

THE NCS™

The National Citizen Survey™

Battle Creek, MI



Technical Appendices

2018



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Battle Creek:	Excellent		Good		Fair		Poor		Total	
Battle Creek as a place to live	7%	N=41	31%	N=174	46%	N=259	16%	N=91	100%	N=566
Your neighborhood as a place to live	15%	N=86	44%	N=248	28%	N=159	12%	N=70	100%	N=563
Battle Creek as a place to raise children	7%	N=36	31%	N=169	36%	N=197	26%	N=140	100%	N=542
Battle Creek as a place to work	8%	N=42	32%	N=173	39%	N=207	21%	N=113	100%	N=535
Battle Creek as a place to visit	6%	N=31	18%	N=99	36%	N=199	40%	N=216	100%	N=546
Battle Creek as a place to retire	5%	N=25	21%	N=112	34%	N=178	41%	N=216	100%	N=531
The overall quality of life in Battle Creek	5%	N=29	29%	N=160	45%	N=253	21%	N=117	100%	N=559

Table 2: Question 2

Please rate each of the following characteristics as they relate to Battle Creek as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Battle Creek	5%	N=30	30%	N=167	44%	N=246	21%	N=119	100%	N=562
Overall ease of getting to the places you usually have to visit	16%	N=87	47%	N=266	29%	N=164	8%	N=47	100%	N=564
Quality of overall natural environment in Battle Creek	9%	N=48	42%	N=228	41%	N=226	8%	N=46	100%	N=549
Overall “built environment” of Battle Creek (including overall design, buildings, parks and transportation systems)	4%	N=24	29%	N=157	48%	N=263	19%	N=103	100%	N=546
Health and wellness opportunities in Battle Creek	10%	N=53	28%	N=153	40%	N=215	23%	N=122	100%	N=543
Overall opportunities for education and enrichment	7%	N=37	34%	N=185	39%	N=212	20%	N=108	100%	N=541
Overall economic health of Battle Creek	2%	N=13	17%	N=90	41%	N=225	40%	N=217	100%	N=545
Sense of community	4%	N=21	20%	N=111	40%	N=219	36%	N=194	100%	N=544
Overall image or reputation of Battle Creek	2%	N=9	15%	N=80	39%	N=216	45%	N=245	100%	N=549

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Battle Creek to someone who asks	10%	N=54	36%	N=202	28%	N=153	26%	N=145	100%	N=555
Remain in Battle Creek for the next five years	40%	N=214	26%	N=140	16%	N=86	18%	N=99	100%	N=540

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	46%	N=257	34%	N=192	10%	N=59	7%	N=39	3%	N=15	100%	N=563
In Battle Creek’s downtown/commercial area during the day	31%	N=170	39%	N=214	17%	N=95	10%	N=53	3%	N=15	100%	N=547
In your neighborhood at night	24%	N=132	35%	N=199	16%	N=90	16%	N=87	9%	N=53	100%	N=561

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Battle Creek as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	12%	N=64	46%	N=258	31%	N=176	11%	N=60	100%	N=558
Ease of public parking	10%	N=54	46%	N=244	32%	N=170	13%	N=68	100%	N=536
Ease of travel by car in Battle Creek	14%	N=77	53%	N=294	28%	N=156	4%	N=24	100%	N=551
Ease of travel by public transportation in Battle Creek	6%	N=18	35%	N=106	30%	N=89	29%	N=86	100%	N=299
Ease of travel by bicycle in Battle Creek	8%	N=30	38%	N=146	42%	N=162	12%	N=47	100%	N=384
Ease of walking in Battle Creek	12%	N=60	41%	N=210	35%	N=182	13%	N=65	100%	N=517
Availability of paths and walking trails	13%	N=69	49%	N=252	31%	N=160	7%	N=35	100%	N=516
Air quality	12%	N=64	45%	N=238	35%	N=184	8%	N=43	100%	N=529
Cleanliness of Battle Creek	5%	N=27	29%	N=160	42%	N=234	25%	N=139	100%	N=561
Overall appearance of Battle Creek	5%	N=25	29%	N=163	51%	N=281	16%	N=87	100%	N=556
Public places where people want to spend time	6%	N=33	27%	N=144	45%	N=239	22%	N=120	100%	N=537
Variety of housing options	5%	N=27	30%	N=151	39%	N=196	25%	N=125	100%	N=499
Availability of affordable quality housing	5%	N=24	24%	N=115	41%	N=195	30%	N=140	100%	N=473
Fitness opportunities (including exercise classes and paths or trails, etc.)	10%	N=50	42%	N=217	40%	N=209	8%	N=42	100%	N=519
Recreational opportunities	7%	N=34	36%	N=185	38%	N=194	20%	N=103	100%	N=516
Availability of affordable quality food	7%	N=39	37%	N=205	37%	N=207	19%	N=105	100%	N=556
Availability of affordable quality health care	7%	N=34	36%	N=184	41%	N=213	17%	N=87	100%	N=518
Availability of preventive health services	7%	N=35	35%	N=170	41%	N=201	16%	N=80	100%	N=486
Availability of affordable quality mental health care	7%	N=29	27%	N=110	37%	N=146	29%	N=114	100%	N=398

Table 6: Question 6

Please rate each of the following characteristics as they relate to Battle Creek as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	2%	N=7	29%	N=94	36%	N=117	33%	N=108	100%	N=326
K-12 education	8%	N=36	38%	N=163	34%	N=145	20%	N=89	100%	N=432
Adult educational opportunities	6%	N=25	33%	N=136	43%	N=178	17%	N=71	100%	N=411
Opportunities to attend cultural/arts/music activities	6%	N=29	27%	N=135	40%	N=199	26%	N=130	100%	N=493
Employment opportunities	3%	N=16	21%	N=104	49%	N=239	26%	N=130	100%	N=489
Shopping opportunities	5%	N=27	16%	N=86	30%	N=162	50%	N=271	100%	N=547
Cost of living in Battle Creek	5%	N=29	26%	N=141	48%	N=257	20%	N=107	100%	N=533
Overall quality of business and service establishments in Battle Creek	3%	N=13	24%	N=125	49%	N=257	25%	N=133	100%	N=528
Vibrant downtown/commercial area	3%	N=14	13%	N=68	42%	N=223	43%	N=226	100%	N=531
Overall quality of new development in Battle Creek	3%	N=15	18%	N=93	34%	N=170	45%	N=227	100%	N=505
Opportunities to participate in social events and activities	4%	N=22	27%	N=134	42%	N=212	27%	N=133	100%	N=500
Opportunities to volunteer	8%	N=37	40%	N=184	37%	N=172	14%	N=66	100%	N=459
Opportunities to participate in community matters	7%	N=30	34%	N=151	43%	N=196	16%	N=74	100%	N=452
Openness and acceptance of the community toward people of diverse backgrounds	6%	N=28	33%	N=156	41%	N=197	20%	N=96	100%	N=477
Neighborliness of residents in Battle Creek	5%	N=25	31%	N=165	40%	N=215	24%	N=130	100%	N=536

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	26%	N=145	74%	N=413	100%	N=558
Made efforts to make your home more energy efficient	21%	N=118	79%	N=435	100%	N=553
Observed a code violation or other hazard in Battle Creek (weeds, abandoned buildings, etc.)	34%	N=188	66%	N=364	100%	N=553
Household member was a victim of a crime in Battle Creek	85%	N=468	15%	N=85	100%	N=553
Reported a crime to the police in Battle Creek	74%	N=411	26%	N=143	100%	N=553
Stocked supplies in preparation for an emergency	66%	N=369	34%	N=187	100%	N=556
Campaigned or advocated for an issue or cause	73%	N=402	27%	N=152	100%	N=553
Contacted the City of Battle Creek (in-person, phone, email or web) for help or information	56%	N=309	44%	N=247	100%	N=556
Contacted Battle Creek elected officials (in-person, phone, email or web) to express your opinion	82%	N=457	18%	N=98	100%	N=555
Received or signed up for Water System Information alerts	86%	N=477	14%	N=77	100%	N=553

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Battle Creek?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Battle Creek recreation centers or their services	7%	N=37	11%	N=63	28%	N=153	54%	N=299	100%	N=552
Visited a neighborhood park or City park	13%	N=74	20%	N=111	39%	N=215	28%	N=156	100%	N=555
Used Battle Creek public libraries or their services	9%	N=50	24%	N=136	28%	N=154	39%	N=216	100%	N=555
Attended a City-sponsored event	1%	N=7	7%	N=37	29%	N=159	63%	N=350	100%	N=553
Used bus, rail or other public transportation instead of driving	5%	N=29	4%	N=22	8%	N=46	83%	N=459	100%	N=556
Carpooled with other adults or children instead of driving alone	8%	N=44	13%	N=73	18%	N=100	61%	N=336	100%	N=553
Walked or biked instead of driving	11%	N=59	10%	N=57	26%	N=142	53%	N=292	100%	N=550
Volunteered your time to some group/activity in Battle Creek	9%	N=50	11%	N=63	21%	N=115	59%	N=324	100%	N=551
Participated in a club	6%	N=33	9%	N=51	10%	N=56	75%	N=414	100%	N=553
Talked to or visited with your immediate neighbors	31%	N=170	34%	N=186	25%	N=140	11%	N=58	100%	N=554
Done a favor for a neighbor	21%	N=114	25%	N=139	33%	N=183	21%	N=119	100%	N=555
Used Battle Creek's online utility bill payment options	4%	N=20	6%	N=35	23%	N=130	67%	N=369	100%	N=555

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=2	2%	N=13	10%	N=58	87%	N=478	100%	N=550
Watched (online or on television) a local public meeting	4%	N=20	6%	N=34	20%	N=107	71%	N=386	100%	N=546

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Table 10: Question 10

Please rate the quality of each of the following services in Battle Creek:	Excellent		Good		Fair		Poor		Total	
Police services	22%	N=110	43%	N=219	23%	N=114	13%	N=63	100%	N=506
Fire services	32%	N=151	51%	N=240	17%	N=80	1%	N=4	100%	N=475
Ambulance or emergency medical services	27%	N=127	45%	N=212	24%	N=113	5%	N=22	100%	N=473
Crime prevention	5%	N=23	31%	N=141	39%	N=179	25%	N=112	100%	N=455
Fire prevention and education	10%	N=41	49%	N=194	34%	N=135	6%	N=25	100%	N=395
Traffic enforcement	9%	N=43	38%	N=176	33%	N=152	20%	N=93	100%	N=463
Street repair	1%	N=7	12%	N=66	30%	N=164	56%	N=303	100%	N=540
Street cleaning	5%	N=25	23%	N=119	37%	N=193	36%	N=189	100%	N=526
Street lighting	7%	N=40	33%	N=181	40%	N=215	20%	N=106	100%	N=541
Snow removal	8%	N=41	37%	N=196	32%	N=170	23%	N=125	100%	N=533
Sidewalk maintenance	5%	N=23	22%	N=105	38%	N=187	35%	N=173	100%	N=489
Traffic signal timing	7%	N=36	32%	N=169	36%	N=191	25%	N=132	100%	N=530
Bus or transit services	12%	N=32	31%	N=85	32%	N=88	25%	N=68	100%	N=274
Garbage collection	26%	N=137	51%	N=268	16%	N=85	6%	N=32	100%	N=521
Recycling	28%	N=143	46%	N=233	17%	N=85	9%	N=44	100%	N=504
Yard waste pick-up	23%	N=112	48%	N=239	24%	N=117	6%	N=27	100%	N=496
Storm drainage	10%	N=50	36%	N=175	37%	N=183	17%	N=81	100%	N=489
Drinking water	10%	N=51	40%	N=202	33%	N=166	18%	N=90	100%	N=510
Sewer services	13%	N=58	49%	N=229	29%	N=136	9%	N=40	100%	N=463
Power (electric and/or gas) utility	15%	N=80	47%	N=246	29%	N=151	8%	N=44	100%	N=521
Utility billing	12%	N=63	47%	N=240	31%	N=160	10%	N=53	100%	N=515
City parks	11%	N=56	48%	N=232	34%	N=166	7%	N=33	100%	N=487
Recreation programs or classes	8%	N=28	37%	N=127	36%	N=125	19%	N=67	100%	N=346
Recreation centers or facilities	9%	N=34	33%	N=120	39%	N=142	19%	N=71	100%	N=366
Land use, planning and zoning	3%	N=10	22%	N=74	46%	N=155	29%	N=100	100%	N=339
Code enforcement (weeds, abandoned buildings, etc.)	3%	N=10	18%	N=73	39%	N=162	41%	N=170	100%	N=416
Animal control	5%	N=21	34%	N=133	39%	N=155	22%	N=86	100%	N=396
Economic development	4%	N=16	20%	N=86	39%	N=163	37%	N=155	100%	N=421
Health services	8%	N=38	35%	N=167	44%	N=209	12%	N=58	100%	N=473
Public library services	38%	N=181	39%	N=185	18%	N=87	4%	N=21	100%	N=474
Public information services	9%	N=35	38%	N=148	42%	N=163	11%	N=45	100%	N=391
Cable television	7%	N=30	29%	N=118	33%	N=133	31%	N=126	100%	N=406
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	N=20	36%	N=123	42%	N=145	16%	N=54	100%	N=342
Preservation of natural areas such as open space, farmlands and greenbelts	7%	N=26	34%	N=126	42%	N=154	17%	N=61	100%	N=367
Battle Creek open space	9%	N=35	27%	N=107	46%	N=178	18%	N=69	100%	N=388
City-sponsored special events	5%	N=19	35%	N=143	38%	N=157	22%	N=90	100%	N=409
Overall customer service by Battle Creek employees (police, receptionists, planners, etc.)	11%	N=49	41%	N=191	35%	N=164	13%	N=60	100%	N=464
W.K. Kellogg Airport	11%	N=30	41%	N=113	34%	N=92	14%	N=39	100%	N=274

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Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Battle Creek	5%	N=25	37%	N=189	41%	N=210	17%	N=87	100%	N=511
The Federal Government	2%	N=11	29%	N=129	46%	N=205	23%	N=103	100%	N=447

Table 12: Question 12

Please rate the following categories of Battle Creek government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Battle Creek	3%	N=14	23%	N=112	41%	N=202	34%	N=167	100%	N=495
The overall direction that Battle Creek is taking	2%	N=11	23%	N=113	39%	N=193	36%	N=178	100%	N=495
The job Battle Creek government does at welcoming citizen involvement	4%	N=17	19%	N=80	40%	N=170	37%	N=160	100%	N=427
Overall confidence in Battle Creek government	4%	N=19	19%	N=96	42%	N=206	35%	N=176	100%	N=496
Generally acting in the best interest of the community	5%	N=23	23%	N=108	39%	N=189	33%	N=160	100%	N=480
Being honest	7%	N=32	23%	N=103	38%	N=170	32%	N=145	100%	N=450
Treating all residents fairly	4%	N=18	23%	N=104	35%	N=157	37%	N=167	100%	N=445

Table 13: Question 13

Please rate how important, if at all, you think it is for the Battle Creek community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Battle Creek	49%	N=274	43%	N=243	6%	N=32	2%	N=11	100%	N=561
Overall ease of getting to the places you usually have to visit	19%	N=108	53%	N=296	23%	N=127	5%	N=28	100%	N=560
Quality of overall natural environment in Battle Creek	26%	N=142	48%	N=268	24%	N=132	3%	N=15	100%	N=557
Overall "built environment" of Battle Creek (including overall design, buildings, parks and transportation systems)	25%	N=139	45%	N=247	27%	N=151	3%	N=17	100%	N=555
Health and wellness opportunities in Battle Creek	31%	N=172	50%	N=278	17%	N=93	3%	N=14	100%	N=556
Overall opportunities for education and enrichment	44%	N=246	43%	N=238	11%	N=59	2%	N=13	100%	N=556
Overall economic health of Battle Creek	51%	N=285	38%	N=210	9%	N=52	2%	N=9	100%	N=556
Sense of community	33%	N=185	46%	N=256	18%	N=98	3%	N=16	100%	N=554

Table 14: Question 14

Please rate how familiar you are, if at all, with the work being done by BCVision:	Percent	Number
Very familiar	5%	N=28
Somewhat familiar	33%	N=186
Not at all familiar	62%	N=343
Total	100%	N=557

Table 15: Question 15

Please rate the impact of the work being done by BCVision on the city:	Percent	Number
Positive	10%	N=47
Somewhat positive	15%	N=75
Neutral	67%	N=329
Somewhat negative	3%	N=15
Negative	5%	N=23
Total	100%	N=488

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Table 16: Question 16

Please indicate the extent to which you agree or disagree that BCVision is promoting positive community development:	Percent	Number
Strongly agree	17%	N=37
Agree	60%	N=132
Disagree	13%	N=28
Strongly disagree	10%	N=23
Total	100%	N=220

Table 17: Question 17

Have you had contact with a Battle Creek police officer within the last 12 months?	Percent	Number
Yes	40%	N=222
No	60%	N=331
Total	100%	N=552

Table 18: Question 17A

Please indicate the extent to which you agree or disagree with each of the following statements concerning your most recent contact with a Battle Creek police officer:	Strongly agree		Agree		Disagree		Strongly disagree		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
The officer treated me with dignity and respect	62%	N=134	28%	N=62	5%	N=11	5%	N=11	100%	N=218
The officer clearly explained the reasons for his or her actions	54%	N=114	36%	N=77	4%	N=9	5%	N=12	100%	N=212
The officer did NOT discriminate against me because of my race, gender, age, religion, or sexual orientation	67%	N=136	27%	N=54	4%	N=8	2%	N=5	100%	N=204

Table 19: Question 17B

Thinking about your most recent contact, how would you rate your overall interaction with the police officer?	Percent	Number
Excellent	57%	N=124
Good	27%	N=58
Fair	8%	N=18
Poor	8%	N=17
Total	100%	N=216

Table 20: Question 18

Please rate the following categories of Battle Creek Police Department performance:	Excellent		Good		Fair		Poor		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Fighting crime in your neighborhood	19%	N=92	46%	N=222	25%	N=119	10%	N=48	100%	N=480
Treating all individuals fairly, regardless of their background	24%	N=110	42%	N=192	18%	N=83	16%	N=75	100%	N=459
Making decisions that are in the best interests of the entire community	21%	N=97	46%	N=211	20%	N=90	13%	N=60	100%	N=458
Overall confidence in the Battle Creek Police Department	24%	N=124	43%	N=223	18%	N=91	15%	N=76	100%	N=513

Table 21: Question 19

How likely or unlikely would you be to do each of the following?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Collaborate with the Battle Creek Police Department to help identify a person who has committed a crime in your neighborhood	67%	N=348	24%	N=125	7%	N=37	2%	N=11	100%	N=521
Attend a meeting in your neighborhood to discuss crime prevention	34%	N=168	40%	N=199	15%	N=73	12%	N=59	100%	N=499

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Table 22: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	8%	N=47	8%	N=45	10%	N=56	22%	N=124	51%	N=282	100%	N=554
Purchase goods or services from a business located in Battle Creek	2%	N=14	3%	N=14	14%	N=79	48%	N=264	33%	N=184	100%	N=554
Eat at least 5 portions of fruits and vegetables a day	6%	N=32	17%	N=92	39%	N=217	27%	N=147	12%	N=65	100%	N=554
Participate in moderate or vigorous physical activity	5%	N=26	16%	N=89	35%	N=193	30%	N=163	14%	N=80	100%	N=550
Read or watch local news (via television, paper, computer, etc.)	6%	N=35	12%	N=66	22%	N=123	28%	N=156	32%	N=177	100%	N=558
Vote in local elections	13%	N=70	9%	N=52	12%	N=64	31%	N=174	35%	N=197	100%	N=557

Table 23: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=60
Very good	32%	N=179
Good	38%	N=213
Fair	15%	N=81
Poor	4%	N=24
Total	100%	N=557

Table 24: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=31
Somewhat positive	20%	N=106
Neutral	55%	N=298
Somewhat negative	14%	N=76
Very negative	5%	N=26
Total	100%	N=536

Table 25: Question D4

What is your employment status?	Percent	Number
Working full time for pay	55%	N=299
Working part time for pay	9%	N=47
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	8%	N=42
Fully retired	27%	N=146
Total	100%	N=544

Table 26: Question D5

Do you work inside the boundaries of Battle Creek?	Percent	Number
Yes, outside the home	53%	N=268
Yes, from home	4%	N=20
No	43%	N=220
Total	100%	N=508

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Table 27: Question D6

How many years have you lived in Battle Creek?	Percent	Number
Less than 2 years	7%	N=41
2 to 5 years	13%	N=74
6 to 10 years	10%	N=55
11 to 20 years	14%	N=79
More than 20 years	55%	N=304
Total	100%	N=553

Table 28: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=404
Building with two or more homes (duplex, townhome, apartment or condominium)	24%	N=134
Mobile home	1%	N=6
Other	2%	N=9
Total	100%	N=554

Table 29: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	37%	N=205
Owned	63%	N=345
Total	100%	N=550

Table 30: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	10%	N=51
\$300 to \$599 per month	24%	N=123
\$600 to \$999 per month	39%	N=201
\$1,000 to \$1,499 per month	18%	N=96
\$1,500 to \$2,499 per month	6%	N=33
\$2,500 or more per month	3%	N=15
Total	100%	N=519

Table 31: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	70%	N=389
Yes	30%	N=163
Total	100%	N=552

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Table 32: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	71%	N=392
Yes	29%	N=163
Total	100%	N=555

Table 33: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	26%	N=135
\$25,000 to \$49,999	30%	N=154
\$50,000 to \$99,999	30%	N=154
\$100,000 to \$149,999	9%	N=45
\$150,000 or more	6%	N=33
Total	100%	N=520

Table 34: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=511
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=21
Total	100%	N=532

Table 35: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=14
Asian, Asian Indian or Pacific Islander	6%	N=34
Black or African American	11%	N=58
White	82%	N=444
Other	4%	N=21

Total may exceed 100% as respondents could select more than one option.

Table 36: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=29
25 to 34 years	21%	N=115
35 to 44 years	13%	N=73
45 to 54 years	24%	N=130
55 to 64 years	13%	N=72
65 to 74 years	14%	N=76
75 years or older	10%	N=56
Total	100%	N=550

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Table 37: Question D16

What is your sex?	Percent	Number
Female	56%	N=298
Male	44%	N=238
Total	100%	N=536

Table 38: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	73%	N=400
Land line	14%	N=78
Both	13%	N=71
Total	100%	N=548

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 39: Question 1

Please rate each of the following aspects of quality of life in Battle Creek:	Excellent		Good		Fair		Poor		Don't know		Total	
Battle Creek as a place to live	7%	N=41	31%	N=174	46%	N=259	16%	N=91	0%	N=0	100%	N=566
Your neighborhood as a place to live	15%	N=86	44%	N=248	28%	N=159	12%	N=70	0%	N=1	100%	N=564
Battle Creek as a place to raise children	6%	N=36	30%	N=169	35%	N=197	25%	N=140	3%	N=18	100%	N=561
Battle Creek as a place to work	8%	N=42	31%	N=173	37%	N=207	20%	N=113	4%	N=25	100%	N=560
Battle Creek as a place to visit	6%	N=31	18%	N=99	35%	N=199	39%	N=216	3%	N=16	100%	N=562
Battle Creek as a place to retire	4%	N=25	20%	N=112	32%	N=178	39%	N=216	5%	N=29	100%	N=560
The overall quality of life in Battle Creek	5%	N=29	28%	N=160	45%	N=253	21%	N=117	1%	N=4	100%	N=563

Table 40: Question 2

Please rate each of the following characteristics as they relate to Battle Creek as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Battle Creek	5%	N=30	30%	N=167	44%	N=246	21%	N=119	0%	N=0	100%	N=563
Overall ease of getting to the places you usually have to visit	15%	N=87	47%	N=266	29%	N=164	8%	N=47	0%	N=1	100%	N=565
Quality of overall natural environment in Battle Creek	9%	N=48	41%	N=228	41%	N=226	8%	N=46	1%	N=8	100%	N=557
Overall "built environment" of Battle Creek (including overall design, buildings, parks and transportation systems)	4%	N=24	28%	N=157	47%	N=263	18%	N=103	2%	N=9	100%	N=556
Health and wellness opportunities in Battle Creek	9%	N=53	27%	N=153	38%	N=215	22%	N=122	3%	N=16	100%	N=559
Overall opportunities for education and enrichment	7%	N=37	33%	N=185	38%	N=212	19%	N=108	3%	N=15	100%	N=557
Overall economic health of Battle Creek	2%	N=13	16%	N=90	40%	N=225	39%	N=217	2%	N=13	100%	N=558
Sense of community	4%	N=21	20%	N=111	40%	N=219	35%	N=194	1%	N=8	100%	N=552
Overall image or reputation of Battle Creek	2%	N=9	14%	N=80	39%	N=216	44%	N=245	2%	N=11	100%	N=559

Table 41: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Battle Creek to someone who asks	10%	N=54	36%	N=202	27%	N=153	26%	N=145	1%	N=8	100%	N=562
Remain in Battle Creek for the next five years	38%	N=214	25%	N=140	15%	N=86	18%	N=99	4%	N=20	100%	N=559

Table 42: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	46%	N=257	34%	N=192	10%	N=59	7%	N=39	3%	N=15	0%	N=2	100%	N=565
In Battle Creek's downtown/commercial area during the day	30%	N=170	38%	N=214	17%	N=95	9%	N=53	3%	N=15	2%	N=13	100%	N=560
In your neighborhood at night	23%	N=132	35%	N=199	16%	N=90	15%	N=87	9%	N=53	1%	N=3	100%	N=564

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Table 43: Question 5

Please rate each of the following characteristics as they relate to Battle Creek as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	11%	N=64	46%	N=258	31%	N=176	11%	N=60	1%	N=3	100%	N=562
Ease of public parking	10%	N=54	44%	N=244	30%	N=170	12%	N=68	4%	N=22	100%	N=557
Ease of travel by car in Battle Creek	14%	N=77	52%	N=294	28%	N=156	4%	N=24	2%	N=9	100%	N=560
Ease of travel by public transportation in Battle Creek	3%	N=18	19%	N=106	16%	N=89	15%	N=86	46%	N=259	100%	N=558
Ease of travel by bicycle in Battle Creek	5%	N=30	26%	N=146	29%	N=162	8%	N=47	31%	N=172	100%	N=556
Ease of walking in Battle Creek	11%	N=60	38%	N=210	33%	N=182	12%	N=65	7%	N=41	100%	N=558
Availability of paths and walking trails	12%	N=69	45%	N=252	29%	N=160	6%	N=35	8%	N=43	100%	N=559
Air quality	11%	N=64	43%	N=238	33%	N=184	8%	N=43	6%	N=31	100%	N=560
Cleanliness of Battle Creek	5%	N=27	28%	N=160	42%	N=234	25%	N=139	0%	N=1	100%	N=562
Overall appearance of Battle Creek	4%	N=25	29%	N=163	50%	N=281	16%	N=87	0%	N=2	100%	N=558
Public places where people want to spend time	6%	N=33	26%	N=144	43%	N=239	22%	N=120	4%	N=20	100%	N=557
Variety of housing options	5%	N=27	27%	N=151	35%	N=196	23%	N=125	10%	N=54	100%	N=552
Availability of affordable quality housing	4%	N=24	21%	N=115	35%	N=195	25%	N=140	15%	N=85	100%	N=558
Fitness opportunities (including exercise classes and paths or trails, etc.)	9%	N=50	39%	N=217	37%	N=209	8%	N=42	7%	N=41	100%	N=560
Recreational opportunities	6%	N=34	33%	N=185	35%	N=194	18%	N=103	8%	N=44	100%	N=560
Availability of affordable quality food	7%	N=39	37%	N=205	37%	N=207	19%	N=105	0%	N=3	100%	N=559
Availability of affordable quality health care	6%	N=34	33%	N=184	38%	N=213	16%	N=87	7%	N=40	100%	N=559
Availability of preventive health services	6%	N=35	30%	N=170	36%	N=201	14%	N=80	13%	N=72	100%	N=558
Availability of affordable quality mental health care	5%	N=29	20%	N=110	26%	N=146	20%	N=114	29%	N=161	100%	N=560

Table 44: Question 6

Please rate each of the following characteristics as they relate to Battle Creek as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	1%	N=7	17%	N=94	21%	N=117	19%	N=108	41%	N=226	100%	N=552
K-12 education	7%	N=36	30%	N=163	26%	N=145	16%	N=89	22%	N=119	100%	N=551
Adult educational opportunities	5%	N=25	25%	N=136	33%	N=178	13%	N=71	25%	N=135	100%	N=546
Opportunities to attend cultural/arts/music activities	5%	N=29	24%	N=135	36%	N=199	23%	N=130	11%	N=62	100%	N=556
Employment opportunities	3%	N=16	19%	N=104	44%	N=239	24%	N=130	11%	N=58	100%	N=547
Shopping opportunities	5%	N=27	16%	N=86	29%	N=162	49%	N=271	1%	N=8	100%	N=554
Cost of living in Battle Creek	5%	N=29	26%	N=141	47%	N=257	19%	N=107	3%	N=18	100%	N=551
Overall quality of business and service establishments in Battle Creek	2%	N=13	23%	N=125	46%	N=257	24%	N=133	4%	N=24	100%	N=552
Vibrant downtown/commercial area	3%	N=14	12%	N=68	40%	N=223	41%	N=226	4%	N=23	100%	N=554
Overall quality of new development in Battle Creek	3%	N=15	17%	N=93	31%	N=170	41%	N=227	8%	N=44	100%	N=549
Opportunities to participate in social events and activities	4%	N=22	24%	N=134	38%	N=212	24%	N=133	9%	N=52	100%	N=552
Opportunities to volunteer	7%	N=37	34%	N=184	31%	N=172	12%	N=66	16%	N=88	100%	N=547
Opportunities to participate in community matters	6%	N=30	28%	N=151	36%	N=196	14%	N=74	17%	N=93	100%	N=545
Openness and acceptance of the community toward people of diverse backgrounds	5%	N=28	28%	N=156	36%	N=197	18%	N=96	13%	N=69	100%	N=547
Neighborliness of residents in Battle Creek	5%	N=25	30%	N=165	39%	N=215	23%	N=130	3%	N=19	100%	N=554

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Table 45: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	26%	N=145	74%	N=413	100%	N=558
Made efforts to make your home more energy efficient	21%	N=118	79%	N=435	100%	N=553
Observed a code violation or other hazard in Battle Creek (weeds, abandoned buildings, etc.)	34%	N=188	66%	N=364	100%	N=553
Household member was a victim of a crime in Battle Creek	85%	N=468	15%	N=85	100%	N=553
Reported a crime to the police in Battle Creek	74%	N=411	26%	N=143	100%	N=553
Stocked supplies in preparation for an emergency	66%	N=369	34%	N=187	100%	N=556
Campaigned or advocated for an issue or cause	73%	N=402	27%	N=152	100%	N=553
Contacted the City of Battle Creek (in-person, phone, email or web) for help or information	56%	N=309	44%	N=247	100%	N=556
Contacted Battle Creek elected officials (in-person, phone, email or web) to express your opinion	82%	N=457	18%	N=98	100%	N=555
Received or signed up for Water System Information alerts	86%	N=477	14%	N=77	100%	N=553

Table 46: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Battle Creek?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Battle Creek recreation centers or their services	7%	N=37	11%	N=63	28%	N=153	54%	N=299	100%	N=552
Visited a neighborhood park or City park	13%	N=74	20%	N=111	39%	N=215	28%	N=156	100%	N=555
Used Battle Creek public libraries or their services	9%	N=50	24%	N=136	28%	N=154	39%	N=216	100%	N=555
Attended a City-sponsored event	1%	N=7	7%	N=37	29%	N=159	63%	N=350	100%	N=553
Used bus, rail or other public transportation instead of driving	5%	N=29	4%	N=22	8%	N=46	83%	N=459	100%	N=556
Carpooled with other adults or children instead of driving alone	8%	N=44	13%	N=73	18%	N=100	61%	N=336	100%	N=553
Walked or biked instead of driving	11%	N=59	10%	N=57	26%	N=142	53%	N=292	100%	N=550
Volunteered your time to some group/activity in Battle Creek	9%	N=50	11%	N=63	21%	N=115	59%	N=324	100%	N=551
Participated in a club	6%	N=33	9%	N=51	10%	N=56	75%	N=414	100%	N=553
Talked to or visited with your immediate neighbors	31%	N=170	34%	N=186	25%	N=140	11%	N=58	100%	N=554
Done a favor for a neighbor	21%	N=114	25%	N=139	33%	N=183	21%	N=119	100%	N=555
Used Battle Creek's online utility bill payment options	4%	N=20	6%	N=35	23%	N=130	67%	N=369	100%	N=555

Table 47: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=2	2%	N=13	10%	N=58	87%	N=478	100%	N=550
Watched (online or on television) a local public meeting	4%	N=20	6%	N=34	20%	N=107	71%	N=386	100%	N=546

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Table 48: Question 10

Please rate the quality of each of the following services in Battle Creek:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	20%	N=110	40%	N=219	21%	N=114	11%	N=63	8%	N=46	100%	N=552
Fire services	27%	N=151	44%	N=240	14%	N=80	1%	N=4	14%	N=76	100%	N=551
Ambulance or emergency medical services	23%	N=127	38%	N=212	20%	N=113	4%	N=22	14%	N=79	100%	N=552
Crime prevention	4%	N=23	26%	N=141	33%	N=179	20%	N=112	17%	N=93	100%	N=548
Fire prevention and education	8%	N=41	36%	N=194	25%	N=135	5%	N=25	27%	N=145	100%	N=540
Traffic enforcement	8%	N=43	32%	N=176	28%	N=152	17%	N=93	15%	N=84	100%	N=547
Street repair	1%	N=7	12%	N=66	30%	N=164	55%	N=303	2%	N=11	100%	N=551
Street cleaning	4%	N=25	22%	N=119	35%	N=193	34%	N=189	4%	N=22	100%	N=548
Street lighting	7%	N=40	33%	N=181	39%	N=215	19%	N=106	2%	N=11	100%	N=552
Snow removal	8%	N=41	36%	N=196	31%	N=170	23%	N=125	3%	N=18	100%	N=550
Sidewalk maintenance	4%	N=23	19%	N=105	35%	N=187	32%	N=173	10%	N=52	100%	N=541
Traffic signal timing	7%	N=36	31%	N=169	35%	N=191	24%	N=132	4%	N=19	100%	N=549
Bus or transit services	6%	N=32	16%	N=85	16%	N=88	12%	N=68	50%	N=276	100%	N=550
Garbage collection	25%	N=137	49%	N=268	16%	N=85	6%	N=32	4%	N=24	100%	N=545
Recycling	26%	N=143	42%	N=233	15%	N=85	8%	N=44	8%	N=45	100%	N=549
Yard waste pick-up	20%	N=112	43%	N=239	21%	N=117	5%	N=27	10%	N=54	100%	N=550
Storm drainage	9%	N=50	32%	N=175	34%	N=183	15%	N=81	10%	N=52	100%	N=541
Drinking water	9%	N=51	37%	N=202	30%	N=166	16%	N=90	7%	N=39	100%	N=549
Sewer services	11%	N=58	42%	N=229	25%	N=136	7%	N=40	15%	N=84	100%	N=548
Power (electric and/or gas) utility	15%	N=80	45%	N=246	28%	N=151	8%	N=44	4%	N=24	100%	N=545
Utility billing	12%	N=63	44%	N=240	29%	N=160	10%	N=53	6%	N=30	100%	N=545
City parks	10%	N=56	42%	N=232	30%	N=166	6%	N=33	11%	N=60	100%	N=547
Recreation programs or classes	5%	N=28	23%	N=127	23%	N=125	12%	N=67	37%	N=202	100%	N=548
Recreation centers or facilities	6%	N=34	22%	N=120	26%	N=142	13%	N=71	33%	N=180	100%	N=546
Land use, planning and zoning	2%	N=10	14%	N=74	28%	N=155	18%	N=100	38%	N=207	100%	N=546
Code enforcement (weeds, abandoned buildings, etc.)	2%	N=10	13%	N=73	30%	N=162	31%	N=170	24%	N=133	100%	N=548
Animal control	4%	N=21	24%	N=133	28%	N=155	16%	N=86	28%	N=153	100%	N=548
Economic development	3%	N=16	16%	N=86	30%	N=163	28%	N=155	23%	N=125	100%	N=546
Health services	7%	N=38	31%	N=167	38%	N=209	11%	N=58	14%	N=74	100%	N=547
Public library services	33%	N=181	34%	N=185	16%	N=87	4%	N=21	14%	N=77	100%	N=551
Public information services	6%	N=35	27%	N=148	30%	N=163	8%	N=45	29%	N=156	100%	N=548
Cable television	5%	N=30	22%	N=118	24%	N=133	23%	N=126	26%	N=140	100%	N=546
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	N=20	23%	N=123	27%	N=145	10%	N=54	37%	N=203	100%	N=545
Preservation of natural areas such as open space, farmlands and greenbelts	5%	N=26	24%	N=126	29%	N=154	11%	N=61	31%	N=168	100%	N=535
Battle Creek open space	6%	N=35	20%	N=107	33%	N=178	13%	N=69	29%	N=156	100%	N=545
City-sponsored special events	4%	N=19	27%	N=143	29%	N=157	17%	N=90	24%	N=128	100%	N=537
Overall customer service by Battle Creek employees (police, receptionists, planners, etc.)	9%	N=49	35%	N=191	30%	N=164	11%	N=60	14%	N=78	100%	N=542
W.K. Kellogg Airport	6%	N=30	21%	N=113	17%	N=92	7%	N=39	49%	N=263	100%	N=536

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Table 49: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Battle Creek	5%	N=25	35%	N=189	39%	N=210	16%	N=87	5%	N=28	100%	N=539
The Federal Government	2%	N=11	24%	N=129	38%	N=205	19%	N=103	17%	N=89	100%	N=537

Table 50: Question 12

Please rate the following categories of Battle Creek government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Battle Creek	3%	N=14	21%	N=112	37%	N=202	31%	N=167	9%	N=51	100%	N=546
The overall direction that Battle Creek is taking	2%	N=11	21%	N=113	35%	N=193	33%	N=178	9%	N=50	100%	N=545
The job Battle Creek government does at welcoming citizen involvement	3%	N=17	15%	N=80	31%	N=170	29%	N=160	22%	N=121	100%	N=548
Overall confidence in Battle Creek government	3%	N=19	18%	N=96	38%	N=206	32%	N=176	9%	N=50	100%	N=546
Generally acting in the best interest of the community	4%	N=23	20%	N=108	35%	N=189	30%	N=160	11%	N=59	100%	N=539
Being honest	6%	N=32	19%	N=103	31%	N=170	27%	N=145	18%	N=96	100%	N=546
Treating all residents fairly	3%	N=18	19%	N=104	29%	N=157	30%	N=167	19%	N=102	100%	N=547

Table 51: Question 13

Please rate how important, if at all, you think it is for the Battle Creek community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Battle Creek	49%	N=274	43%	N=243	6%	N=32	2%	N=11	100%	N=561
Overall ease of getting to the places you usually have to visit	19%	N=108	53%	N=296	23%	N=127	5%	N=28	100%	N=560
Quality of overall natural environment in Battle Creek	26%	N=142	48%	N=268	24%	N=132	3%	N=15	100%	N=557
Overall "built environment" of Battle Creek (including overall design, buildings, parks and transportation systems)	25%	N=139	45%	N=247	27%	N=151	3%	N=17	100%	N=555
Health and wellness opportunities in Battle Creek	31%	N=172	50%	N=278	17%	N=93	3%	N=14	100%	N=556
Overall opportunities for education and enrichment	44%	N=246	43%	N=238	11%	N=59	2%	N=13	100%	N=556
Overall economic health of Battle Creek	51%	N=285	38%	N=210	9%	N=52	2%	N=9	100%	N=556
Sense of community	33%	N=185	46%	N=256	18%	N=98	3%	N=16	100%	N=554

Table 52: Question 14

Please rate how familiar you are, if at all, with the work being done by BCVision:	Percent	Number
Very familiar	5%	N=28
Somewhat familiar	33%	N=186
Not at all familiar	62%	N=343
Total	100%	N=557

Table 53: Question 15

Please rate the impact of the work being done by BCVision on the city:	Percent	Number
Positive	10%	N=47
Somewhat positive	15%	N=75
Neutral	67%	N=329
Somewhat negative	3%	N=15
Negative	5%	N=23
Total	100%	N=488

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Table 54: Question 16

Please indicate the extent to which you agree or disagree that BCVision is promoting positive community development:	Percent	Number
Strongly agree	7%	N=37
Agree	25%	N=132
Disagree	5%	N=28
Strongly disagree	4%	N=23
Don't know	58%	N=306
Total	100%	N=526

Table 55: Question 17

Have you had contact with a Battle Creek police officer within the last 12 months?	Percent	Number
Yes	40%	N=222
No	60%	N=331
Total	100%	N=552

Table 56: Question 17A

Please indicate the extent to which you agree or disagree with each of the following statements concerning your most recent contact with a Battle Creek police officer:	Strongly agree		Agree		Disagree		Strongly disagree		Don't know		Total	
The officer treated me with dignity and respect	61%	N=134	28%	N=62	5%	N=11	5%	N=11	1%	N=2	100%	N=220
The officer clearly explained the reasons for his or her actions	52%	N=114	35%	N=77	4%	N=9	5%	N=12	4%	N=8	100%	N=220
The officer did NOT discriminate against me because of my race, gender, age, religion, or sexual orientation	64%	N=136	25%	N=54	4%	N=8	2%	N=5	5%	N=10	100%	N=214

Table 57: Question 17B

Thinking about your most recent contact, how would you rate your overall interaction with the police officer?	Percent	Number
Excellent	57%	N=124
Good	27%	N=58
Fair	8%	N=18
Poor	8%	N=17
Don't know	1%	N=2
Total	100%	N=218

Table 58: Question 18

Please rate the following categories of Battle Creek Police Department performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Fighting crime in your neighborhood	16%	N=92	40%	N=222	21%	N=119	9%	N=48	14%	N=77	100%	N=557
Treating all individuals fairly, regardless of their background	20%	N=110	34%	N=192	15%	N=83	13%	N=75	18%	N=98	100%	N=557
Making decisions that are in the best interests of the entire community	17%	N=97	38%	N=211	16%	N=90	11%	N=60	18%	N=99	100%	N=557
Overall confidence in the Battle Creek Police Department	22%	N=124	40%	N=223	16%	N=91	14%	N=76	7%	N=41	100%	N=554

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Table 59: Question 19

How likely or unlikely would you be to do each of the following?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Collaborate with the Battle Creek Police Department to help identify a person who has committed a crime in your neighborhood	62%	N=348	22%	N=125	7%	N=37	2%	N=11	7%	N=40	100%	N=561
Attend a meeting in your neighborhood to discuss crime prevention	30%	N=168	36%	N=199	13%	N=73	11%	N=59	11%	N=60	100%	N=558

Table 60: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	8%	N=47	8%	N=45	10%	N=56	22%	N=124	51%	N=282	100%	N=554
Purchase goods or services from a business located in Battle Creek	2%	N=14	3%	N=14	14%	N=79	48%	N=264	33%	N=184	100%	N=554
Eat at least 5 portions of fruits and vegetables a day	6%	N=32	17%	N=92	39%	N=217	27%	N=147	12%	N=65	100%	N=554
Participate in moderate or vigorous physical activity	5%	N=26	16%	N=89	35%	N=193	30%	N=163	14%	N=80	100%	N=550
Read or watch local news (via television, paper, computer, etc.)	6%	N=35	12%	N=66	22%	N=123	28%	N=156	32%	N=177	100%	N=558
Vote in local elections	13%	N=70	9%	N=52	12%	N=64	31%	N=174	35%	N=197	100%	N=557

Table 61: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=60
Very good	32%	N=179
Good	38%	N=213
Fair	15%	N=81
Poor	4%	N=24
Total	100%	N=557

Table 62: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=31
Somewhat positive	20%	N=106
Neutral	55%	N=298
Somewhat negative	14%	N=76
Very negative	5%	N=26
Total	100%	N=536

Table 63: Question D4

What is your employment status?	Percent	Number
Working full time for pay	55%	N=299
Working part time for pay	9%	N=47
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	8%	N=42
Fully retired	27%	N=146
Total	100%	N=544

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Table 64: Question D5

Do you work inside the boundaries of Battle Creek?	Percent	Number
Yes, outside the home	53%	N=268
Yes, from home	4%	N=20
No	43%	N=220
Total	100%	N=508

Table 65: Question D6

How many years have you lived in Battle Creek?	Percent	Number
Less than 2 years	7%	N=41
2 to 5 years	13%	N=74
6 to 10 years	10%	N=55
11 to 20 years	14%	N=79
More than 20 years	55%	N=304
Total	100%	N=553

Table 66: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	73%	N=404
Building with two or more homes (duplex, townhome, apartment or condominium)	24%	N=134
Mobile home	1%	N=6
Other	2%	N=9
Total	100%	N=554

Table 67: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	37%	N=205
Owned	63%	N=345
Total	100%	N=550

Table 68: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	10%	N=51
\$300 to \$599 per month	24%	N=123
\$600 to \$999 per month	39%	N=201
\$1,000 to \$1,499 per month	18%	N=96
\$1,500 to \$2,499 per month	6%	N=33
\$2,500 or more per month	3%	N=15
Total	100%	N=519

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Table 69: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	70%	N=389
Yes	30%	N=163
Total	100%	N=552

Table 70: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	71%	N=392
Yes	29%	N=163
Total	100%	N=555

Table 71: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	26%	N=135
\$25,000 to \$49,999	30%	N=154
\$50,000 to \$99,999	30%	N=154
\$100,000 to \$149,999	9%	N=45
\$150,000 or more	6%	N=33
Total	100%	N=520

Table 72: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=511
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=21
Total	100%	N=532

Table 73: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=14
Asian, Asian Indian or Pacific Islander	6%	N=34
Black or African American	11%	N=58
White	82%	N=444
Other	4%	N=21

Total may exceed 100% as respondents could select more than one option.

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Table 74: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=29
25 to 34 years	21%	N=115
35 to 44 years	13%	N=73
45 to 54 years	24%	N=130
55 to 64 years	13%	N=72
65 to 74 years	14%	N=76
75 years or older	10%	N=56
Total	100%	N=550

Table 75: Question D16

What is your sex?	Percent	Number
Female	56%	N=298
Male	44%	N=238
Total	100%	N=536

Table 76: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	73%	N=400
Land line	14%	N=78
Both	13%	N=71
Total	100%	N=548

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Battle Creek chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Battle Creek’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Battle Creek’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Battle Creek’s rating to the benchmark.

In that final column, Battle Creek’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Battle Creek residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 77: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Battle Creek	34%	437	442	Much lower
Overall image or reputation of Battle Creek	16%	335	339	Much lower
Battle Creek as a place to live	38%	379	379	Much lower
Your neighborhood as a place to live	59%	298	302	Lower
Battle Creek as a place to raise children	38%	361	368	Much lower
Battle Creek as a place to retire	26%	339	343	Much lower
Overall appearance of Battle Creek	34%	333	346	Much lower

Table 78: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Battle Creek	35%	327	338	Much lower
	In your neighborhood during the day	80%	317	345	Lower
	In Battle Creek's downtown/commercial area during the day	70%	269	305	Lower
Mobility	Overall ease of getting to the places you usually have to visit	63%	205	255	Similar
	Availability of paths and walking trails	62%	181	307	Similar
	Ease of walking in Battle Creek	52%	224	295	Similar
	Ease of travel by bicycle in Battle Creek	46%	175	295	Similar
	Ease of travel by public transportation in Battle Creek	41%	110	214	Similar
	Ease of travel by car in Battle Creek	67%	146	295	Similar
	Ease of public parking	56%	115	214	Similar
	Traffic flow on major streets	58%	99	331	Similar
Natural Environment	Quality of overall natural environment in Battle Creek	50%	252	267	Lower
	Cleanliness of Battle Creek	33%	268	275	Much lower
	Air quality	57%	212	238	Lower
Built Environment	Overall "built environment" of Battle Creek (including overall design, buildings, parks and transportation systems)	33%	232	244	Lower
	Overall quality of new development in Battle Creek	21%	278	282	Much lower
	Availability of affordable quality housing	29%	200	292	Similar
	Variety of housing options	36%	223	270	Lower
	Public places where people want to spend time	33%	227	237	Much lower
	Overall economic health of Battle Creek	19%	246	250	Much lower
	Vibrant downtown/commercial area	16%	216	228	Much lower
	Overall quality of business and service establishments in Battle Creek	26%	258	263	Much lower
Economy	Cost of living in Battle Creek	32%	185	247	Similar
	Shopping opportunities	21%	269	286	Much lower
	Employment opportunities	25%	219	299	Similar
	Battle Creek as a place to visit	24%	261	264	Much lower
	Battle Creek as a place to work	40%	303	348	Lower
	Health and wellness opportunities in Battle Creek	38%	234	245	Much lower
	Availability of affordable quality mental health care	35%	165	216	Similar
	Availability of preventive health services	42%	202	230	Lower
Recreation and Wellness	Availability of affordable quality health care	42%	216	251	Lower
	Availability of affordable quality food	44%	221	235	Lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Recreational opportunities	42%	267	286	Lower
	Fitness opportunities (including exercise classes and paths or trails, etc.)	51%	205	235	Lower
Education and Enrichment	Overall opportunities for education and enrichment	41%	231	247	Lower
	Opportunities to attend cultural/arts/music activities	33%	258	285	Lower
	Adult educational opportunities	39%	188	224	Lower
	K-12 education	46%	227	261	Lower
	Availability of affordable quality child care/preschool	31%	229	245	Lower
Community Engagement	Opportunities to participate in social events and activities	31%	250	254	Much lower
	Neighborliness of Battle Creek	36%	238	239	Lower
	Openness and acceptance of the community toward people of diverse backgrounds	39%	269	283	Lower
	Opportunities to participate in community matters	40%	259	265	Lower
	Opportunities to volunteer	48%	246	254	Lower

Table 79: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Battle Creek	42%	407	417	Lower
Overall customer service by Battle Creek employees (police, receptionists, planners, etc.)	52%	346	369	Lower
Value of services for the taxes paid to Battle Creek	25%	384	393	Lower
Overall direction that Battle Creek is taking	25%	302	306	Much lower
Job Battle Creek government does at welcoming citizen involvement	23%	310	312	Lower
Overall confidence in Battle Creek government	23%	245	250	Lower
Generally acting in the best interest of the community	27%	239	250	Lower
Being honest	30%	227	242	Lower
Treating all residents fairly	27%	240	247	Lower
Services provided by the Federal Government	31%	209	241	Similar

Table 80: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police services	65%	389	451	Lower
	Fire services	82%	308	377	Similar
	Ambulance or emergency medical services	72%	322	338	Lower
	Crime prevention	36%	334	352	Much lower
	Fire prevention and education	59%	257	275	Lower
	Animal control	39%	313	333	Lower
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	42%	251	269	Lower
	Mobility	Traffic enforcement	47%	327	361
Street repair		14%	363	379	Much lower
Street cleaning		27%	308	314	Much lower
Street lighting		41%	289	319	Lower
Snow removal		45%	255	280	Lower
Sidewalk maintenance		26%	294	312	Lower
Traffic signal timing		39%	224	255	Similar
Natural Environment	Bus or transit services	43%	142	221	Similar
	Garbage collection	78%	278	345	Similar
	Recycling	75%	240	349	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	71%	170	262	Similar
	Drinking water	50%	269	306	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	41%	227	247	Lower
	Battle Creek open space	36%	207	224	Lower
Built Environment	Storm drainage	46%	286	342	Lower
	Sewer services	62%	276	312	Similar
	Power (electric and/or gas) utility	63%	159	173	Similar
	Utility billing	59%	189	217	Similar
	Land use, planning and zoning	25%	272	291	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	20%	362	377	Lower
	Cable television	36%	179	197	Lower
Economy	Economic development	24%	258	275	Lower
Recreation and Wellness	City parks	59%	286	315	Lower
	Recreation programs or classes	45%	303	317	Lower
	Recreation centers or facilities	42%	252	269	Lower
	Health services	44%	189	212	Lower
Education and Enrichment	City-sponsored special events	40%	264	269	Lower
	Public library services	77%	217	331	Similar
Community Engagement	Public information services	47%	256	278	Lower

Table 81: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	24%	297	302	Much lower
Recommend living in Battle Creek to someone who asks	46%	277	278	Much lower
Remain in Battle Creek for the next five years	66%	262	270	Lower
Contacted Battle Creek (in-person, phone, email or web) for help or information	44%	162	312	Similar

Table 82: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	34%	110	216	Similar
	Did NOT report a crime to the police	74%	176	242	Similar
	Household member was NOT a victim of a crime	85%	208	263	Similar
Mobility	Used bus, rail or other public transportation instead of driving	17%	103	196	Similar
	Carpooled with other adults or children instead of driving alone	39%	160	229	Similar
	Walked or biked instead of driving	47%	180	238	Lower
Natural Environment	Made efforts to conserve water	74%	195	224	Similar
	Made efforts to make your home more energy efficient	79%	54	225	Similar
	Recycle at home	83%	181	249	Similar
Built Environment	Did NOT observe a code violation or other hazard in Battle Creek	34%	216	231	Lower
	NOT experiencing housing costs stress	71%	114	248	Similar
Economy	Purchase goods or services from a business located in Battle Creek	95%	184	235	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	25%	204	249	Similar
	Work inside boundaries of Battle Creek	57%	57	236	Higher
Recreation and Wellness	Used Battle Creek recreation centers or their services	46%	217	232	Lower
	Visited a neighborhood park or City park	72%	239	260	Lower
	Eat at least 5 portions of fruits and vegetables a day	78%	196	227	Similar
	Participate in moderate or vigorous physical activity	79%	205	231	Similar
	In very good to excellent health	43%	228	231	Lower
	Education and Enrichment	Used Battle Creek public libraries or their services	61%	136	237
Attended City-sponsored event		37%	222	238	Lower
Community Engagement	Campaigned or advocated for an issue or cause	27%	71	219	Similar
	Contacted Battle Creek elected officials (in-person, phone, email or web) to express your opinion	18%	115	234	Similar
	Volunteered your time to some group/activity in Battle Creek	41%	111	255	Similar
	Participated in a club	25%	122	234	Similar
	Talked to or visited with your immediate neighbors	89%	157	232	Similar
	Done a favor for a neighbor	79%	171	228	Similar
	Attended a local public meeting	13%	236	254	Similar
	Watched (online or on television) a local public meeting	29%	57	221	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	179	236	Similar
	Vote in local elections	78%	200	249	Similar

Communities included in national comparisons

The communities included in Battle Creek’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO.....	441,603	Augusta CCD, GA.....	134,777
Airway Heights city, WA.....	6,114	Aurora city, CO.....	325,078
Albany city, OR.....	50,158	Austin city, TX.....	790,390
Albemarle County, VA.....	98,970	Avon town, CO.....	6,447
Albert Lea city, MN.....	18,016	Avon town, IN.....	12,446
Alexandria city, VA.....	139,966	Avondale city, AZ.....	76,238
Algonquin village, IL.....	30,046	Azusa city, CA.....	46,361
Aliso Viejo city, CA.....	47,823	Bainbridge Island city, WA.....	23,025
American Canyon city, CA.....	19,454	Baltimore city, MD.....	620,961
Ames city, IA.....	58,965	Bartonville town, TX.....	1,469
Ankeny city, IA.....	45,582	Battle Creek city, MI.....	52,347
Ann Arbor city, MI.....	113,934	Bay City city, MI.....	34,932
Apache Junction city, AZ.....	35,840	Bay Village city, OH.....	15,651
Arapahoe County, CO.....	572,003	Baytown city, TX.....	71,802
Arkansas City city, AR.....	366	Bedford city, TX.....	46,979
Arlington city, TX.....	365,438	Bedford town, MA.....	13,320
Arvada city, CO.....	106,433	Bellevue city, WA.....	122,363
Asheville city, NC.....	83,393	Bellingham city, WA.....	80,885
Ashland city, OR.....	20,078	Benbrook city, TX.....	21,234
Ashland town, MA.....	16,593	Bend city, OR.....	76,639
Ashland town, VA.....	7,225	Bethlehem township, PA.....	23,730
Aspen city, CO.....	6,658	Bettendorf city, IA.....	33,217
Athens-Clarke County, GA.....	115,452	Billings city, MT.....	104,170
Auburn city, AL.....	53,380	Bloomington city, IN.....	80,405

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Bloomington city, MN	82,893	Coon Rapids city, MN	61,476
Blue Springs city, MO	52,575	Copperas Cove city, TX.....	32,032
Boise City city, ID	205,671	Coral Springs city, FL.....	121,096
Bonner Springs city, KS	7,314	Coronado city, CA	18,912
Boone County, KY	118,811	Corvallis city, OR	54,462
Boulder city, CO	97,385	Cottonwood Heights city, UT	33,433
Bowling Green city, KY	58,067	Creve Coeur city, MO	17,833
Bozeman city, MT	37,280	Cupertino city, CA	58,302
Brentwood city, MO.....	8,055	Dacono city, CO	4,152
Brentwood city, TN	37,060	Dakota County, MN	398,552
Brighton city, CO	33,352	Dallas city, OR	14,583
Brighton city, MI	7,444	Dallas city, TX	1,197,816
Bristol city, TN	26,702	Danville city, KY	16,218
Broken Arrow city, OK	98,850	Dardenne Prairie city, MO	11,494
Brookline CDP, MA	58,732	Darien city, IL	22,086
Brooklyn Center city, MN	30,104	Davenport city, FL.....	2,888
Brooklyn city, OH	11,169	Davidson town, NC.....	10,944
Broomfield city, CO	55,889	Dayton city, OH	141,527
Brownsburg town, IN	21,285	Dayton town, WY	757
Buffalo Grove village, IL	41,496	Dearborn city, MI	98,153
Burlingame city, CA	28,806	Decatur city, GA	19,335
Cabarrus County, NC	178,011	Del Mar city, CA	4,161
Cambridge city, MA	105,162	DeLand city, FL	27,031
Canandaigua city, NY	10,545	Delaware city, OH	34,753
Cannon Beach city, OR.....	1,690	Denison city, TX.....	22,682
Cañon City city, CO	16,400	Denton city, TX	113,383
Canton city, SD	3,057	Denver city, CO.....	600,158
Cape Coral city, FL	154,305	Des Moines city, IA	203,433
Carlisle borough, PA	18,682	Des Peres city, MO	8,373
Carlsbad city, CA	105,328	Destin city, FL	12,305
Carroll city, IA	10,103	Dover city, NH	29,987
Cartersville city, GA	19,731	Dublin city, CA	46,036
Cary town, NC	135,234	Dublin city, OH	41,751
Castine town, ME	1,366	Duluth city, MN.....	86,265
Castle Rock town, CO	48,231	Durham city, NC	228,330
Cedar Hill city, TX	45,028	Durham County, NC	267,587
Cedar Rapids city, IA	126,326	Dyer town, IN	16,390
Celina city, TX	6,028	Eagan city, MN	64,206
Centennial city, CO	100,377	Eagle Mountain city, UT.....	21,415
Chandler city, AZ	236,123	Eagle town, CO	6,508
Chandler city, TX	2,734	Eau Claire city, WI	65,883
Chanhassen city, MN	22,952	Eden Prairie city, MN.....	60,797
Chapel Hill town, NC	57,233	Eden town, VT	1,323
Chardon city, OH	5,148	Edgerton city, KS	1,671
Charles County, MD	146,551	Edgewater city, CO	5,170
Charlotte city, NC.....	731,424	Edina city, MN	47,941
Charlotte County, FL	159,978	Edmond city, OK	81,405
Charlottesville city, VA	43,475	Edmonds city, WA	39,709
Chattanooga city, TN.....	167,674	El Cerrito city, CA	23,549
Chautauqua town, NY	4,464	El Dorado County, CA	181,058
Chesterfield County, VA	316,236	El Paso de Robles (Paso Robles) city, CA	29,793
Clackamas County, OR	375,992	Elk Grove city, CA	153,015
Clarendon Hills village, IL	8,427	Elko New Market city, MN	4,110
Clayton city, MO	15,939	Elmhurst city, IL	44,121
Clearwater city, FL	107,685	Englewood city, CO	30,255
Cleveland Heights city, OH	46,121	Erie town, CO	18,135
Clinton city, SC	8,490	Escambia County, FL	297,619
Clive city, IA	15,447	Estes Park town, CO.....	5,858
Clovis city, CA	95,631	Euclid city, OH	48,920
College Park city, MD	30,413	Fairview town, TX	7,248
College Station city, TX	93,857	Farmers Branch city, TX	28,616
Colleyville city, TX	22,807	Farmersville city, TX	3,301
Columbia city, MO	108,500	Farmington Hills city, MI	79,740
Columbia city, SC	129,272	Farmington town, CT	25,340
Columbia Falls city, MT.....	4,688	Fayetteville city, NC.....	200,564
Commerce City city, CO	45,913	Fernandina Beach city, FL.....	11,487
Concord city, CA	122,067	Flagstaff city, AZ	65,870
Concord town, MA	17,668	Flower Mound town, TX.....	64,669
Conshohocken borough, PA	7,833	Forest Grove city, OR	21,083
Coolidge city, AZ	11,825	Fort Collins city, CO.....	143,986

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Franklin city, TN.....	62,487	Kalamazoo city, MI.....	74,262
Fremont city, CA.....	214,089	Kansas City city, KS.....	145,786
Friendswood city, TX.....	35,805	Kansas City city, MO.....	459,787
Fruita city, CO.....	12,646	Keizer city, OR.....	36,478
Gahanna city, OH.....	33,248	Kenmore city, WA.....	20,460
Gaithersburg city, MD.....	59,933	Kennedale city, TX.....	6,763
Galveston city, TX.....	47,743	Kent city, WA.....	92,411
Gardner city, KS.....	19,123	Kerrville city, TX.....	22,347
Georgetown city, TX.....	47,400	Kettering city, OH.....	56,163
Germantown city, TN.....	38,844	Key West city, FL.....	24,649
Gilbert town, AZ.....	208,453	King City city, CA.....	12,874
Gillette city, WY.....	29,087	Kirkland city, WA.....	48,787
Glen Ellyn village, IL.....	27,450	Kirkwood city, MO.....	27,540
Glendora city, CA.....	50,073	Knoxville city, IA.....	7,313
Glenview village, IL.....	44,692	La Plata town, MD.....	8,753
Golden city, CO.....	18,867	La Vista city, NE.....	15,758
Golden Valley city, MN.....	20,371	Laguna Niguel city, CA.....	62,979
Goodyear city, AZ.....	65,275	Lake Forest city, IL.....	19,375
Grafton village, WI.....	11,459	Lake in the Hills village, IL.....	28,965
Grand Blanc city, MI.....	8,276	Lake Stevens city, WA.....	28,069
Grants Pass city, OR.....	34,533	Lake Worth city, FL.....	34,910
Grass Valley city, CA.....	12,860	Lake Zurich village, IL.....	19,631
Greeley city, CO.....	92,889	Lakeville city, MN.....	55,954
Greenville city, NC.....	84,554	Lakewood city, CO.....	142,980
Greenwich town, CT.....	61,171	Lakewood city, WA.....	58,163
Greenwood Village city, CO.....	13,925	Lancaster County, SC.....	76,652
Greer city, SC.....	25,515	Lane County, OR.....	351,715
Gunnison County, CO.....	15,324	Lansing city, MI.....	114,297
Haltom City city, TX.....	42,409	Laramie city, WY.....	30,816
Hamilton city, OH.....	62,477	Larimer County, CO.....	299,630
Hamilton town, MA.....	7,764	Las Cruces city, NM.....	97,618
Hampton city, VA.....	137,436	Las Vegas city, NM.....	13,753
Hanover County, VA.....	99,863	Lawrence city, KS.....	87,643
Harrisburg city, SD.....	4,089	Lawrenceville city, GA.....	28,546
Harrisonburg city, VA.....	48,914	Lee's Summit city, MO.....	91,364
Harrisonville city, MO.....	10,019	Lehi city, UT.....	47,407
Hastings city, MN.....	22,172	Lenexa city, KS.....	48,190
Hayward city, CA.....	144,186	Lewisville city, TX.....	95,290
Henderson city, NV.....	257,729	Lewisville town, NC.....	12,639
Herndon town, VA.....	23,292	Libertyville village, IL.....	20,315
High Point city, NC.....	104,371	Lincolnwood village, IL.....	12,590
Highland Park city, IL.....	29,763	Lindsborg city, KS.....	3,458
Highlands Ranch CDP, CO.....	96,713	Little Chute village, WI.....	10,449
Homer Glen village, IL.....	24,220	Littleton city, CO.....	41,737
Honolulu County, HI.....	953,207	Livermore city, CA.....	80,968
Hooksett town, NH.....	13,451	Lombard village, IL.....	43,165
Hopkins city, MN.....	17,591	Lone Tree city, CO.....	10,218
Hopkinton town, MA.....	14,925	Long Grove village, IL.....	8,043
Hoquiam city, WA.....	8,726	Longmont city, CO.....	86,270
Horry County, SC.....	269,291	Longview city, TX.....	80,455
Howard village, WI.....	17,399	Lonsdale city, MN.....	3,674
Hudson town, CO.....	2,356	Los Alamos County, NM.....	17,950
Huntley village, IL.....	24,291	Los Altos Hills town, CA.....	7,922
Hurst city, TX.....	37,337	Louisville city, CO.....	18,376
Hutchinson city, MN.....	14,178	Lower Merion township, PA.....	57,825
Hutto city, TX.....	14,698	Lynchburg city, VA.....	75,568
Independence city, MO.....	116,830	Lynnwood city, WA.....	35,836
Indianola city, IA.....	14,782	Macomb County, MI.....	840,978
Indio city, CA.....	76,036	Manassas city, VA.....	37,821
Iowa City city, IA.....	67,862	Manhattan Beach city, CA.....	35,135
Irving city, TX.....	216,290	Manhattan city, KS.....	52,281
Issaquah city, WA.....	30,434	Mankato city, MN.....	39,309
Jackson city, MO.....	13,758	Maple Grove city, MN.....	61,567
Jackson County, MI.....	160,248	Maplewood city, MN.....	38,018
James City County, VA.....	67,009	Maricopa County, AZ.....	3,817,117
Jefferson County, NY.....	116,229	Marion city, IA.....	34,768
Jefferson Parish, LA.....	432,552	Mariposa County, CA.....	18,251
Johnson City city, TN.....	63,152	Marshfield city, WI.....	19,118
Johnston city, IA.....	17,278	Martinez city, CA.....	35,824
Jupiter town, FL.....	55,156	Marysville city, WA.....	60,020

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Matthews town, NC.....	27,198	Olmsted County, MN.....	144,248
McAllen city, TX.....	129,877	Olympia city, WA.....	46,478
McKinney city, TX.....	131,117	Orange village, OH.....	3,323
McMinnville city, OR.....	32,187	Orland Park village, IL.....	56,767
Menlo Park city, CA.....	32,026	Orleans Parish, LA.....	343,829
Menomonee Falls village, WI.....	35,626	Oshkosh city, WI.....	66,083
Mercer Island city, WA.....	22,699	Oshtemo charter township, MI.....	21,705
Meridian charter township, MI.....	39,688	Oswego village, IL.....	30,355
Meridian city, ID.....	75,092	Ottawa County, MI.....	263,801
Merriam city, KS.....	11,003	Overland Park city, KS.....	173,372
Mesa city, AZ.....	439,041	Paducah city, KY.....	25,024
Mesa County, CO.....	146,723	Palm Beach Gardens city, FL.....	48,452
Miami Beach city, FL.....	87,779	Palm Coast city, FL.....	75,180
Miami city, FL.....	399,457	Palo Alto city, CA.....	64,403
Middleton city, WI.....	17,442	Palos Verdes Estates city, CA.....	13,438
Midland city, MI.....	41,863	Papillion city, NE.....	18,894
Milford city, DE.....	9,559	Paradise Valley town, AZ.....	12,820
Milton city, GA.....	32,661	Park City city, UT.....	7,558
Minneapolis city, MN.....	382,578	Parker town, CO.....	45,297
Minnetrista city, MN.....	6,384	Parkland city, FL.....	23,962
Missouri City city, TX.....	67,358	Pasco city, WA.....	59,781
Modesto city, CA.....	201,165	Pasco County, FL.....	464,697
Monroe city, MI.....	20,733	Payette city, ID.....	7,433
Monterey city, CA.....	27,810	Pearland city, TX.....	91,252
Montgomery city, MN.....	2,956	Peoria city, AZ.....	154,065
Montgomery County, MD.....	971,777	Peoria city, IL.....	115,007
Monticello city, UT.....	1,972	Pflugerville city, TX.....	46,936
Montrose city, CO.....	19,132	Pinehurst village, NC.....	13,124
Monument town, CO.....	5,530	Piqua city, OH.....	20,522
Moraga town, CA.....	16,016	Pitkin County, CO.....	17,148
Morristown city, TN.....	29,137	Plano city, TX.....	259,841
Morrisville town, NC.....	18,576	Platte City city, MO.....	4,691
Morro Bay city, CA.....	10,234	Pleasant Hill city, IA.....	8,785
Mountain Village town, CO.....	1,320	Pleasanton city, CA.....	70,285
Mountlake Terrace city, WA.....	19,909	Polk County, IA.....	430,640
Murphy city, TX.....	17,708	Pompano Beach city, FL.....	99,845
Naperville city, IL.....	141,853	Port Orange city, FL.....	56,048
Napoleon city, OH.....	8,749	Port St. Lucie city, FL.....	164,603
Nederland city, TX.....	17,547	Portland city, OR.....	583,776
Needham CDP, MA.....	28,886	Powell city, OH.....	11,500
Nevada City city, CA.....	3,068	Powhatan County, VA.....	28,046
Nevada County, CA.....	98,764	Prince William County, VA.....	402,002
New Braunfels city, TX.....	57,740	Prior Lake city, MN.....	22,796
New Brighton city, MN.....	21,456	Pueblo city, CO.....	106,595
New Hope city, MN.....	20,339	Purcellville town, VA.....	7,727
New Orleans city, LA.....	343,829	Queen Creek town, AZ.....	26,361
New Smyrna Beach city, FL.....	22,464	Raleigh city, NC.....	403,892
New Ulm city, MN.....	13,522	Ramsey city, MN.....	23,668
Newberg city, OR.....	22,068	Raymond town, ME.....	4,436
Newport city, RI.....	24,672	Raymore city, MO.....	19,206
Newport News city, VA.....	180,719	Redmond city, OR.....	26,215
Newton city, IA.....	15,254	Redmond city, WA.....	54,144
Noblesville city, IN.....	51,969	Redwood City city, CA.....	76,815
Norcross city, GA.....	9,116	Reno city, NV.....	225,221
Norfolk city, NE.....	24,210	Reston CDP, VA.....	58,404
Norfolk city, VA.....	242,803	Richland city, WA.....	48,058
North Mankato city, MN.....	13,394	Richmond city, CA.....	103,701
North Port city, FL.....	57,357	Richmond Heights city, MO.....	8,603
North Richland Hills city, TX.....	63,343	Rio Rancho city, NM.....	87,521
North Yarmouth town, ME.....	3,565	River Falls city, WI.....	15,000
Novato city, CA.....	51,904	Riverside city, CA.....	303,871
Novi city, MI.....	55,224	Roanoke city, VA.....	97,032
O'Fallon city, IL.....	28,281	Roanoke County, VA.....	92,376
O'Fallon city, MO.....	79,329	Rochester Hills city, MI.....	70,995
Oak Park village, IL.....	51,878	Rock Hill city, SC.....	66,154
Oakland city, CA.....	390,724	Rockville city, MD.....	61,209
Oakley city, CA.....	35,432	Roeland Park city, KS.....	6,731
Oklahoma City city, OK.....	579,999	Rogers city, MN.....	8,597
Olathe city, KS.....	125,872	Rohnert Park city, CA.....	40,971
Old Town city, ME.....	7,840	Rolla city, MO.....	19,559

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Roselle village, IL.....	22,763	Surprise city, AZ.....	117,517
Rosemount city, MN.....	21,874	Suwanee city, GA.....	15,355
Rosenberg city, TX.....	30,618	Tacoma city, WA.....	198,397
Roseville city, MN.....	33,660	Takoma Park city, MD.....	16,715
Round Rock city, TX.....	99,887	Tamarac city, FL.....	60,427
Royal Oak city, MI.....	57,236	Temecula city, CA.....	100,097
Royal Palm Beach village, FL.....	34,140	Tempe city, AZ.....	161,719
Sacramento city, CA.....	466,488	Temple city, TX.....	66,102
Sahuarita town, AZ.....	25,259	Texarkana city, TX.....	36,411
Sammamish city, WA.....	45,780	The Woodlands CDP, TX.....	93,847
San Anselmo town, CA.....	12,336	Thousand Oaks city, CA.....	126,683
San Diego city, CA.....	1,307,402	Tigard city, OR.....	48,035
San Francisco city, CA.....	805,235	Tracy city, CA.....	82,922
San Jose city, CA.....	945,942	Trinidad CCD, CO.....	12,017
San Marcos city, CA.....	83,781	Tualatin city, OR.....	26,054
San Marcos city, TX.....	44,894	Tulsa city, OK.....	391,906
San Rafael city, CA.....	57,713	Tustin city, CA.....	75,540
Sangamon County, IL.....	197,465	Twin Falls city, ID.....	44,125
Santa Fe city, NM.....	67,947	Unalaska city, AK.....	4,376
Santa Fe County, NM.....	144,170	University Heights city, OH.....	13,539
Santa Monica city, CA.....	89,736	University Park city, TX.....	23,068
Sarasota County, FL.....	379,448	Upper Arlington city, OH.....	33,771
Savage city, MN.....	26,911	Urbandale city, IA.....	39,463
Schaumburg village, IL.....	74,227	Vail town, CO.....	5,305
Schertz city, TX.....	31,465	Ventura CCD, CA.....	111,889
Scott County, MN.....	129,928	Vernon Hills village, IL.....	25,113
Scottsdale city, AZ.....	217,385	Vestavia Hills city, AL.....	34,033
Sedona city, AZ.....	10,031	Victoria city, MN.....	7,345
Sevierville city, TN.....	14,807	Vienna town, VA.....	15,687
Shakopee city, MN.....	37,076	Virginia Beach city, VA.....	437,994
Sharonville city, OH.....	13,560	Walnut Creek city, CA.....	64,173
Shawnee city, KS.....	62,209	Warrensburg city, MO.....	18,838
Shawnee city, OK.....	29,857	Washington County, MN.....	238,136
Sherborn town, MA.....	4,119	Washington town, NH.....	1,123
Shoreline city, WA.....	53,007	Washoe County, NV.....	421,407
Shoreview city, MN.....	25,043	Washougal city, WA.....	14,095
Shorewood village, IL.....	15,615	Wauwatosa city, WI.....	46,396
Shorewood village, WI.....	13,162	Waverly city, IA.....	9,874
Sierra Vista city, AZ.....	43,888	Wentzville city, MO.....	29,070
Silverton city, OR.....	9,222	West Carrollton city, OH.....	13,143
Sioux Center city, IA.....	7,048	Western Springs village, IL.....	12,975
Sioux Falls city, SD.....	153,888	Westerville city, OH.....	36,120
Skokie village, IL.....	64,784	Westlake town, TX.....	992
Snoqualmie city, WA.....	10,670	Westminster city, CO.....	106,114
Snowmass Village town, CO.....	2,826	Weston town, MA.....	11,261
Somerset town, MA.....	18,165	Wheat Ridge city, CO.....	30,166
South Jordan city, UT.....	50,418	White House city, TN.....	10,255
South Lake Tahoe city, CA.....	21,403	Wichita city, KS.....	382,368
Southlake city, TX.....	26,575	Williamsburg city, VA.....	14,068
Spearfish city, SD.....	10,494	Willowbrook village, IL.....	8,540
Spring Hill city, KS.....	5,437	Wilmington city, NC.....	106,476
Springfield city, MO.....	159,498	Wilsonville city, OR.....	19,509
Springville city, UT.....	29,466	Windsor town, CO.....	18,644
St. Augustine city, FL.....	12,975	Windsor town, CT.....	29,044
St. Charles city, IL.....	32,974	Winnetka village, IL.....	12,187
St. Cloud city, FL.....	35,183	Winter Garden city, FL.....	34,568
St. Joseph city, MO.....	76,780	Woodbury city, MN.....	61,961
St. Joseph town, WI.....	3,842	Woodinville city, WA.....	10,938
St. Louis County, MN.....	200,226	Woodland city, CA.....	55,468
State College borough, PA.....	42,034	Wyandotte County, KS.....	157,505
Steamboat Springs city, CO.....	12,088	Yakima city, WA.....	91,067
Sugar Grove village, IL.....	8,997	York County, VA.....	65,464
Sugar Land city, TX.....	78,817	Yorktown town, IN.....	9,405
Suisun City city, CA.....	28,111	Yorkville city, IL.....	16,921
Summit County, UT.....	36,324	Yountville city, CA.....	2,933
Summit village, IL.....	11,054		
Sunnyvale city, CA.....	140,081		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Battle Creek funded this research. Please contact Jessica VanderKolk of the City of Battle Creek City Manager's office at JLVanderkolk@battlecreekmi.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

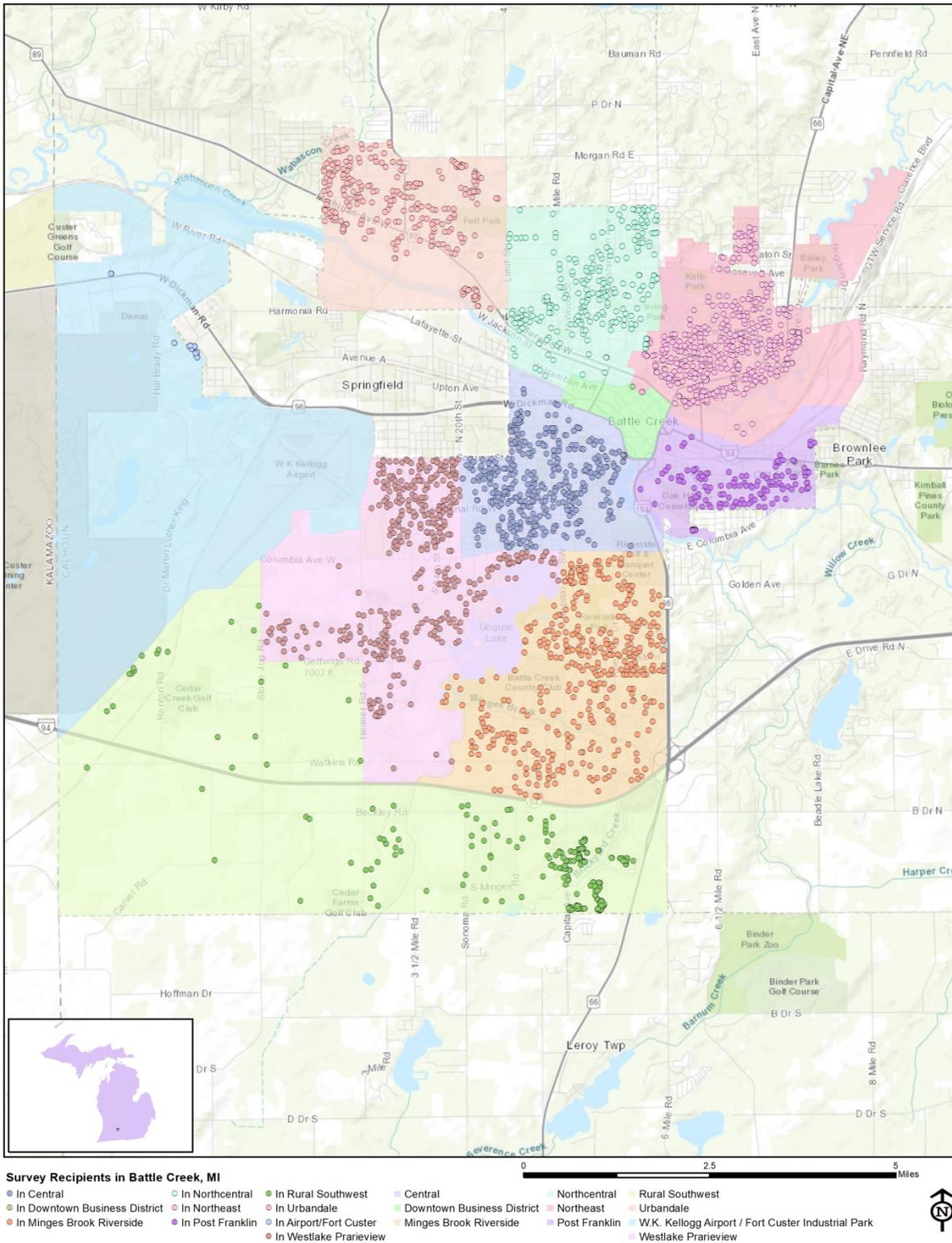
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Battle Creek were eligible to participate in the survey. A list of all households within the zip codes serving Battle Creek was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Battle Creek households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Battle Creek boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the Neighborhood Planning Councils.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Battle Creek website. This opt-in survey was identical to the scientific survey and open to all City residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 22, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing

contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English, Spanish and three Burmese dialects (Falam, Hakha and Tedim). Both cover letters contained paragraphs in Spanish, Falam, Hakha and Tedim instructing participants to complete the corresponding translated version of the survey online where respondents could opt to take the survey online in their language of preference. Completed surveys were collected over the following 11 weeks. The online “opt-in” survey became available to all residents on July 6th, 2018 and remained open for four weeks.

About 5% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,837 households that received the survey, 568 completed the survey, providing an overall response rate of 20%. Of the 568 completed surveys, 37 were completed online; all online surveys were completed in English. Additionally, responses were tracked by Neighborhood Planning Councils; response rates by Council ranged from 9% to 100%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 407 opt-in residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 83: Survey Response Rates by Neighborhood Planning Council

	Post / Franklin	North Central	Central	North east	Urbandale	Airport/ Fort Custer	Downtown Business District	Rural Southwest	Westlake/ Prarieview	Minges Brook / Riverside	Overall
Total sample used	156	297	428	501	322	59	1	424	405	407	3000
I=Complete Interviews	13	41	65	82	60	7	1	70	101	116	556
P=Partial Interviews	0	2	0	1	0	0	0	1	3	4	11
R=Refusal and break off	0	0	0	0	0	0	0	0	0	2	2
NC=Non Contact	0	0	0	0	0	0	0	0	0	0	0
O=Other	0	0	0	0	0	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0	0	0	0	0	0
UO=Unknown other	129	231	0	0	0	0	0	316	289	275	1240
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	9%	16%	16%	18%	20%	12%	100%	18%	26%	30%	20%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Battle Creek survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (568 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, NRC compared the data to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Battle Creek, characteristics of respondents to the non-probability survey were largely similar to those of respondents to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. However, it was decided not to blend the survey results for this administration of The NCS. Results for the opt-in survey have been provided under separate cover.

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Battle Creek. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, sex, age and Neighborhood Planning Council. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

The National Citizen Survey™

Table 84: Battle Creek, MI 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	39%	24%	37%
Own home	61%	76%	63%
Detached unit*	74%	75%	74%
Attached unit*	26%	25%	26%
Race and Ethnicity			
White	76%	84%	77%
Not white	24%	16%	23%
Not Hispanic	95%	97%	96%
Hispanic	5%	3%	4%
Sex and Age			
Female	54%	58%	56%
Male	46%	42%	44%
18-34 years of age	30%	8%	26%
35-54 years of age	36%	24%	37%
55+ years of age	34%	67%	37%
Females 18-34	16%	6%	16%
Females 35-54	19%	14%	19%
Females 55+	19%	39%	20%
Males 18-34	14%	2%	11%
Males 35-54	17%	10%	17%
Males 55+	15%	29%	16%
Neighborhood Planning Council			
Post / Franklin	5%	2%	5%
North Central	10%	8%	9%
Central	16%	11%	15%
Northeast	17%	15%	17%
Urbandale	11%	11%	11%
Airport/Fort Custer	1%	1%	1%
Downtown Business District	0%	0%	0%
Rural Southwest	12%	13%	12%
Westlake / Prarieview	14%	18%	15%
Minges Brook / Riverside	15%	21%	16%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Battle Creek Neighbor,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,

Mark A. Behnke
Mayor

La ciudad de Battle Creek le invita a participar en esta encuesta para la comunidad. Su hogar ha sido seleccionado al azar para responder y sus respuestas son completamente anónimas. ¡Su opinión es muy importante para nosotros!
¡Gracias!

Battle Creek Khawpi in zatlang thlirnak a neih dingmi ah tel ve dingin a lo sawm a si. Na inn cu rak hril mi a si ih na thu saannak pawl ah hmin tarlang a si lo ding. Lungawi.

Battle Creek khuapi in hih veng kiim innlak thukantelna (community survey) ah nong kihel ding hong zawn hi. Dotnate a dawng kik dingin na inn hong kilakteel in, na dawnnate min kipu-lakhhia ngeilo ding hi. Nang ma ngaihsutnate ko ading thupi mahmah hi. Lungdam!

Battle Creek Khualipi nih hi mibu dothlatnak chung i itel dingah an sawm. Nan inn hi bialehnak ngeih dingah lakhruak in thim a si i na bialehnak pawl cu min langhter a si bak lai lo. Na hmuh ning kha kan nih caah a biapi tuk! Kan i lawm!

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Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

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City of Battle Creek
P.O. Box 1717
Battle Creek, MI 49016

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First Class Mail
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US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF BATTLE CREEK
CITY MANAGER

May 2018

Dear City of Battle Creek Neighbor:

Please help us shape the future of Battle Creek! You have been selected at random to participate in the 2018 Battle Creek Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Battle Creek make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of community members, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/xx>

If you have any questions about the survey please call 269-966-3378.

Thank you for your time and participation!

Sincerely,

Mark A. Behnke
Mayor

La ciudad de Battle Creek le invita a participar en esta encuesta para la comunidad. Su hogar ha sido seleccionado al azar para responder y sus respuestas son completamente anónimas. ¡Su opinión es muy importante para nosotros! Para completar la encuesta en español en línea, ingrese al siguiente enlace y seleccione su idioma en el menú desplegable que se encuentra en la esquina superior derecha de la encuesta. ¡Gracias!

Battle Creek Khawpi in zatlang thlirnak a neih dingmi ah tel ve dingin a lo sawm a si. Na inn cu rak hril mi a si ih na thu saannak pawl ah hmin tarlang a si lo ding. Na ruahnak na tarlang mi cu kan hrang ah a thupi zet. Kawl – Falam in onlaing ah na phi a si le a hnuailam ih pehnak (link) ah na lut ding ih na duhmi tong kha a tlunlam ih vorhlam kap ah na hril ding. Lungawi.

Battle Creek khuapi in hih veng kiim innlak thukantelna (community survey) ah nong kihel ding hong zawn hi. Dotnate a dawng kik dingin na inn hong kilaktee in, na dawnnate min kipulakkhia ngeilo ding hi. Nang ma ngaihnutnate ko ading thupi mahmah hi. Online ah thukantelna (survey) Kawllai-Tedim tawh na gelh theih nadingin, a nuai-a link sungah lut inla, thukantelna (survey) i a tunglam taklam kiu a, kaihsukna menu pan kampau teel in. Lungdam!

Battle Creek Khualipi nih hi mibu dothlatnak chung i itel dingah an sawm. Nan inn hi bialehnak ngeih dingah lakhrak in thim a si i na bialehnak pawl cu min langhter a si bak lai lo. Na hmuh ning kha kan nih caah a biapi tuk! Kawl-Hakha (Burmese-Hakha) awnlai in dothlatnak phit dingah, zaangfahnak in a tang i langhtermin link ah lut law dothlatnak i orhleik kam a ki cung ah a ummi thim dingmi holh pawl ah khan na holh kha thim. Kan i lawm!

<http://bit.ly/xx>



CITY OF BATTLE CREEK
CITY MANAGER

June 2018

Dear City of Battle Creek Neighbor:

Here's a second chance if you haven't already responded to the 2018 Battle Creek Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Battle Creek! You have been selected at random to participate in the 2018 Battle Creek Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Battle Creek make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of community members, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/xx>

If you have any questions about the survey please call 269-966-3378.

Thank you for your time and participation!

Sincerely,

La ciudad de Battle Creek le invita a participar en esta encuesta para la comunidad. Su hogar ha sido seleccionado al azar para responder y sus respuestas son completamente anónimas. ¡Su opinión es muy importante para nosotros! Para completar la encuesta en español en línea, ingrese al siguiente enlace y seleccione su idioma en el menú desplegable que se encuentra en la esquina superior derecha de la encuesta. ¡Gracias!

Battle Creek Khawpi in zatlang thlirnak a neih dingmi ah tel ve dingin a lo sawm a si. Na inn cu rak hril mi a si ih na thu saannak pawl ah hmin tarlang a si lo ding. Na ruahnak na tarlang mi cu kan hrang ah a thupi zet. Kawl – Falam in onlaing ah na phi a si le a hnuailam ih pehnak (link) ah na lut ding ih na duhmi tong kha a tlunlam ih vorhlam kap ah na hril ding. Lungawi.

Battle Creek khuapi in hih veng kiim innlak thukantelna (community survey) ah nong kihel ding hong zawn hi. Dotnate a dawng kik dingin na inn hong kilakteel in, na dawnnate min kipulakkhia ngeilo ding hi. Nang ma ngaihsutnate ko ading thupi mahmah hi. Online ah thukantelna (survey) Kawllai-Tedim tawh na gelh theih nadingin, a nuai-a link sungah lut inla, thukantelna (survey) i a tunglam taklam kiu a, kaihsukna menu pan kampau teel in. Lungdam!

Battle Creek Khualipi nih hi mibu dothlatnak chung i itel dingah an sawm. Nan inn hi bialehnak ngeih dingah lakhruak in thim a si i na bialehnak pawl cu min langhter a si bak lai lo. Na hmuh ning kha kan nih caah a biapi tuk! Kawl-Hakha (Burmese-Hakha) awnlai in dothlatnak phit dingah, zaangfahnak in a tang i langhter mi link ah lut law dothlatnak i orhleik kam a ki cung ah a ummi thim dingmi holh pawl ah khan na holh kha thim. Kan i lawm!

<http://bit.ly/xx>

Mark A. Behnke
Mayor

The City of Battle Creek 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Battle Creek:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Battle Creek as a place to live	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Battle Creek as a place to raise children	1	2	3	4	5
Battle Creek as a place to work.....	1	2	3	4	5
Battle Creek as a place to visit	1	2	3	4	5
Battle Creek as a place to retire	1	2	3	4	5
The overall quality of life in Battle Creek	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Battle Creek as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Battle Creek.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Battle Creek	1	2	3	4	5
Overall "built environment" of Battle Creek (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Battle Creek	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Battle Creek.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Battle Creek.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Battle Creek to someone who asks.....	1	2	3	4	5
Remain in Battle Creek for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Battle Creek's downtown/commercial area during the day	1	2	3	4	5	6
In your neighborhood at night.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Battle Creek as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Battle Creek	1	2	3	4	5
Ease of travel by public transportation in Battle Creek	1	2	3	4	5
Ease of travel by bicycle in Battle Creek.....	1	2	3	4	5
Ease of walking in Battle Creek	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Battle Creek	1	2	3	4	5
Overall appearance of Battle Creek.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Battle Creek as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Battle Creek	1	2	3	4	5
Overall quality of business and service establishments in Battle Creek	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Battle Creek.....	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Battle Creek.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Battle Creek (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Battle Creek.....	1	2
Reported a crime to the police in Battle Creek.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue or cause	1	2
Contacted the City of Battle Creek (in-person, phone, email or web) for help or information.....	1	2
Contacted Battle Creek elected officials (in-person, phone, email or web) to express your opinion	1	2
Received or signed up for Water System Information alerts	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Battle Creek?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Battle Creek recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Battle Creek public libraries or their services	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Battle Creek.....	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4
Used Battle Creek's online utility bill payment options	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City or County Commissioners, advisory boards, town halls, HOA, Neighborhood Planning Councils, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Battle Creek 2018 Citizen Survey

10. Please rate the quality of each of the following services in Battle Creek:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Battle Creek open space.....	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Battle Creek employees (police, receptionists, planners, etc.).....	1	2	3	4	5
W.K. Kellogg Airport	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Battle Creek.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Battle Creek government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Battle Creek	1	2	3	4	5
The overall direction that Battle Creek is taking	1	2	3	4	5
The job Battle Creek government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Battle Creek government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Battle Creek community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Battle Creek.....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Battle Creek	1	2	3	4
Overall “built environment” of Battle Creek (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Battle Creek	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Battle Creek.....	1	2	3	4
Sense of community.....	1	2	3	4

14. Please rate how familiar you are, if at all, with the work being done by BCVision:

- Very familiar Somewhat familiar Not at all familiar

15. Please rate the impact of the work being done by BCVision on the city:

- Positive Somewhat positive Neutral Somewhat negative Negative

16. Please indicate the extent to which you agree or disagree that BCVision is promoting positive community development:

- Strongly agree Agree Disagree Strongly disagree Don't know

17. Have you had contact with a Battle Creek police officer within the last 12 months?

- Yes → Go to question 17A
 No → Go to question 18

17A. Please indicate the extent to which you agree or disagree with each of the following statements concerning your most recent contact with a Battle Creek police officer:

	<i>Strongly agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
The officer treated me with dignity and respect.....	1	2	3	4	5
The officer clearly explained the reasons for his or her actions.....	1	2	3	4	5
The officer did NOT discriminate against me because of my race, gender, age, religion, or sexual orientation.....	1	2	3	4	5

17B. Thinking about your most recent contact, how would you rate your overall interaction with the police officer?

- Excellent Good Fair Poor Don't know

18. Please rate the following categories of Battle Creek Police Department performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Fighting crime in your neighborhood.....	1	2	3	4	5
Treating all individuals fairly, regardless of their background.....	1	2	3	4	5
Making decisions that are in the best interests of the entire community.....	1	2	3	4	5
Overall confidence in the Battle Creek Police Department.....	1	2	3	4	5

19. How likely or unlikely would you be to do each of the following?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Collaborate with the Battle Creek Police Department to help identify a person who has committed a crime in your neighborhood.....	1	2	3	4	5
Attend a meeting in your neighborhood to discuss crime prevention.....	1	2	3	4	5

The City of Battle Creek 2018 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Battle Creek	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Battle Creek?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Battle Creek?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Battle Creek
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