

CITY OF BATTLE CREEK COMMUNITY SURVEY *FINAL REPORT*

Proposal Prepared for



May 2009

STATEMENT OF CONFIDENTIALITY AND OWNERSHIP

All of the analyses, findings, data, and recommendations contained within this report are the exclusive property of the City of Battle Creek, Michigan.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research & Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the express written consent of an authorized representative of the City of Battle Creek, Michigan.

TABLE OF CONTENTS

SECTION 1

Introduction.....Page 3

SECTION 2

Methodology.....Page 4

SECTION 3

Highlights.....Page 5

SECTION 4

Summary of Findings.....Page 13

Quality of Life..... 13
Local Issues..... 16
Community Services..... 20
Service Awareness & Use..... 24
Communications..... 26
Community Needs..... 29
Demographics..... 32

SECTION 5

Appendix.....Page 36

Survey Instrument
Composite Aggregate Data
Crosstabulation Table
Independent Predictor Analysis Table

1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results to a *2009 Community Survey* designed to assist the City of Battle Creek, Michigan in understanding the levels of service satisfaction among Battle Creek residents.

The research study included a comprehensive telephone survey. Interviews were conducted among residents of Battle Creek by phone. CRPP, working together with Battle Creek officials, designed the survey instrument to be used when calling residents. This report summarizes statistics collected from a telephone survey administered April 13 – 24, 2009.

The City of Battle Creek, Michigan commissioned this study to independently and objectively collect views on City services, community needs and awareness of City policies.

Areas for investigation within this report include:

- Quality of life;
- Opinions on local issues;
- Ratings of community services;
- Awareness and use of City services;
- Communication methods;
- Unmet/under-met community needs; and
- Demographics.

Section II of this report discusses the methodology used in the study while Section III includes highlights based on an analysis of the findings. Section IV is a summary of findings while Section V is an appendix containing copies of the survey instrument, composite aggregate data, crosstabulation table and Independent Predictor Analysis (Key Driver) table.

METHODOLOGY

Using a quantitative research design, CRPP completed 500 interviews among Battle Creek, Michigan residents.

All telephone interviews were conducted April 13 – 24, 2009 among residents of the City of Battle Creek, Michigan. Survey input was provided by officials of the City of Battle Creek.

Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. And, placement of questions is carefully accomplished so that order has no impact.

All population based surveys conducted by CRPP are proportional to population contributions within States, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without under or over representation of various geographic or demographic groups within a sampling frame.

CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias towards only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame.

One survey instrument was used to elicit information from all Battle Creek residents. Respondents qualified for the survey if they confirmed to be a head of their household, at least eighteen years of age, and a current resident of Battle Creek.

Training of the researchers and a pre-test both occurred during the first night of fielding, which took place on April 13, 2009.

All telephone interviews were conducted from CRPP headquarters located in Trumbull, Connecticut. Research was conducted primarily during the hours of 5:00 p.m. and 9:00 p.m. weekdays.

CRPP researchers and senior staff completed all facets of this *2009 Community Survey*. These aspects included: survey design, sample stratification, pre-test, fielding, editing, coding, computer programming, analysis and report preparation.

Statistically, a sample of 500 completed telephone interviews represents an accuracy level of +/- 4.5% at the midpoint of a 95% confidence level.

In theory, a sample survey of Battle Creek residents would differ no more than +/-4.5% than if all residents were contacted and included in the survey.

That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate larger population values within +/-4.5%.

HIGHLIGHTS

QUALITY OF LIFE

- While the clear majority of all Battle Creek respondents, 89.6%, reported their overall quality of life as being either “very good” (20.2%) or “good” (69.4%), another 9.8% reported their quality of life as “poor” (7.2%) or “very poor” (2.6%).
- More than two-thirds of respondents, 69.4%, reported their overall quality of life in Battle Creek compared with two years ago as either “better” (8.0%) or “no change, but good” (61.4%). Just over one-quarter, 28.6%, reported their quality of life is “worse” (24.4%) or “no change, and poor” (4.2%) as compared with two years ago.
- The top reasons given for why respondents continue to live in Battle Creek were listed as: “birthplace” (33.4%), “work” (19.6%) and “location” (16.0%).
- “Friendly people” (19.0%), “close to family” (14.8%) and “it’s my home” (14.2%) were reported most often as the things respondents like most about Battle Creek.

LOCAL ISSUES

- The top issues, on a local level, that respondents reported being most concerned with were listed as: “crime” (27.8%), “unemployment” (26.2%), “condition of roads” (16.0%) and “taxes” (14.2%).
- While half of all respondents, 50.4%, reported being “very aware” (27.8%) or “somewhat aware” (22.6%) the City banned the use of phosphorous in lawn fertilizers, another 48.4% reported being “somewhat unaware” (5.8%) or “not at all aware” (42.6%).
- Nearly three-quarters of all respondents, 73.6%, reported feeling either “very safe” (14.8%) or “somewhat safe” (58.8%) in the City of Battle Creek, while another 25.4% reported feeling “somewhat unsafe” (19.4%) or “very unsafe” (6.0%).

COMMUNITY SERVICES

- The top rated City or community services were listed as “fire department,” “refuse/trash collection,” and “street signs and signals” receiving an “excellent” or “good” rating of 87.4%, 86.8%, and 79.8% respectively.

- Importantly, more than two-thirds of respondents, 67.0%, reported the City meets their service expectations either “always” (9.2%) or “most of the time” (57.8%).
- When asked to consider both the services provided by the City of Battle Creek and the taxes they pay to the City, 71.8% of respondents reported the value of the services were either “very good” (6.4%) or “good” (65.4%) for the amount of tax dollars they pay.
- While 70.8% of respondents reported they or their family participate in curbside recycling, another 28.0% do not.
- Over one-quarter of respondents, 29.5%, reported there was “nothing” the City could do to encourage them to participate in its curbside recycling program. This was followed by 22.6% of respondents reporting “provide a bin/don’t have a bin.”

SERVICE AWARENESS AND USE

- While 62.6% of respondents reported being “somewhat unlikely” (2.4%) or “not at all likely” (60.2%) to utilize an online bill payment services to pay certain City services such as their water bill, another 30.8% reported being either “very likely” (13.2%) or “somewhat likely” (17.6%).
- More than three-quarters of all respondents, 79.8%, reported visiting downtown Battle Creek within the past year, with 11.6% of those respondents visiting daily.
- Having “more stores” (24.6%), “more family restaurants” (10.2%) and “more activities” (9.8%) were reported most frequently when asked what the City could do to encourage residents to visit downtown more frequently.

COMMUNICATIONS

- Nearly three-quarters of all respondents, 71.8%, reported the City either “exceeds their expectations” (2.2%) or “meets their expectations” (69.6%) when thinking about the level of communication between the City government and its residents. Another 22.4% reported the City fails to meet their communication needs.
- Two-thirds of respondents, 66.0%, reported usually getting their news about City services from “newspapers.” This was followed by “cable TV” (23.8%).
- In addition, a similar majority of respondents, 70.2%, also reported looking in “newspapers” to get information on upcoming City sponsored events and activities. Again, this was followed by “cable TV” (22.4%).

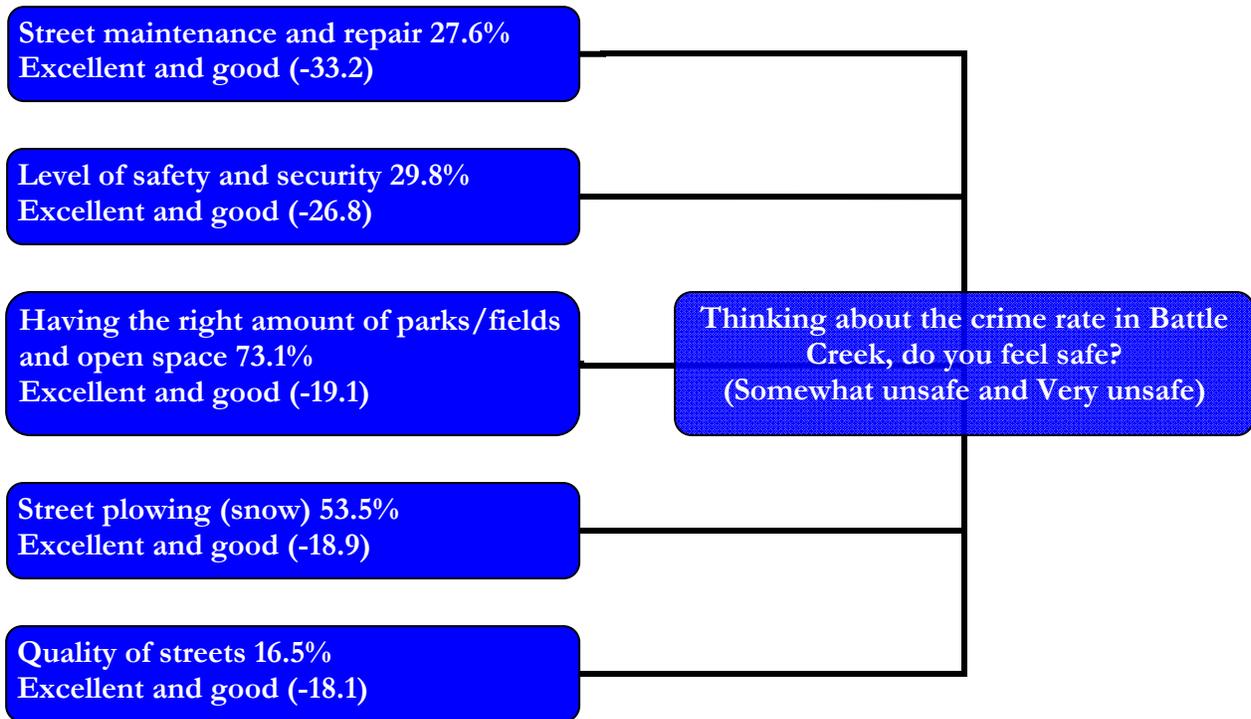
- Those respondents (21.2% or 106 respondents) who had visited the website were asked to rate the website on three characteristics using a scale of one to ten where one was very good and ten was very poor. The following table presents positive ratings (1-4) for each of the characteristics. For comparison, results have been presented with “don’t know” responses included and excluded from the data.

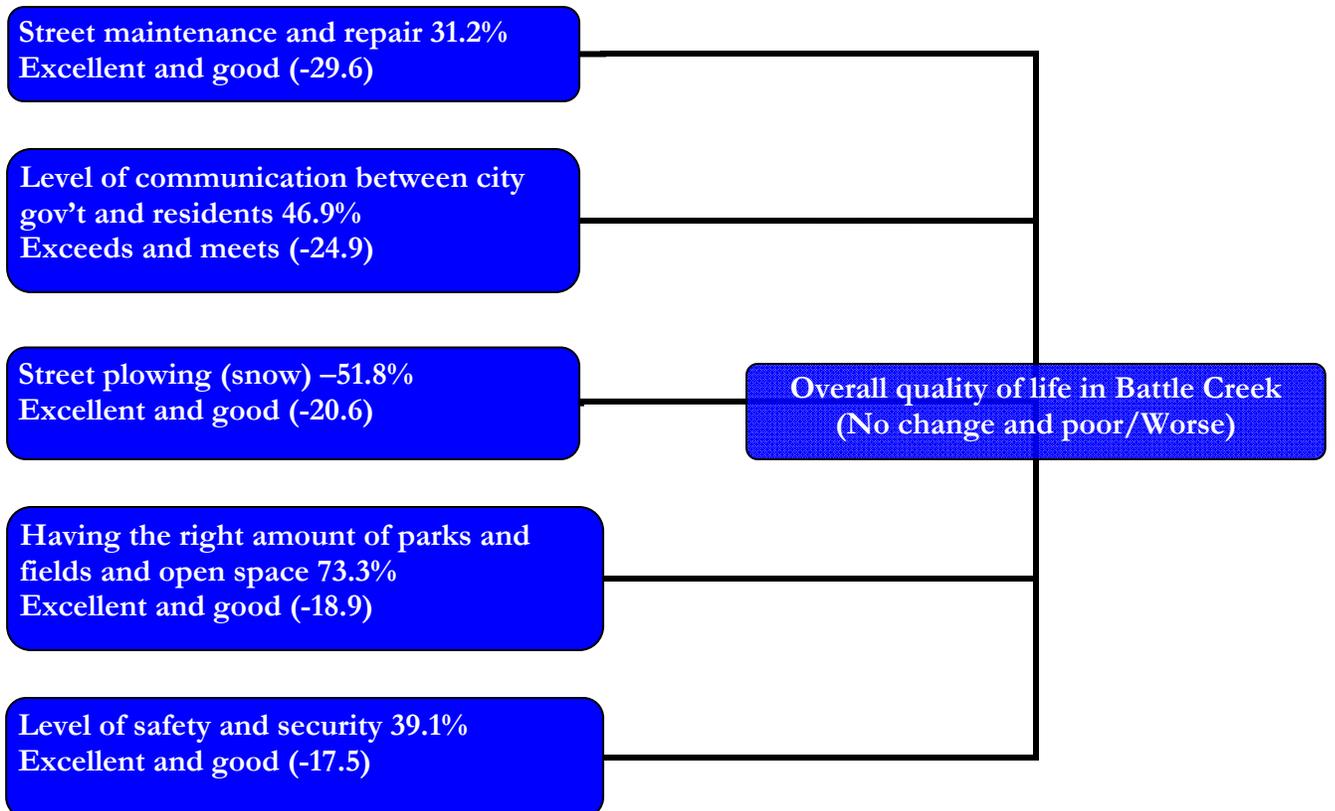
<i>Website</i>	<i>2009 Positive Ratings (1-4 w/ DKs)</i>	<i>2009 Positive Ratings (1-4 w/o DKs)</i>
Finding what you need quickly	63.2%	66.3
Having useful information	60.4	64.0
Visually pleasing	56.6	61.9

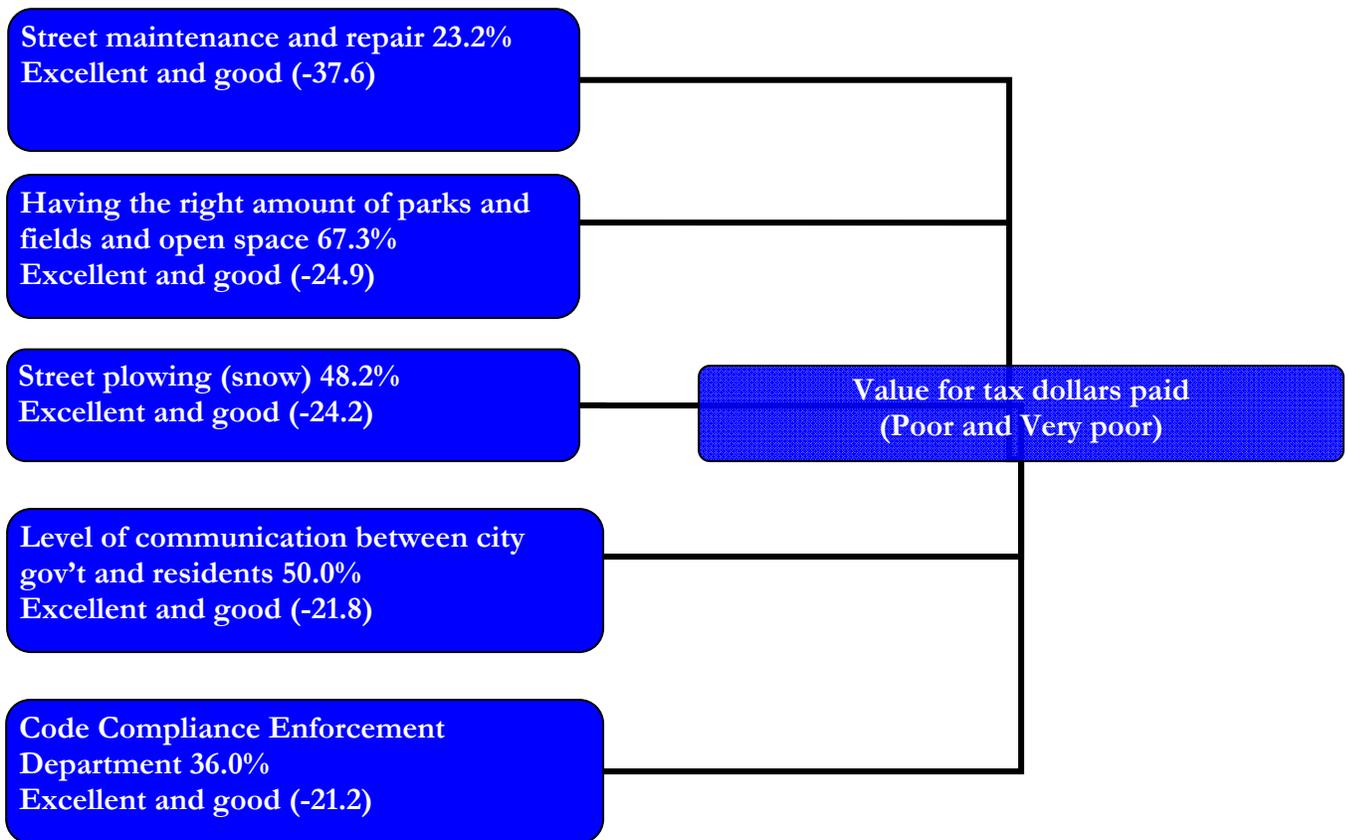
COMMUNITY NEEDS

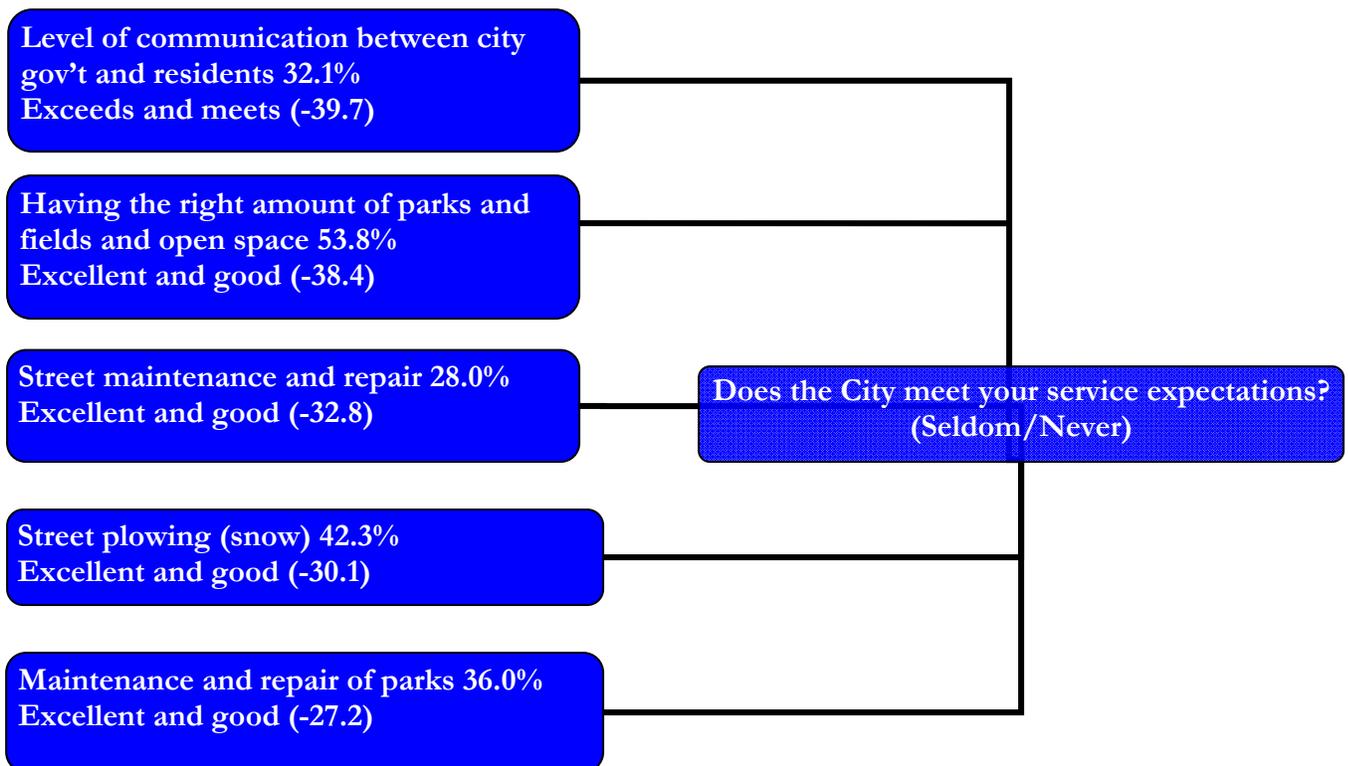
- Impressively, the large majority of respondents, 91.0%, reported to either “strongly agree” (51.4%) or “somewhat agree” (39.6%) with the following statement: “As a resident of Battle Creek, you can make a difference in making your neighborhood a better place to live.”
- When asked, more than one-third of respondents, 37.4%, reported residents can make their neighborhood a better place to live if they “organize/participate in neighborhood association/watch.” This was followed by “partner/volunteer with community organizations” (23.0%).
- While more than half of all respondents surveyed, 56.0%, were “unsure” which needs of Battle Creek residents are either unmet or under-met, 6.4% reported “elderly services.” This was followed by “street care” (4.6%) and “tech services” (4.6%).
- Finally, when asked, respondents estimated that 36.33% of their light sockets have compact fluorescent light bulbs.

INDEPENDENT PREDICTOR ANALYSIS (KEY DRIVER) SUMMARY









SUMMARY OF FINDINGS

QUALITY OF LIFE

As presented in the table below, the majority of all Battle Creek respondents surveyed, 89.6%, reported their overall quality of life as being either “very good” (20.2%) or “good” (69.4%), while another 9.8% reported their overall quality of life to be either “poor” (7.2%) or “very poor” (2.6%).

<i>Quality of life</i>	<i>2009</i>
Very good	20.2%
Good	69.4
Poor	7.2
Very poor	2.6
Don't know/unsure	0.6
<i>Total good</i>	<i>89.6</i>
<i>Total poor</i>	<i>9.8</i>

Researchers asked all respondents to report how their quality of life in Battle Creek today compares with two years ago.

More than two-thirds of all respondents, 69.4%, reported their overall quality of life in Battle Creek compared to two years ago as either “better” (8.0%) or “no change, but good” (61.4%).

The table below also presents the results as collected.

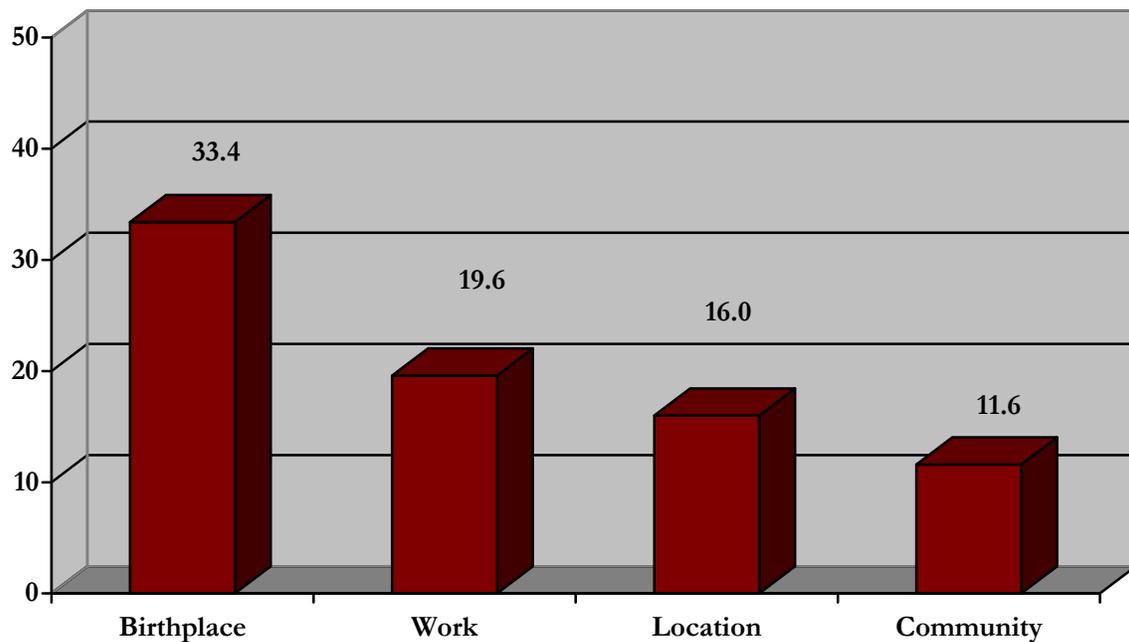
<i>Quality of life compared to two years ago</i>	<i>2009</i>
Better	8.0%
No change, but good	61.4
No change, and poor	4.2
Worse	24.4
Don't know/unsure	2.0

All respondents were asked, in an open-ended format question, to report the top reasons why they and their family continue to live in Battle Creek.

The table below presents the results as collected. Readers should note, multiple responses were accepted.

<i>Top reasons you and your family continue to live in Battle Creek</i>	<i>2009</i>
Birthplace (lived here all life)	33.4%
Work (work in or near Battle Creek)	19.6
Location (close to work/highways)	16.0
Community (town character/community feeling)	11.6
Housing (nice house/affordable)	11.2
Nice neighborhoods	11.2
Diversity	6.4
Don't know/unsure/Refused	3.8
Quality education system	3.6
Historic nature of City	1.2
Recreational opportunities	0.6
Other	0.2

Top reasons you continue to live in Battle Creek?



Similarly, all respondents were asked to indicate what two or three things they like most about Battle Creek today.

“Friendly people” (19.0%), “close to family” (14.8%) and “it’s my home” (14.2%) were reported most often as the things respondents like most about Battle Creek.

The table below presents the results as collected. Readers should note, multiple responses were accepted.

<i>Two or three things you <u>like most</u> about Battle Creek today (Top 10)</i>	<i>2009</i>
Friendly people	19.0%
Close to family	14.8
It’s my home	14.2
Location	12.2
Small town	11.4
Parks	11.2
Atmosphere	10.2
Nothing specific	8.8
Weather	8.6
Don’t know/unsure	6.8

Responses mentioned with less frequency: “school system” (6.4%), “library” (6.4%), “City services” (6.0%), “malls” (4.6%), “festivals” (4.0%), “Kellogg Foundation” (3.4%), “church” (3.0%), “easy to commute” (2.6%), “nice zoo” (2.6%), “near hospital” (2.4%), “cost of housing” (1.2%), “birthplace” (1.0%), “nice waterways” (0.8%), “hunting and fishing” (0.8%), “cultural activities” (0.4%) and “public housing” (0.2%).

LOCAL ISSUES

All respondents were asked by researchers to report what two or three issues they are most concerned with, on a local level, living in Battle Creek.

The top two issues that respondents reported being most concerned with were “crime” (27.8%) and “unemployment” (26.2%).

The table below presents the top ten results as collected.

<i>Two or three issues you are most concerned with? (Top 10)</i>	<i>2009</i>
Crime	27.8%
Unemployment	26.2
Condition of roads	16.0
Taxes	14.2
Nothing specific	11.6
Drugs	8.4
Schools	8.2
Real estate market	6.2
Quality of parks	5.0
Cost of living	4.8

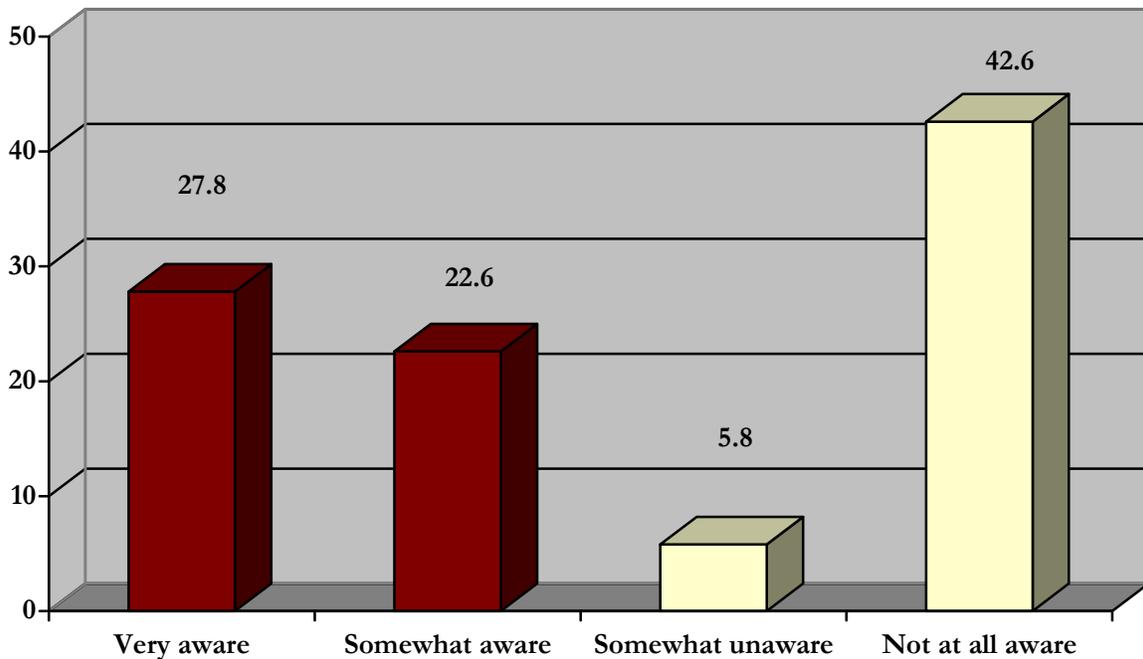
Mentioned with less frequency: “youth getting in trouble” (4.4%), “don’t know/unsure” (3.8%), “downtown development” (3.8%), “police and fire protection” (2.8%), “healthcare” (2.4%), “bike paths crowds the roads” (2.2%), “not enough activities” (2.0%), “homelessness” (1.8%), “lack of restaurants” (1.8%), “disappointed in government” (1.8%), “push buttons for crosswalks” (0.8%), “traffic” (0.4%), “lack of trash pickup” (0.4%), “abortion” (0.2%) and “improve flea market” (0.2%).

Researchers read all respondents the following: “As you may or may not know, an excess of the chemical, phosphorous, causes an excessive growth of plant life in water supplies such as lakes and streams which causes issues in Battle Creek. Prior to my call today, how aware were you the City of Battle Creek banned the use of phosphorous in lawn fertilizers in an effort to avoid this problem? Would you say...”

While just over half of all respondents, 50.4%, reported being either “very aware” (27.8%) or “somewhat aware” (22.6%), another 48.4% reported being “somewhat unaware” (5.8%) or “not at all aware” (42.6%) that the City banned the use of phosphorous in lawn fertilizers.

<i>How aware were you that the City banned the use of phosphorous in lawn fertilizers?</i>	<i>2009</i>
Very aware	27.8%
Somewhat aware	22.6
Somewhat unaware	5.8
Not at all aware	42.6
Don't know/unsure	1.2
<i>Total aware</i>	<i>50.4</i>
<i>Total unaware</i>	<i>48.4</i>

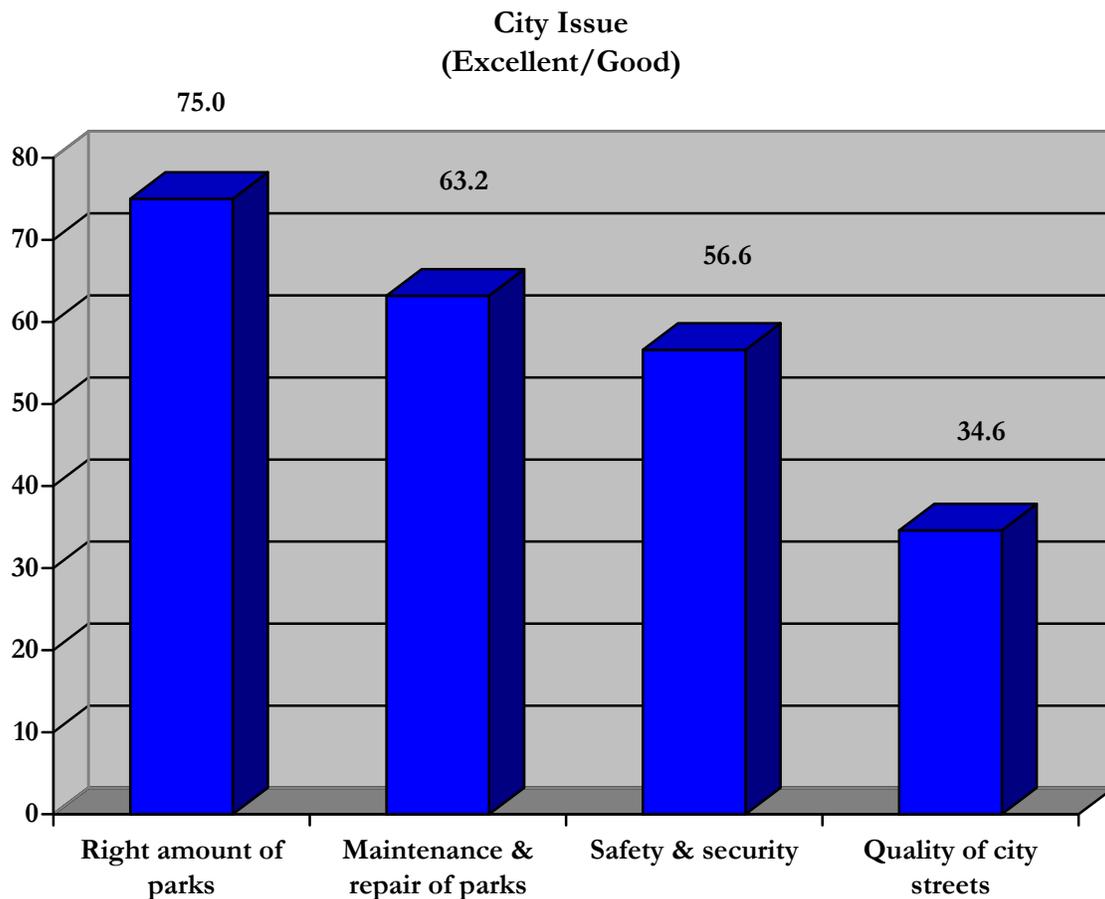
Awareness that the City banned the use of phosphorous in lawn fertilizers?



All respondents were read the following by researchers: *“I’ll name a few local issues related to Battle Creek. Some see these issues as problems while others do not. As I read each issue, please rate it as excellent, good, fair or poor.”*

The table below presents each of the issues along with the cumulative total of those providing a response of either “excellent” or “good” for the issue being measured.

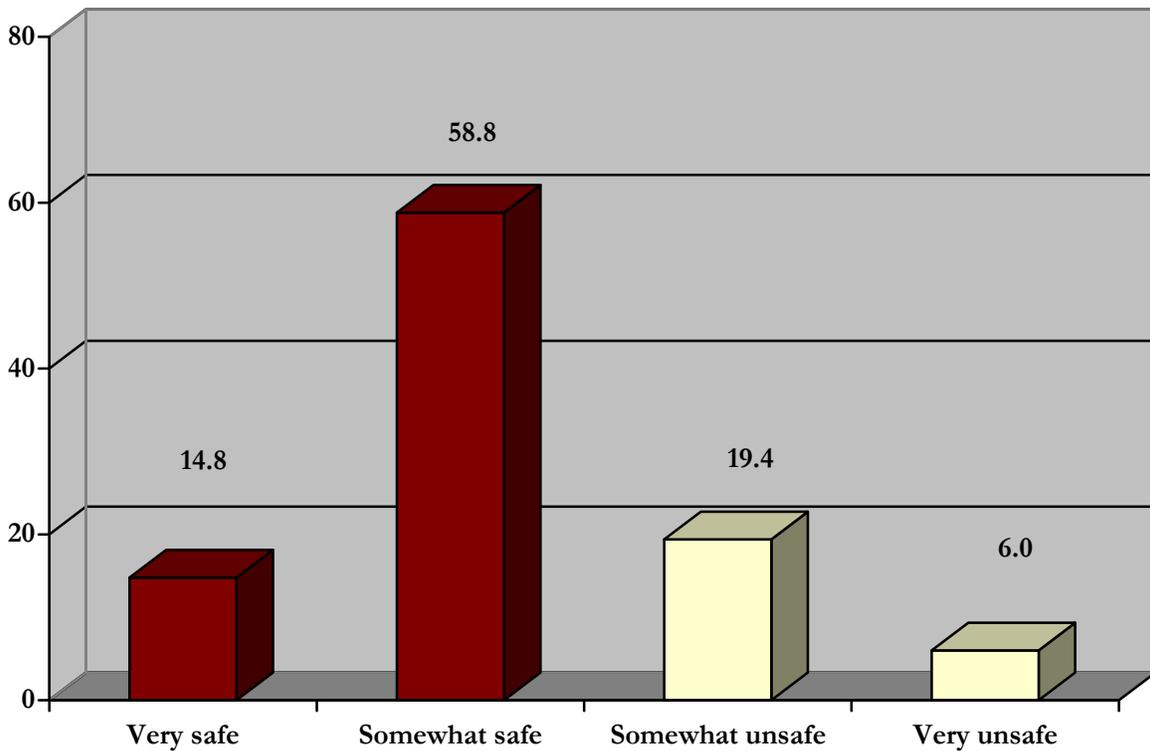
<i>City Issues</i>	<i>2009 Excellent & Good</i>
Having the right <u>amount</u> of parks, fields, and open space	75.0%
Maintenance and repair of parks	63.2
Level of safety and security	56.6
Quality of city streets (i.e. street repair, maintenance and smoothness)	34.6



As presented in the table and chart below, nearly three-quarters of all respondents, 73.6%, reported feeling either “very safe” (14.8%) or “somewhat safe” (58.8%) in the City of Battle Creek, while another 25.4% reported feeling “somewhat unsafe” (19.4%) or “very unsafe” (6.0%).

<i>How safe do you feel in Battle Creek?</i>	<i>2009</i>
Very safe	14.8%
Somewhat safe	58.8
Somewhat unsafe	19.4
Very unsafe	6.0
Don't know/unsure/have not thought about it/refused	1.0
<i>Total safe</i>	<i>73.6</i>
<i>Total unsafe</i>	<i>25.4</i>

How safe do you feel in Battle Creek?



COMMUNITY SERVICES

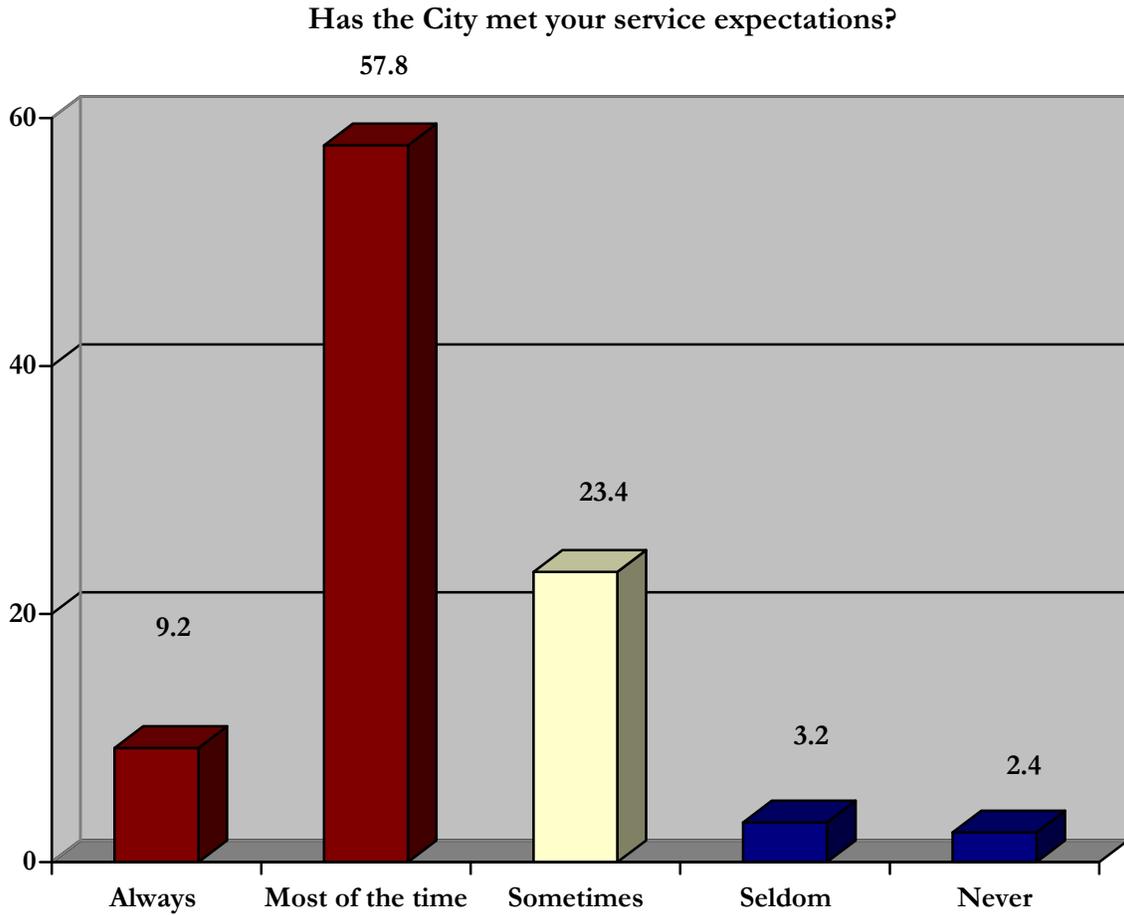
All respondents were read a list of city services and were asked, based on all they know or have heard, to rate each as either: excellent, good, fair or poor.

The table below presents the cumulative totals for those providing a response of either “excellent” or “good” to each city service being measured.

Readers should note the second column in the table presents the results with those providing a “don’t know” response included in the data, while the final column presents the results when those providing a “don’t know” response were removed from the data.

<i>City/Community Service</i>	<i>2009 Excellent & Good (w/DKs)</i>	<i>2009 Excellent & Good (w/o DKs)</i>
Fire Department	87.4%	93.4
Refuse/Trash Collection	86.8	88.9
Street signs and signals	79.8	80.9
Police Department	78.8	82.8
Water and sewer services	72.4	81.5
Quality of tap water in your home	66.8	73.2
Parks and Recreation Department	63.4	80.7
Street plowing (snow)	60.8	62.3
Street sweeping/cleaning (trash/dirt)	59.8	66.0
Code Compliance Enforcement Department	50.0	68.9
Building Permit Service Department	46.6	76.6
Street maintenance and repair	46.2	47.0
<i>Average positive rating</i>	<i>66.6</i>	<i>75.2</i>

As presented in the chart located below, more than two-thirds of all respondents, 67.0%, reported the City of Battle Creek meets their service expectations either “always” (9.2%) or “most of the time” (57.8%).



When asked to consider both the services provided by the City of Battle Creek and the taxes they pay to the City, 71.8% of respondents reported the value of the services as being either “very good” (6.4%) or “good” (65.4%) for the amount of tax dollars they pay.

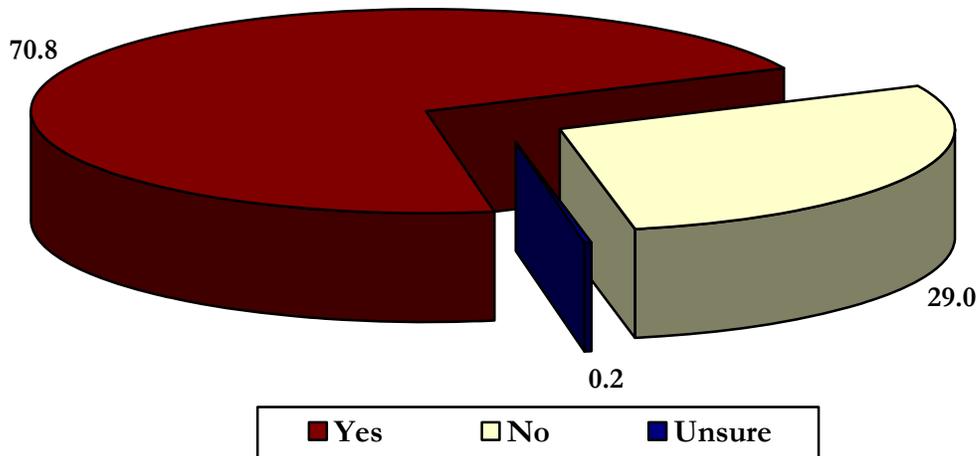
The table below also presents the results as collected.

<i>Value of services for tax dollars paid</i>	<i>2009</i>
Very good	6.4%
Good	65.4
Poor	18.8
Very poor	4.0
Don't know/unsure	5.4
<i>Total good</i>	<i>71.8</i>
<i>Total poor</i>	<i>22.8</i>

When asked by researchers if they or their family participate in curbside recycling, more than two-thirds of all respondents, 70.8%, did report currently participating in curbside recycling.

Detailed findings are presented in the chart below.

You or others in your family participate in curbside recycling?

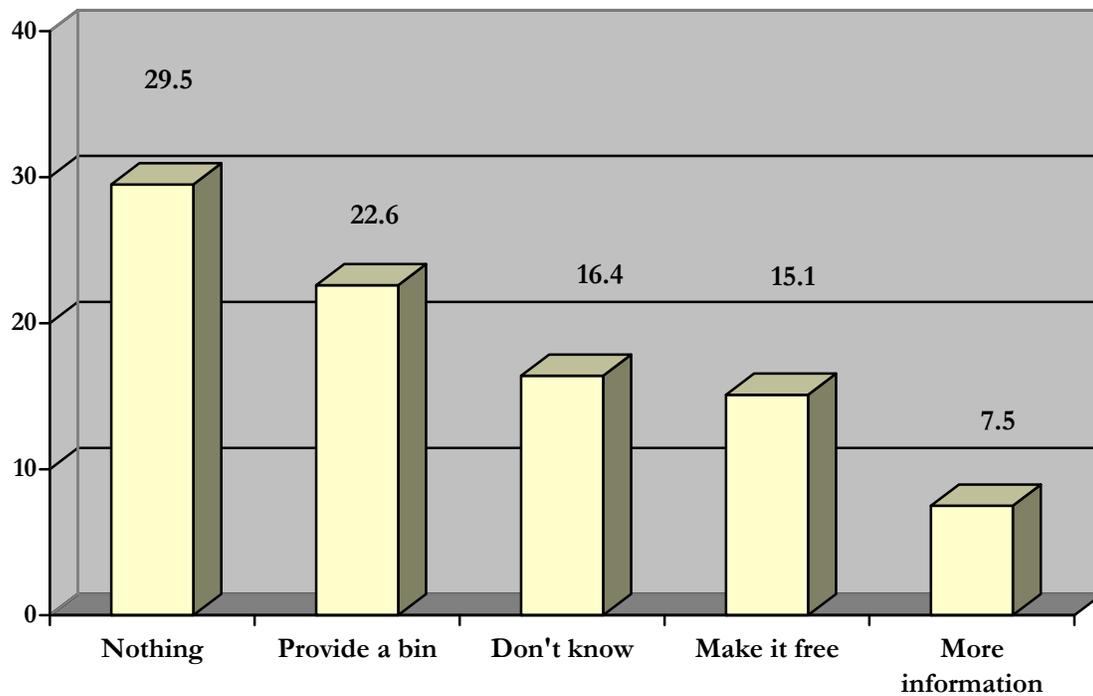


All respondents were asked by researchers, in an open-ended format question, to indicate what the City of Battle Creek might do to encourage residents to participate in its curbside recycling program.

As presented in the table below, more than one-quarter of all respondents, 29.5%, reported there was “nothing” the City could do to encourage them to participate in its curbside recycling program. This was followed by 22.6% of respondents reporting they “don’t have a bin.”

<i>How could the City encourage you to participate in its curbside recycling program?</i>	<i>2009</i>
Nothing	29.5%
Don't have a bin	22.6
Don't know/unsure	16.4
Make it free	15.1
More information	7.5
Drop off center	4.1
Give out containers	4.1
Unable to carry out bin	0.7

What can City do to encourage participation in curbside recycling program?



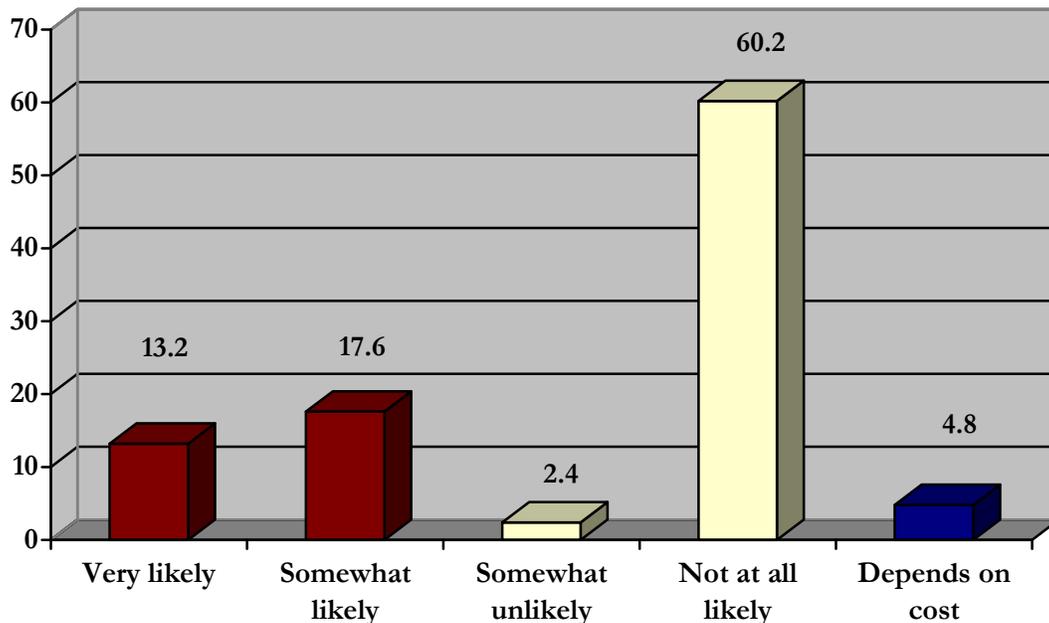
SERVICE AWARENESS AND USE

All respondents were asked by researchers how likely they might be to utilize an online bill payment service to pay certain city services such as their water bill.

While 30.8% reported being either “very likely” (13.2%) or “somewhat likely” (17.6%) to utilize an online bill payment services to pay certain City services such as their water bill, another 62.6% of respondents reported being “somewhat unlikely” (2.4%) or “not at all likely” (60.2%) to utilize the service.

<i>How likely might you be to utilize an online bill payment service to pay certain city services such as your water bill?</i>	<i>2009</i>
Very likely	13.2%
Somewhat likely	17.6
Somewhat unlikely	2.4
Not at all likely	60.2
Depends on cost	4.8
Don't know/unsure	1.8
<i>Total likely</i>	<i>30.8</i>
<i>Total unlikely</i>	<i>62.6</i>

Likelihood of using online bill payment service?



All respondents were asked to report, over the past year, how often they have visited downtown Battle Creek.

Just over three-quarters of respondents, 79.8%, reported visiting downtown Battle Creek within the past year, with 11.6% of those respondents visiting daily.

<i>How often have you visited downtown Battle Creek over the past year?</i>	<i>2009</i>
Daily	11.6%
At least once per week	25.6
At least once per month	42.6
Did not visit in the past year	19.2
Don't know/unsure	1.0

Researchers asked respondents, in an open-ended format question, what the City could do to encourage residents to visit the downtown area more frequently.

While just over one-quarter of respondents, 30.4%, reported to be “unsure” how the City could encourage them or other residents to visit downtown more frequently, 24.6% reported “having more stores” would likely draw people downtown.

<i>How could the City encourage you and other residents to visit downtown more frequently? (Top 10)</i>	<i>2009</i>
None/don't know	30.4%
More stores	24.6
More family restaurants	10.2
Need more activities	9.8
More businesses	9.6
Volunteering	3.0
Add more free parking	3.0
Increase employment	2.4
Modern theater	2.2
Museum for children	1.6

Mentioned with less frequency: “build a new marketplace” (0.6%), “more police presence” (0.6%), “free concerts” (0.6%), “reduce crime” (0.6%), “lower taxes” (0.2%), “address homeless situation” (0.2%), “downtown housing areas” (0.2%) and “lower costs/too expensive” (0.2%).

COMMUNICATIONS

As presented in the table below, more than two-thirds of all respondents, 69.6%, reported the City meets their expectations when thinking about the level of communication between City government and its residents. Another 22.4% reported the City fails to meet their communication needs.

<i>Level of communication between the city government and the residents...</i>	<i>2009</i>
Exceeds your expectations	2.2%
Meets your expectations	69.6
Fails to meet your expectations	22.4
Don't know/unsure	5.8

Two-thirds of respondents, 66.0%, reported usually getting their news about City services from the newspapers. This was followed by “cable TV” (23.8%).

The table below presents the results as collected. Readers should note that multiple responses were accepted.

<i>How do you usually get news about City services?</i>	<i>2009</i>
Newspapers	66.0%
Cable TV	23.8
City pamphlets, notices, flyers	14.0
Internet	10.4
Word of mouth	9.4
Phonebook	5.6
Neighborhood associations	2.2
City website	2.0
Don't know/unsure/don't look for information	1.8
Churches	0.8
City “Facebook” Web page	0.2

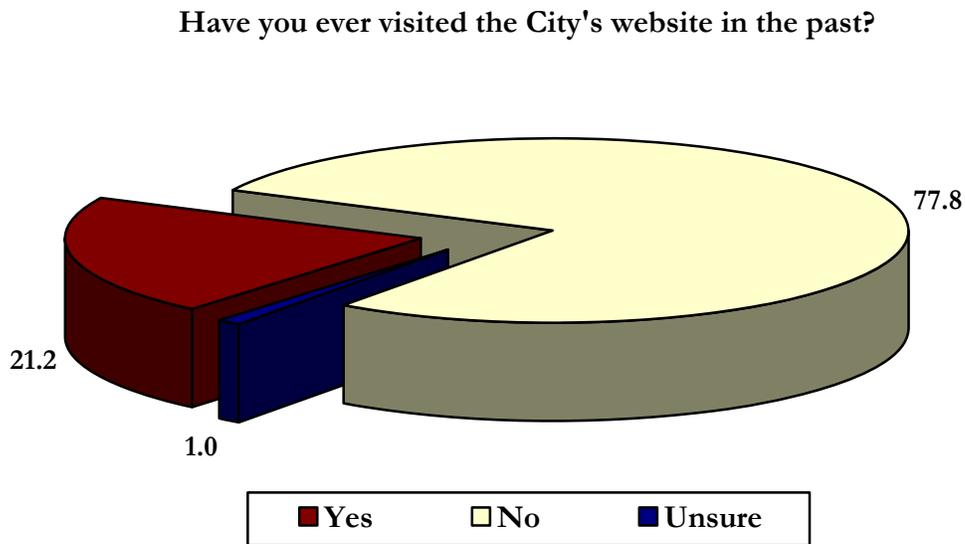
A majority of respondents, 70.2%, reported going to the “newspapers” to get information on upcoming City sponsored events and activities. Again, this was followed by “cable TV” (22.4%).

The table below presents the results as collected. Multiple responses were accepted.

<i>Where do you usually get information on upcoming City sponsored events and activities?</i>	<i>2009</i>
Newspapers	70.2%
Cable TV	22.4
City pamphlets, notices, flyers	13.8
Word of mouth	8.6
Internet	7.8
Phonebook	2.6
Don't know/unsure/don't look for information	2.2
Neighborhood associations	1.8
City website	1.4
Churches	1.0
City “Facebook” Web page	0.6

Following, all respondents were asked if they have ever visited the City of Battle Creek website at any point in the past.

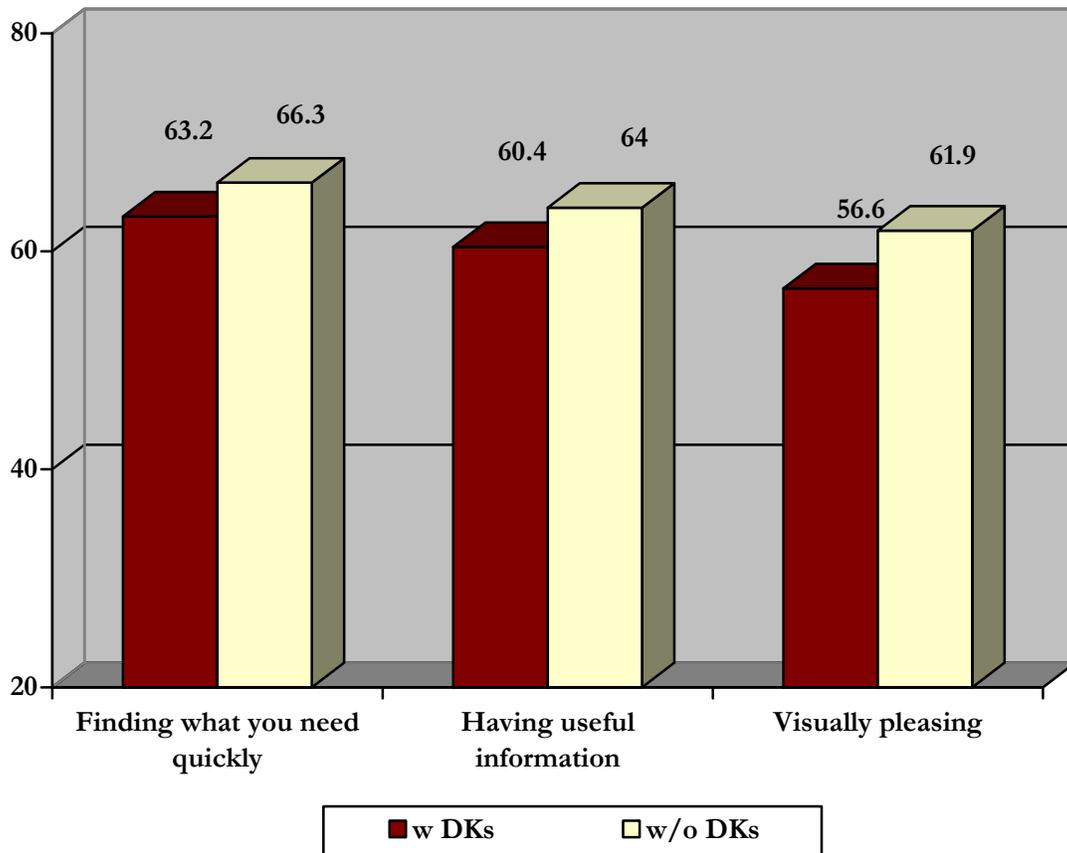
The chart located below presents the results as collected.



Those respondents (21.2% or 106 respondents) who had visited the website were asked to rate the website on three characteristics using a scale of one to ten where one was very good and ten was very poor. The following table presents positive ratings (1-4) for each of the characteristics. Once again, data has been presented with “don’t know” responses included and excluded for comparison.

<i>Website</i>	<i>2009 Positive Ratings (1-4 w/ DKs)</i>	<i>2009 Positive Ratings (1-4 w/o DKs)</i>
Finding what you need quickly	63.2%	66.3
Having useful information	60.4	64.0
Visually pleasing	56.6	61.9

Website characteristics - Positive Ratings (1-4)

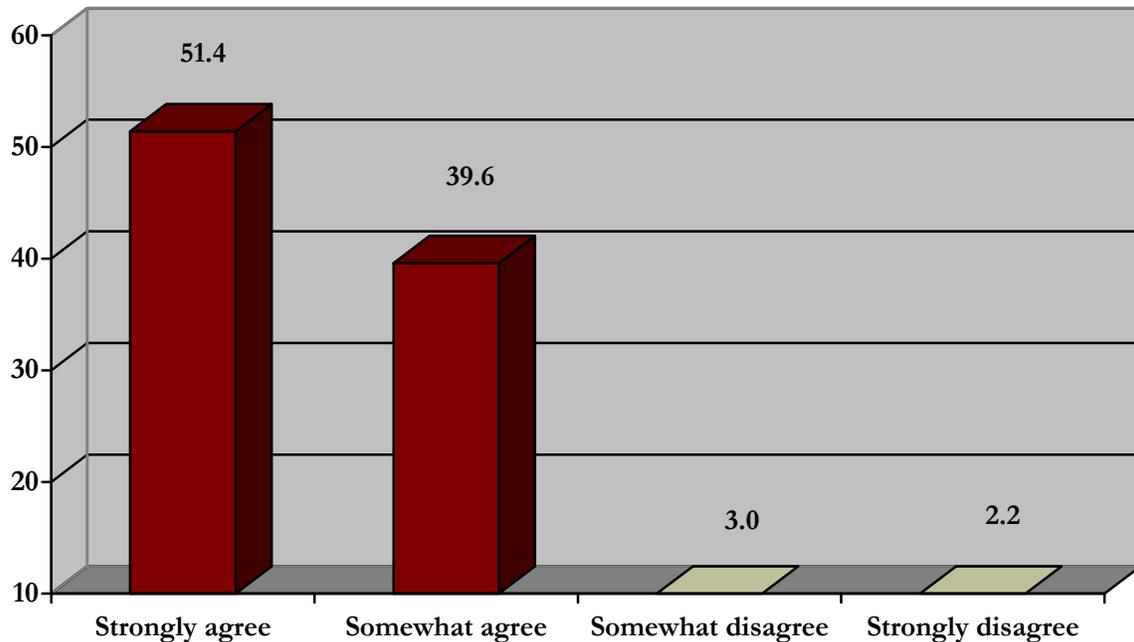


COMMUNITY NEEDS

As presented in the table and chart below, a large majority of respondents, 91.0%, reported to either “strongly agree” (51.4%) or “somewhat agree” (39.6%) with the following statement: ***“As a resident of Battle Creek, you can make a difference in making your neighborhood a better place to live.”***

<i>“As a resident of Battle Creek, you can make a difference in making your neighborhood a better place to live.”</i>	<i>2009</i>
Strongly agree	51.4%
Somewhat agree	39.6
Somewhat disagree	3.0
Strongly disagree	2.2
Don't know/unsure	3.8
<i>Total agree</i>	<i>91.0</i>
<i>Total disagree</i>	<i>5.2</i>

“As a resident of Battle Creek, you can make a difference in making your neighborhood a better place to live.”



Respondents were asked by researchers to provide examples of how they could make their neighborhoods a better place to live.

The following table presents the results as collected. Once again, readers should note that multiple responses were accepted.

<i>Examples on how residents can make their neighborhood a better place to live</i>	<i>2009</i>
Organize/Participate in neighborhood association/watch	37.4%
Partner/Volunteer with community organizations	23.0
Pick-up/maintain public property	19.0
Organize/Participate in organized resident group	17.0
Don't know/unsure	15.6
Get involved in City Government	11.6
Adopt-a-park	3.2
Other	1.6

In an open-ended format question, all respondents were asked by researchers to report which needs of Battle Creek residents, or the Battle Creek community, they feel are unmet or under-met.

The table below presents the results as collected.

<i>Which needs are unmet or under-met?</i>	<i>2009</i>
None/don't know	56.0%
Elderly services	6.4
Street care	4.6
Tech services	4.6
Unemployment	3.6
Special needs activities	3.4
Control violence	3.0
Restaurants	2.8
Homeless problem	2.4
Drug abusers	2.2

Mentioned with less frequency: "snow plowing" (2.0%), "discrimination" (2.0%), "care of parks" (1.4%), "better library" (1.2%), "have leaf pick-up again" (1.2%), "improve education system" (1.0%), "improve local newspaper" (0.8%), "transportation issues" (0.8%), "utility company charges too much" (0.2%) and "cost of living" (0.4%).

Using their best guess, all respondents were asked to estimate the percentage of light sockets in their home, from 0 to 100%, which have compact fluorescent light bulbs.

As presented in the table below, nearly one-third of respondents, 31.8% estimated that “up to 10” percent of the light sockets in their home have compact fluorescent light bulbs. Another 21.4% of respondents reported an estimated “50 percent or more” of their light sockets have compact fluorescent light bulbs.

On average, respondents estimated that 36.33% of their light sockets have compact fluorescent light bulbs.

<i>Estimate the percentage of light sockets in your home from 0-100%, which have compact fluorescent light bulbs</i>	<i>2009</i>
0-10%	31.8%
11-20%	6.6
21-30%	7.2
31-40%	4.0
41-50%	10.6
50% or more	21.4
Don't know/unsure	18.4
<i>Average percent</i>	<i>36.33</i>

DEMOGRAPHICS

<i>Access to internet</i>	<i>2009</i>
Yes, at home	31.4%
Yes, at work	2.2
Yes, both	26.8
No, but plan on having it	1.6
No, and don't plan on having it	36.8
Don't know/unsure	1.2

<i>Type of internet service</i>	<i>2009</i>
Dial-up Service	12.9%
Cable Modem	36.1
DSL (Digital Subscriber Line)	43.2
Other	2.3
Don't know/unsure	5.2
Do not subscribe to internet service at home	0.3

<i>Currently subscribe to....</i>	<i>2009</i>
Cable subscriber	65.0%
Satellite subscriber	24.4
Use antennae for television signal	5.4
Do not have television in home	2.8
Don't know/unsure/Refused	2.4

<i>Children under the age of eighteen are currently living at home</i>	<i>2009</i>
Zero	80.4%
One	10.4
Two	4.4
Three	2.0
Four	1.0
Five	0.4
Don't know/unsure/Refused	1.4

<i>Years in Battle Creek</i>	<i>2009</i>
1-10	9.8%
11-20	11.0
21-30	10.8
31-40	9.0
41-50	17.6
51-60	16.8
More than 60	20.0
Don't know/unsure	1.4
Refused	3.6

<i>Own or rent your current residence</i>	<i>2009</i>
Own	74.0%
Rent	23.4
Neither	2.6

<i>Which elementary school do you live closest to?</i>	<i>2009</i>
Minges Brook	10.8%
Riverside	8.4
Westlake	8.0
Urbandale	8.0
Prairieview	7.0
Fremont	5.6
Verona	5.2
Lamora	2.6
Colburn	2.4
Franklin	2.0
Ann J Kellogg	1.6
Washington	1.4
Roosevelt	1.2
McKinley	1.2
Dudley	1.0
Level	0.8
Wilson	0.8
Post	0.6
Lincoln	0.4
Don't know/unsure	12.2
Refused	2.4
Other	16.4

<i>Type of home</i>	<i>2009</i>
Single family detached	83.8%
Multi-family house	3.0
Town house/Duplex	2.2
Apartment/Apartment Building	4.8
Condominium	2.0
Mobile Home	2.2
Don't know/unsure	0.2
Refused	1.8

<i>Age</i>	<i>2009</i>
18-25	7.4%
26-35	12.2
36-45	16.6
46-55	18.0
56-65	19.8
66-75	13.8
76 or older	11.4
Refused	0.8

<i>Education</i>	<i>2009</i>
Eighth grade or less	1.0%
Some high school	7.0
High school graduate or GED	33.4
Some technical school	0.8
Technical school graduate	1.4
Some college	22.0
College graduate	22.6
Post-graduate or professional degree	7.6
Refused	4.2

<i>Gender</i>	<i>2009</i>
Male	44.6%
Female	55.4

<i>Income</i>	<i>2009</i>
Under \$25,000	10.6%
\$25,000 to less than \$50,000	16.4
\$50,000 to less than \$100,000	16.2
\$100,000 to less than \$150,000	4.4
\$150,000 to less than \$250,000	1.8
\$250,000 or more	0.8
Don't know/unsure	3.2
Refused	46.6

<i>Hispanic</i>	<i>2009</i>
Yes	3.8%
No	96.2

<i>Race</i>	<i>2009</i>
White	79.4%
African-American	18.9
Asian, Pacific Islander	0.4
Aleutian, Eskimo or American Indian	0.6
Don't know/unsure	0.2
Refused	0.4

<i>Current employment status</i>	<i>2009</i>
Working full-time	29.4%
Working part-time	6.0
Student	0.2
Retired	49.8
Unemployed – looking for work	3.4
Unemployed – not looking for work	1.2
Unemployed – unable to work because of disability	5.2
Homemaker	2.8
Don't know/unsure/other	2.0

5 APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

The computer-processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.