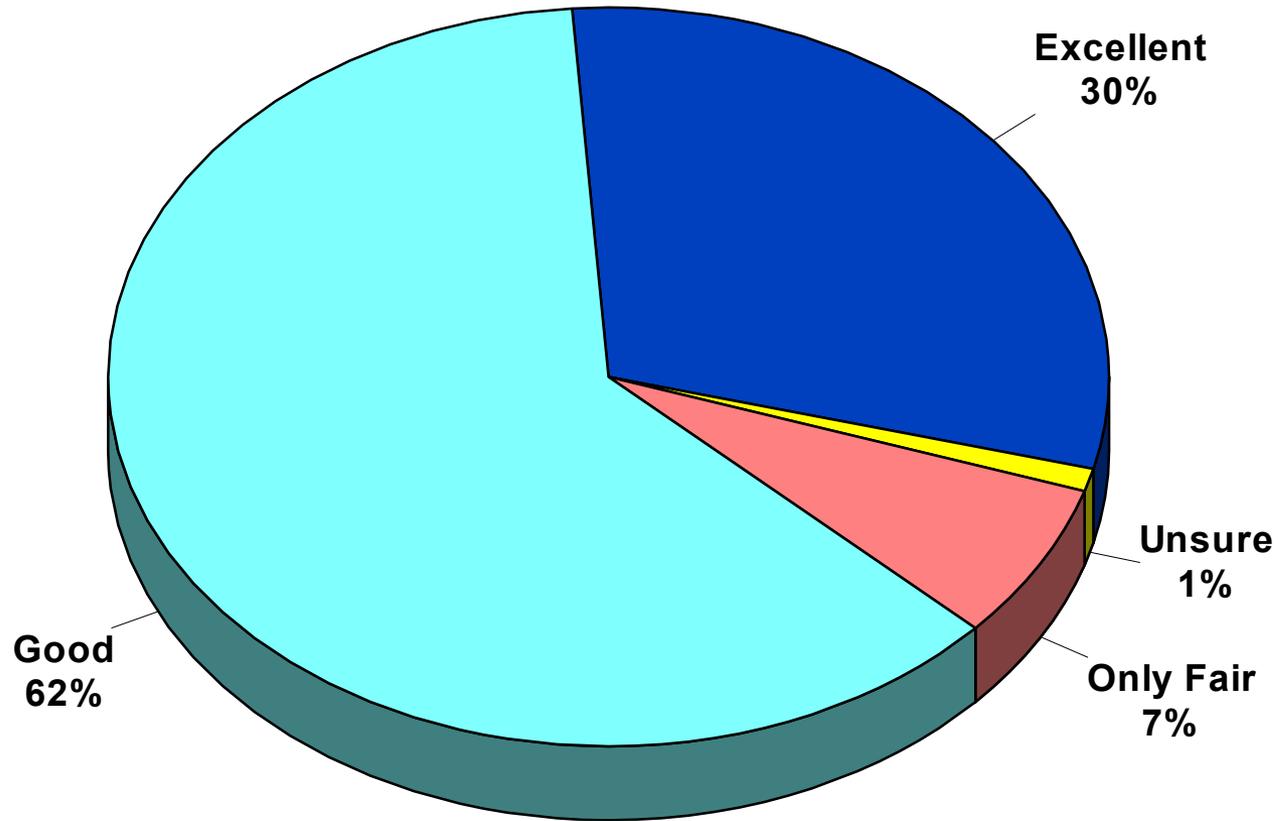
Demographics III

2025 City of Owatonna



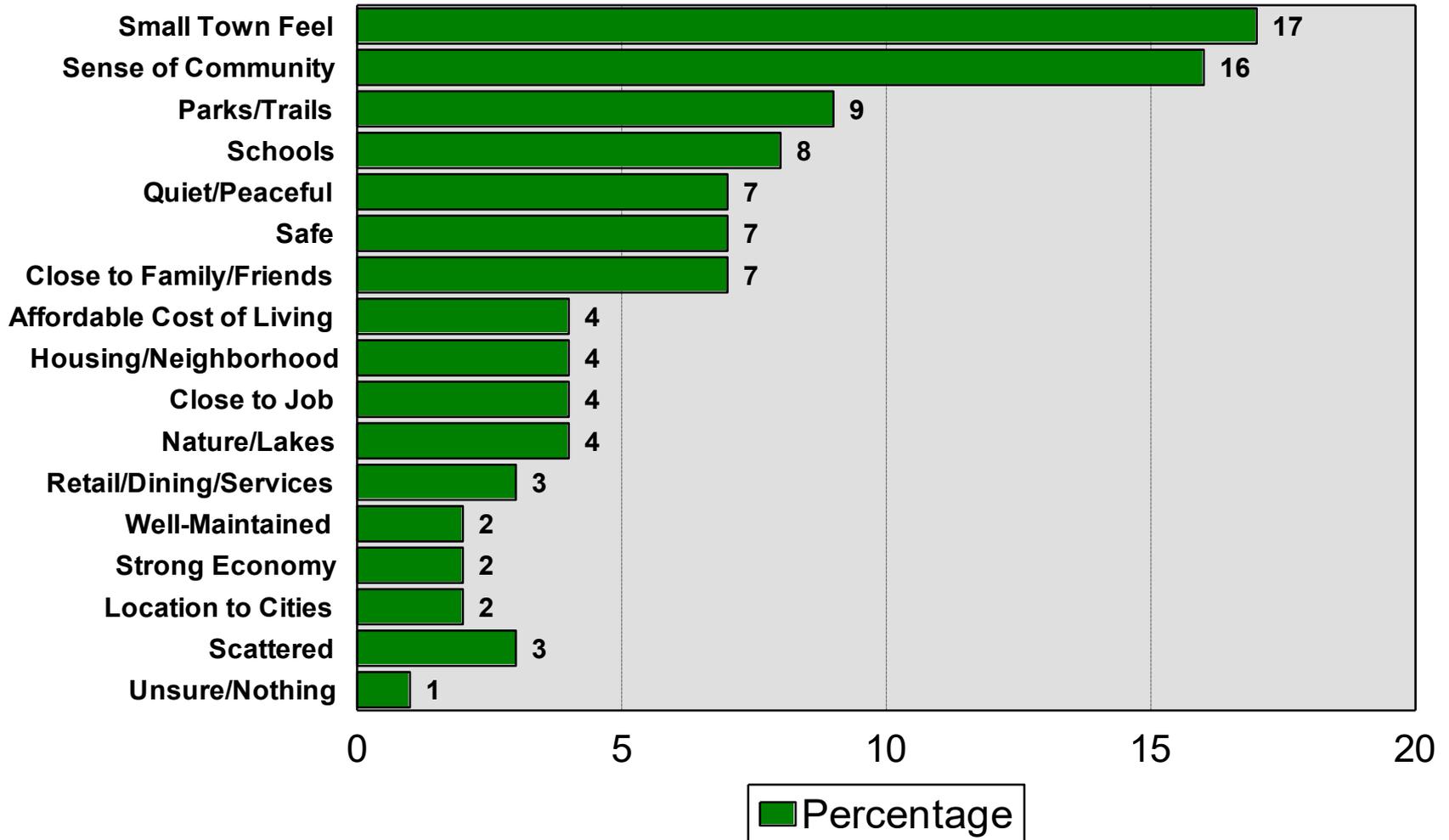
Quality of Life Rating

2025 City of Owatonna



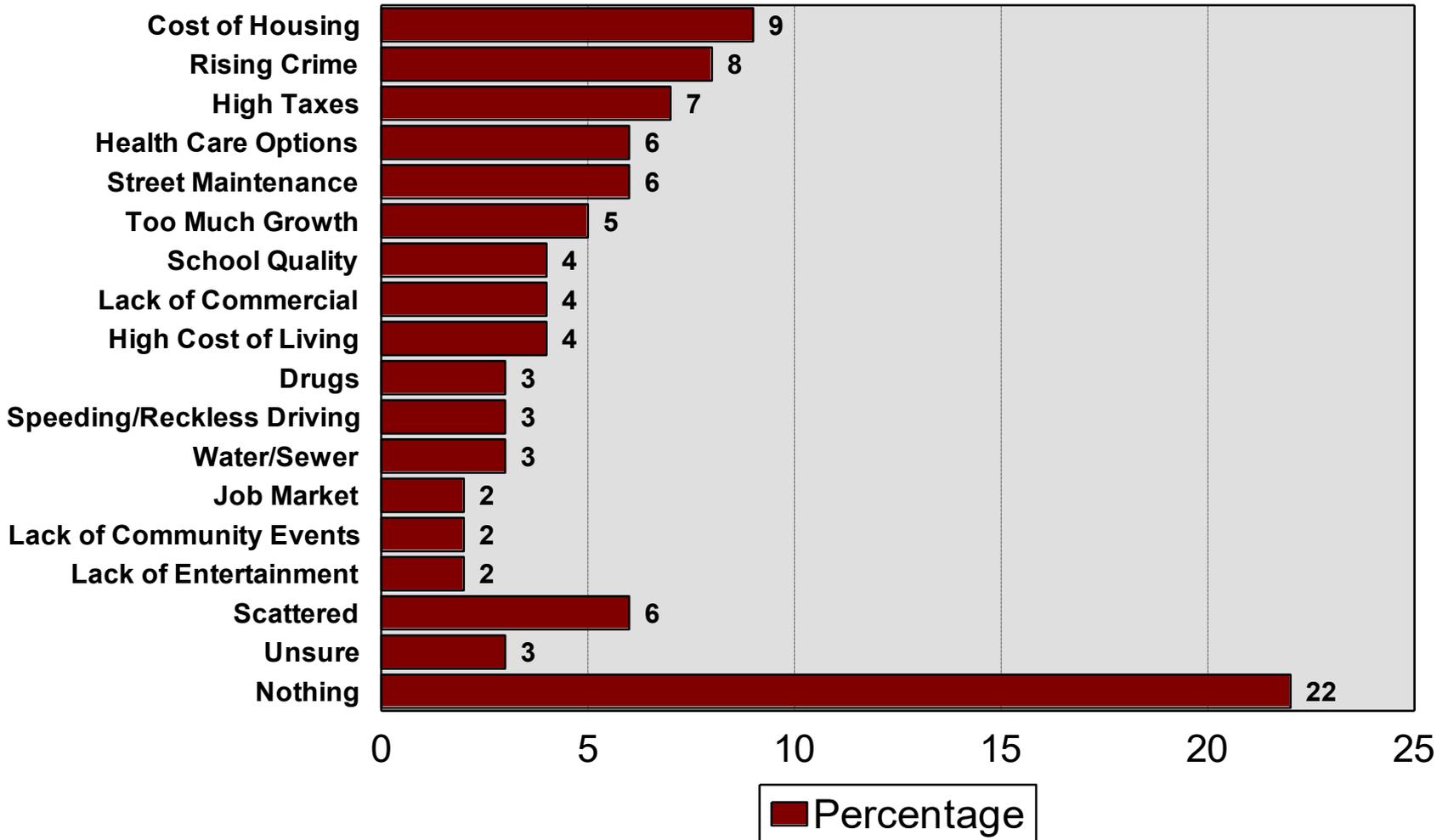
Like Most about City

2025 City of Owatonna



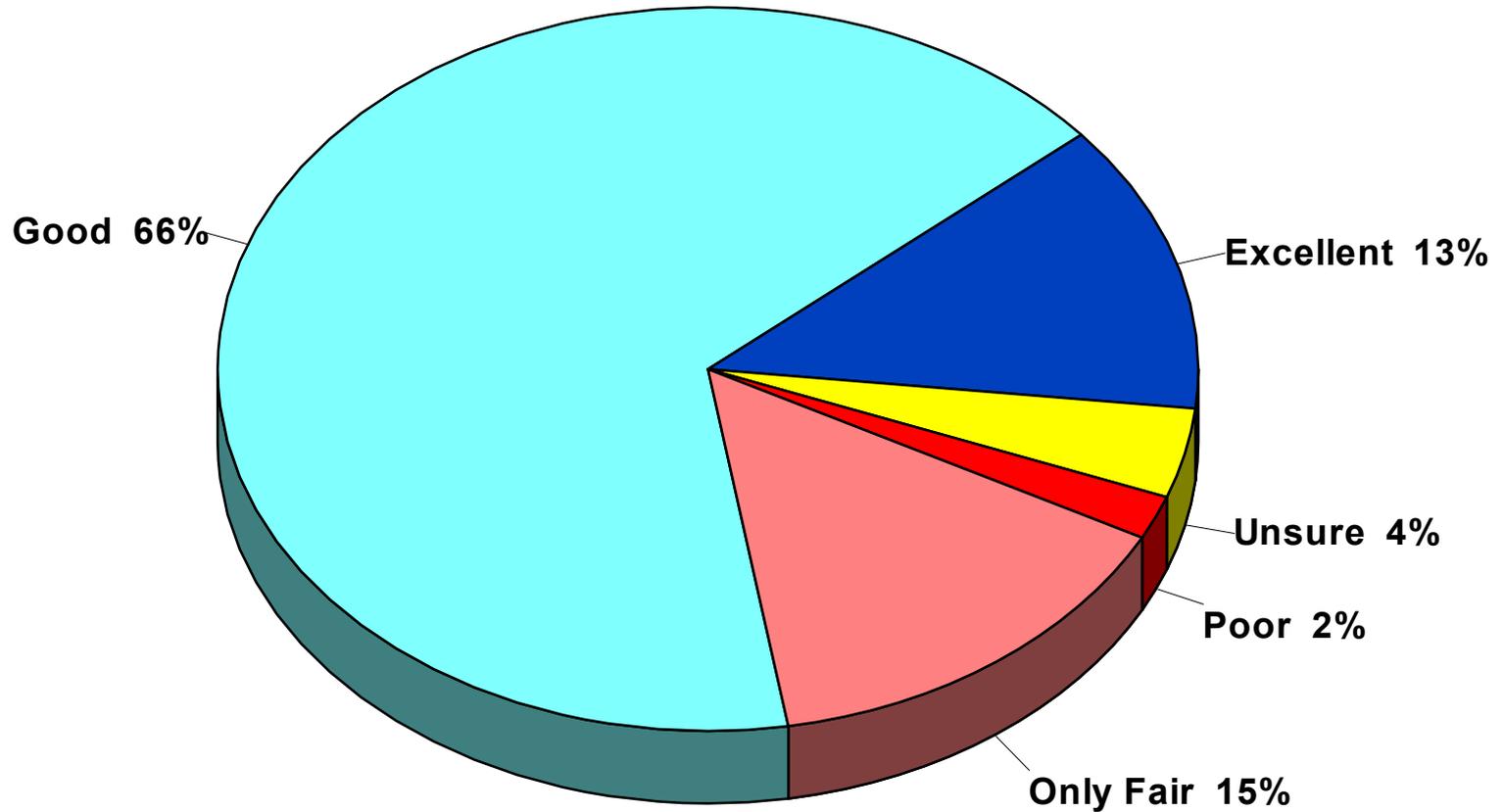
Most Serious Issue

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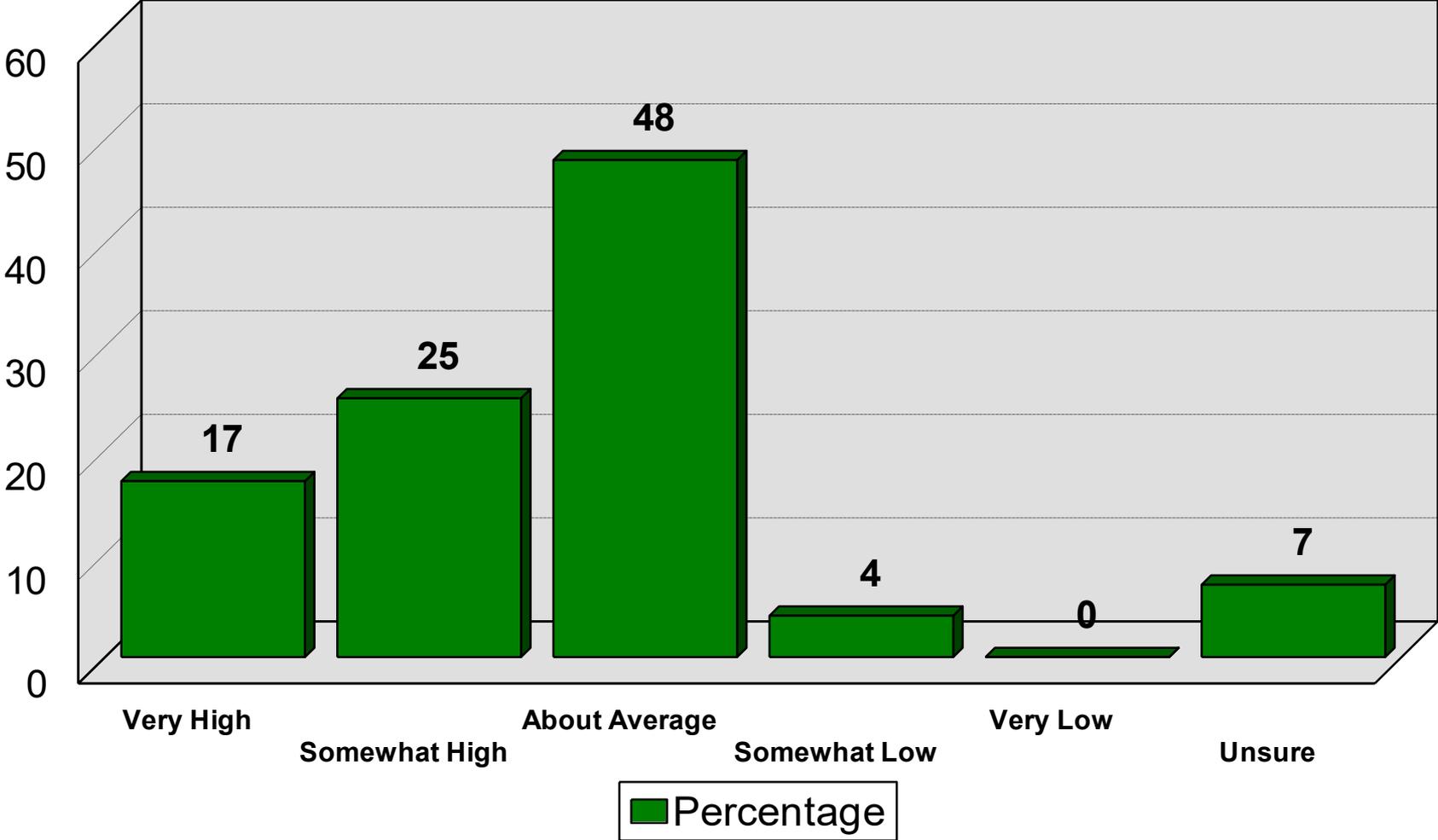
Value of City Services

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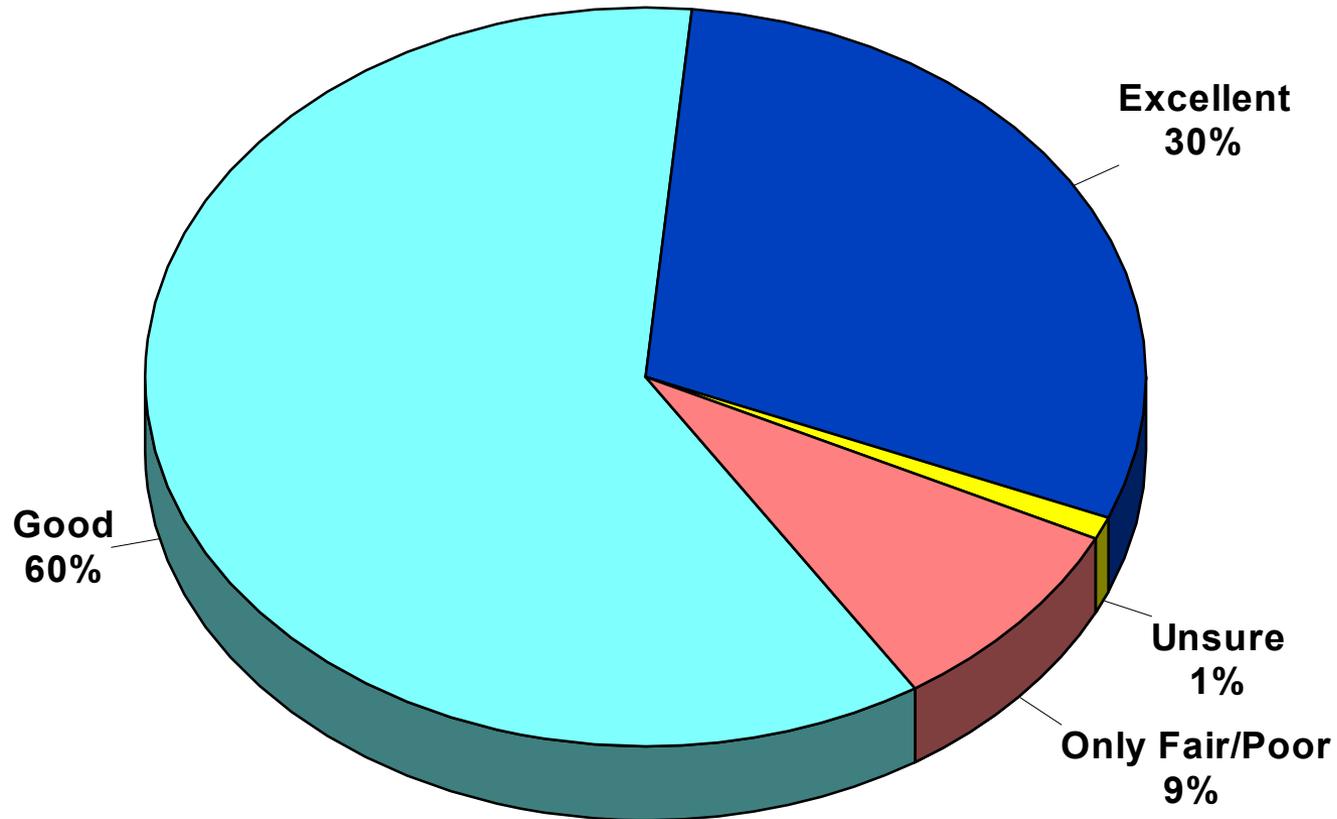
Perception of Property Taxes

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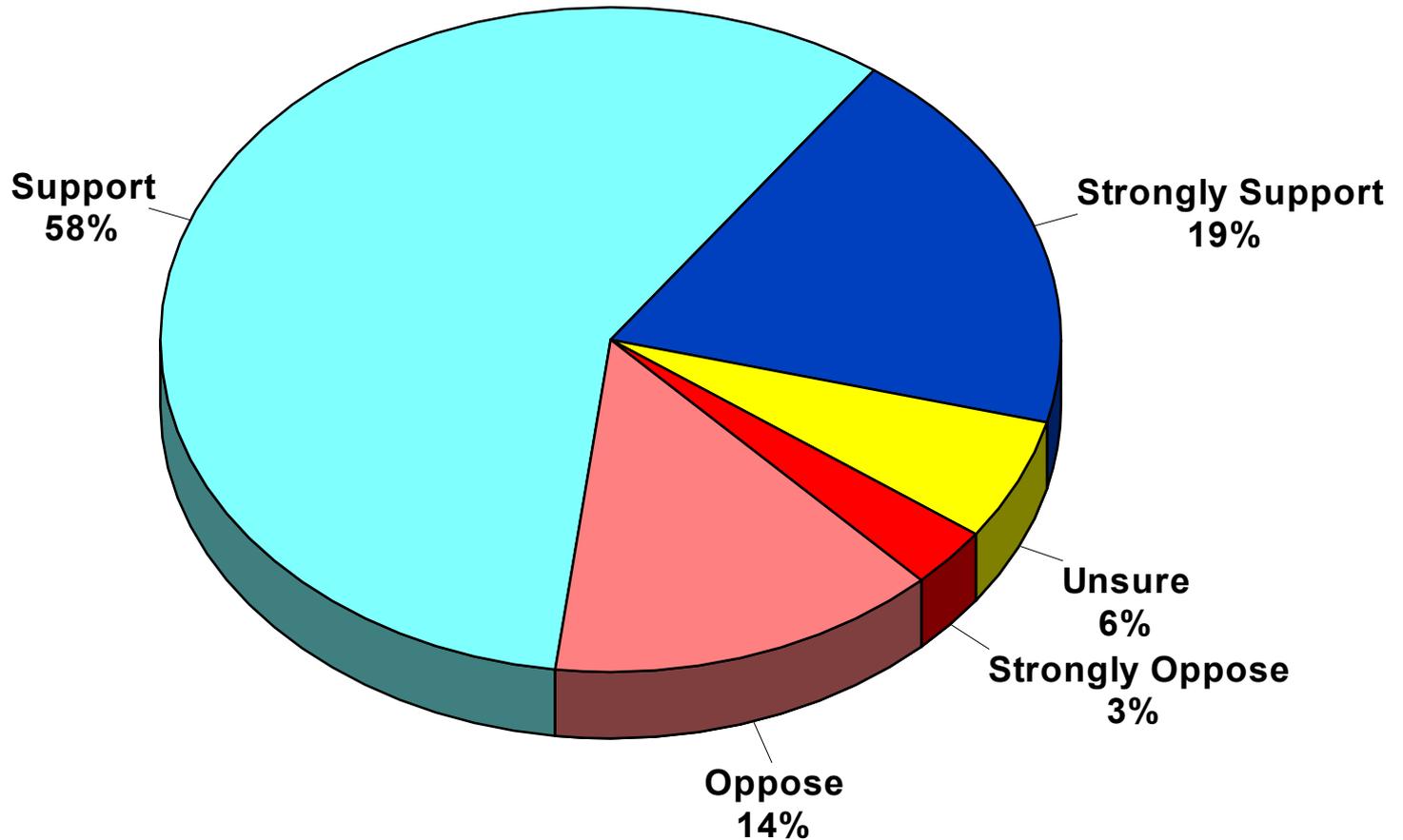
Police and Fire Services

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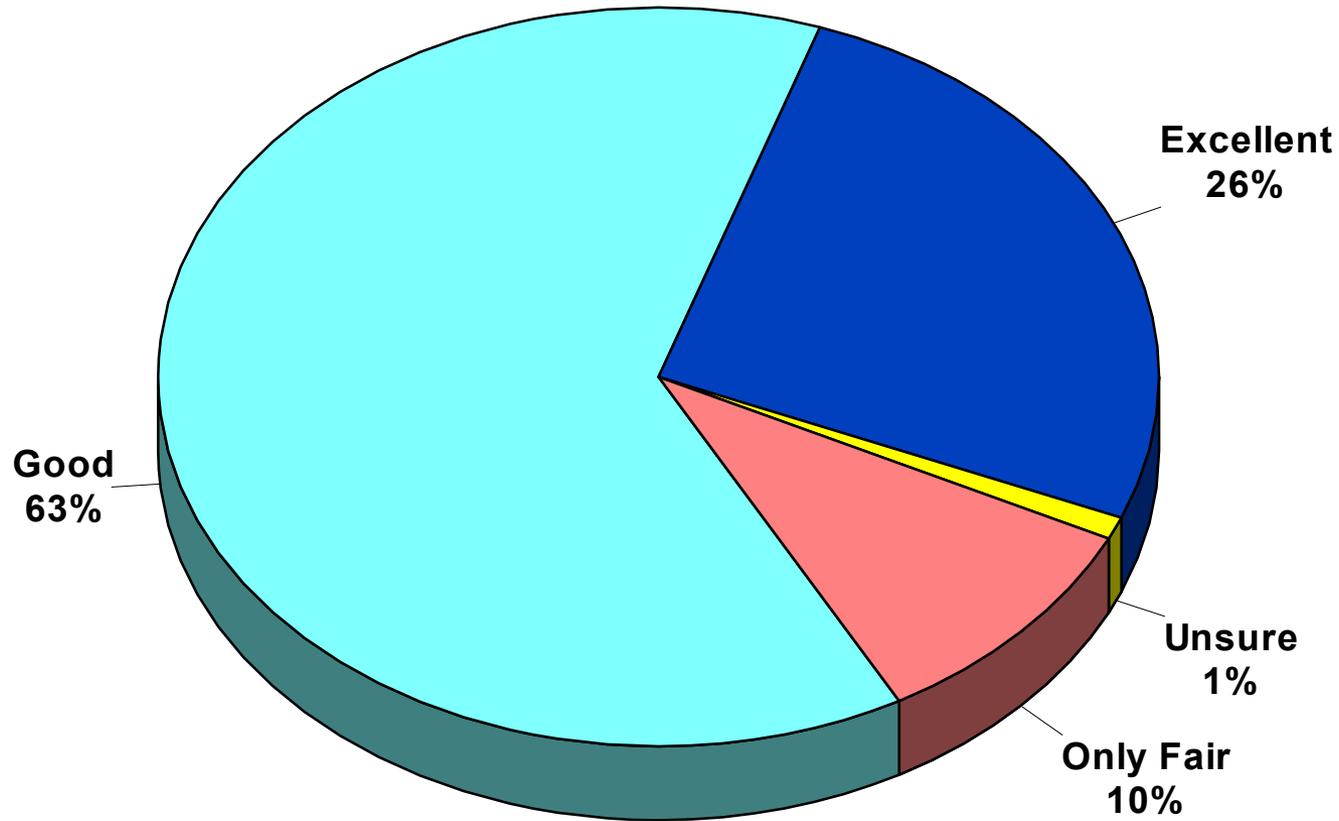
Use of City Funding to Build New Police & Fire Services

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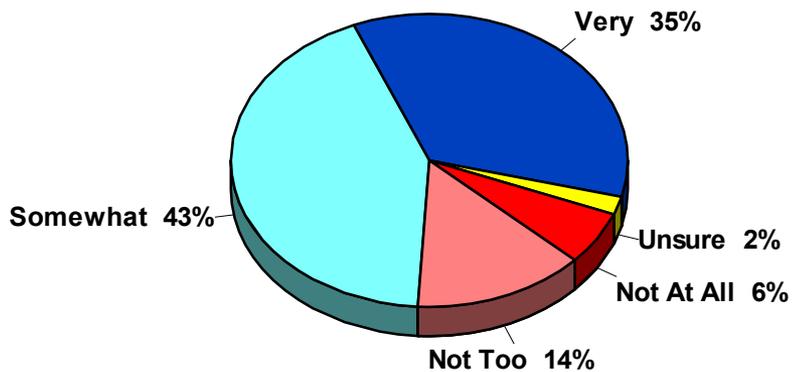
Park and Rec Facilities & Trails

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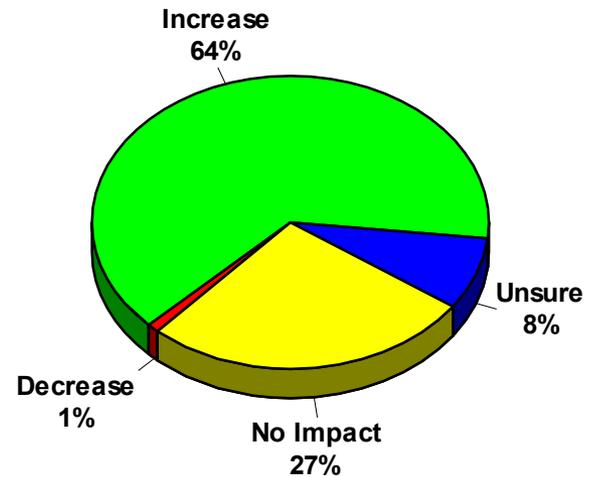


Park and Recreational Facilities

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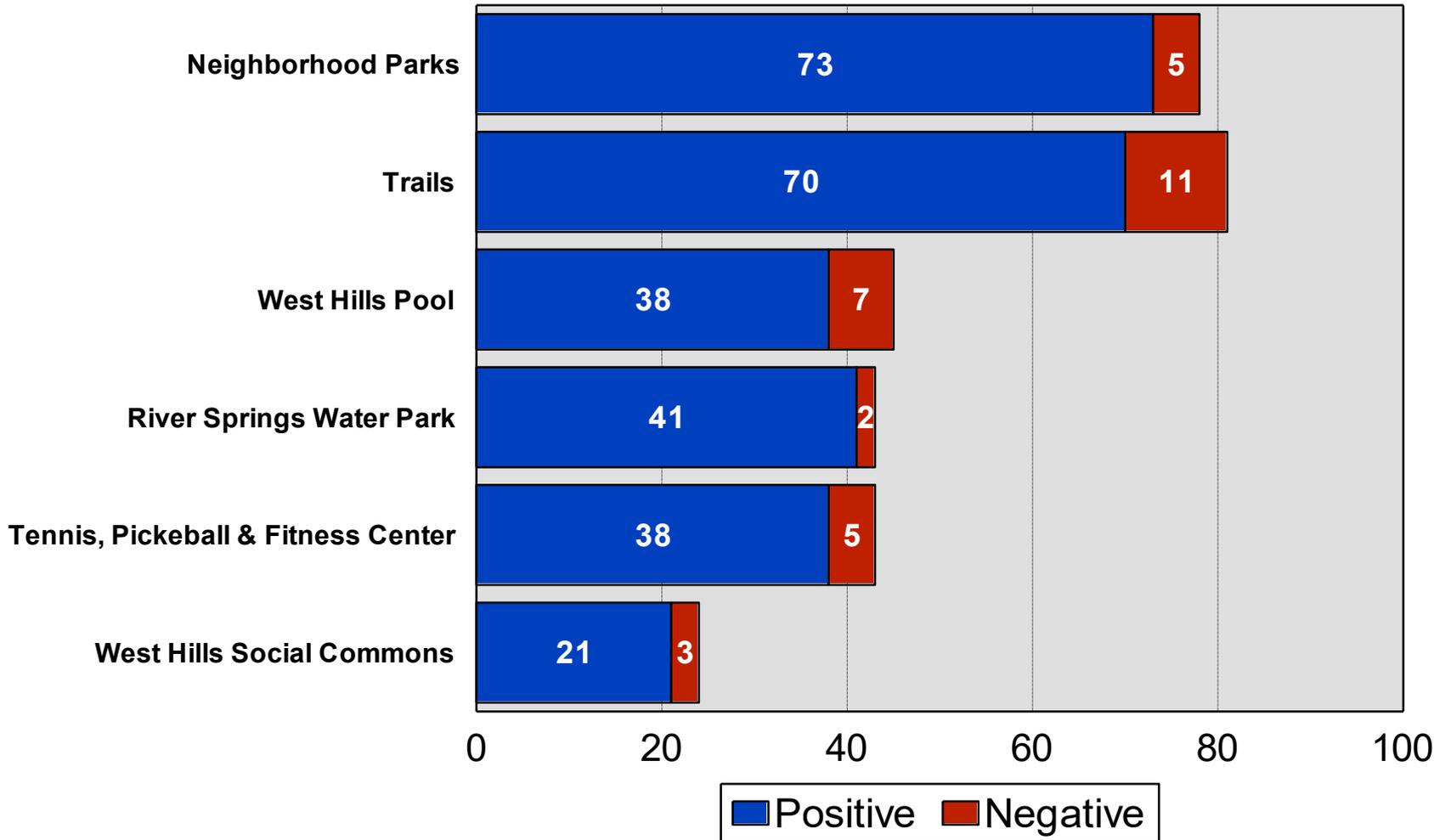
**Importance to
Quality of Life**



**Impact on Home
Value**

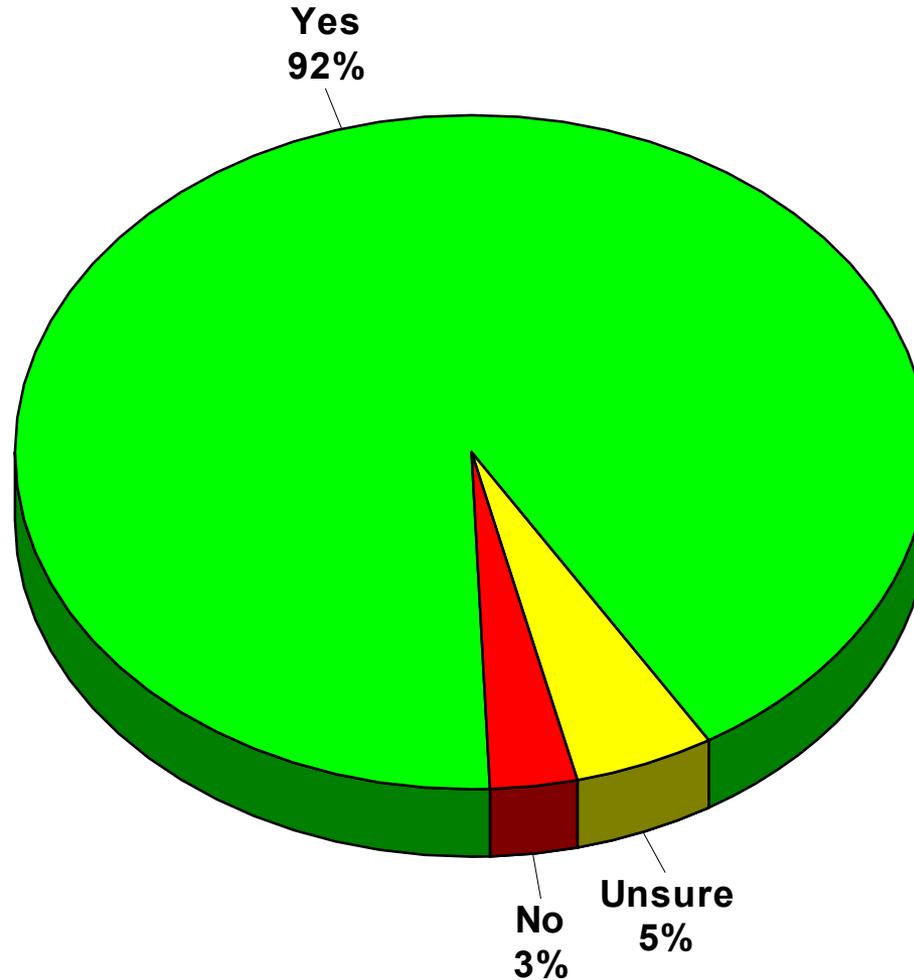
Park Usage & Ratings

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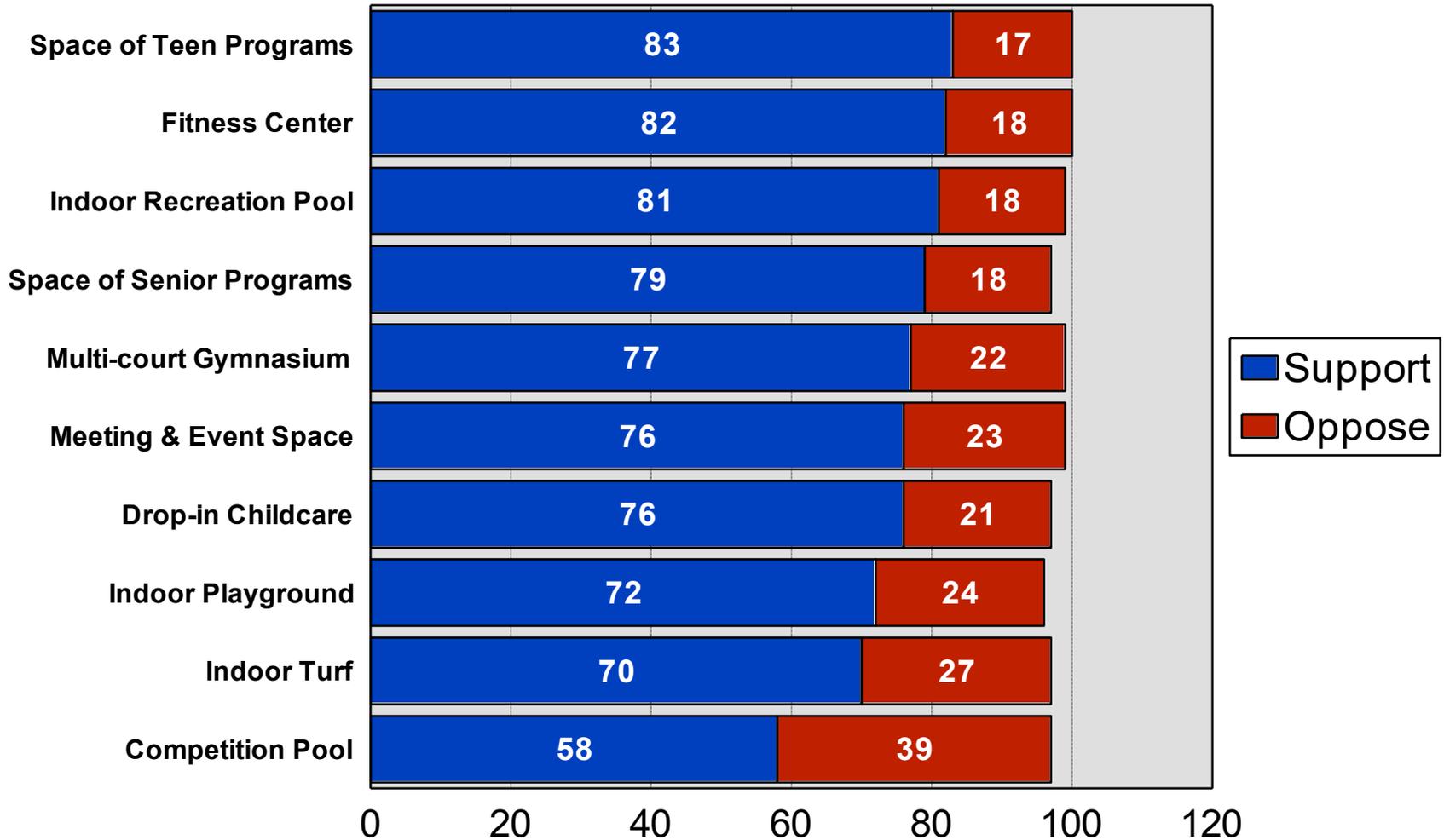
Mix of Recreation Facilities

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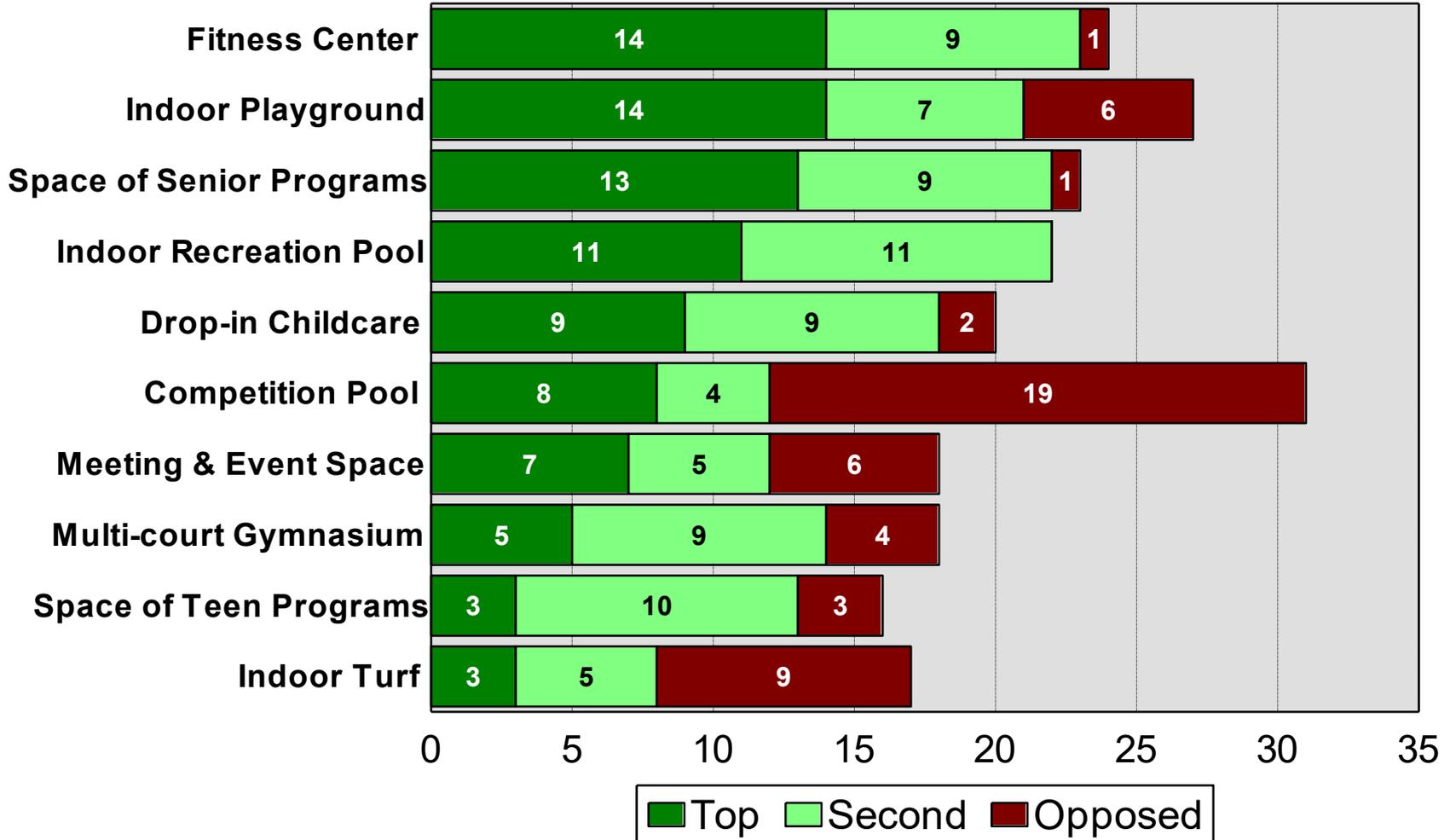
City Funding for....

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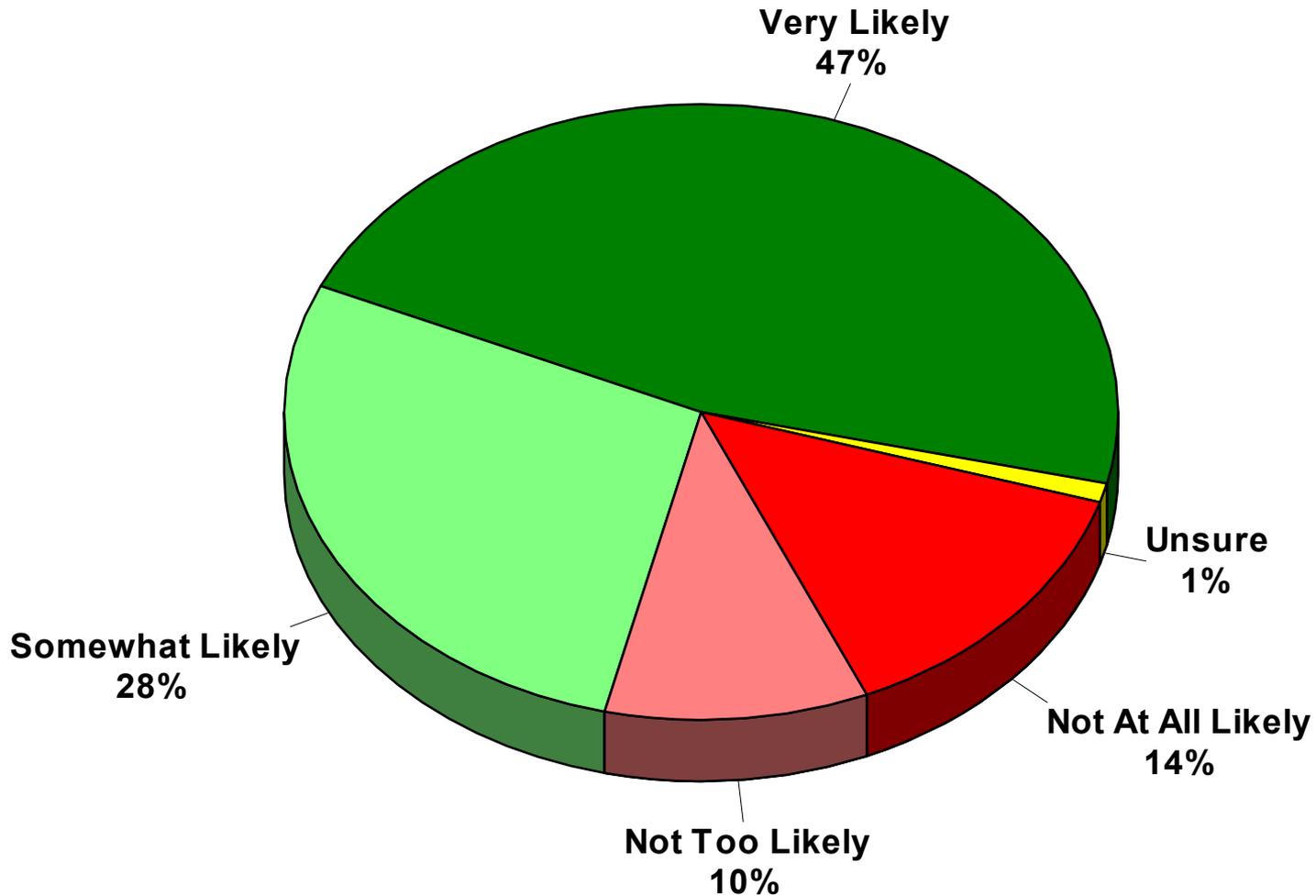
Priority of Components

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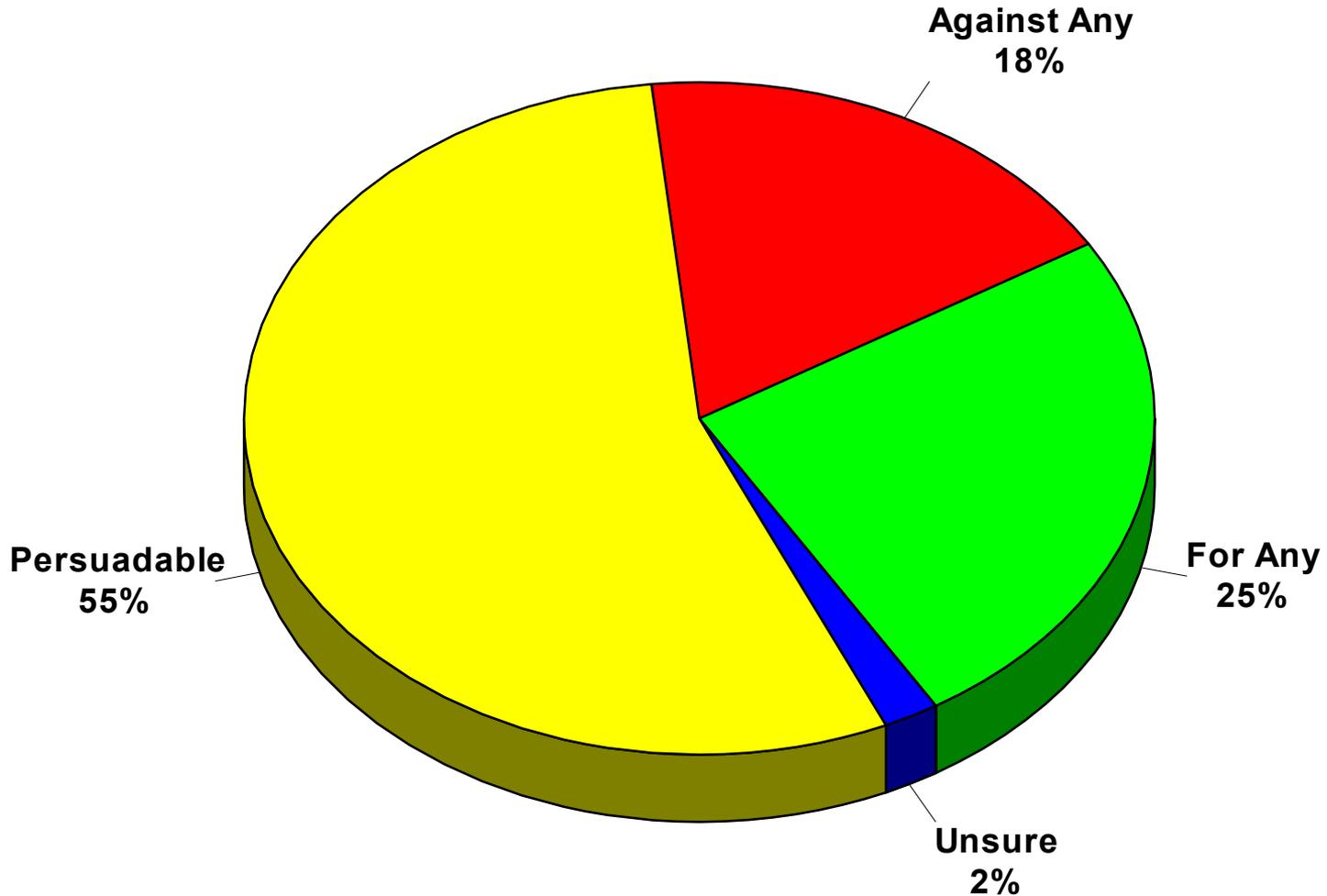
Use of Community Center

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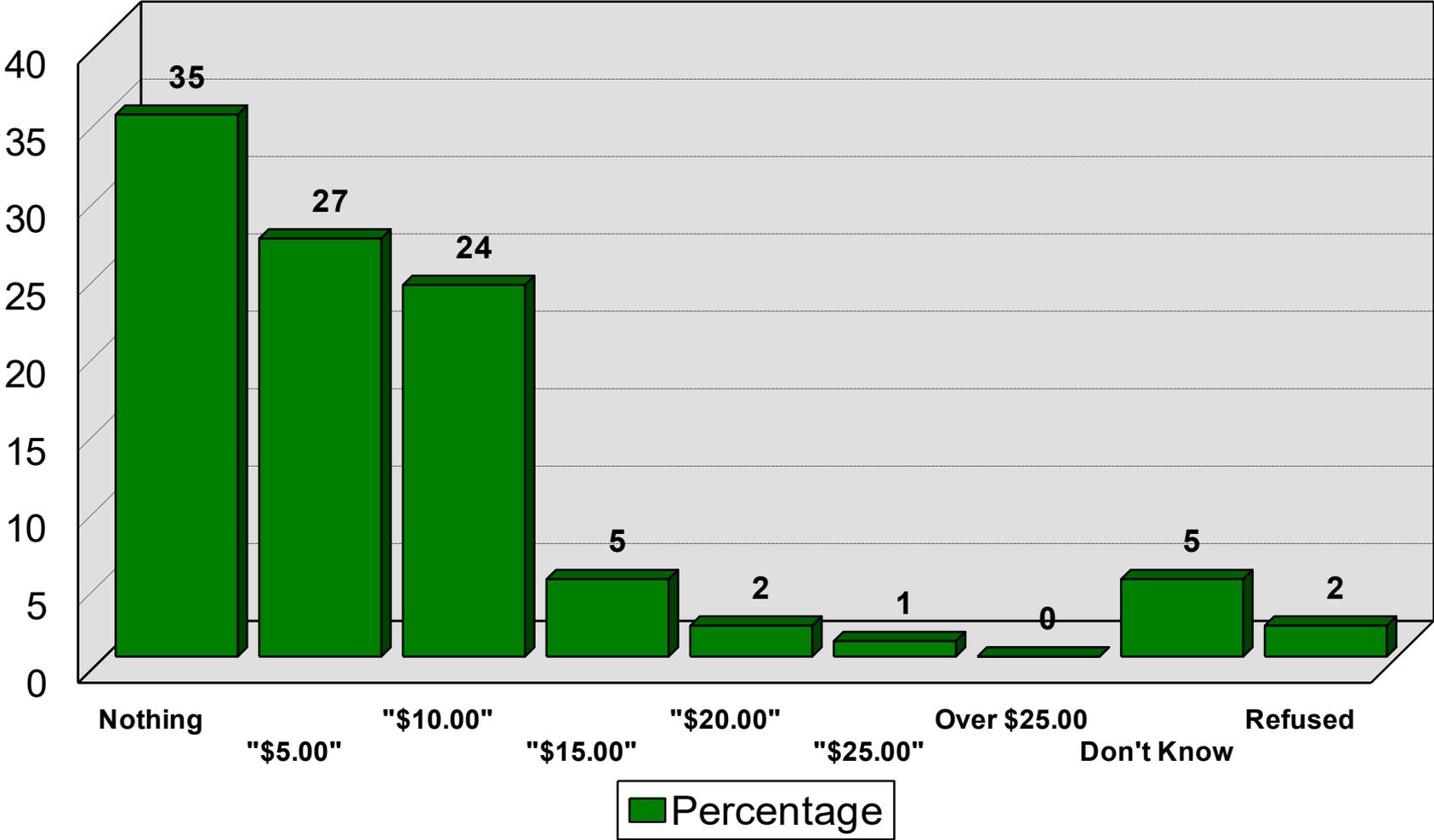
Tax Increase Predisposition

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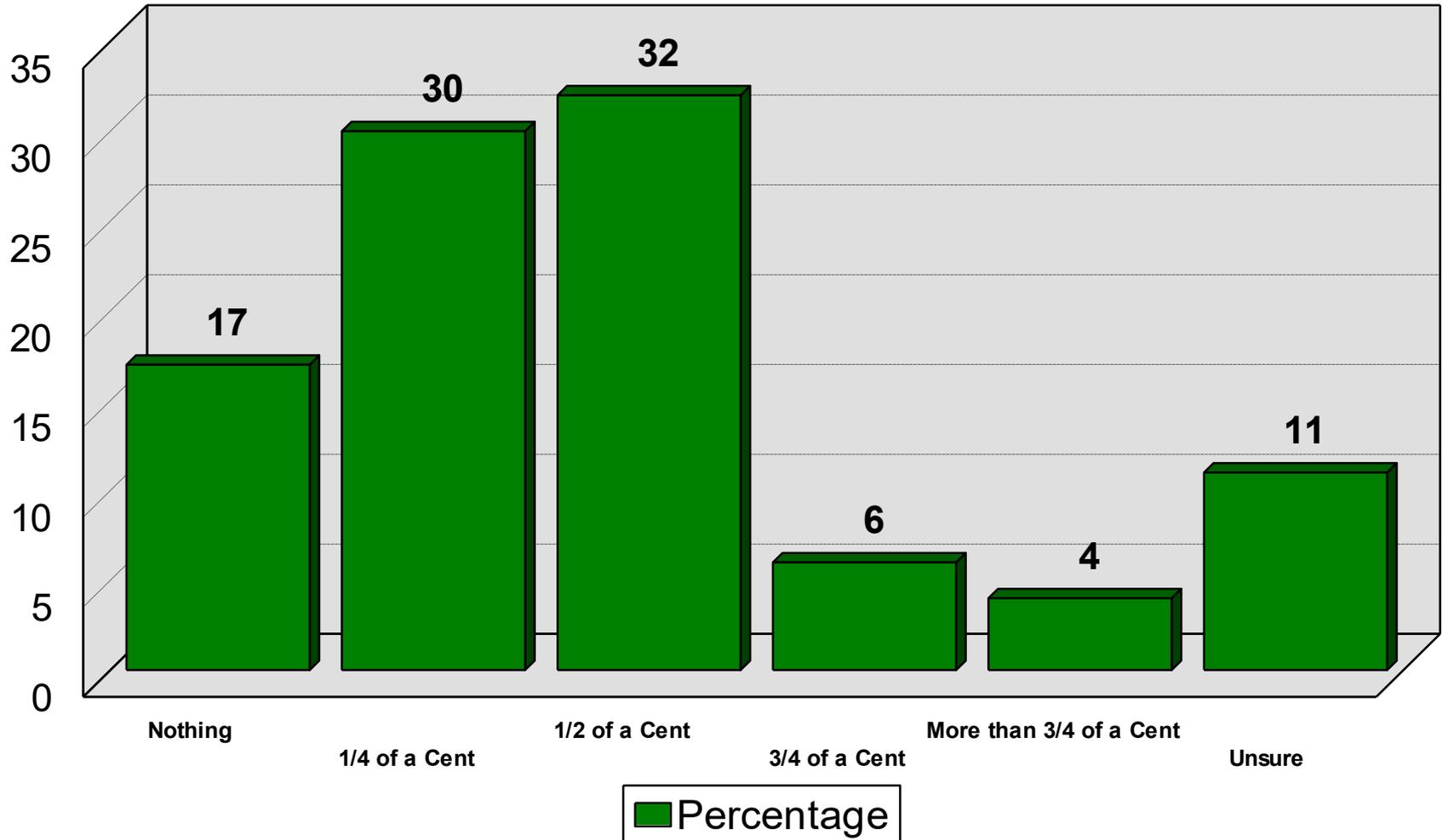
Willing to Raise Property Taxes

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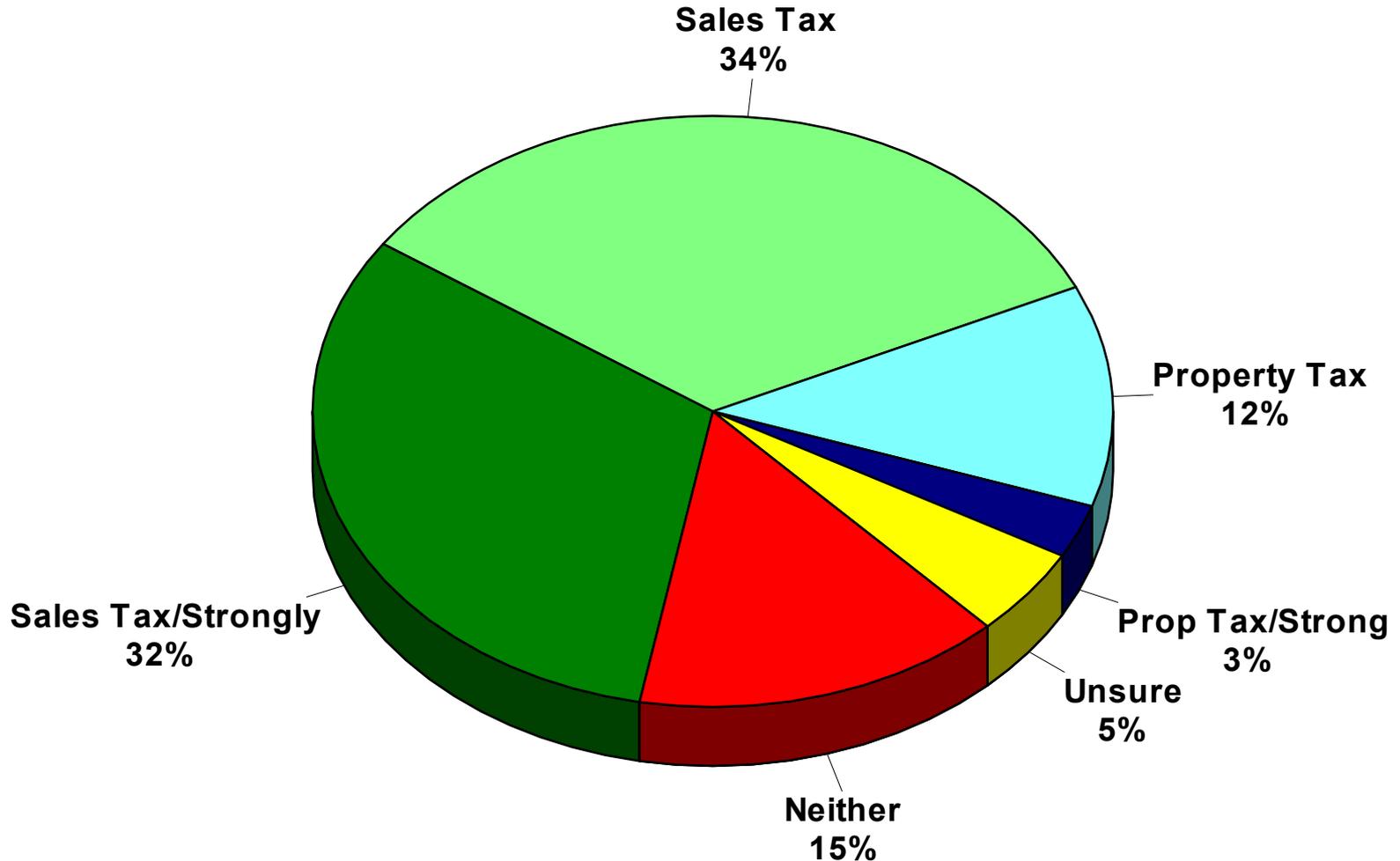
Willing to Raise Sales Tax

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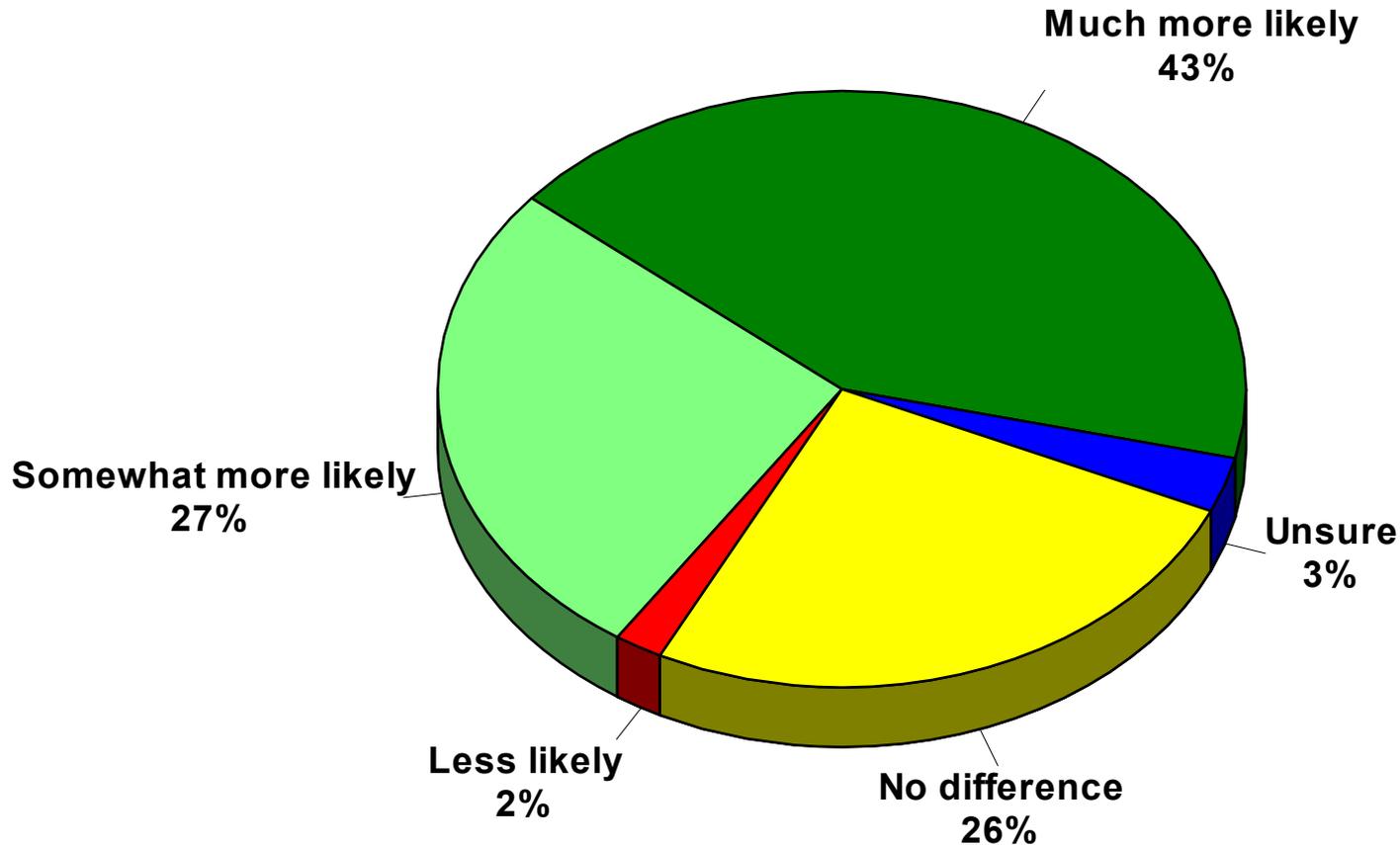
Preferred Source of Funding

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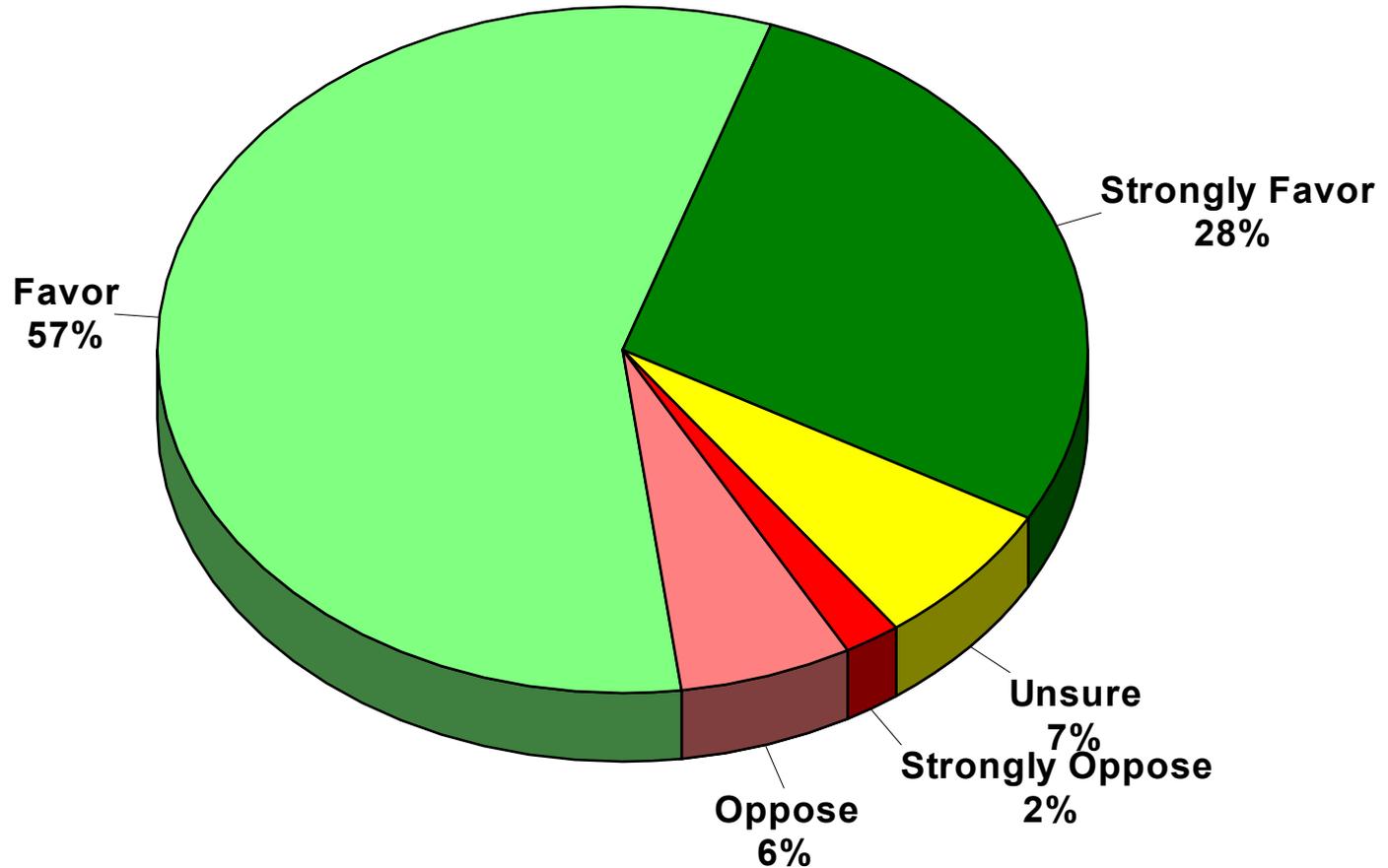
45% of revenue from people living outside of Owatonna

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Partnerships

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Principal Source of Information

2025 City of Owatonna

