



Soul of the Community Aberdeen, SD

GALLUP POLL®
Soul *of the* Community

July 2008



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Knight Foundation
Writing the Story of Transformation

GALLUP POLL®

Introduction

The goal of the Knight Foundation-Gallup Soul of the Community project is to measure citizens' engagement in each of the 26 Knight Foundation Communities and their surrounding areas. Gallup defines community citizen engagement as an individual's psychological connection with the community in which they live. It goes beyond their satisfaction with the community and extends to the passion and pride they take in living there.

Engaged citizens within a community are inspired by the community around them. They are connected to many aspects of community life. As a result, the community is a better place to live — this helps to grow and sustain citizen positivity and engagement to the community. There is a reciprocal relationship where they put energy into the community and the community gives back the energy.

Gallup has found that communities with higher proportions of engaged citizens (that is, have high Loyalty to and Passion for their communities) had stronger GDP (Gross Domestic Product) growth over the past five years, than those with smaller proportions of engaged citizens. These communities show stronger population growth as well.

As many communities struggle to grow, attract, and retain key citizen groups such as recent college graduates, understanding what connects citizens to a community and makes them want to stay there is powerful information to have.

Gallup has identified two key components of Community Citizen Engagement (CCE). The first, Attitudinal Loyalty, describes citizens' general satisfaction with place, their likelihood to recommend it to others, and their outlook for their community's future. The second component is Passion, and captures the connection to place and the pride taken in living there. Taken together, these two components define the emotional construct of CCE.

Gallup has further identified four key dimensions, or domains, of community and a citizen's connection to it which drive their overall CCE. These four domains describe citizen perceptions of the basic structural, economic, and leadership offerings of the community (what the community gives or offers its residents), perceptions of the community's openness to different groups (what the community stands for in diversity), citizen involvement in the community (what citizens give back to the community), and the people connections they have to that community (how citizens belong to the community). Communities which are strong on all four domains have the greatest opportunity to attract and retain the most desirable citizens for driving economic and social success.

Uncovering the Story of Each Community

No two communities are alike. Each has a unique character and identity — dominant traits shaped over the years through its leaders, geography, culture, economic base, population, urban planning, and a multitude of other factors. Together these create a community's narrative. If you dig deep into the soul of two cities that seem demographically or geographically similar, you will find a vastly different personality; a different emotional make-up, a different path to each community's identity, and a different narrative. These narratives must be understood and clearly defined as a first step in leveraging strengths and addressing challenges in the community.

The Knight Foundation has spent a great deal of time and effort uncovering and documenting the narratives in each of its communities in recent years. The purpose of this work is to add to that growing body of knowledge and help inform resulting investments.

What This Report Contains

This report adds to the ongoing community narrative by showing how the citizens of the community feel about the place they live, what it has to offer them, and what they offer back to it. The data from this Soul of the Community project are intended to be used to track the engagement of the community over time and to identify key strengths and opportunities for the communities. Applying the findings in such a way can provide a baseline for tracking community engagement and resulting outcomes, and identify focus areas to maximize community quality of life, attachment, and attractiveness. The data will help tell the story of the community's citizens and how they see their community develop over time.

The report is broken into four main sections:

The Introduction section describes the purpose, methodology, and layout of the report. It also defines the comparison groups of data used through section three of the report.

The second section, Strength-Weakness Opportunity Map, provides highlights of the key strengths and opportunities for the community based on its citizen ratings. It displays the overall ratings by the community's citizens on each of the key dimensions of community against the relative importance of each dimension in driving overall engagement. This section provides a quick glance at where the community is winning and where initial areas of focus could be.

The third section shows the detailed results of each of the components of Community Citizen Engagement (CCE) and the specific dimensions which drive it, as well as the detailed attributes which make up each of the dimensions. The section begins with the overall constructs of CCE, Loyalty and Passion, and the four key domains (dimensions that drive overall engagement). Pages 7 through 11 show more detail of the attributes that connect citizens to their communities through the specific questions which make up each of the domains. Each section contains the scores for the individual questions and a composite score for the dimension or index, a number known as the "index" score.

To provide context to the absolute ratings for each community, comparisons are provided for all items to a like group of communities within the Knight Foundation communities ("KF Comparison Group" column) as described on page 4. In addition, comparisons are provided against the U.S. population overall ("Total U.S." column) for indexes where Gallup had similar data from a large national sample as described on page 4 of the introduction section.

The fourth section shows how different groups within the community feel about the community. Breakouts are provided by citizen gender, age, race, ethnicity, presence of children in the household, and length of residence in the community.

Interpreting Data in This Report

Citizens were asked to rate their community on more than four dozen different aspects in the survey. The rating scales for these questions included simple "yes" and "no" responses, 5-point rating scales of their personal agreement with the statement, 5-point rating scales of how good or bad they perceived the community to be on an attribute, 3-point scales rating if the community was "better," "the same," or "worse" than it was in the past, and larger numerical scales indicating numbers of times, occurrences, or proportions citizens did a particular activity. For simplicity in interpreting and comparing results on the different aspects of community, all question results were rescaled to a 3-point scale of "high," "medium," or "low." A complete list of question items and their scale recodes are available in the separate methodology report.

Several different numbers are presented for each item and index in the report. For the overall components of Community Citizen Engagement and the supporting domains, four columns of data are shown:

- 1. Community N Size:** The first column; the total number of interviews completed for this area. This is an unweighted number of respondents. Results not shown with fewer than 30 responses.
- 2. Community Mean Score:** The second column; the average (mean) score given by all citizens' interviewed in this community for the composite score or domain on the 3-point scale.
- 3. KF Comparison Group:** The third column; the mean composite rating for Knight communities of comparable size and urbanicity, displayed from left to right. Arrows to the right of the score indicate if the community rating is significantly different from the comparison group at a 95% confidence level (meaning that 95 times out of 100 we would expect the result). Significant ratings are flagged using upward and downward facing arrows indicating the mean score for a particular index/question are either higher (up arrow) or lower (down arrow) in relation to the mean score for the comparison group and/or the U.S. population overall.
- 4. Total U.S.:** The fourth column; the mean composite rating from a national Gallup Panel study conducted among nearly 30,000 adults, displayed from left to right. Results are only available for select group of indexes where Gallup had comparable data. Again, arrows are used to indicate if the community ratings are significantly different from the U.S. population ratings of their communities at a 95% confidence level.

For the detailed question/index results on pages 8-11, additional information is provided in the Answer Distribution bar. This provides the proportion of citizens rating the community "low," "medium," or "high" on that attribute. Percentages on some attributes may not total 100% due to rounding. Percentages less than 7% may not be shown due to space constrictions on printing the number.

Interviewing

Gallup interviewed a group of randomly selected adults age 18 or older, currently residing in each of the 26 Knight Foundation communities. Interviews took place from February 1 through April 26, 2008. The interview was approximately 15 minutes in length and covered 73 questions. About 400 citizen interviews were completed in most of the Knight communities. Roughly 1500 citizens were interviewed in the three communities of San Jose, Philadelphia, and Miami.

Weighting

The survey data were weighted within each community to reflect the known adult population by age, gender, race, and ethnicity based on U.S. Census data. The data across the Knight Foundation communities were then weighted by population size to put each community into the correct proportion relative to the other communities.

Community Comparisons

Each community was aligned with a group of other "like" communities in terms of urbanicity level and size of the metropolitan area. This was done to provide basic comparisons for each community. The data for this combined group of communities appears as the second to last column on pages 7-11 and is titled "KF Comparison Group." The communities in the comparison group for this community include:

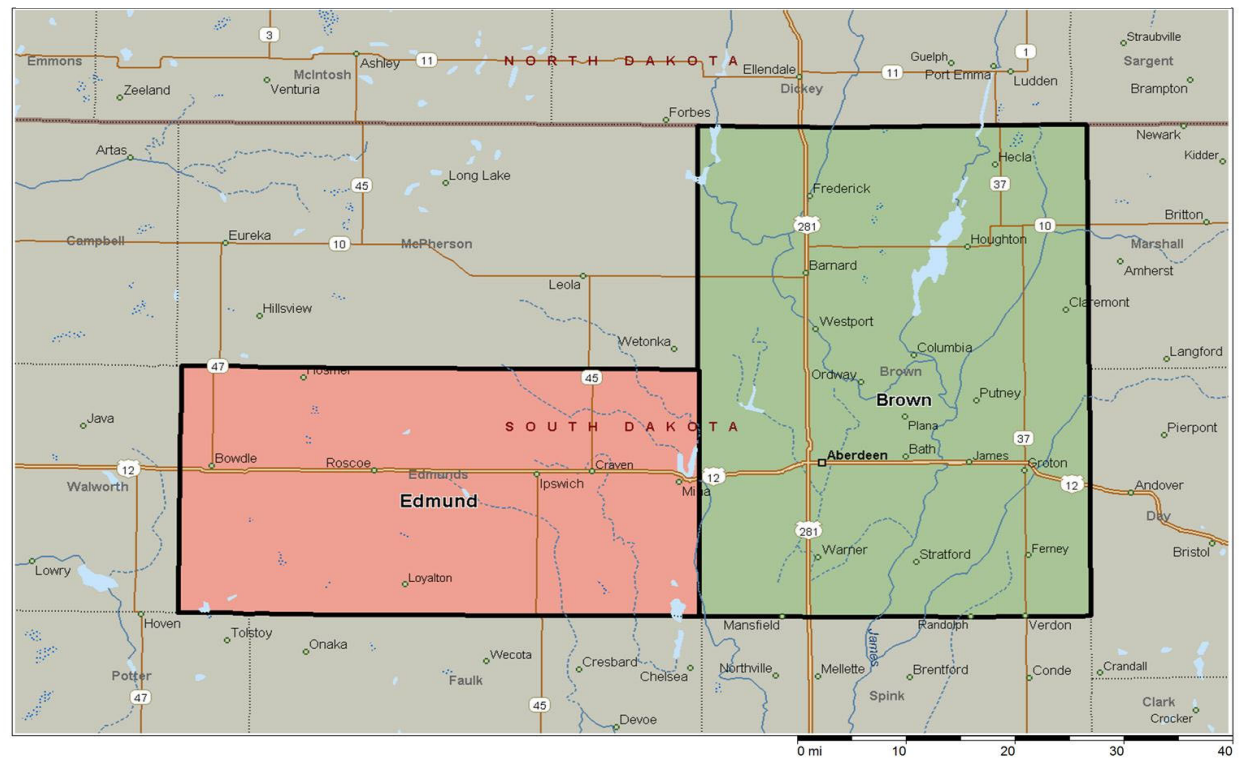
Medium/Low Urban - Medium/Low Population

Aberdeen, SD	Biloxi, MS
Duluth, MN	Fort Wayne, IN
Grand Forks, ND	Macon, GA
Milledgeville, GA	Myrtle Beach, SC
State College, PA	

Geography Definitions

For the purpose of this survey, Gallup selected government geography definitions (Core Based Statistical Areas or CBSA) that most closely aligned to the Knight Foundation's definition of a Knight community. For most areas, this was determined to be either Metropolitan Statistical Areas (MSAs) for larger urban communities, or Micropolitan Statistical Areas (μSAs) for smaller communities.

The geography definition and map for the Aberdeen community appears below.



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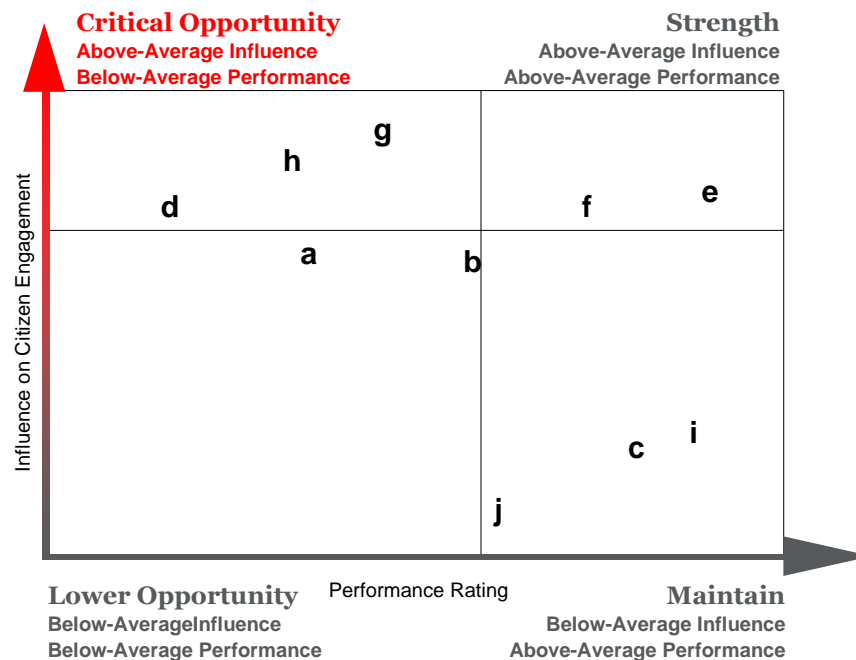
Strength — Weakness Opportunity Map

Another way to understand the perceived relative strengths and weaknesses of the community is to examine the performance of the community constructs (domains and sub-domains) compared to the overall importance of that construct in driving overall community citizen engagement. Gallup performed an optimization analysis to determine which of the community constructs are considered "critical opportunities" (items of top priorities for the community to focus on), and which are considered "strengths areas" (areas to maintain). The Opportunity Map displays the importance of the construct (y axis going up the page) in predicting overall community strength and how the community is rated on that area (x axis across the bottom).

Reading Opportunity Maps

The Opportunity Map is divided into four sections or quadrants based on the median score of importance for the comparison group and performance for this community. The vertical axis shows the importance level based on the average correlation to CCE. If a construct correlated higher than the median correlation of all constructs, it is considered important (and will appear in the top half of the box). If it correlated lower, it is relatively not as important (and will appear in the bottom half). The horizontal axis shows perceived performance, or how the community is rated on a given construct. If a construct was rated above the community median, the community is considered to be performing relatively well on this area (and will appear on the right side of the box). If a construct scores below the community's mean score, the community is performing relatively lower in this area (and will appear on the left side).


The Opportunity Map shows each of the performance constructs against these two measures. The constructs that appear in the upper right-hand quadrant are those in which citizens perceive the community as both performing well and as important in driving overall community engagement. These areas can be thought of as "strengths" of the community and are areas that the community will want to maintain at or above their current service levels and promote outward. Constructs falling in the upper left-hand quadrant are rated low in performance by citizens, but are important in driving overall community engagement. These areas are critical opportunities and the ones recommended for initial focus for the community.



Attributes for Aberdeen, SD

- a Basic Services (1.72, 0.39)
- b Economy (1.92, 0.38)
- c Safety (2.12, 0.14)
- d **Leadership (1.55, 0.45)**
- e Education (2.21, 0.47)
- f Aesthetics (2.06, 0.45)
- g **Social Offerings (1.81, 0.55)**
- h **Openness (1.70, 0.51)**
- i Social Capital (2.19, 0.16)
- j Involvement (1.95, 0.06)

Community Citizen Engagement (CCE) = Attitudinal Loyalty + Passion

	Community	Mean Score	Mean Score Comparison	
	N Size	Mean Score	KF Comparison Group	
Overall Community Citizen Engagement Mean				
<i>Overall Community Citizen Engagement is a citizen's psychological connection with their community. The metric is a weighted average of Community Loyalty and Community Passion.</i>	400	3.84	3.77	
Community Loyalty				
<i>Community Loyalty measures how likely citizens are to stay in the community, recommend it to others as a place to live, and their outlook for the community's future.</i>	400	3.75	3.71	
Community Passion				
<i>Community Passion describes the level of pride and connectedness citizens have to the place.</i>	400	3.94	3.83 ↑	
Community Domains				
<i>The four domains measure what citizens take and receive from their community. The domains help us understand what factors are driving overall engagement in a community.</i>	400	1.94	1.89 ↑	
	<i>Social Capital: The people-connections citizens have to the community and how they share time with others.</i>	400	2.19	2.13 ↑
	<i>Openness: Perceptions of openness of the community to different groups.</i>	400	1.70	1.71
	<i>Involvement: What residents give to the community in terms of civic involvement.</i>	400	1.95	1.91
	<i>Community Offerings: The structural, physical, and social offerings that a community presents to its residents. Without basic support from a community, citizens cannot thrive.</i>	400	1.91	1.81 ↑

In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4. Comparisons to the total U.S. adult population (2007), made where available.

↓↑ Indicates if the community score is statistically higher or lower than its comparison group

Community: Aberdeen, SD

KF Comparison Group: Medium/Low Urban-Medium/Low Population

Total U.S. Adults: Total U.S. Adults

CCE Groups

Community Distribution



Community

Mean Score Comparisons

N Size

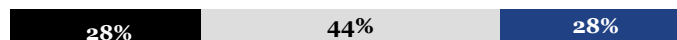
Mean Score

KF Comparison Group

Total U.S. Adults

Citizens were categorized into groups based on their overall CCE mean score.

CCE Group Community Distribution



Community

Mean Score Comparisons

N Size

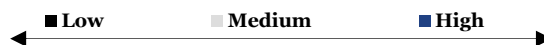
Mean Score

KF Comparison Group

Total U.S. Adults

Community Loyalty

Community Distribution

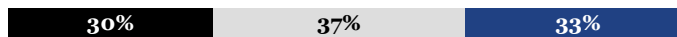


Community Loyalty measures how likely citizens are to stay in the community, recommend it to others as a place to live, and their outlook for the community's future.

Overall Satisfaction



Likely to recommend the community



Future outlook 5 years compared to now



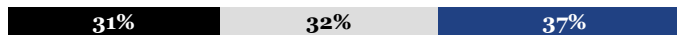
Community Passion

Community Passion describes the level of pride and connectedness citizens have to the place.

Proud to live in community



Perfect community for me



Percentages shown when 7% or higher

In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4.

Comparisons to the total U.S. adult population (2007), made where available.

↓↑ Indicates if the community score is statistically higher or lower than its comparison group

Community: Aberdeen, SD

KF Comparison Group: Medium/Low Urban-Medium/Low Population

Total U.S. Adults: Total U.S. Adults

Community Offerings	Community Distribution			N Size	Community Mean Score	Mean Score Comparisons	
	Low	Medium	High			KF Comparison Group	Total U.S. Adults
<i>The structural, physical, and social offerings that a community presents to its residents. Without basic support from a community, citizens cannot thrive.</i>				400	1.91	1.81 ↑	
Basic Services				400	1.72	1.74	1.75
Highways and freeway system	37%	39%	25%	397	1.88	1.71 ↑	
Availability of quality healthcare	37%	36%	27%	397	1.90	1.90	
Affordable housing	70%	21%	8%	394	1.38	1.61 ↓	
Economy				400	1.92	1.65 ↑	2.1 ↓
Economic conditions	53%	37%	11%	399	1.58	1.39 ↑	
Economy getting better	28%	7%	64%	390	2.36	2.01 ↑	
Availability of job opportunities	52%	24%	24%	399	1.71	1.39 ↑	
Company hiring momentum	55%	41%		235	2.37	2.28 ↑	
Job provides income needed	38%	33%	29%	245	1.91	1.93	
Now is a good time to find a job	48%	31%	21%	391	1.73	1.37 ↑	
Safety				400	2.12	1.85 ↑	1.83 ↑
Low crime	36%	29%	35%	399	1.99	1.69 ↑	
Safe to walk within 1 mile of home	23%	28%	49%	395	2.26	2.01 ↑	

Percentages shown when 7% or higher

In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4.

Comparisons to the total U.S. adult population (2007), made where available.

↓↑ Indicates if the community score is statistically higher or lower than its comparison group

Community: Aberdeen, SD

KF Comparison Group: Medium/Low Urban-Medium/Low Population

Total U.S. Adults: Total U.S. Adults

Community Offerings (Continued)	Community Distribution			N Size	Community Mean Score	Mean Score Comparisons	
	Low	Medium	High			KF Comparison Group	Total U.S. Adults
<i>The basic offerings that residents receive from a community. Without basic support from a community, citizens cannot thrive.</i>				400	1.91	1.81 ↑	
Leadership				397	1.55	1.51	
Leaders share my views	60%	29%	12%	396	1.52	1.48	
Leadership of elected officials	53%	36%	11%	388	1.58	1.55	
Education				400	2.21	2.01 ↑	1.95 ↑
Quality of public schools (K-12)	20%	46%	35%	390	2.15	1.81 ↑	
Quality of colleges and universities	14%	43%	42%	390	2.28	2.20 ↑	
Aesthetics				400	2.06	2.05	2.14 ↓
Parks and green spaces	17%	36%	47%	398	2.30	2.01 ↑	
Physical beauty of place	40%	36%	23%	399	1.83	2.08 ↓	
Social Offerings				400	1.81	1.87	1.73 ↑
Vibrant night life	70%	19%	11%	381	1.41	1.85 ↓	
Good place to meet people	33%	39%	28%	398	1.95	1.95	
Citizens care about each other	26%	44%	29%	398	2.03	1.80 ↑	

Percentages shown when 7% or higher

In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4.

Comparisons to the total U.S. adult population (2007), made where available.

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Community: Aberdeen, SD

KF Comparison Group: Medium/Low Urban-Medium/Low Population

Total U.S. Adults: Total U.S. Adults

Community Involvement

Community Distribution



		Community	Mean Score	KF Comparison Group	Total U.S. Adults
<i>What residents give to the community in terms of civic involvement.</i>		400	1.95	1.91	
Volunteer	44% High	398	2.12	1.96 ↑	
Voted in last local election	30% High	398	2.41	2.29 ↑	
Attend local community meetings	74% High	399	1.51	1.63 ↓	
Work with residents to make change	62% High	400	1.76	1.77	

Openness

		Community	Mean Score	KF Comparison Group	Total U.S. Adults
<i>Perceptions of openness of the community to different groups.</i>		400	1.70	1.71	1.52 ↑
Good place for older people	16% High	399	2.26	2.01 ↑	
Good place for racial and ethnic minorities	56% High	393	1.54	1.71 ↓	
Good place for family with kids	14% High	398	2.21	1.98 ↑	
Good place for gays and lesbians	77% High	357	1.30	1.47 ↓	
Good place for talented college graduates	68% High	399	1.40	1.40	
Good place for immigrants	65% High	384	1.43	1.64 ↓	

Social Capital

		Community	Mean Score	KF Comparison Group	Total U.S. Adults
<i>The people-connections citizens have to the community and how they share time with others.</i>		400	2.19	2.13 ↑	
Belong to formal/informal clubs/groups	31% High	400	1.94	1.97	
Spend time with neighbors	7% High	400	2.33	2.25 ↑	
Number of close friends in community	55% High	400	2.33	2.20 ↑	
Number of family in community	13% High	400	2.17	2.10 ↑	

Percentages shown when 7% or higher

In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4.

Comparisons to the total U.S. adult population (2007), made where available.

↑↓ Indicates if the community score is statistically higher or lower than its comparison group

Community: Aberdeen, SD

KF Comparison Group: Medium/Low Urban-Medium/Low Population

Total U.S. Adults: Total U.S. Adults

	Community N Size	Gender		Age			Kid < 18 in HH
		Community Overall	Males	Females	18-34	35-54	
Overall Citizen Engagement Mean	400						
<i>Overall Community Citizen Engagement is a weighted average of Community Loyalty and Community Passion.</i>	3.84	3.80	3.88	3.44	3.87	4.08	3.63
Community Loyalty							
<i>Community Loyalty measures how likely citizens are to stay in the community, recommend it to others as a place to live, and their outlook for the community's future.</i>	3.75	3.74	3.76	3.44	3.75	3.95	3.61
Community Passion							
<i>Community Passion describes the level of pride and connectedness citizens have to the place.</i>	3.94	3.87	4.00	3.43	3.99	4.21	3.65
Community Domains							
<i>The four domains measure what citizens take and receive from their community. The domains help us understand what factors are driving overall engagement in a community.</i>	1.94	1.94	1.94	1.83	1.91	2.03	1.88
OPENNESS							
<i>Social Capital: The people-connections citizens have to the community and how they share time with other.</i>	2.19	2.16	2.22	2.15	2.17	2.24	2.18
<i>Openness: Perceptions of openness of the community to different group.</i>	1.70	1.75	1.66	1.67	1.61	1.81	1.65
INVOLVEMENT							
<i>Involvement: What residents give to the community in terms of civic involvement.</i>	1.95	1.91	1.99	1.78	1.99	2.03	1.87
SOCIAL CAPITAL							
<i>Community Offerings: The structural, physical, and social offerings that a community presents to its residents. Without basic support from a community, citizens cannot thrive.</i>	1.91	1.94	1.88	1.74	1.87	2.05	1.81
COMMUNITY OFFERINGS							
Basic Services Leadership Education Safety Social Offerings Aesthetics Economy							

In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4.

- Mean scores not shown when N size is less than 30

Community: Aberdeen, SD

	Community Overall	Gender		Age			Kid < 18 in HH
		Males	Females	18-34	35-54	55+	
Community N Size	400	201	199	60	136	197	118
Community Offerings	1.91	1.94	1.88	1.74	1.87	2.05	1.81
<i>The basic offerings that residents receive from a community. Without basic support from a community, citizens cannot thrive.</i>							
Basic Services	1.72	1.75	1.69	1.57	1.58	1.92	1.57
Highways and freeway system	1.88	1.89	1.87	1.70	1.74	2.08	1.77
Availability of quality healthcare	1.90	1.94	1.85	1.73	1.80	2.07	1.72
Affordable housing	1.38	1.43	1.34	1.27	1.22	1.57	1.22
Economy	1.92	1.98	1.86	1.80	1.94	1.97	1.88
Economic conditions	1.58	1.68	1.49	1.48	1.52	1.68	1.48
Economy getting better	2.36	2.38	2.35	2.33	2.49	2.29	2.43
Availability of job opportunities	1.71	1.73	1.69	1.38	1.70	1.92	1.57
Company hiring momentum	2.37	2.40	2.33	2.40	2.34	2.38	2.37
Job provides income needed	1.91	2.03	1.79	1.88	1.91	1.99	1.84
Now is a good time to find a job	1.73	1.83	1.63	1.49	1.76	1.87	1.65
Safety	2.12	2.31	1.95	2.14	2.19	2.07	2.19
Low crime	1.99	2.11	1.89	1.99	1.99	2.00	2.03
Safe to walk within 1 mile of home	2.26	2.52	2.01	2.28	2.41	2.14	2.35
Leadership	1.55	1.52	1.58	1.34	1.48	1.74	1.40
Leaders share my views	1.52	1.49	1.55	1.31	1.43	1.71	1.41
Leadership of elected officials	1.58	1.55	1.60	1.39	1.52	1.74	1.39
Education	2.21	2.20	2.21	2.01	2.12	2.41	2.09
Quality of public schools (K-12)	2.15	2.20	2.10	1.94	2.10	2.32	2.04
Quality of colleges and universities	2.28	2.23	2.32	2.12	2.14	2.50	2.12
Aesthetics	2.06	2.03	2.09	1.75	2.07	2.24	1.90
Parks and green spaces	2.30	2.23	2.37	2.04	2.29	2.47	2.12
Physical beauty of place	1.83	1.84	1.82	1.47	1.86	2.02	1.67
Social Offerings	1.81	1.81	1.80	1.56	1.73	2.04	1.64
Vibrant night life	1.41	1.40	1.42	1.19	1.32	1.63	1.28
Good place to meet people	1.95	2.04	1.88	1.73	1.90	2.14	1.81
Citizens care about each other	2.03	1.98	2.07	1.77	1.96	2.27	1.82

	Community N Size	Community Overall	Gender		Age			Kid < 18 in HH
			Males	Females	18-34	35-54	55+	
	400		201	199	60	136	197	118
Community Involvement		1.95	1.91	1.99	1.78	1.99	2.03	1.87
<i>This index describes what residents give to the community in terms of civic involvement.</i>								
Volunteer		2.12	2.03	2.21	2.11	2.07	2.18	2.06
Voted in last local election		2.41	2.27	2.54	2.02	2.47	2.60	2.26
Attend local community meetings		1.51	1.56	1.47	1.37	1.50	1.62	1.44
Work with residents to make change		1.76	1.78	1.74	1.64	1.90	1.70	1.75
Openness		1.70	1.75	1.66	1.67	1.61	1.81	1.65
<i>This index describes the openness of the community to different groups.</i>								
Good place for older people		2.26	2.32	2.20	2.42	2.10	2.28	2.22
Good place for racial and ethnic minorities		1.54	1.61	1.48	1.42	1.44	1.70	1.43
Good place for family with kids		2.21	2.20	2.23	2.29	2.10	2.27	2.15
Good place for gays and lesbians		1.30	1.37	1.24	1.30	1.24	1.37	1.31
Good place for talented college graduates		1.40	1.44	1.37	1.30	1.36	1.50	1.41
Good place for immigrants		1.43	1.53	1.33	1.31	1.37	1.55	1.37
Social Capital		2.19	2.16	2.22	2.15	2.17	2.24	2.18
<i>This index describes the people connections citizens have to the community, and how they share time with others.</i>								
Belong to formal/informal clubs/groups		1.94	1.86	2.01	1.72	1.92	2.09	1.84
Spend time with neighbors		2.33	2.30	2.35	2.30	2.23	2.44	2.24
Number of close friends in community		2.33	2.29	2.36	2.26	2.28	2.41	2.29
Number of family in community		2.17	2.17	2.17	2.32	2.24	2.03	2.33

	Community N Size	Years in Community				Race/Ethnicity				
		Community Overall	< 3	3-5	6-19	20+	Hispanic	Non-Hisp. White	Black	Other
Overall Citizen Engagement Mean		400	<30	<30	91	274	<30	374	<30	<30
<i>Overall Community Citizen Engagement is a weighted average of Community Loyalty and Community Passion.</i>		3.84	•	•	3.62	3.94	•	3.85	•	•
Community Loyalty										
<i>Community Loyalty measures how likely citizens are to stay in the community, recommend it to others as a place to live, and their outlook for the community's future.</i>		3.75	•	•	3.54	3.82	•	3.75	•	•
Community Passion										
<i>Community Passion describes the level of pride and connectedness citizens have to the place.</i>		3.94	•	•	3.70	4.07	•	3.95	•	•
Community Domains										
<i>The four domains measure what citizens take and receive from their community. The domains help us understand what factors are driving overall engagement in a community.</i>		1.94	•	•	1.87	1.99	•	1.94	•	•
Social Capital										
<i>Social Capital: The people-connections citizens have to the community and how they share time with others.</i>		2.19	•	•	2.10	2.27	•	2.19	•	•
Openness										
<i>Openness: Perceptions of openness of the community to different group.</i>		1.70	•	•	1.62	1.73	•	1.70	•	•
Involvement										
<i>Involvement: What residents give to the community in terms of civic involvement.</i>		1.95	•	•	1.94	2.00	•	1.95	•	•
Community Offerings										
<i>Community Offerings: The structural, physical, and social offerings that a community presents to its residents. Without basic support from a community, citizens cannot thrive.</i>		1.91	•	•	1.83	1.95	•	1.91	•	•



In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4.

- Mean scores not shown when N size is less than 30

Community: Aberdeen, SD

	Community N Size	Community Overall	Years in Community				Race/Ethnicity			
			< 3	3-5	6-19	20+	Non-Hisp.			
			<30	<30	91	274	Hispanic	White	Black	Other
Community Offerings		1.91	•	•	1.83	1.95	•	1.91	•	•
<i>The basic offerings that residents receive from a community. Without basic support from a community, citizens cannot thrive.</i>										
Basic Services		1.72	•	•	1.63	1.75	•	1.71	•	•
Highways and freeway system		1.88	•	•	1.76	1.93	•	1.88	•	•
Availability of quality healthcare		1.90	•	•	1.88	1.90	•	1.88	•	•
Affordable housing		1.38	•	•	1.25	1.43	•	1.36	•	•
Economy		1.92	•	•	1.85	1.95	•	1.91	•	•
Economic conditions		1.58	•	•	1.55	1.60	•	1.57	•	•
Economy getting better		2.36	•	•	2.39	2.34	•	2.34	•	•
Availability of job opportunities		1.71	•	•	1.50	1.80	•	1.71	•	•
Company hiring momentum		2.37	•	•	2.29	2.40	•	2.37	•	•
Job provides income needed		1.91	•	•	1.77	1.95	•	1.93	•	•
Now is a good time to find a job		1.73	•	•	1.65	1.77	•	1.74	•	•
Safety		2.12	•	•	2.17	2.09	•	2.13	•	•
Low crime		1.99	•	•	2.05	1.94	•	1.98	•	•
Safe to walk within 1 mile of home		2.26	•	•	2.29	2.26	•	2.28	•	•
Leadership		1.55	•	•	1.50	1.55	•	1.54	•	•
Leaders share my views		1.52	•	•	1.50	1.52	•	1.51	•	•
Leadership of elected officials		1.58	•	•	1.50	1.59	•	1.57	•	•
Education		2.21	•	•	2.00	2.29	•	2.21	•	•
Quality of public schools (K-12)		2.15	•	•	1.93	2.22	•	2.16	•	•
Quality of colleges and universities		2.28	•	•	2.08	2.38	•	2.27	•	•
Aesthetics		2.06	•	•	1.92	2.14	•	2.07	•	•
Parks and green spaces		2.30	•	•	2.14	2.39	•	2.31	•	•
Physical beauty of place		1.83	•	•	1.69	1.89	•	1.84	•	•
Social Offerings		1.81	•	•	1.71	1.88	•	1.80	•	•
Vibrant night life		1.41	•	•	1.38	1.45	•	1.40	•	•
Good place to meet people		1.95	•	•	1.80	2.03	•	1.94	•	•
Citizens care about each other		2.03	•	•	1.94	2.12	•	2.04	•	•

	Community N Size	Community Overall	Years in Community				Race/Ethnicity			
			< 3	3-5	6-19	20+	Hispanic	Non-Hisp. White	Black	Other
		400	<30	<30	91	274	<30	374	<30	<30
Community Involvement		1.95	•	•	1.94	2.00	•	1.95	•	•
<i>This index describes what residents give to the community in terms of civic involvement.</i>										
Volunteer		2.12	•	•	2.27	2.11	•	2.15	•	•
Voted in last local election		2.41	•	•	2.36	2.52	•	2.40	•	•
Attend local community meetings		1.51	•	•	1.41	1.59	•	1.52	•	•
Work with residents to make change		1.76	•	•	1.73	1.77	•	1.74	•	•
Openness		1.70	•	•	1.62	1.73	•	1.70	•	•
<i>This index describes the openness of the community to different group.</i>										
Good place for older people		2.26	•	•	2.23	2.28	•	2.23	•	•
Good place for racial and ethnic minorities		1.54	•	•	1.37	1.60	•	1.55	•	•
Good place for family with kids		2.21	•	•	2.16	2.23	•	2.22	•	•
Good place for gays and lesbians		1.30	•	•	1.29	1.30	•	1.32	•	•
Good place for talented college graduates		1.40	•	•	1.35	1.42	•	1.40	•	•
Good place for immigrants		1.43	•	•	1.29	1.49	•	1.42	•	•
Social Capital		2.19	•	•	2.10	2.27	•	2.19	•	•
<i>This index describes the people connections citizens have to the community, and how they share time with other.</i>										
Belong to formal/informal clubs/groups		1.94	•	•	1.92	2.01	•	1.95	•	•
Spend time with neighbors		2.33	•	•	2.29	2.38	•	2.31	•	•
Number of close friends in community		2.33	•	•	2.17	2.45	•	2.33	•	•
Number of family in community		2.17	•	•	2.03	2.23	•	2.16	•	•

	Community N Size	Primary City Geography		Community Citizen Engagement Group		
		City	Non-City	Non Engaged	Neutral	Engaged
Overall Citizen Engagement Mean	400	325	75	108	161	131
<i>Overall Community Citizen Engagement is a weighted average of Community Loyalty and Community Passion.</i>	3.84	3.82	3.93	2.71	3.95	4.81
Community Loyalty						
<i>Community Loyalty measures how likely citizens are to stay in the community, recommend it to others as a place to live, and their outlook for the community's future.</i>	3.75	3.72	3.85	2.75	3.80	4.67
Community Passion						
<i>Community Passion describes the level of pride and connectedness citizens have to the place.</i>	3.94	3.92	4.02	2.67	4.10	4.95
Community Domains						
<i>The four domains measure what citizens take and receive from their community. The domains help us understand what factors are driving overall engagement in a community.</i>	1.94	1.92	2.00	1.73	1.91	2.19
OPENNESS						
<i>Social Capital: The people-connections citizens have to the community and how they share time with others.</i>	2.19	2.18	2.23	2.10	2.18	2.29
SOCIAL CAPITAL						
<i>Openness: Perceptions of openness of the community to different group.</i>	1.70	1.69	1.75	1.44	1.67	2.03
INVOLVEMENT						
<i>Involvement: What residents give to the community in terms of civic involvement.</i>	1.95	1.95	1.96	1.79	1.93	2.13
COMMUNITY OFFERINGS						
<i>Community Offerings: The structural, physical, and social offerings that a community presents to its residents. Without basic support from a community, citizens cannot thrive.</i>	1.91	1.88	2.04	1.60	1.86	2.31
Basic Services Leadership Education Safety Social Offerings Aesthetics Economy						

In the KF comparison group column, we list the combined scores of other Knight communities of similar size and urbanicity. Actual cities appear on page 4.

- Mean scores not shown when N size is less than 30

Community: Aberdeen, SD

	Community Overall	Primary City Geography		Community Citizen Engagement Group		
		City	Non-City	Non Engaged	Neutral	Engaged
Community N Size	400	325	75	108	161	131
Community Offerings	1.91	1.88	2.04	1.60	1.86	2.31
<i>The basic offerings that residents receive from a community. Without basic support from a community, citizens cannot thrive.</i>						
Basic Services	1.72	1.69	1.82	1.45	1.61	2.15
Highways and freeway system	1.88	1.85	1.99	1.60	1.78	2.30
Availability of quality healthcare	1.90	1.88	1.95	1.53	1.81	2.40
Affordable housing	1.38	1.34	1.53	1.24	1.24	1.75
Economy	1.92	1.90	1.98	1.63	1.93	2.19
Economic conditions	1.58	1.54	1.73	1.22	1.55	2.00
Economy getting better	2.36	2.40	2.20	2.02	2.45	2.55
Availability of job opportunities	1.71	1.69	1.81	1.41	1.65	2.11
Company hiring momentum	2.37	2.37	2.37	2.25	2.48	2.28
Job provides income needed	1.91	1.86	2.18	1.67	1.90	2.25
Now is a good time to find a job	1.73	1.71	1.79	1.49	1.71	2.00
Safety	2.12	2.01	2.57	1.97	2.09	2.33
Low crime	1.99	1.87	2.49	1.84	1.89	2.31
Safe to walk within 1 mile of home	2.26	2.15	2.66	2.10	2.29	2.36
Leadership	1.55	1.50	1.73	1.21	1.47	2.01
Leaders share my views	1.52	1.47	1.73	1.24	1.42	1.95
Leadership of elected officials	1.58	1.53	1.76	1.16	1.50	2.09
Education	2.21	2.21	2.20	1.83	2.17	2.65
Quality of public schools (K-12)	2.15	2.14	2.18	1.69	2.13	2.62
Quality of colleges and universities	2.28	2.29	2.26	1.95	2.23	2.68
Aesthetics	2.06	2.06	2.08	1.67	2.00	2.55
Parks and green spaces	2.30	2.34	2.14	1.88	2.32	2.69
Physical beauty of place	1.83	1.78	2.01	1.46	1.69	2.41
Social Offerings	1.81	1.79	1.87	1.44	1.74	2.28
Vibrant night life	1.41	1.38	1.53	1.16	1.35	1.76
Good place to meet people	1.95	1.94	2.03	1.50	1.89	2.51
Citizens care about each other	2.03	2.02	2.06	1.64	1.97	2.50

	Community N Size	Primary City Geography		Community Citizen Engagement Group			
		Community Overall	City	Non-City	Non Engaged	Neutral	Engaged
Community Involvement		1.95	1.95	1.96	1.79	1.93	2.13
<i>This index describes what residents give to the community in terms of civic involvement.</i>							
Volunteer		2.12	2.13	2.10	1.85	2.21	2.26
Voted in last local election		2.41	2.46	2.20	2.28	2.39	2.56
Attend local community meetings		1.51	1.47	1.68	1.45	1.39	1.77
Work with residents to make change		1.76	1.73	1.88	1.61	1.74	1.93
Openness		1.70	1.69	1.75	1.44	1.67	2.03
<i>This index describes the openness of the community to different group.</i>							
Good place for older people		2.26	2.27	2.19	2.03	2.18	2.61
Good place for racial and ethnic minorities		1.54	1.50	1.72	1.29	1.50	1.87
Good place for family with kids		2.21	2.22	2.19	1.76	2.20	2.69
Good place for gays and lesbians		1.30	1.29	1.35	1.17	1.26	1.53
Good place for talented college graduates		1.40	1.36	1.56	1.19	1.41	1.61
Good place for immigrants		1.43	1.41	1.48	1.16	1.41	1.72
Social Capital		2.19	2.18	2.23	2.10	2.18	2.29
<i>This index describes the people connections citizens have to the community, and how they share time with other.</i>							
Belong to formal/informal clubs/groups		1.94	1.96	1.85	1.76	1.94	2.12
Spend time with neighbors		2.33	2.29	2.46	2.23	2.32	2.44
Number of close friends in community		2.33	2.31	2.38	2.23	2.28	2.49
Number of family in community		2.17	2.15	2.24	2.20	2.18	2.11