



# Battle Creek, MI

## The National Community Survey

Report of Results  
2022

Report by:



POWERED BY POLCO



Visit us online!  
[www.polco.us](http://www.polco.us)

## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Battle Creek. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 290 residents of the City of Battle Creek collected from April 21st 2022 to June 24th 2022. The margin of error around any reported percentage is 6% for all respondents and the response rate for the 2022 survey was 11%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Battle Creek.



## How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five 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. In each tab, 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. Being rated as “higher” or “lower” than the benchmark means that Battle Creek’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Battle Creek’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2022 ratings compare to other communities’ ratings from the past five years.

## Trends over time

Trend data for Battle Creek represent important comparison data and should be examined for improvements or declines\*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than seven percentage points between the 2018 and 2022 surveys, the change is statistically significant.

\* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting survey recipients

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. Addresses located outside of the City of Battle Creek boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the 10 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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 introduction of the survey.

### Conducting the survey

The 2,700 randomly selected households received mailings beginning on April 21st 2022 and the survey remained open for 9 weeks. For 1,200 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. Additionally, each household received a reminder postcard invitation. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish, and Burmese. All mailings contained paragraphs in all languages instructing participants on how to complete the survey in their preferred language.

About 4% of the 2,700 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,589 households that received the invitations to participate, 290 completed the survey, providing an overall response rate of 11%. The response rate was calculated using AAPOR’s response rate #2\* for mailed surveys of unnamed persons.

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. The margin of error for the City of Battle Creek survey is no greater than plus or minus six percentage points around any given percent reported for all respondents (290 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Battle Creek. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on May 17th 2022. The survey remained open for 10 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

## Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 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 age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	9%	30%	30%
	35-54	24%	34%	34%
	55+	66%	36%	36%
Hispanic origin	No, not Spanish, Hispanic, or Latino	98%	93%	94%
	Spanish, Hispanic, or Latino	2%	7%	6%
Housing tenure	Own	75%	61%	61%
	Rent	25%	39%	39%
Housing type	Attached	21%	33%	33%
	Detached	79%	67%	67%
Race & Hispanic origin	Not white alone	18%	32%	32%
	White alone, not Hispanic or Latino	82%	68%	68%
Sex	Man	40%	47%	47%
	Woman	60%	53%	53%
Sex/age	Man 18-34	3%	14%	15%
	Man 35-54	9%	16%	16%
	Man 55+	28%	17%	17%
	Woman 18-34	6%	15%	15%
	Woman 35-54	15%	18%	18%
	Woman 55+	38%	19%	20%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. 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/good, very safe/somewhat safe, essential/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 the tab “Complete data”. 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.

## Contact

The City of Battle Creek funded this research. Please contact Jessica Vanderkolk of the City of Battle Creek at [JLVanderkolk@battlecreekmi.gov](mailto:JLVanderkolk@battlecreekmi.gov) if you have any questions about the survey.

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-validation>

\* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2020 American Community Survey

## Highlights

### **Safety is a continued priority for the Battle Creek community.**

When asked about which aspects of the community the City should focus on in the next two years, about 9 in 10 residents identified the overall safety of Battle Creek as an area of priority. This is similar to sentiment expressed in the previous iteration of The NCS in 2018, and all survey items in this facet remained stable since then as well. While about 4 in 10 gave positive ratings to the overall feeling of safety in Battle Creek, other items received mixed reviews. A strong majority, about three-quarters of respondents, reported feeling safe in both their neighborhood and Battle Creek's commercial area during the day, and about 8 in 10 felt safe from fire, flood, and other natural disasters. Nearly half of residents felt very or somewhat safe from violent crime (48%) and property crime (45%).

Additionally, much of the safety-related services in Battle Creek garnered scores similar to the last iteration of the NCS. Most residents gave high marks to the City's fire services (82% excellent or good) and ambulance or EMS services (68%). About 6 in 10 residents approved of police/sheriff services as well as fire prevention and education, while 4 in 10 felt similarly toward emergency preparedness and animal control services. Although these ratings generally held steady since 2018, survey items pertaining to safety in Battle Creek tended to receive lower ratings than in comparison communities across the nation, suggesting an opportunity for growth in these areas.

### **Some aspects of Battle Creek's economy are on the rise, and it remains an important focus area for residents.**

Battle Creek's overall economic health was identified by residents as an area of relatively lower quality (17% excellent or good) and higher importance (91% essential or very important) when compared to other facets of community livability, suggesting that this is a possible area of focus for the City. Although the overall economic health of Battle Creek was rated lower than the national average, a number of related items experienced significant growth since the last survey iteration. Evaluations of Battle Creek as a place to work improved by over 10% (51% excellent or good this year), while employment opportunities (43%) and the overall quality of business and service establishments (46%) both increased by roughly 20% over 2018 results. The majority of remaining items related to the economy in Battle Creek were similar to ratings given in 2018. Nearly 4 in 10 residents gave high ..

### **Residents value the ease of car travel in Battle Creek but identify some opportunities for growth in related services.**

Survey items relating to mobility in Battle Creek largely received similar ratings to those given in previous years. Residents praised the ease of travel by car (75% excellent or good) and gave positive marks to the traffic flow on major streets (60%), as well as the ease of public parking (56%). Each of these ratings was on par with benchmark comparison communities across the nation. About 4 in 10 respondents were also pleased with both the ease of walking in Battle Creek and the ease of travel by bicycle, while roughly one-third felt similarly about the ease of travel by public transportation and the overall quality of the city's transportation system. Street-related services, which may present some room for improvement, generally remained stable since 2018. Nearly half of residents approved of snow removal services and street lighting, while a slightly lower proportion gave excellent or good ratings to traffic signal timing (42%), traffic enforcement (41%), and street cleaning (36%). The lowest-performing item in this facet was street repair (13%).

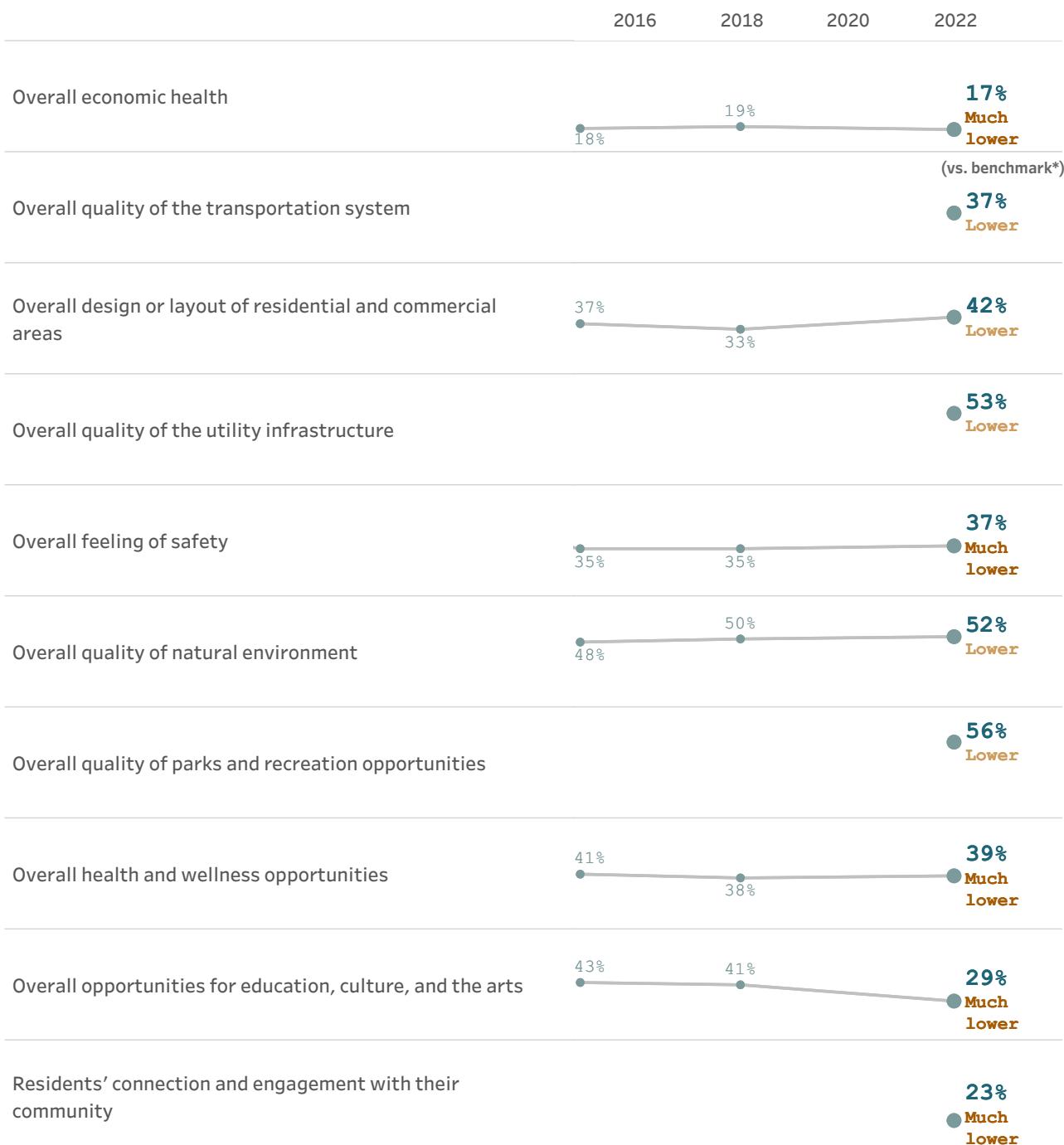
Along with the standard mobility questions included on The NCS, Battle Creek also opted to ask a few additional questions related to streets in the city. When asked how much they would support or oppose the implementation of certain traffic calming methods in Battle Creek, the overwhelming majority (90%) reported that they would support enhanced signage in the City. This was followed by additional traffic enforcement, which garnered support from about 7 in 10 residents. Adding speed bumps and installing roundabouts received more mixed reviews, with 51% and 47% support respectively.

## Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark\*).

**Please rate each of the following characteristics as they relate to Battle Creek as a whole.  
(% excellent or good)**



**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 or very important)**



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

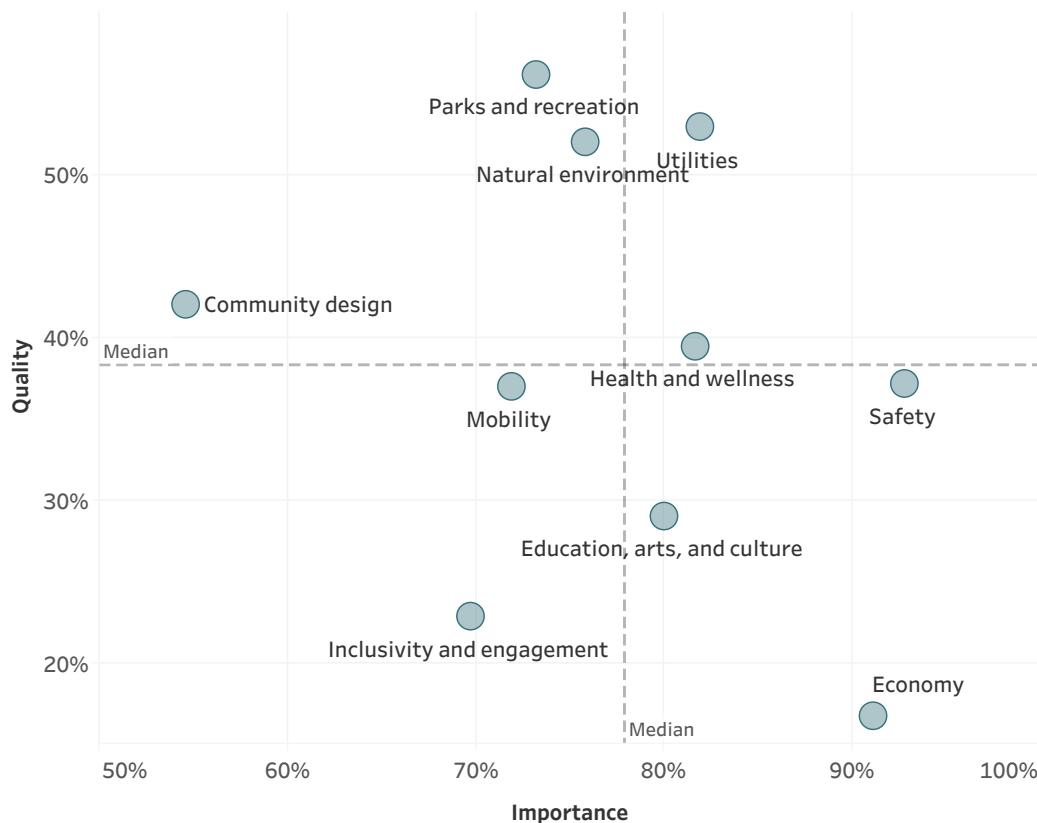
## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

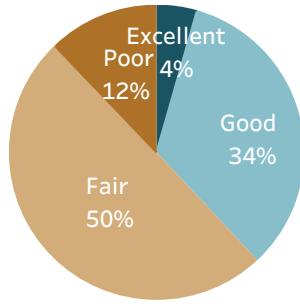
To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 38% or more of respondents were considered of "higher quality" and those with ratings lower than 38% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 78% or more of respondents. Services were rated as "less important" if they received a rating of less than 78%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



### The overall quality of life in Battle Creek, 2022



## Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

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

(% excellent or good)



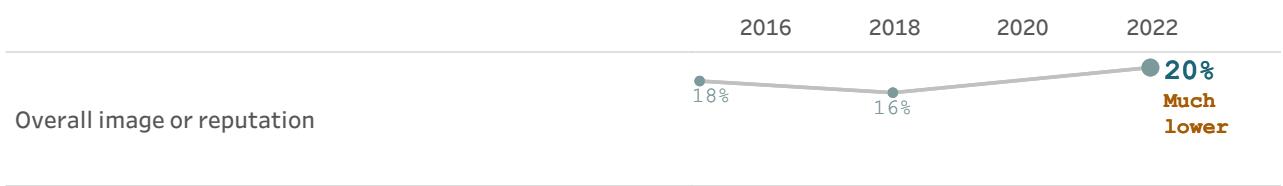
### Please indicate how likely or unlikely you are to do each of the following.

(% very or somewhat likely)



### Please rate each of the following in the Battle Creek community.

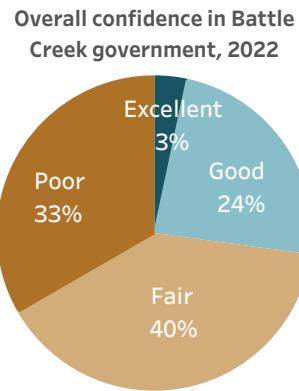
(% excellent or good)



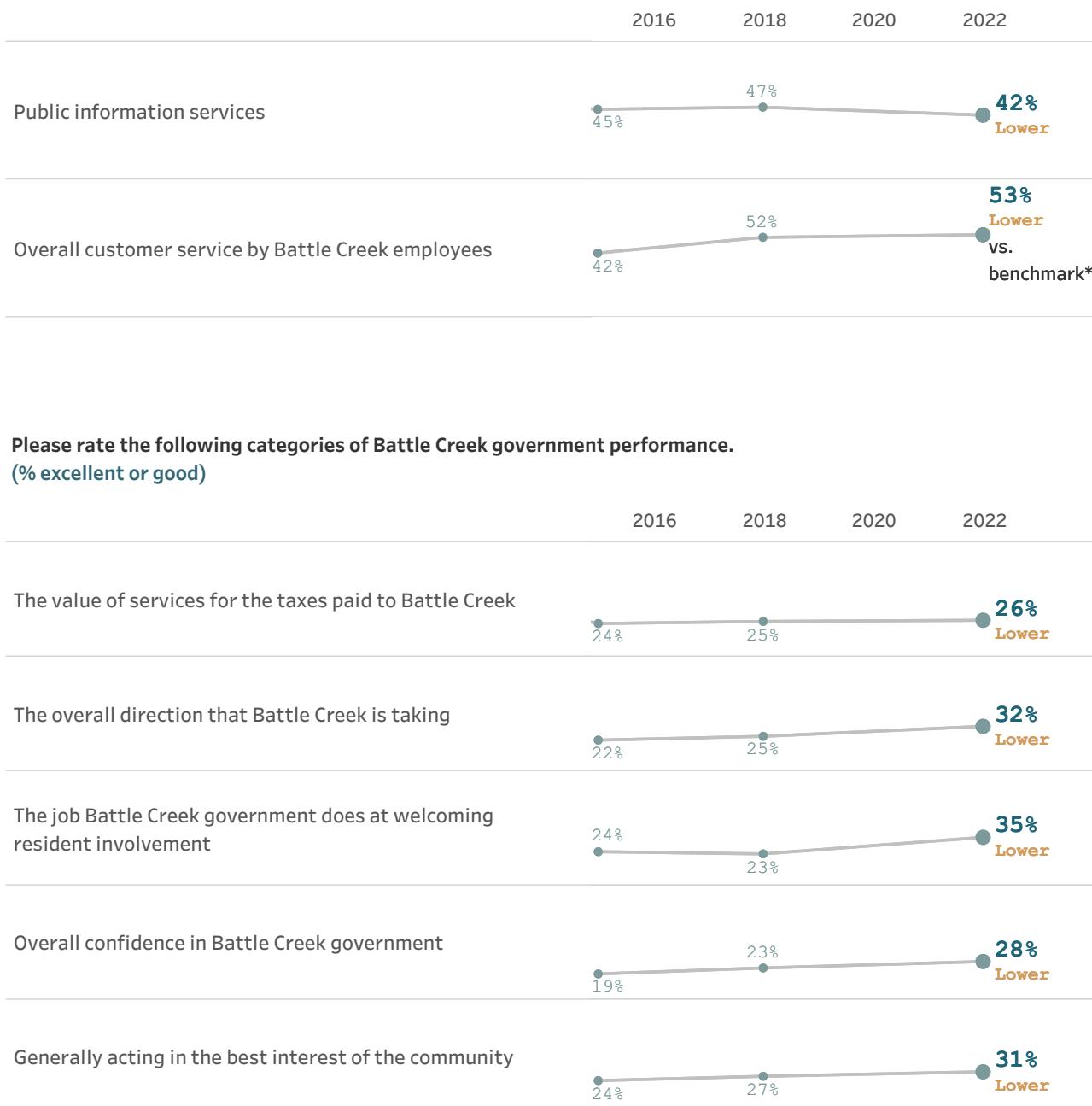
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

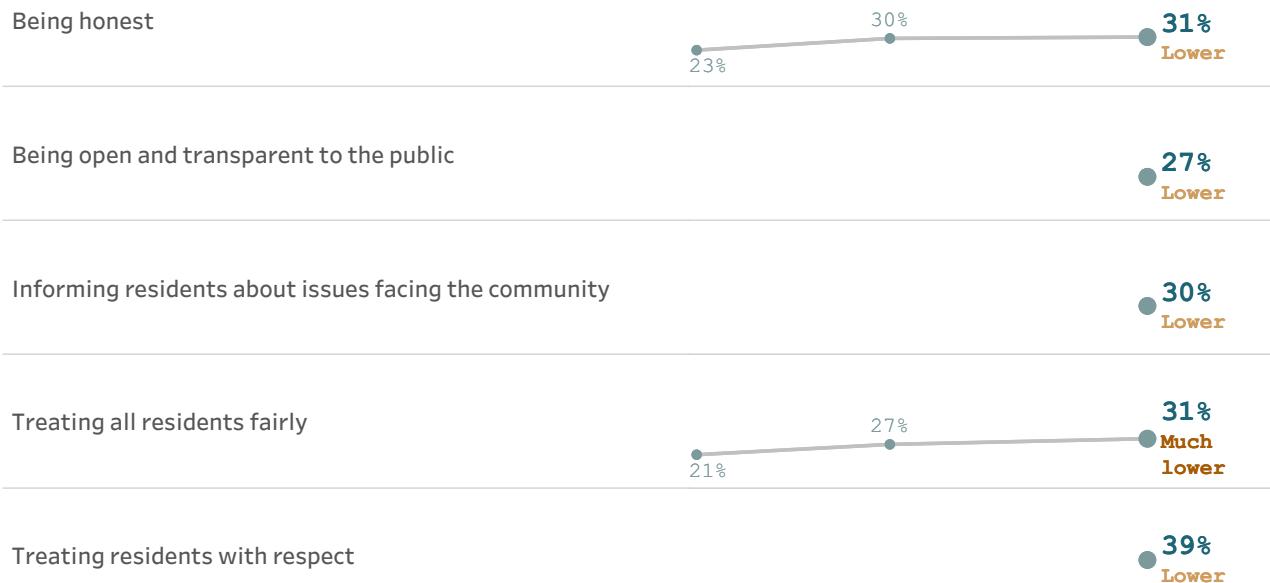
## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

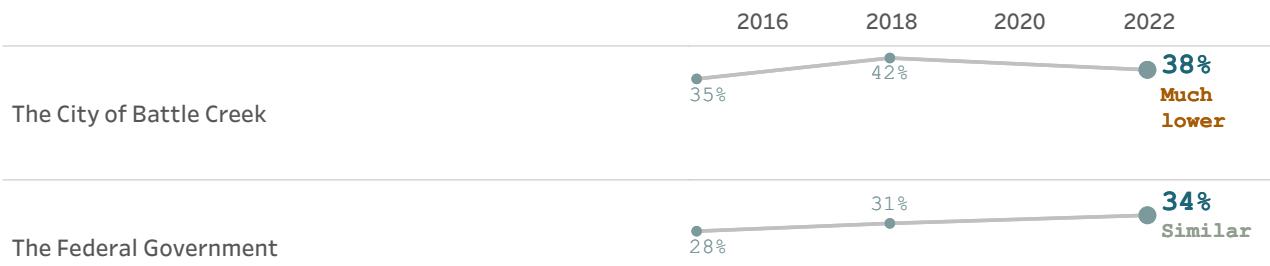


Please rate the quality of each of the following services in Battle Creek.  
(% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?  
(% excellent or good)**

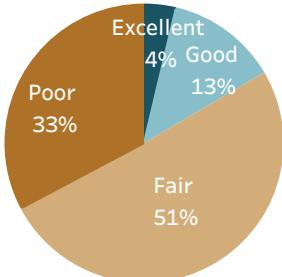


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

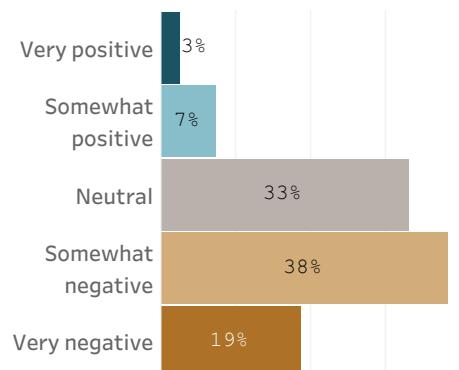
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

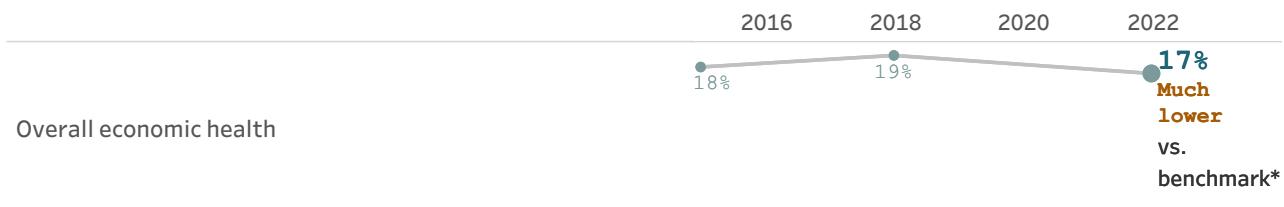
Overall economic health of Battle Creek, 2022



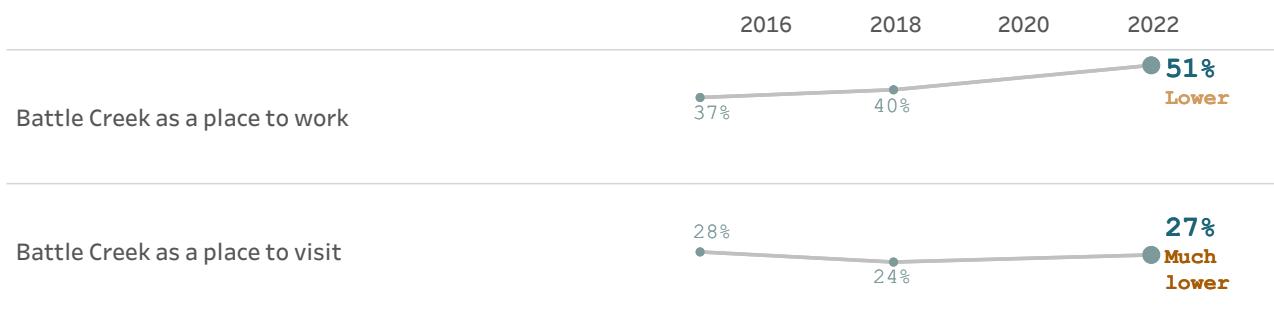
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



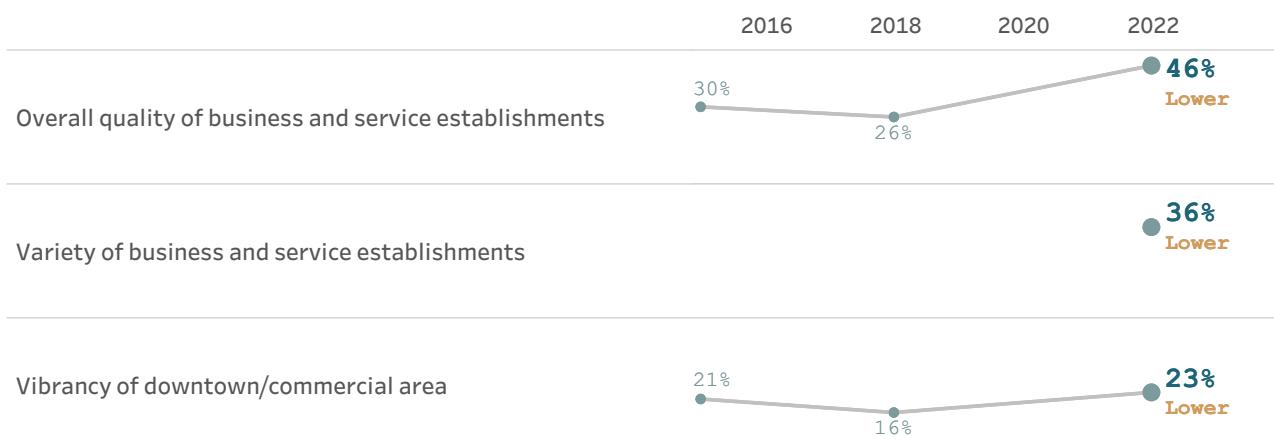
Please rate each of the following characteristics as they relate to Battle Creek as a whole.  
(% excellent or good)

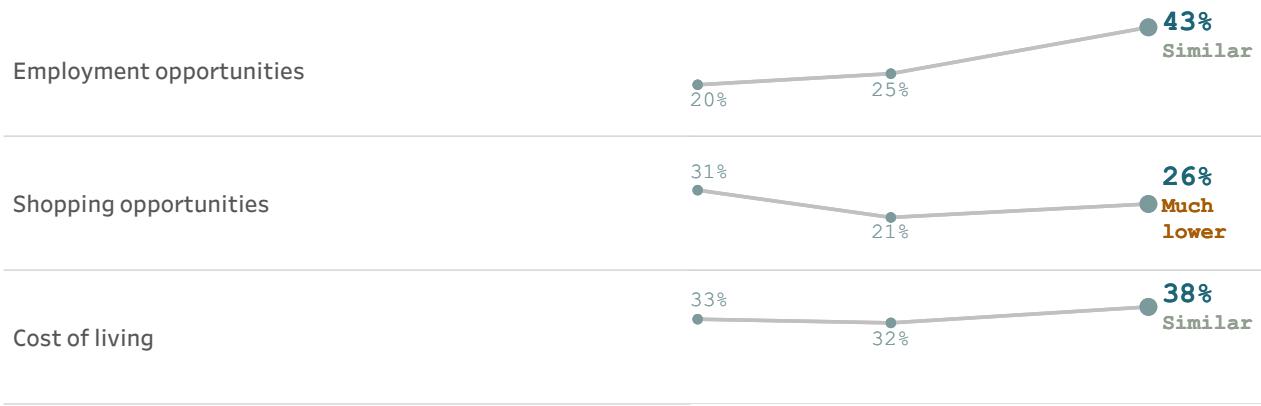


Please rate each of the following aspects of quality of life in Battle Creek.  
(% excellent or good)



Please rate each of the following in the Battle Creek community.  
(% excellent or good)





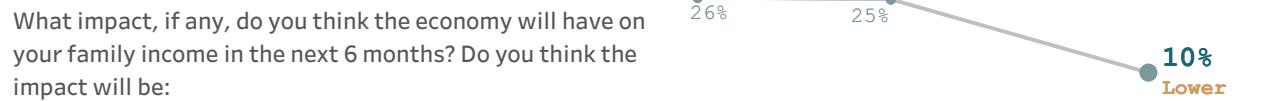
**Please rate the quality of each of the following services in Battle Creek.  
(% excellent or good)**

2016      2018      2020      2022



**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 or somewhat positive)**

2016      2018      2020      2022

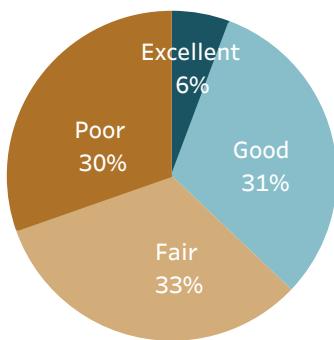


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

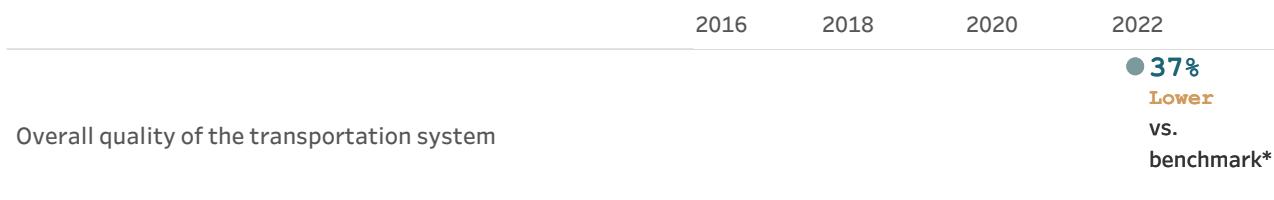
## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

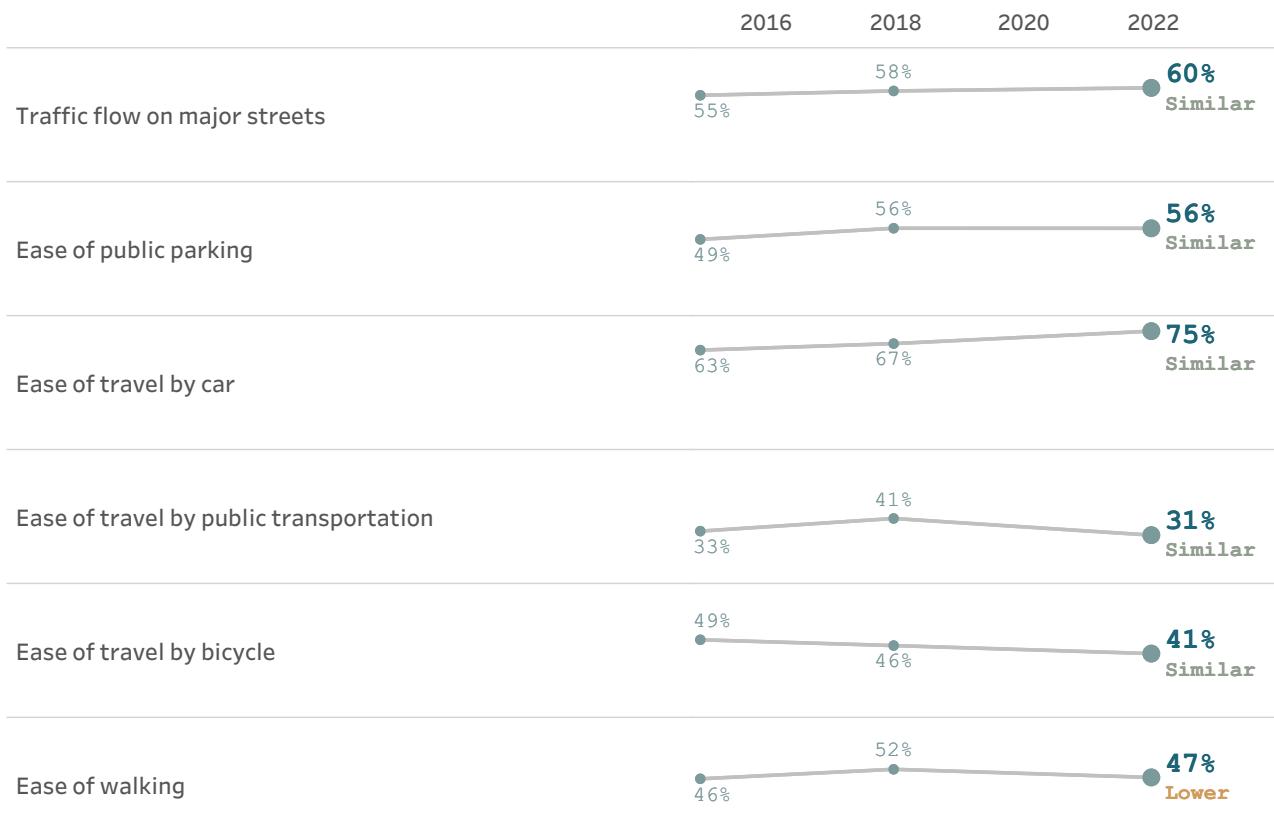
Overall quality of the transportation system in Battle Creek, 2022



Please rate each of the following characteristics as they relate to Battle Creek as a whole.  
(% excellent or good)

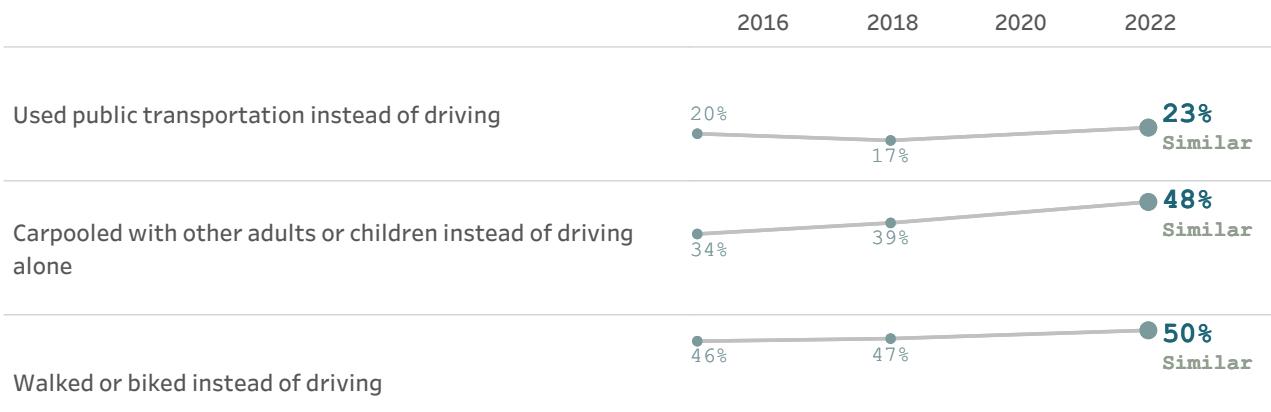


Please also rate each of the following in the Battle Creek community.  
(% excellent or good)



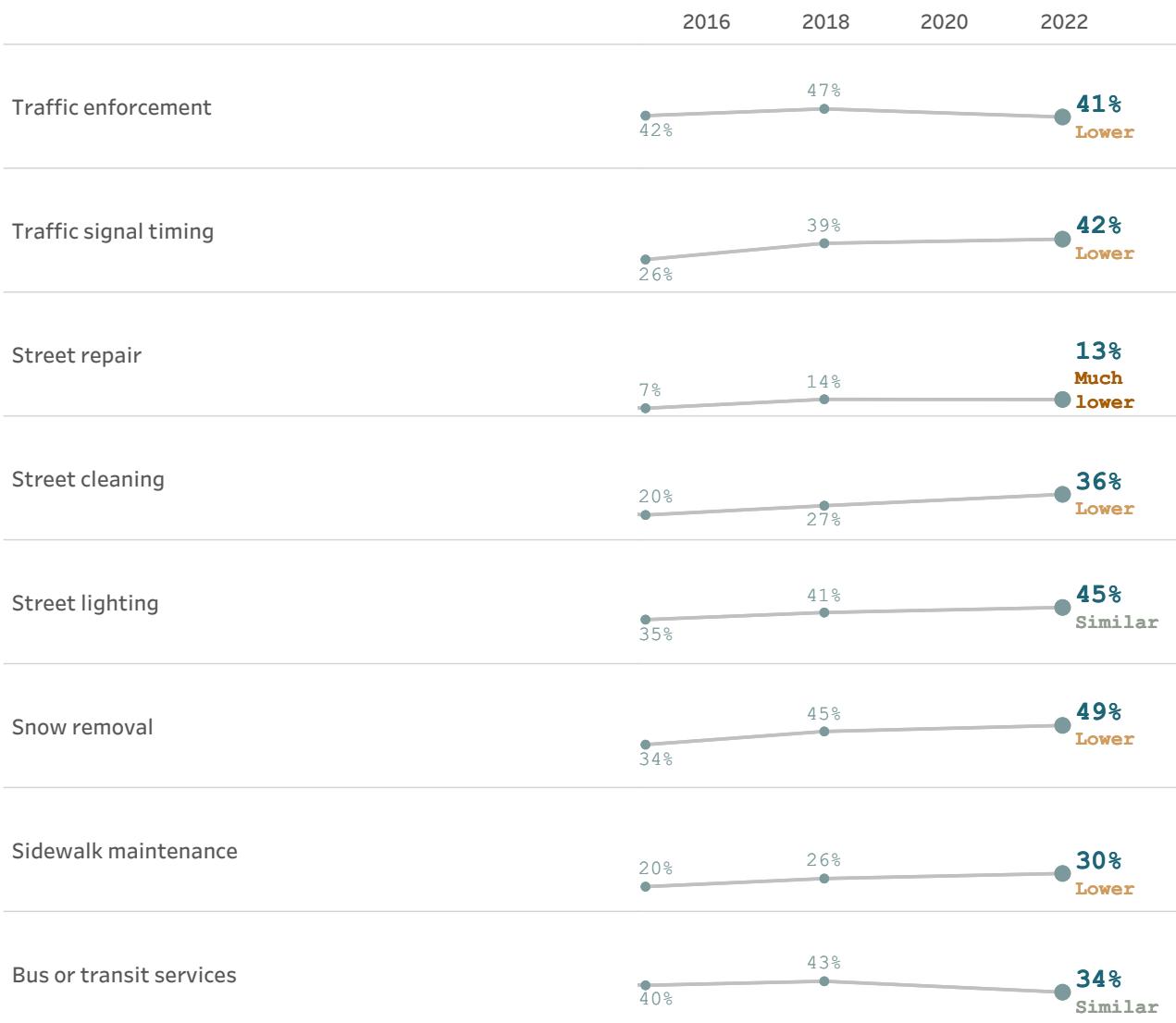
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



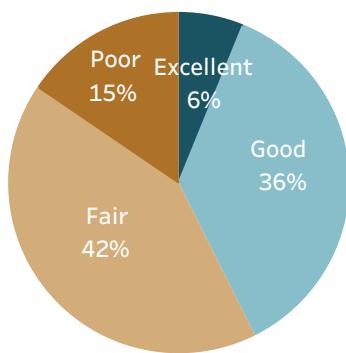
Please rate the quality of each of the following services in Battle Creek.

(% excellent or good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

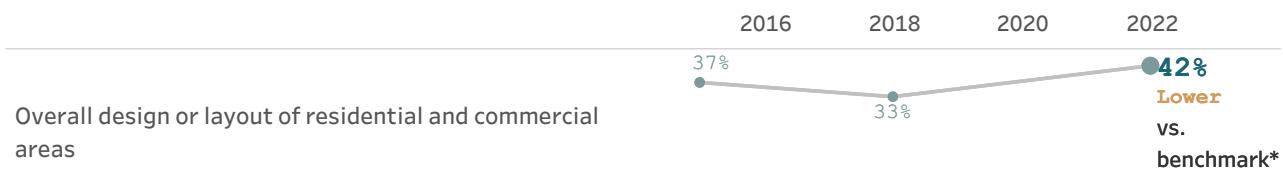
Overall design or layout of Battle Creek's residential and commercial areas, 2022



## Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

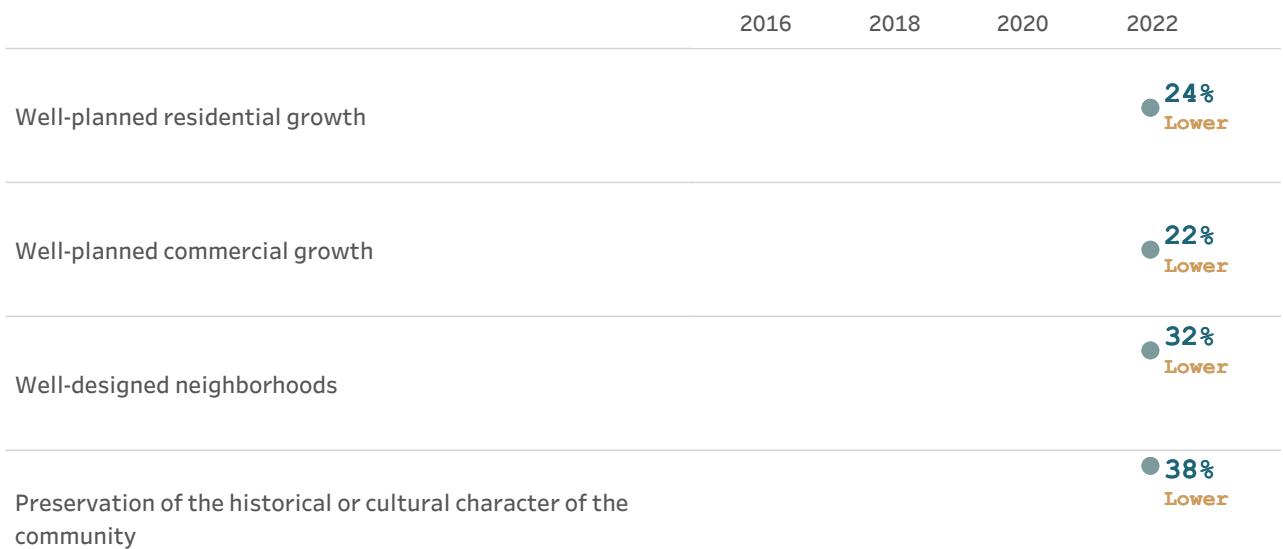
Please rate each of the following characteristics as they relate to Battle Creek as a whole.  
(% excellent or good)



Please rate each of the following aspects of quality of life in Battle Creek.  
(% excellent or good)

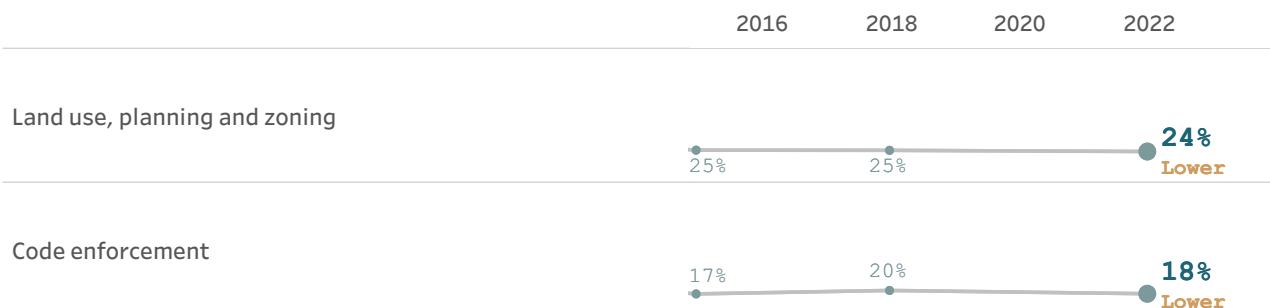


Please also rate each of the following in the Battle Creek community.  
(% excellent or good)



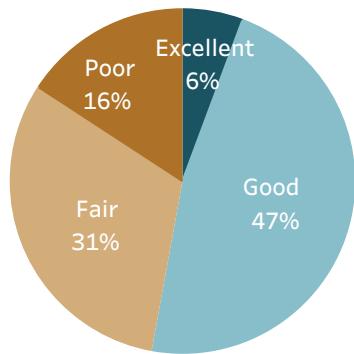


**Please rate the quality of each of the following services in Battle Creek.**  
 (% excellent or good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

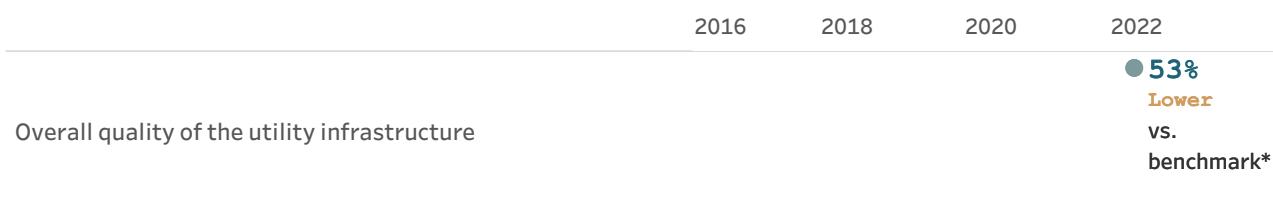
Overall quality of the utility infrastructure in Battle Creek, 2022



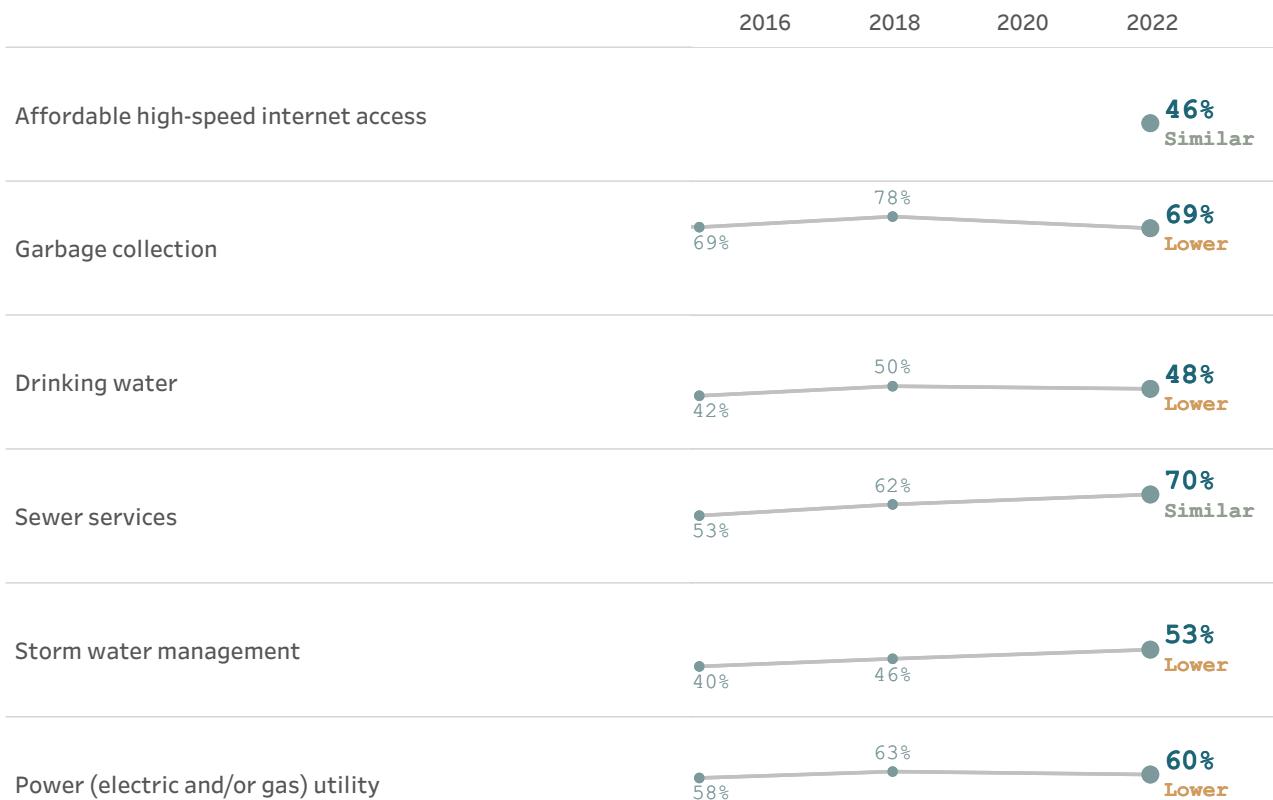
## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to Battle Creek as a whole.  
(% excellent or good)



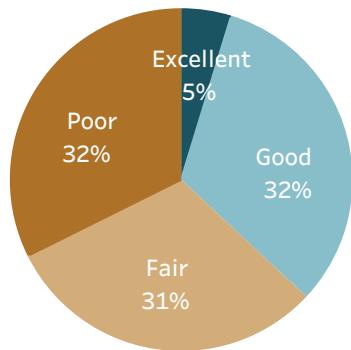
Please rate the quality of each of the following services in Battle Creek.  
(% excellent or good)





\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

### Overall feeling of safety in Battle Creek, 2022

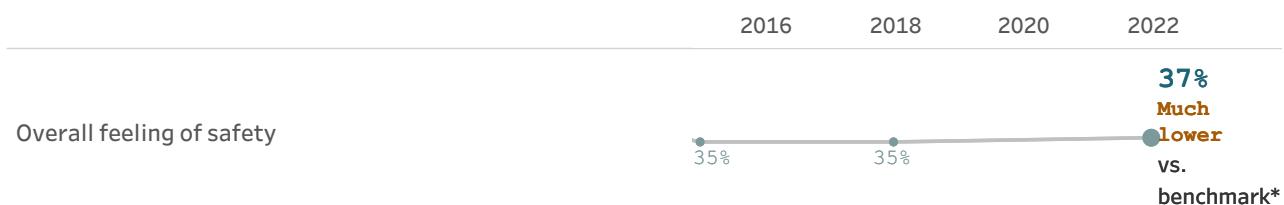


## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

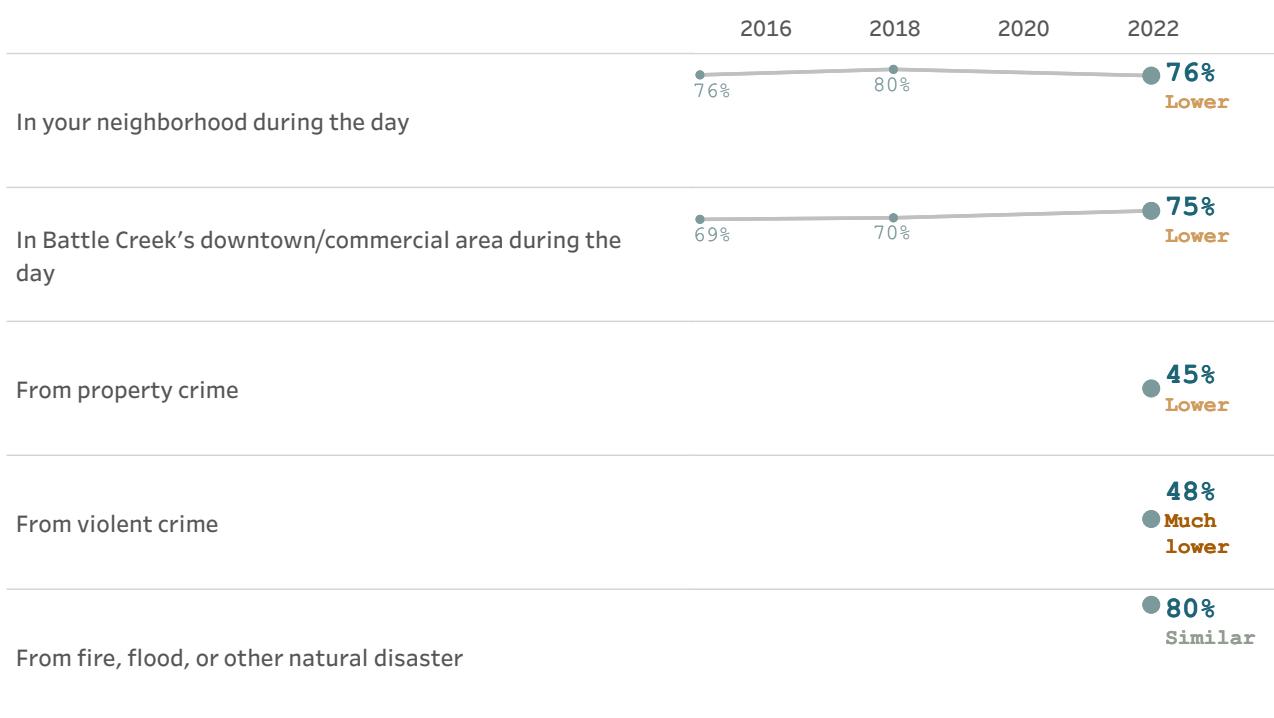
Please rate each of the following characteristics as they relate to Battle Creek as a whole.

(% excellent or good)

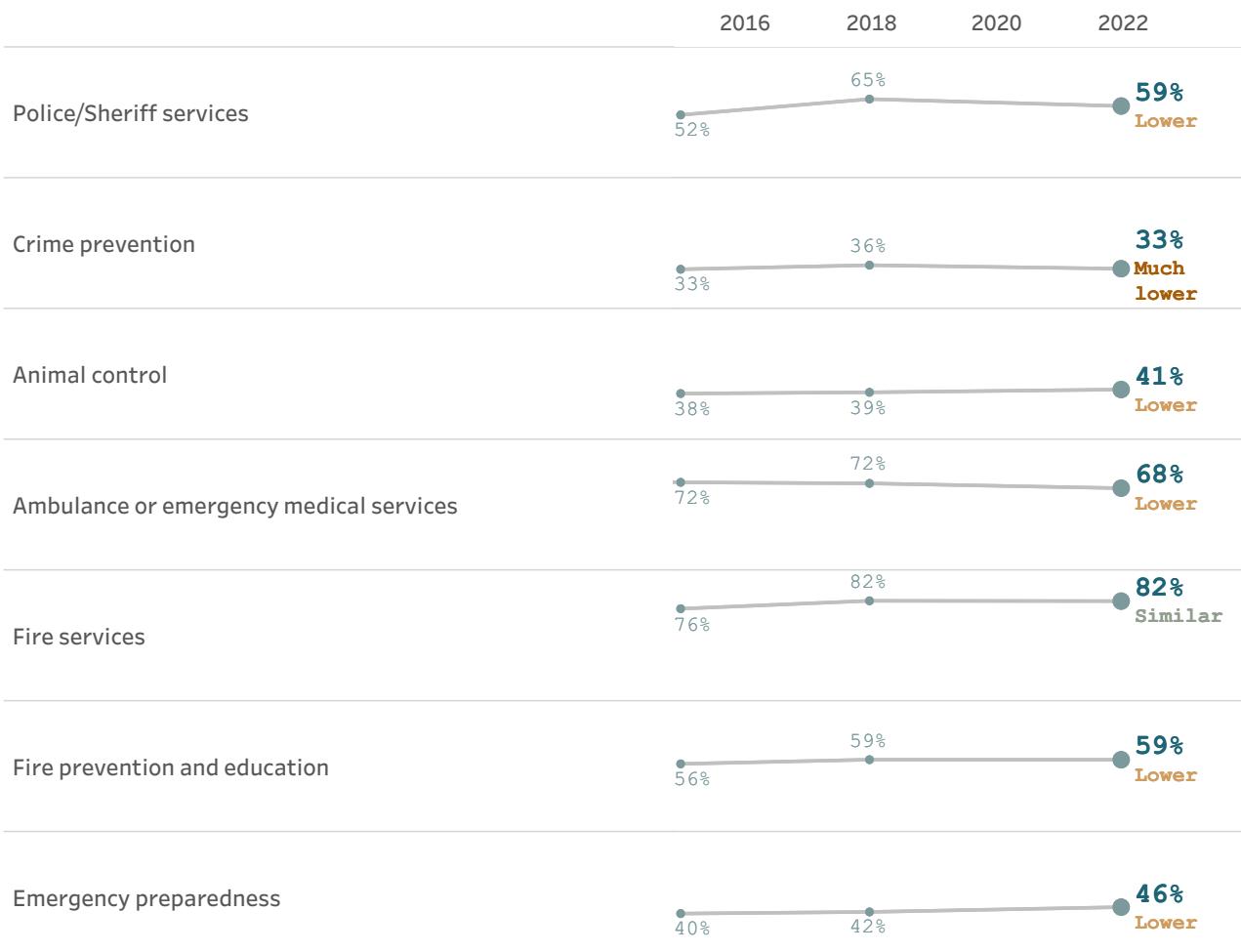


Please rate how safe or unsafe you feel:

(% very or somewhat safe)

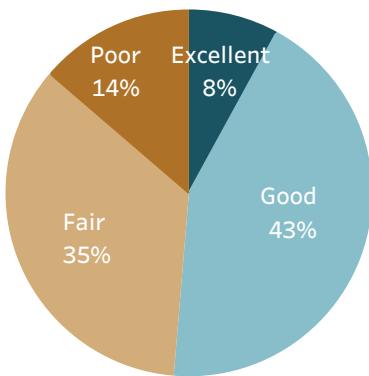


**Please rate the quality of each of the following services in Battle Creek.  
(% excellent or good)**



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

### Overall quality of natural environment in Battle Creek, 2022



## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

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

(% excellent or good)



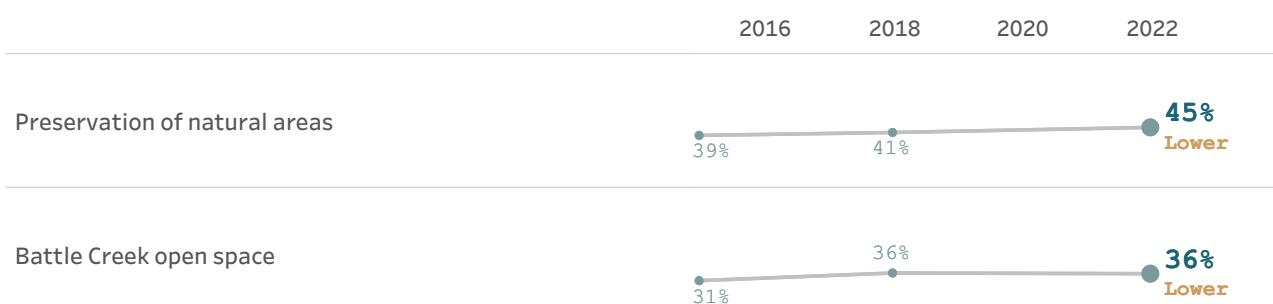
Please also rate each of the following in the Battle Creek community.

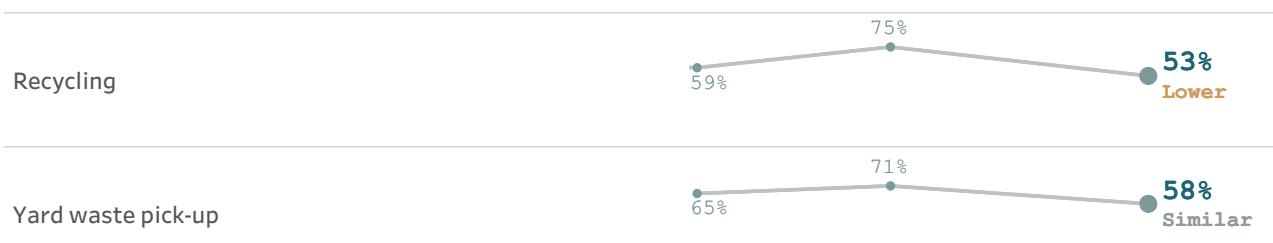
(% excellent or good)



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

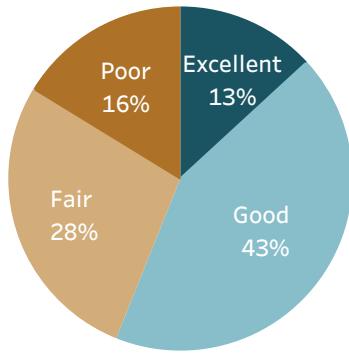
(% excellent or good)





\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

### Overall quality of parks and recreation opportunities, 2022



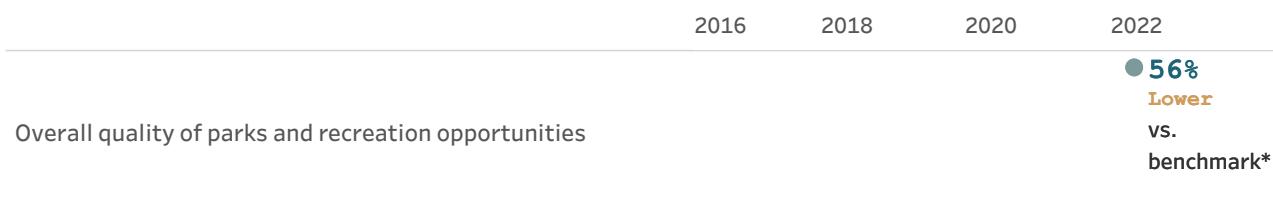
## Parks and recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

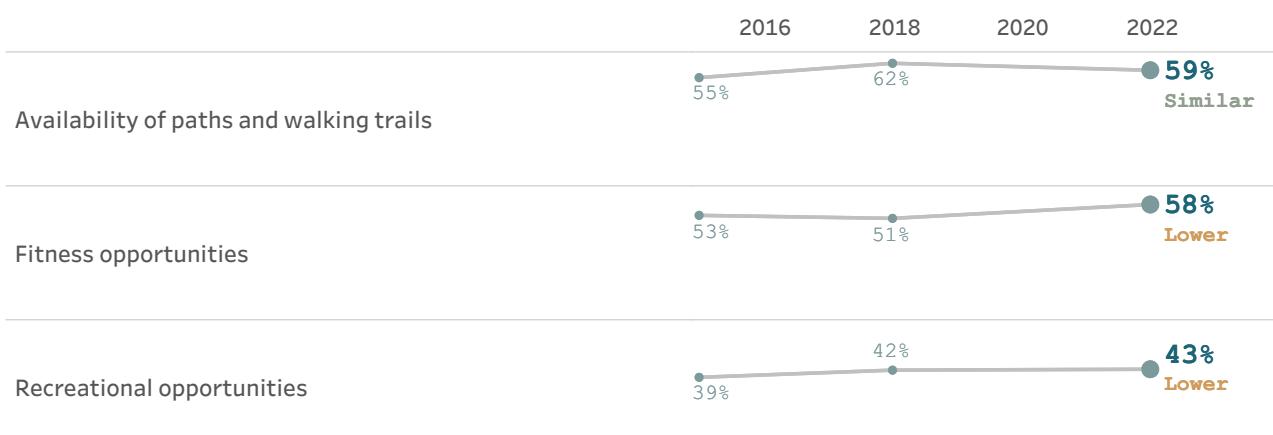
### Please rate each of the following characteristics as they relate to Battle Creek as a whole.

(% excellent or good)



### Please also rate each of the following in the Battle Creek community.

(% excellent or good)



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

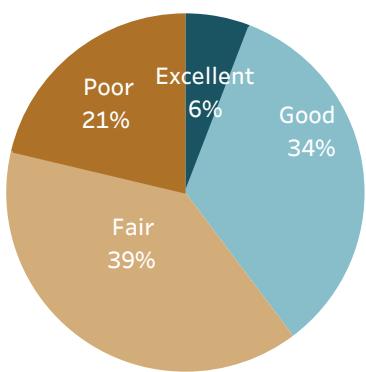
(% excellent or good)





\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

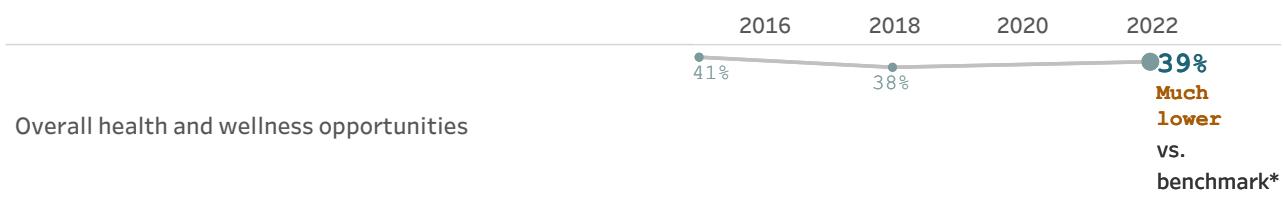
### Overall health and wellness opportunities in Battle Creek, 2022



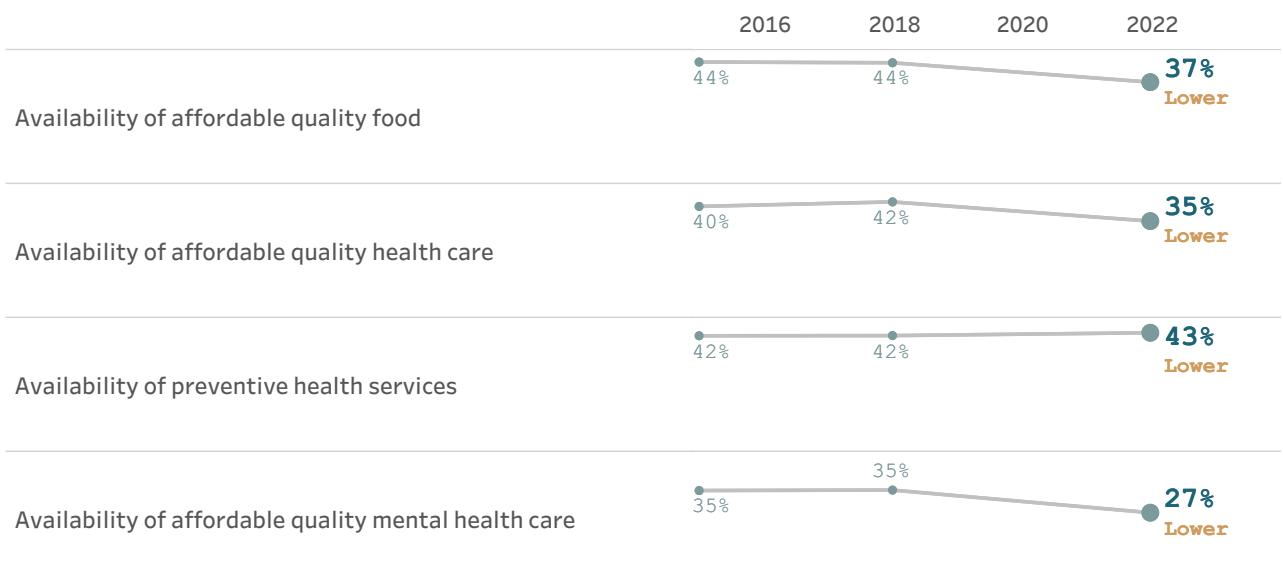
## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

**Please rate each of the following characteristics as they relate to Battle Creek as a whole.**  
(% excellent or good)



**Please also rate each of the following in the Battle Creek community.**  
(% excellent or good)



**Please rate the quality of each of the following services in Battle Creek.**  
(% excellent or good)



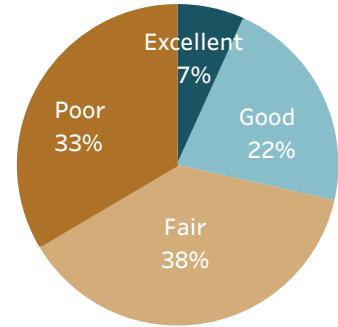
**Please rate your overall health.  
(% excellent or very good)**



Please rate your overall health.

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

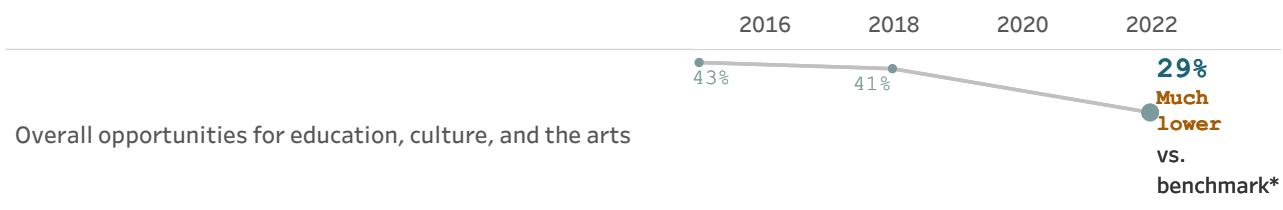
### Overall opportunities for education, culture and the arts, 2022



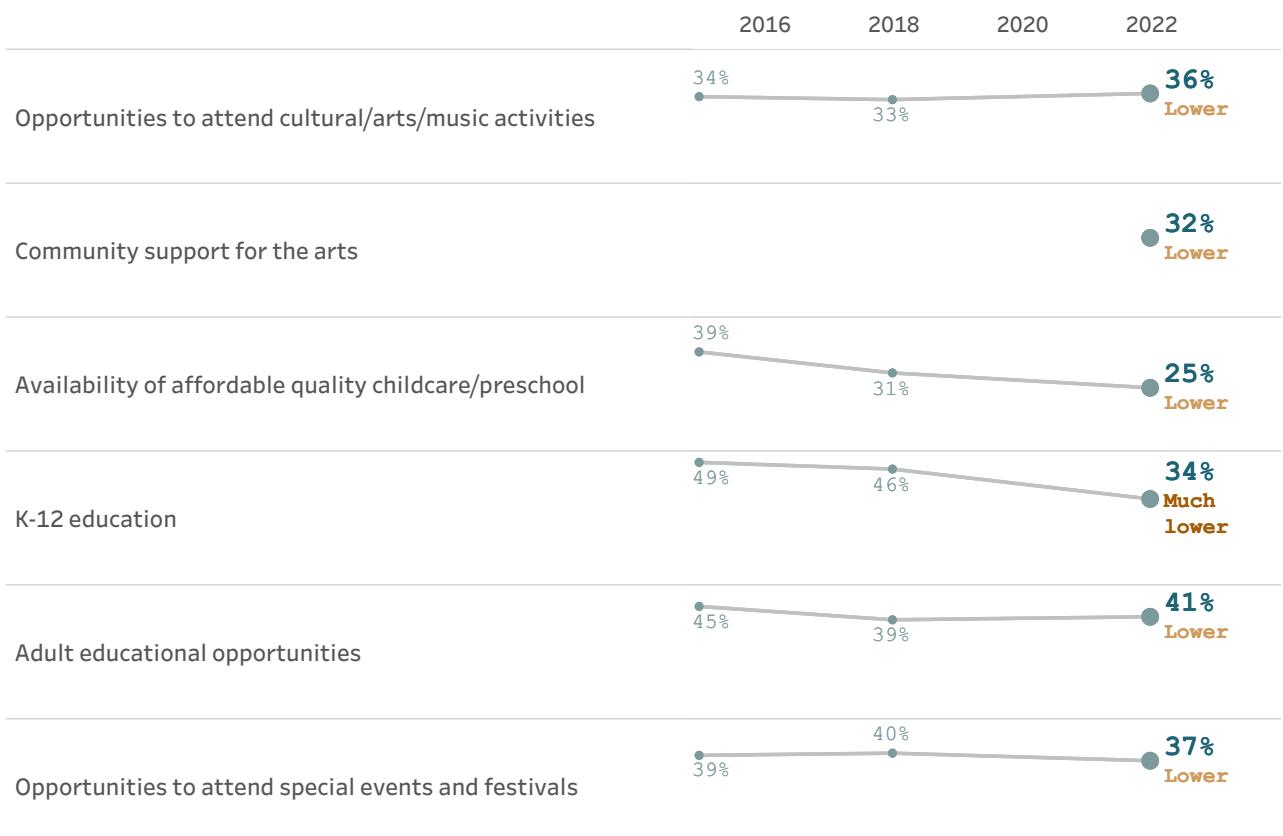
## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Battle Creek as a whole.  
(% excellent or good)

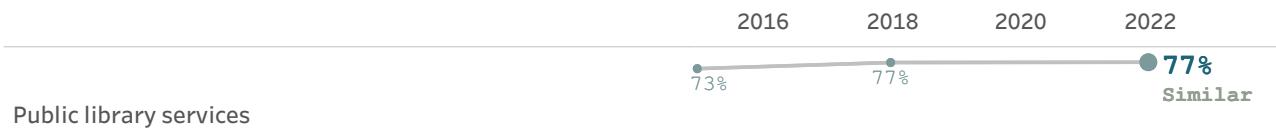


Please also rate each of the following in the Battle Creek community.  
(% excellent or good)



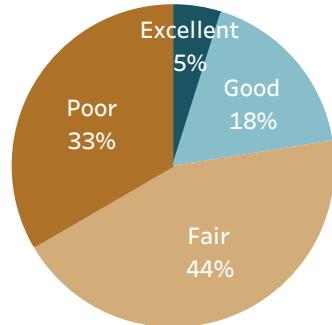
Please rate the quality of each of the following services in Battle Creek.

(% excellent or good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

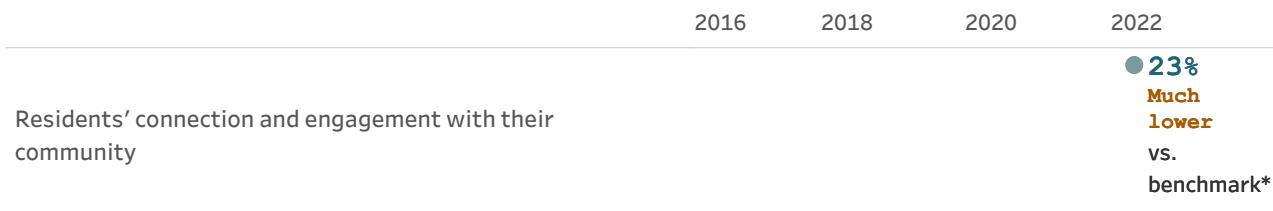
## Residents' connection and engagement with their community, 2022



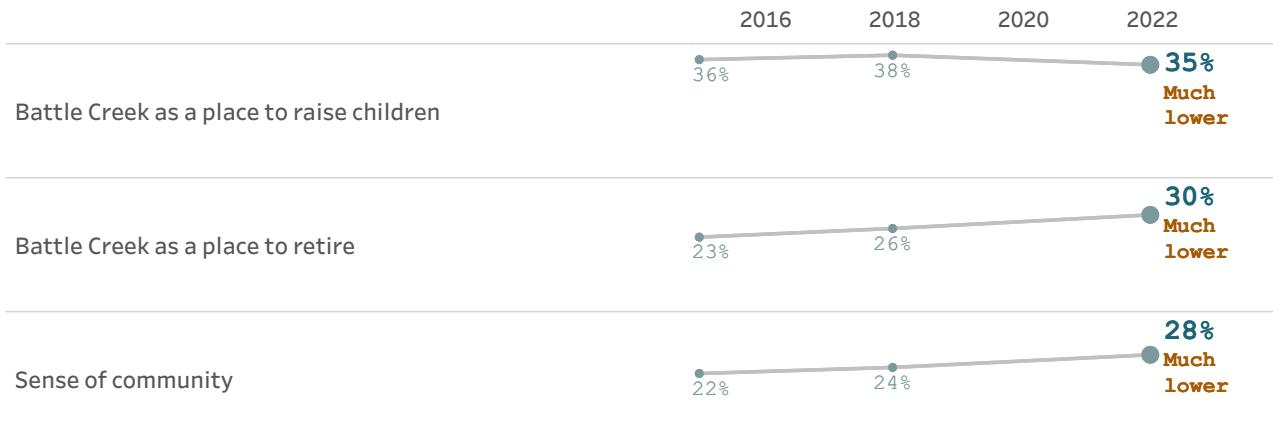
### Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Please rate each of the following characteristics as they relate to Battle Creek as a whole.  
(% excellent or good)



Please rate each of the following aspects of quality of life in Battle Creek.  
(% excellent or good)



Please rate the job you feel the Battle Creek community does at each of the following.  
(% excellent or good)



Attracting people from diverse backgrounds

53%  
Similar

Valuing/respecting residents from diverse backgrounds

47%  
Lower

Taking care of vulnerable residents

34%  
Lower

**Please also rate each of the following in the Battle Creek community.**  
(% excellent or good)

2016 2018 2020 2022

Sense of civic/community pride

25%  
Much lower

Neighborliness of residents

27% 36% 31%  
Lower

Opportunities to participate in social events and activities

30% 31% 36%  
Lower

Opportunities to volunteer

48% 48% 52%  
Lower

Opportunities to participate in community matters

37% 40% 41%  
Lower

Openness and acceptance of the community toward people of diverse backgrounds

33% 39% 38%  
Lower

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

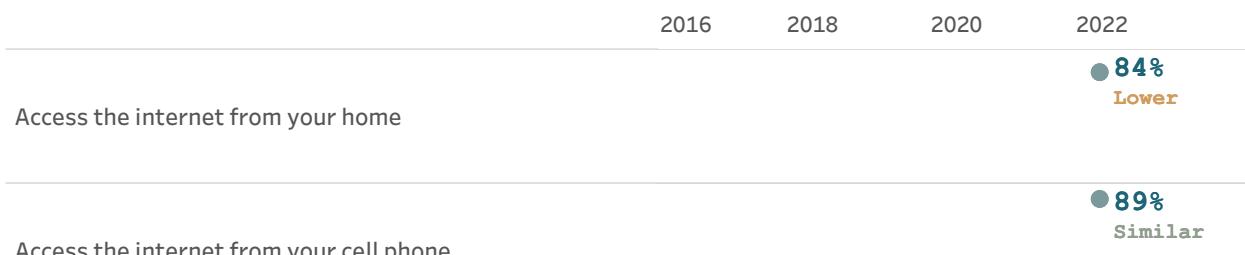
## Residents' participation levels

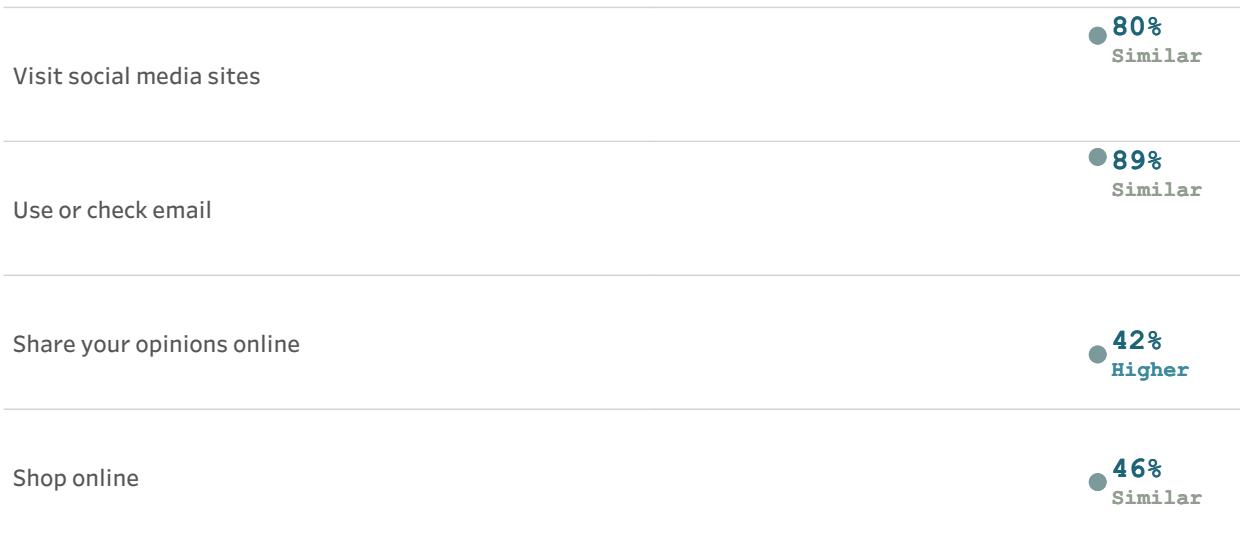
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:  
(% a few times a week or more)

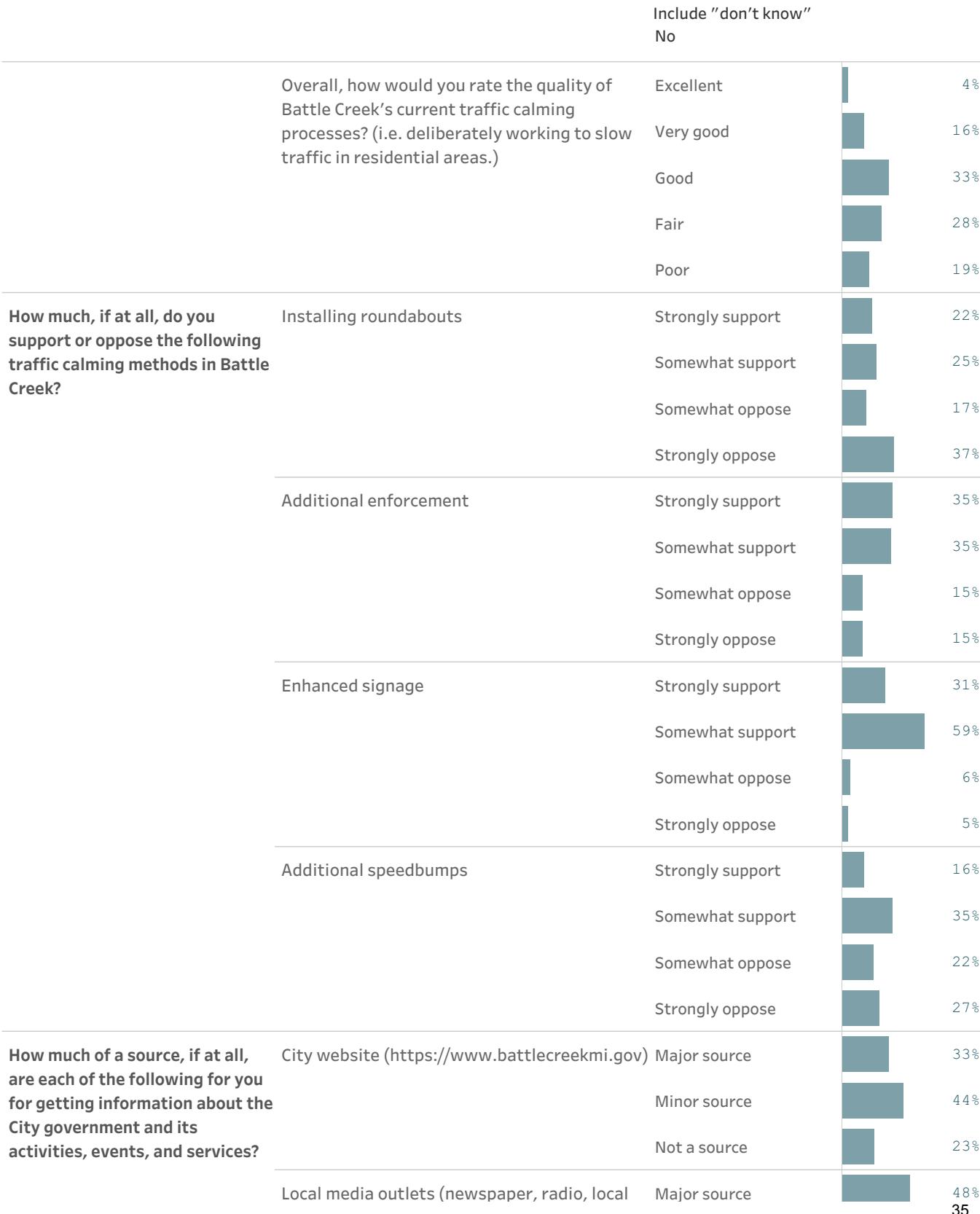


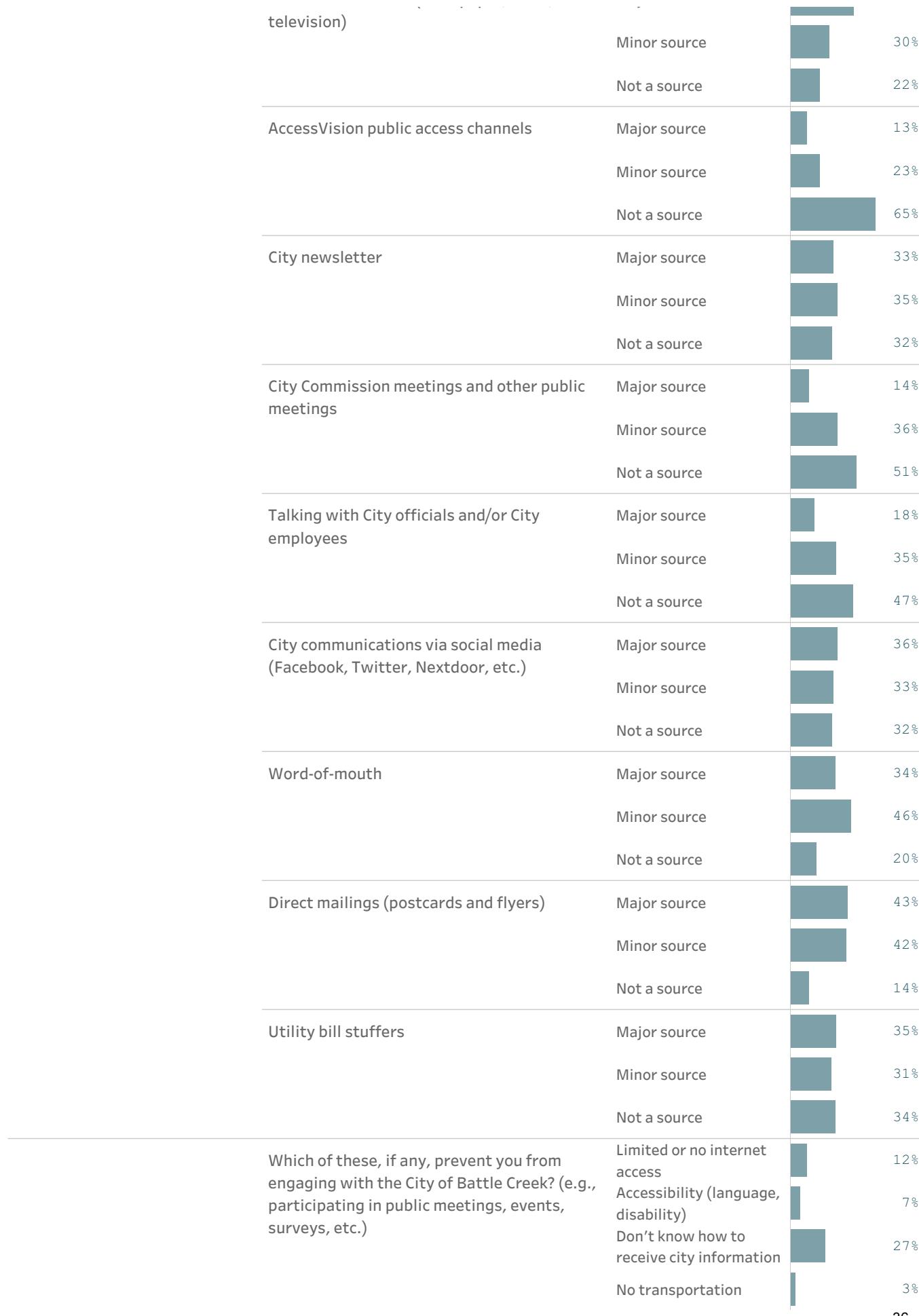


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.





Inconvenient timing		15%
Lack of interest		18%
Other		17%

## National benchmark tables

This table contains the comparisons of Battle Creek's results to those from other communities. The first column shows the comparison of Battle Creek's rating to the benchmark. Battle Creek's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Battle Creek residents is statistically similar to or different than the benchmark. The second column is Battle Creek's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Battle Creek's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Battle Creek's result -- that is what percent of surveyed communities had a lower rating than Battle Creek.

			% positive	Rank	Number of communities	Percentile
<b>Please rate each of the following aspects of quality of life in Battle Creek.</b>	Battle Creek as a place to live	Much lower	42%	348	348	0
	Your neighborhood as a place to live	Much lower	59%	298	300	1
	Battle Creek as a place to raise children	Much lower	35%	350	352	0
	Battle Creek as a place to work	Lower	51%	275	343	20
	Battle Creek as a place to visit	Much lower	27%	298	301	1
	Battle Creek as a place to retire	Much lower	30%	344	348	1
	The overall quality of life	Much lower	38%	369	374	1
	Sense of community	Much lower	28%	300	300	0
<b>Please rate each of the following characteristics as they relate to Battle Creek as a whole.</b>	Overall economic health	Much lower	17%	286	288	1
	Overall quality of the transportation system	Lower	37%	153	177	14
	Overall design or layout of residential and commercial areas	Lower	42%	250	281	11
	Overall quality of the utility infrastructure	Lower	53%	157	173	9
	Overall feeling of safety	Much lower	37%	332	338	2
	Overall quality of natural environment	Lower	52%	281	290	3
	Overall quality of parks and recreation opportunities	Lower	56%	168	178	6
	Overall health and wellness opportunities	Much lower	39%	274	283	3

<b>Please rate each of the following characteristics as they relate to Battle Creek as a whole.</b>	Overall opportunities for education, culture, and the arts	Much lower	29%	277	285	3
	Residents' connection and engagement with their community	Much lower	23%	172	174	1
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Battle Creek to someone who asks	Much lower	47%	290	292	1
	Remain in Battle Creek for the next five years	Lower	64%	285	289	1
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Lower	76%	305	319	4
	In Battle Creek's downtown/commercial area during the day	Lower	75%	277	303	8
	From property crime	Lower	45%	172	182	6
	From violent crime	Much lower	48%	175	182	3
	From fire, flood, or other natural disaster	Similar	80%	122	172	29
<b>Please rate the job you feel the Battle Creek community does at each of the following.</b>	Making all residents feel welcome	Lower	48%	175	180	3
	Attracting people from diverse backgrounds	Similar	53%	126	177	29
	Valuing/respecting residents from diverse backgrounds	Lower	47%	168	178	6
	Taking care of vulnerable residents	Lower	34%	161	174	8
<b>Please rate each of the following in the Battle Creek community.</b>	Overall quality of business and service establishments	Lower	46%	261	288	9
	Variety of business and service establishments	Lower	36%	160	174	8
	Vibrancy of downtown/commercial area	Lower	23%	248	270	8
	Employment opportunities	Similar	43%	193	304	36
	Shopping opportunities	Much lower	26%	267	295	9
	Cost of living	Similar	38%	153	282	46
	Overall image or reputation	Much lower	20%	341	343	0
<b>Please also rate each of the following in the Battle Creek community.</b>	Traffic flow on major streets	Similar	60%	127	316	60
	Ease of public parking	Similar	56%	134	264	49
	Ease of travel by car	Similar	75%	119	303	61

**Please also rate each of the following in the Battle Creek community.**

Ease of travel by public transportation	Similar	31%	163	264	38
Ease of travel by bicycle	Similar	41%	204	305	33
Ease of walking	Lower	47%	264	306	14
Well-planned residential growth	Lower	24%	166	176	6
Well-planned commercial growth	Lower	22%	168	176	5
Well-designed neighborhoods	Lower	32%	168	173	3
Preservation of the historical or cultural character of the community	Lower	38%	170	173	2
Public places where people want to spend time	Much lower	25%	271	276	2
Variety of housing options	Lower	25%	256	288	11
Availability of affordable quality housing	Similar	26%	230	310	26
Overall quality of new development	Much lower	24%	292	300	3
Overall appearance	Much lower	31%	320	322	0
Cleanliness	Much lower	30%	302	310	2
Water resources	Similar	49%	115	158	27
Air quality	Lower	59%	257	275	6
Availability of paths and walking trails	Similar	59%	219	307	28
Fitness opportunities	Lower	58%	241	276	13
Recreational opportunities	Lower	43%	285	297	4
Availability of affordable quality food	Lower	37%	260	270	4
Availability of affordable quality health care	Lower	35%	256	279	8
Availability of preventive health services	Lower	43%	237	265	10
Availability of affordable quality mental health care	Lower	27%	225	266	15
Opportunities to attend cultural/arts/music activities	Lower	36%	257	293	12

<b>Please also rate each of the following in the Battle Creek community.</b>	Community support for the arts	Lower	32%	159	173	8
	Availability of affordable quality childcare/preschool	Lower	25%	257	277	7
	K-12 education	Much lower	34%	259	280	7
	Adult educational opportunities	Lower	41%	231	273	15
	Sense of civic/community pride	Much lower	25%	172	173	1
	Neighborliness of residents	Lower	31%	274	277	1
	Opportunities to participate in social events and activities	Lower	36%	275	284	3
	Opportunities to attend special events and festivals	Lower	37%	275	283	3
	Opportunities to volunteer	Lower	52%	263	280	6
	Opportunities to participate in community matters	Lower	41%	279	283	1
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Openness and acceptance of the community toward people of diverse backgrounds	Lower	38%	291	300	3
	Contacted the City of Battle Creek for help or information	Similar	49%	117	318	63
	Contacted Battle Creek elected officials to express your opinion	Similar	11%	243	276	12
	Attended a local public meeting	Similar	10%	266	279	5
	Watched a local public meeting	Similar	27%	103	260	60
	Volunteered your time to some group/activity	Similar	37%	100	281	64
	Campaigned or advocated for a local issue, cause, or candidate	Similar	17%	164	270	39
	Voted in your most recent local election	Much lower	55%	170	175	3
	Used public transportation instead of driving	Similar	23%	81	252	68
	Carpooled with other adults or children instead of driving alone	Similar	48%	57	273	79
<b>Please rate the quality of each of the following services in Battle Creek.</b>	Walked or biked instead of driving	Similar	50%	194	277	30
	Public information services	Lower	42%	287	296	3
	Economic development	Lower	23%	279	289	3

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

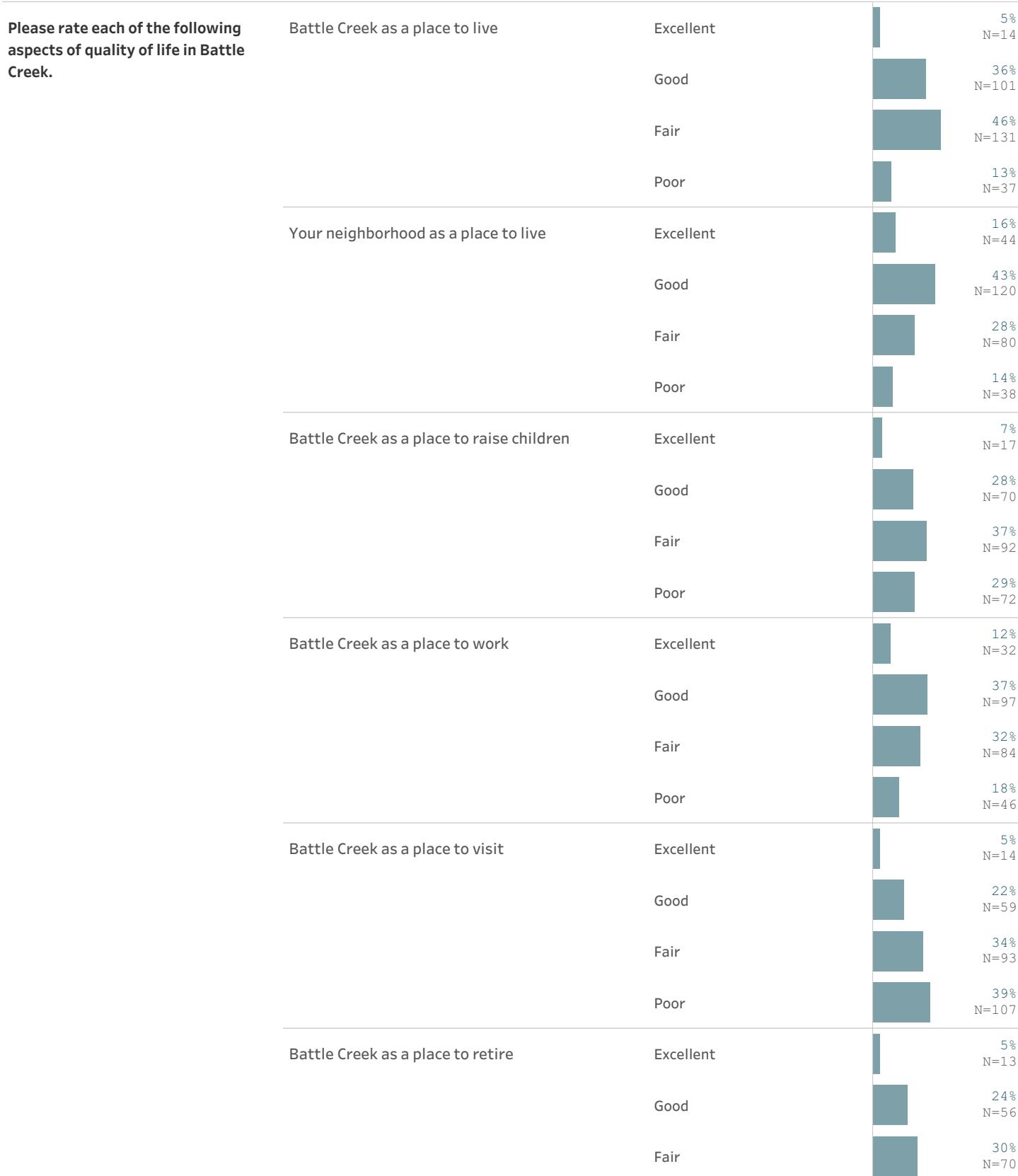
Traffic enforcement	Lower	41%	319	337	5
Traffic signal timing	Lower	42%	269	281	4
Street repair	Much lower	13%	326	332	2
Street cleaning	Lower	36%	277	295	6
Street lighting	Similar	45%	277	324	14
Snow removal	Lower	49%	204	250	18
Sidewalk maintenance	Lower	30%	278	291	4
Bus or transit services	Similar	34%	185	261	29
Land use, planning and zoning	Lower	24%	278	297	6
Code enforcement	Lower	18%	317	330	4
Affordable high-speed internet access	Similar	46%	131	170	23
Garbage collection	Lower	69%	283	313	9
Drinking water	Lower	48%	273	292	6
Sewer services	Similar	70%	259	295	12
Storm water management	Lower	53%	269	309	13
Power (electric and/or gas) utility	Lower	60%	220	234	6
Utility billing	Lower	50%	251	261	4
Police/Sheriff services	Lower	59%	346	364	5
Crime prevention	Much lower	33%	323	336	4
Animal control	Lower	41%	287	307	6
Ambulance or emergency medical services	Lower	68%	294	302	2
Fire services	Similar	82%	297	327	9
Fire prevention and education	Lower	59%	279	292	4

<b>Please rate the quality of each of the following services in Battle Creek.</b>	Emergency preparedness	Lower	46%	277	291	5
	Preservation of natural areas	Lower	45%	239	274	13
	Battle Creek open space	Lower	36%	261	266	2
	Recycling	Lower	53%	275	316	13
	Yard waste pick-up	Similar	58%	218	272	20
	City parks	Lower	51%	297	309	4
	Recreation programs or classes	Much lower	32%	296	302	2
	Recreation centers or facilities	Much lower	34%	276	286	3
	Health services	Lower	45%	230	260	11
	Public library services	Similar	77%	218	307	29
<b>Please rate the following categories of Battle Creek government performance.</b>	Overall customer service by Battle Creek employees	Lower	53%	337	352	4
	The value of services for the taxes paid to Battle Creek	Lower	26%	350	356	1
	The overall direction that Battle Creek is taking	Lower	32%	306	321	4
	The job Battle Creek government does at welcoming resident involvement	Lower	35%	300	319	5
	Overall confidence in Battle Creek government	Lower	28%	276	286	3
	Generally acting in the best interest of the community	Lower	31%	280	290	3
	Being honest	Lower	31%	264	281	6
	Being open and transparent to the public	Lower	27%	169	179	6
	Informing residents about issues facing the community	Lower	30%	179	184	3
	Treating all residents fairly	Much lower	31%	282	287	2
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	Treating residents with respect	Lower	39%	174	176	1
	The City of Battle Creek	Much lower	38%	340	348	2
	The Federal Government	Similar	34%	232	270	14

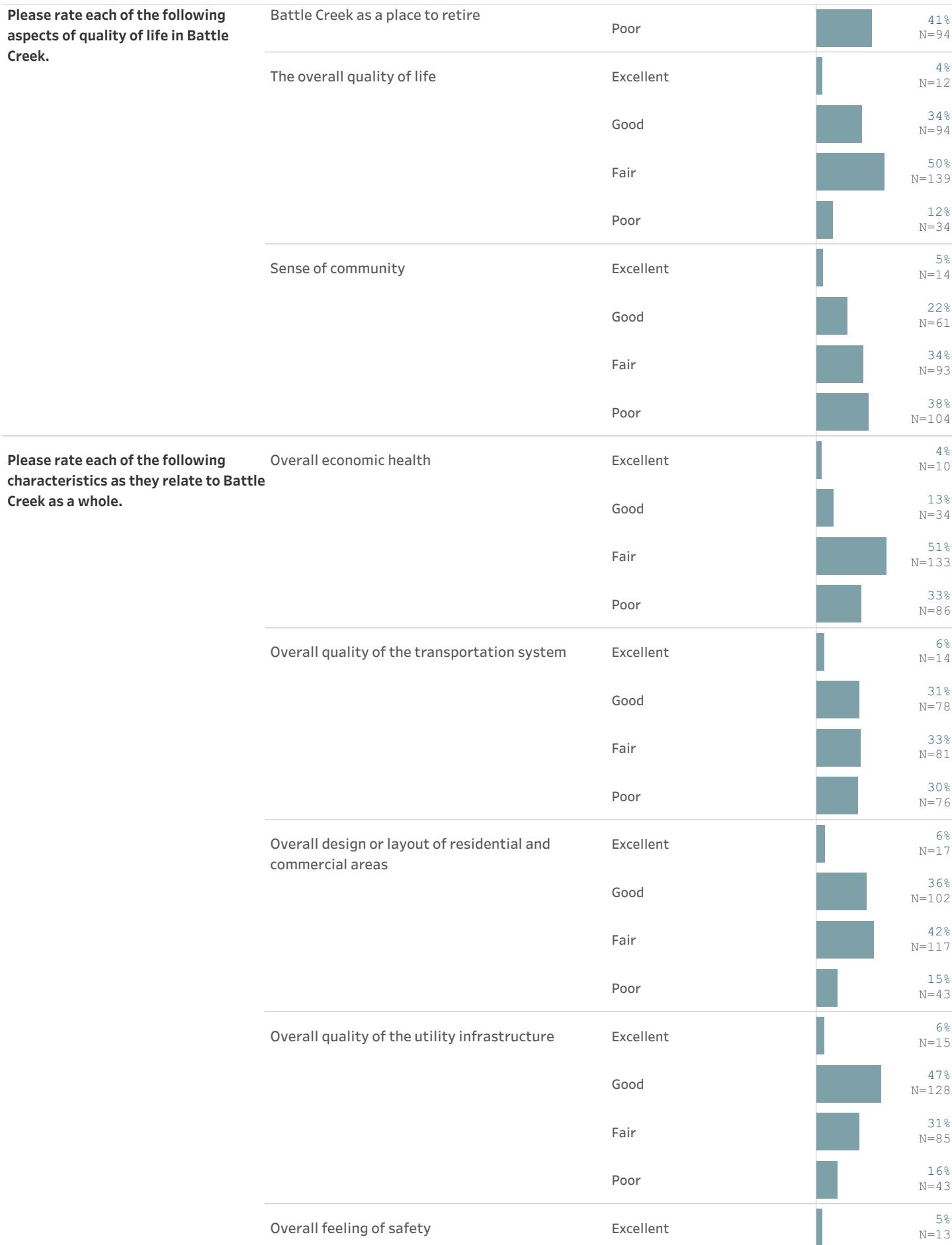
<b>Please rate how important, if at all, you think it is for the Battle Creek community to focus on each of the following in the coming two years.</b>	Overall economic health	Similar	91%	111	262	57
	Overall quality of the transportation system	Similar	72%	80	172	54
	Overall design or layout of residential and commercial areas	Lower	55%	258	262	1
	Overall quality of the utility infrastructure	Similar	82%	150	171	12
	Overall feeling of safety	Similar	93%	91	262	65
	Overall quality of natural environment	Similar	76%	237	262	9
	Overall quality of parks and recreation opportunities	Similar	73%	168	172	2
	Overall health and wellness opportunities	Similar	82%	117	262	55
	Overall opportunities for education, culture, and the arts	Similar	80%	90	262	65
	Residents' connection and engagement with their community	Similar	70%	144	262	45
<b>In general, how many times do you:</b>	Access the internet from your home	Lower	84%	166	172	4
	Access the internet from your cell phone	Similar	89%	148	172	14
	Visit social media sites	Similar	80%	77	171	55
	Use or check email	Similar	89%	171	172	1
	Share your opinions online	Higher	42%	8	172	95
	Shop online	Similar	46%	149	172	13
<b>Please rate your overall health.</b>		Lower	48%	272	272	0
<b>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:</b>			Lower	10%	267	274
						2

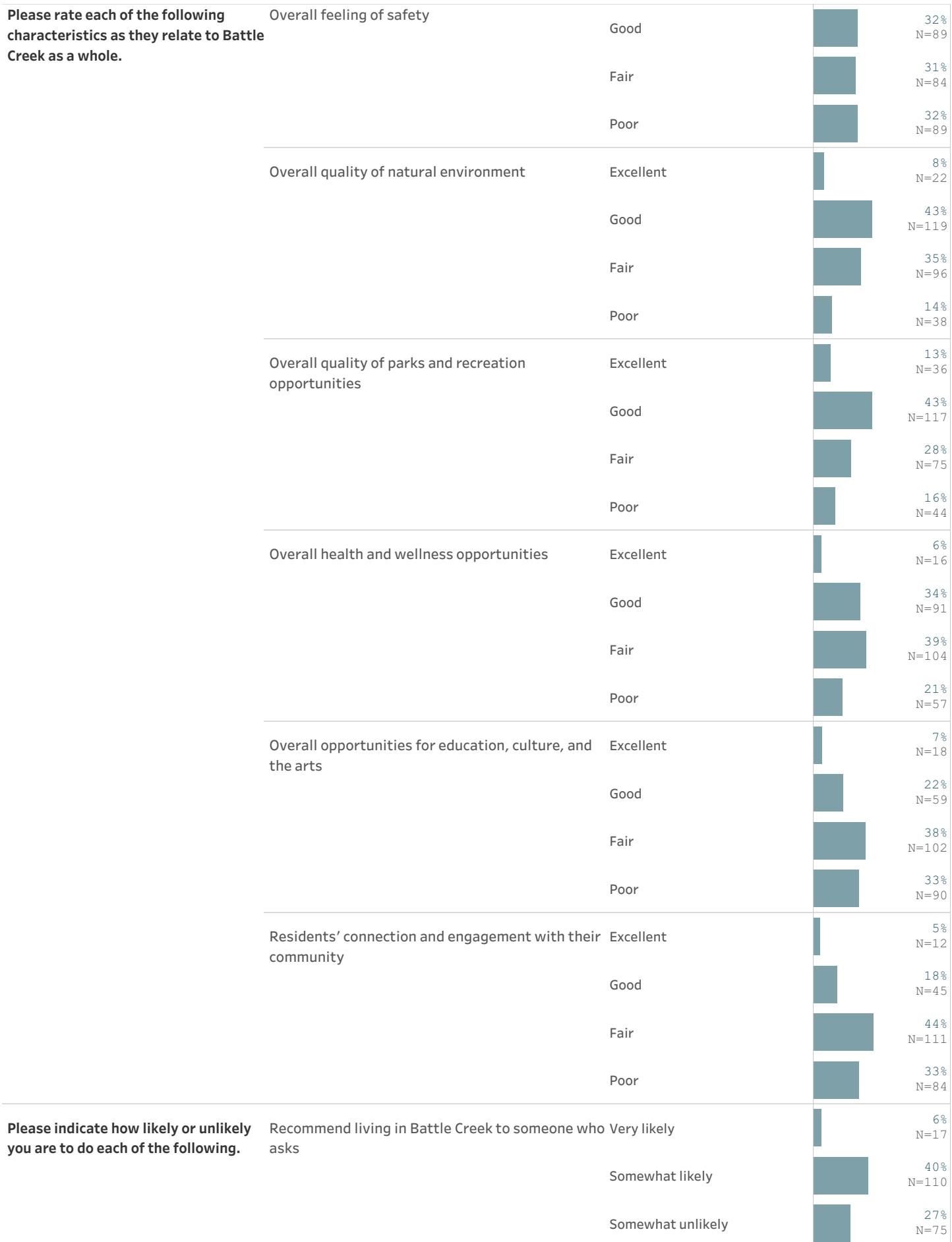
## Complete set of frequencies

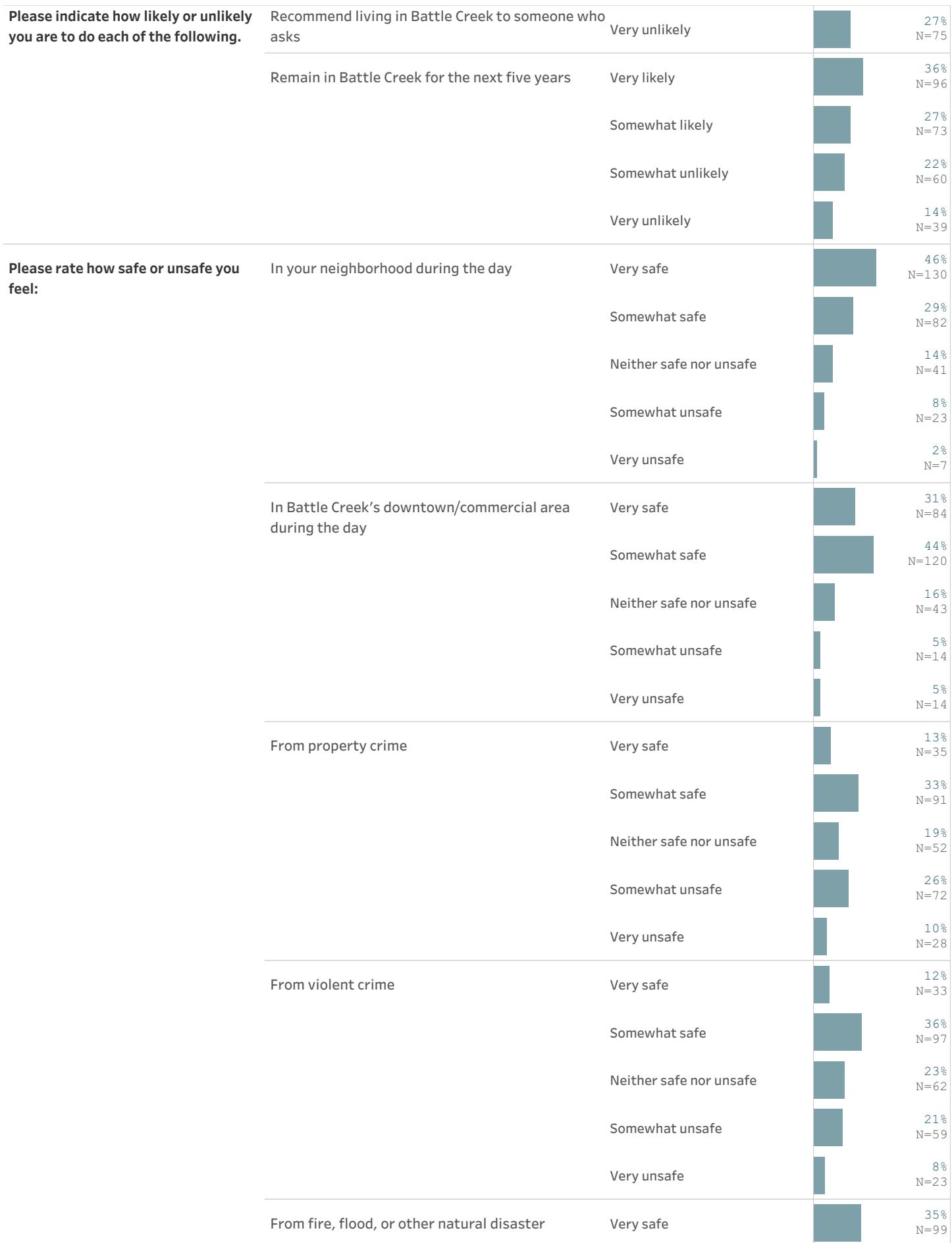
This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

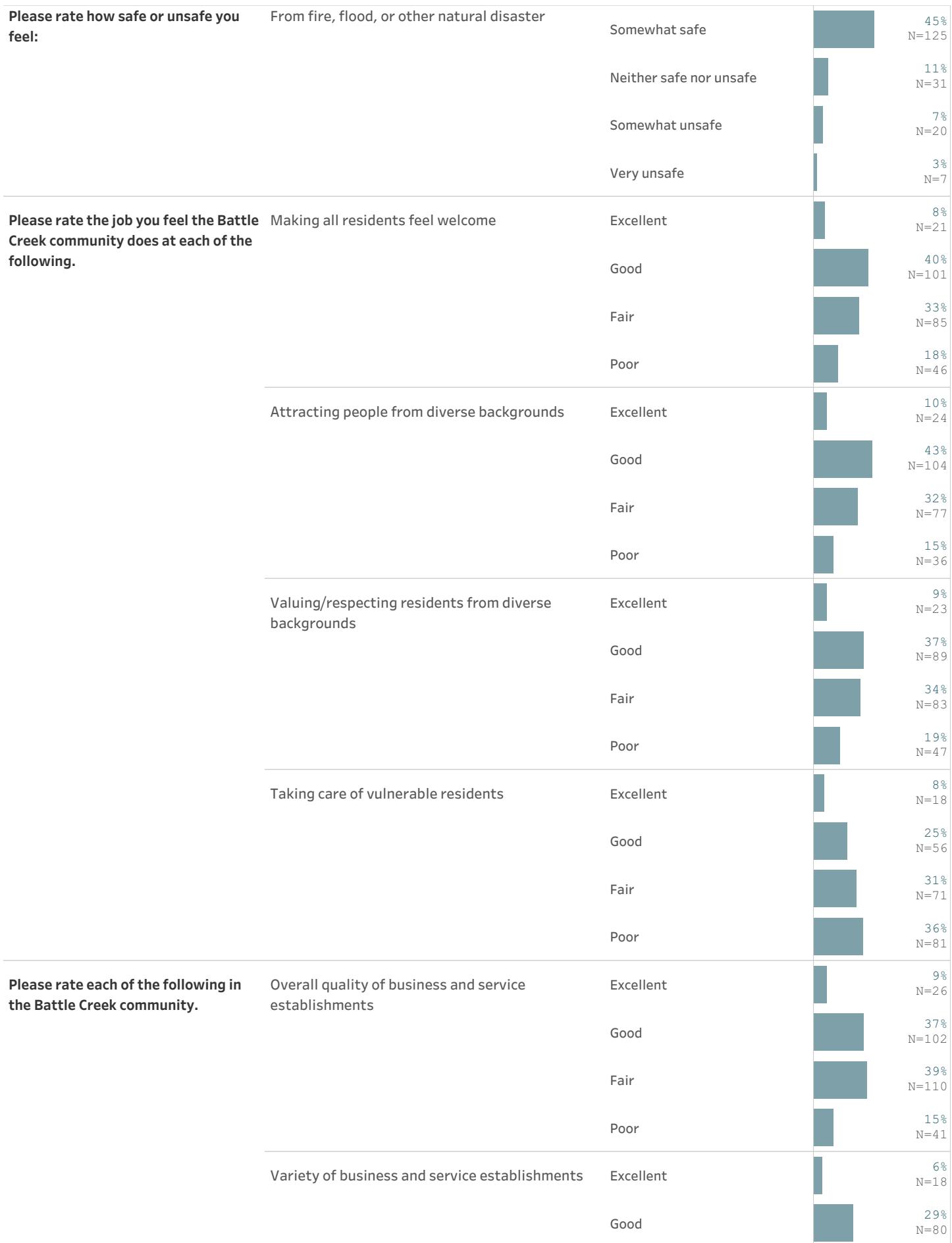


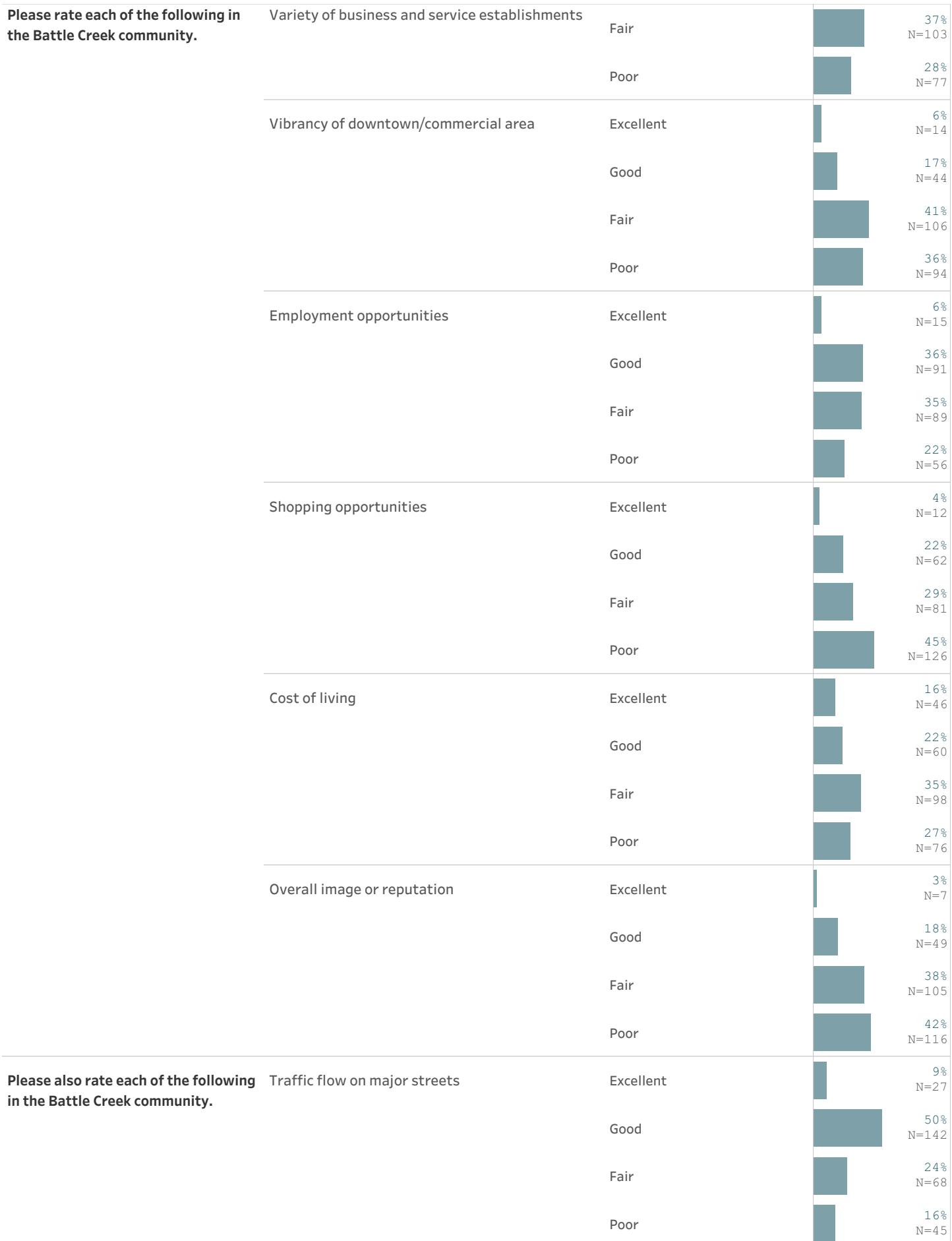
**Please rate each of the following aspects of quality of life in Battle Creek.**



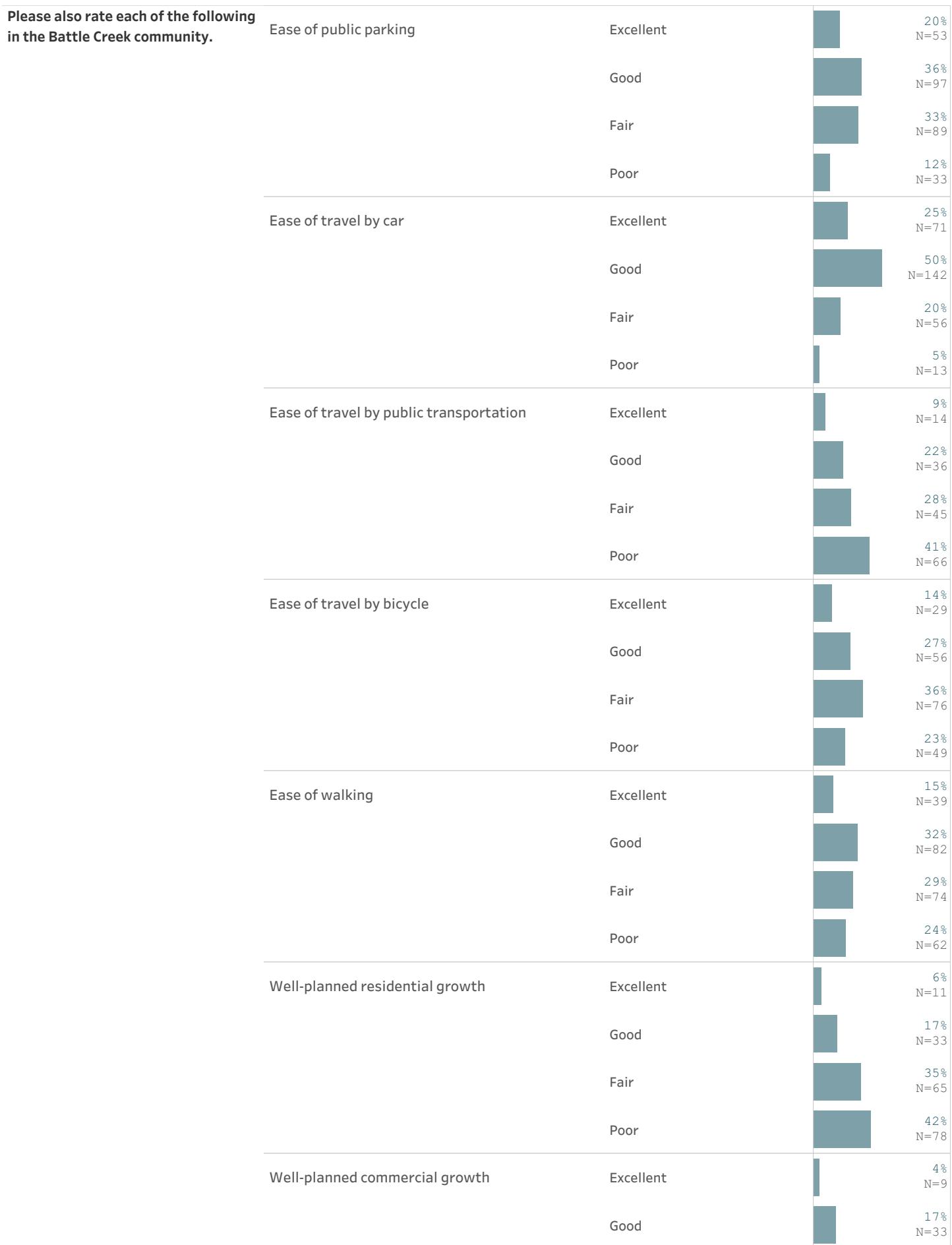








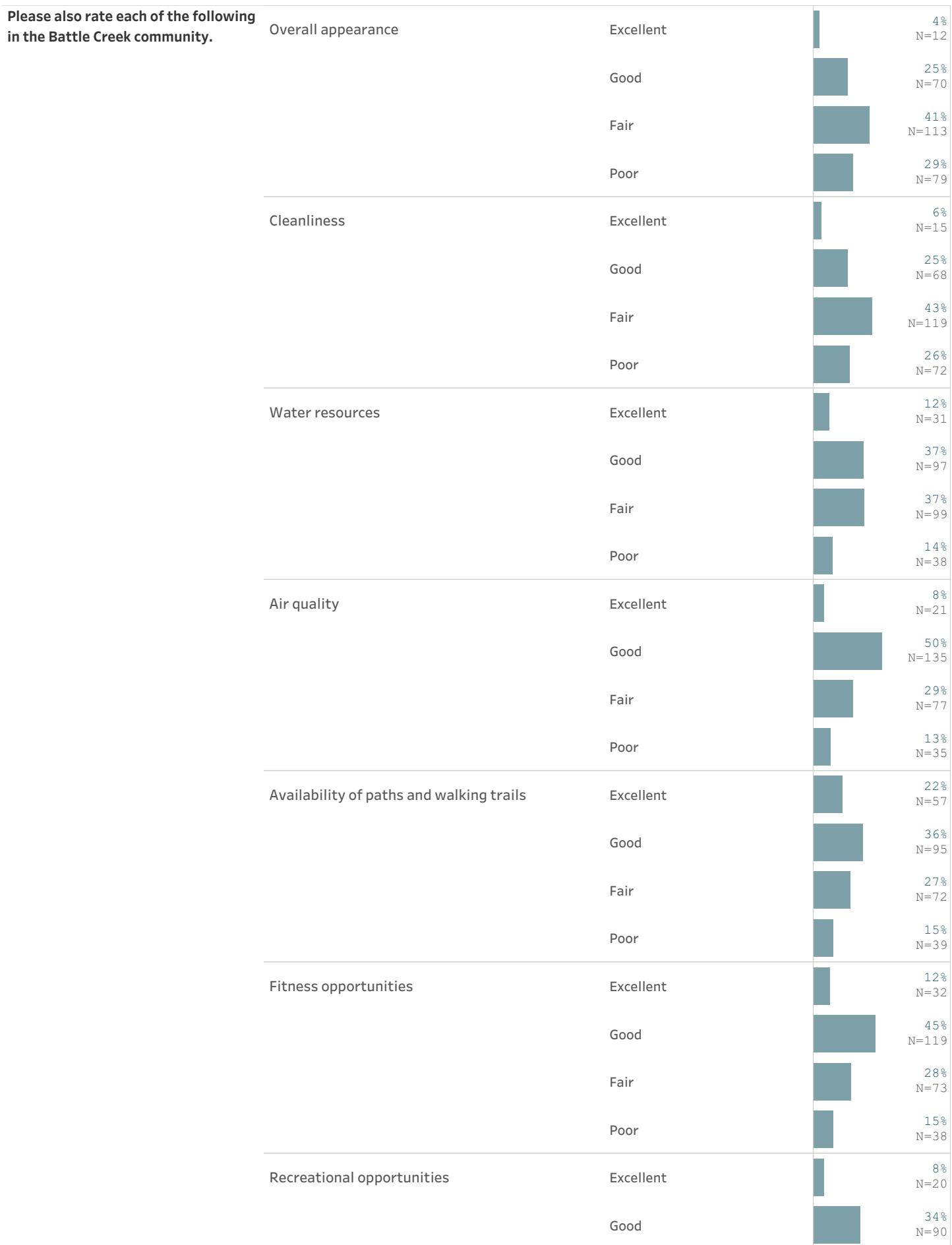
**Please also rate each of the following in the Battle Creek community.**



**Please also rate each of the following Well-planned commercial growth in the Battle Creek community.**



**Please also rate each of the following in the Battle Creek community.**

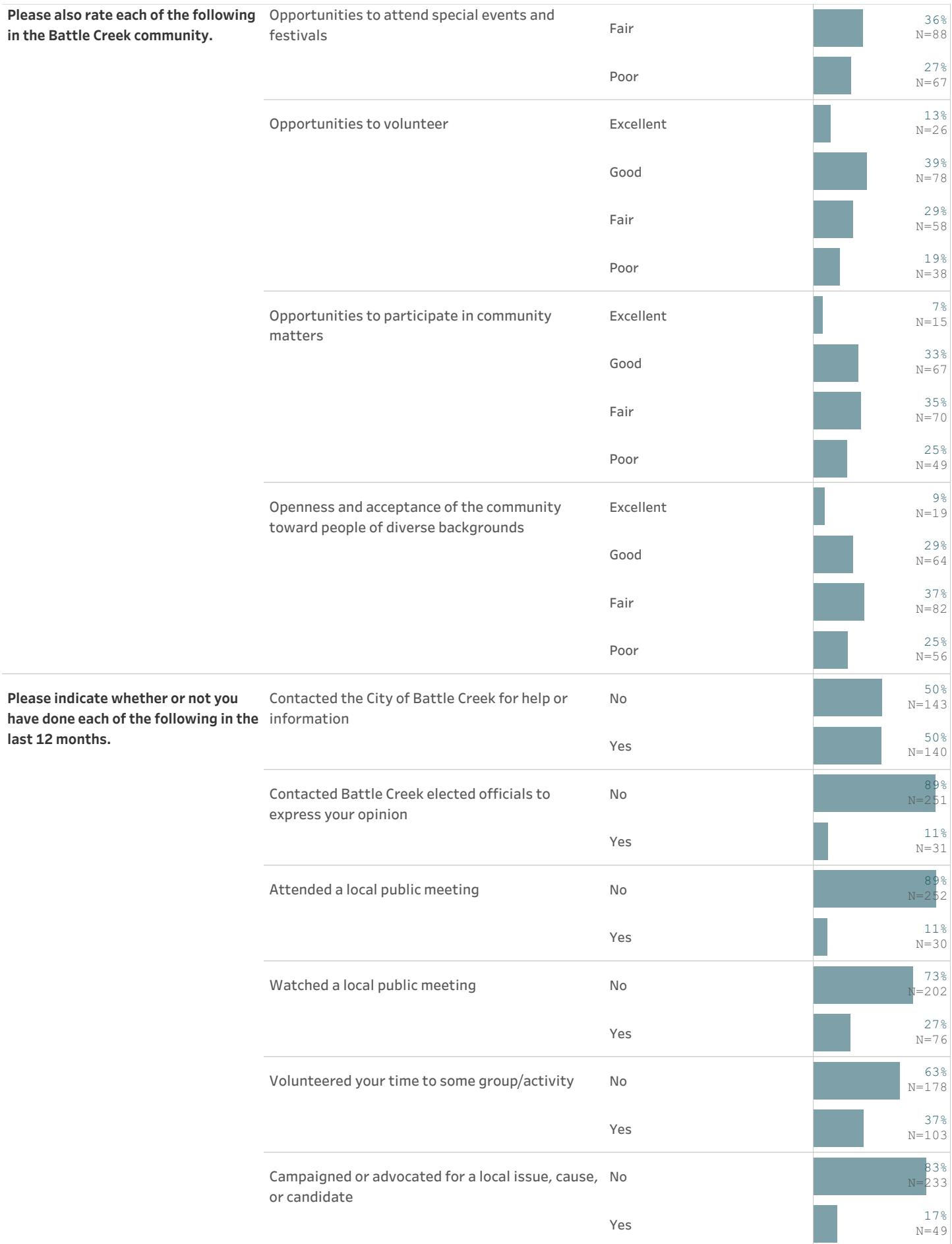


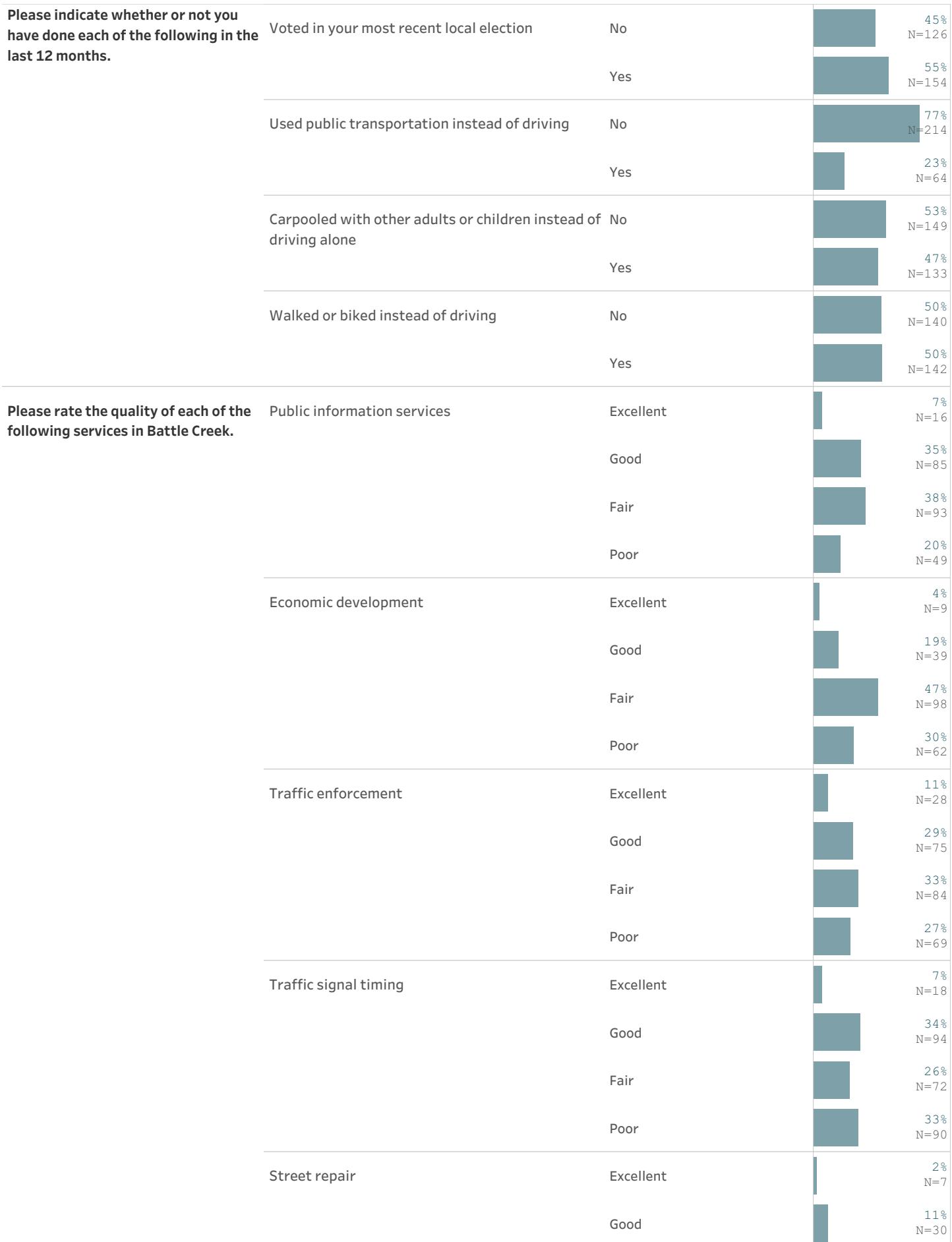
**Please also rate each of the following** Recreational opportunities in the Battle Creek community.



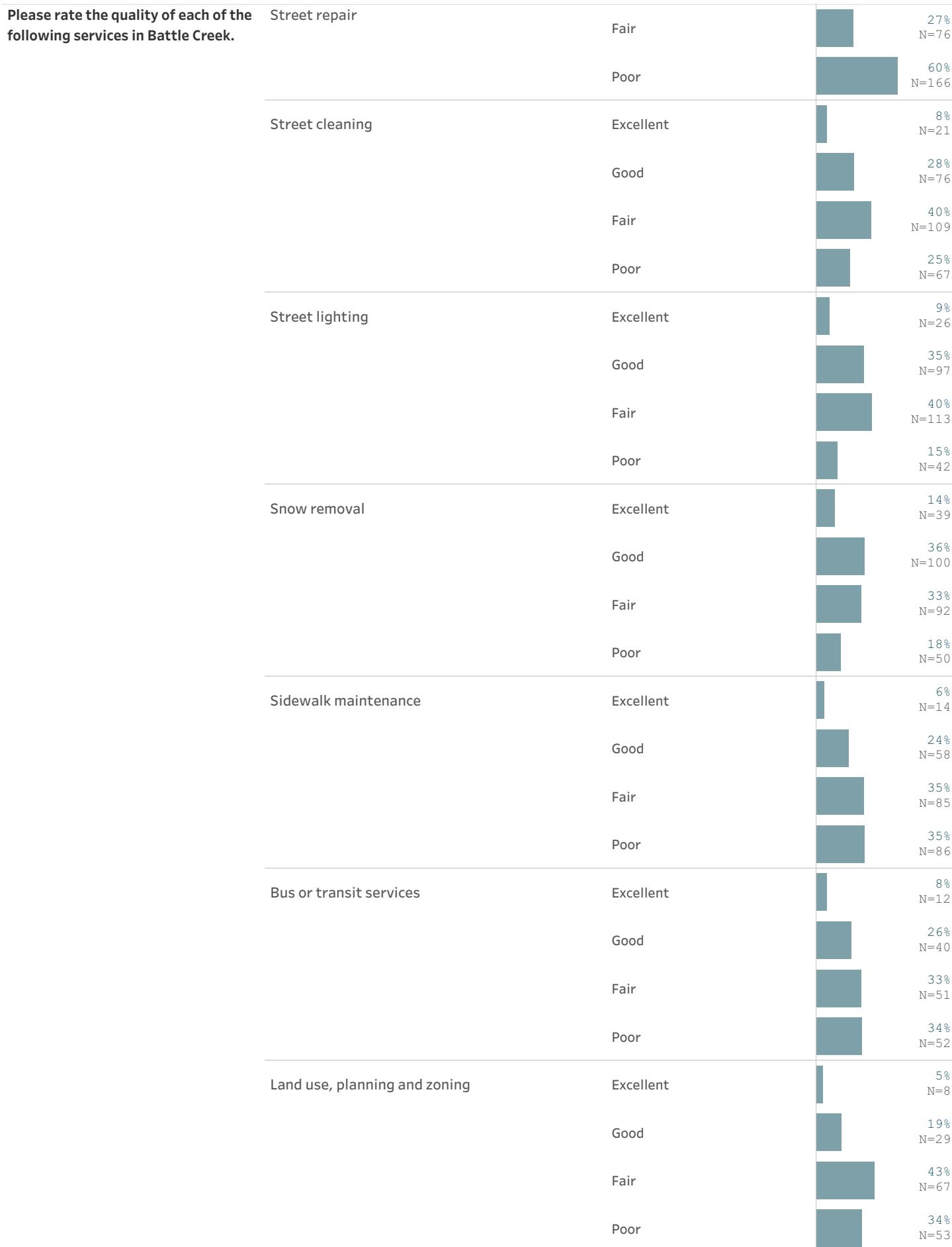
**Please also rate each of the following in the Battle Creek community.**



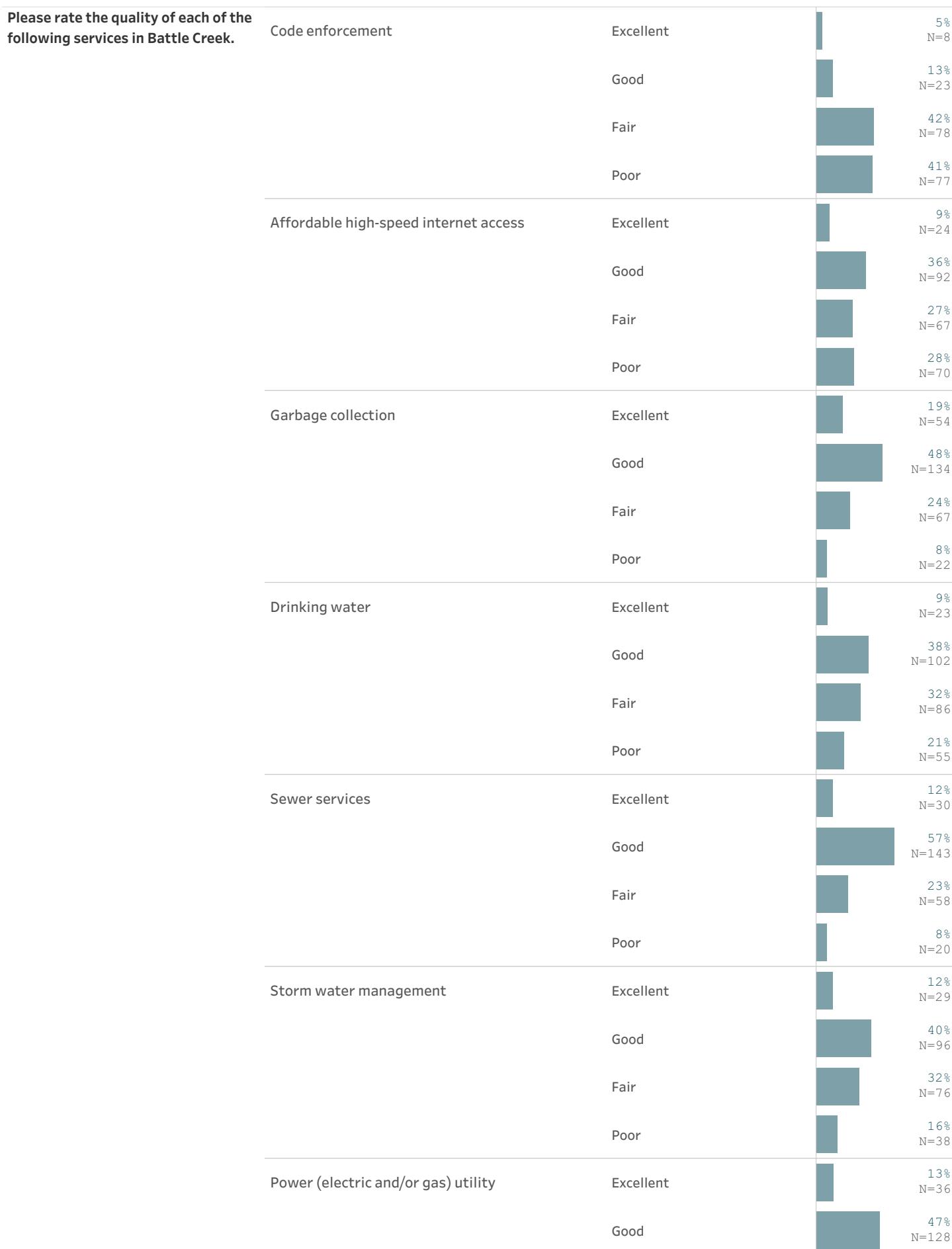




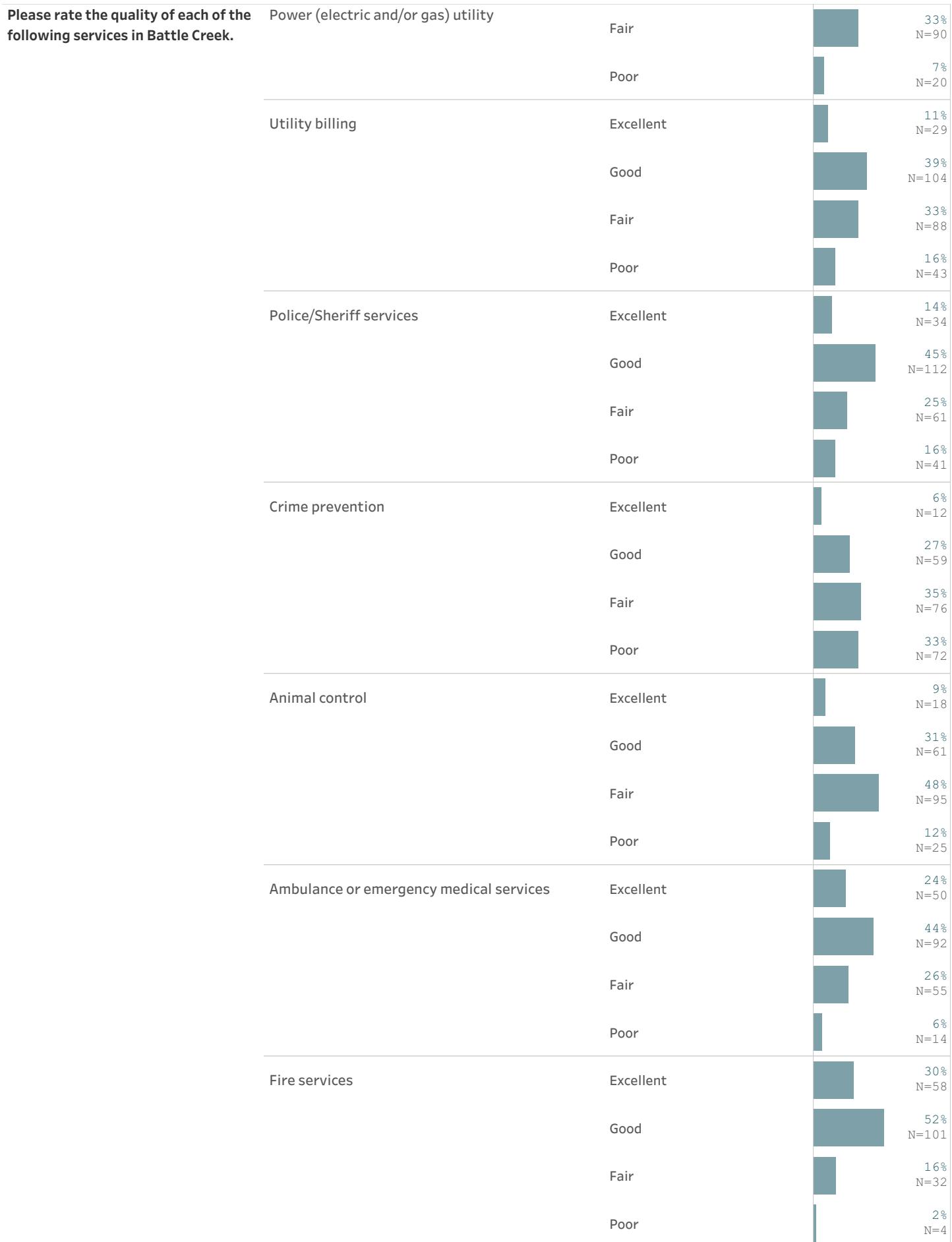
**Please rate the quality of each of the following services in Battle Creek.**



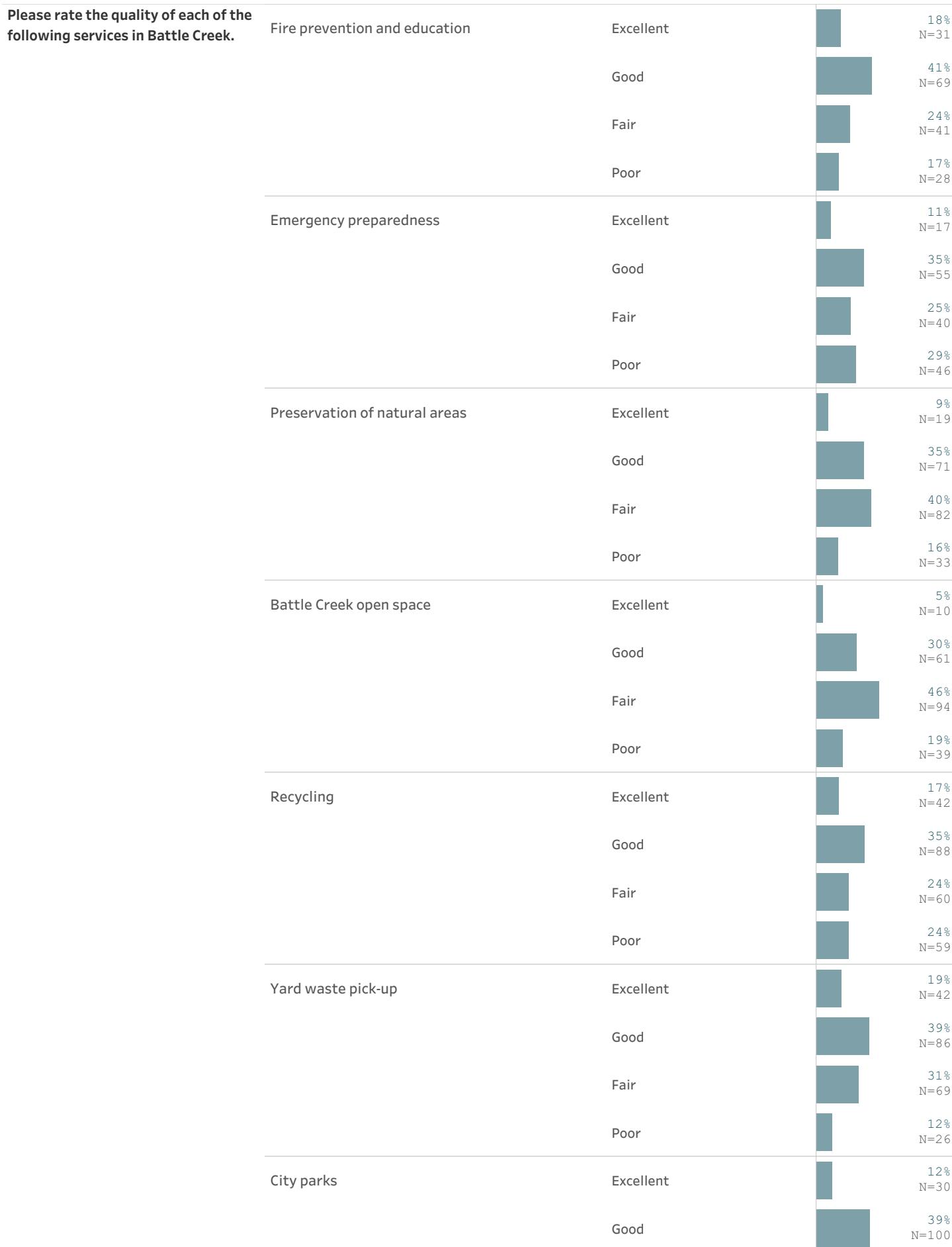
**Please rate the quality of each of the following services in Battle Creek.**

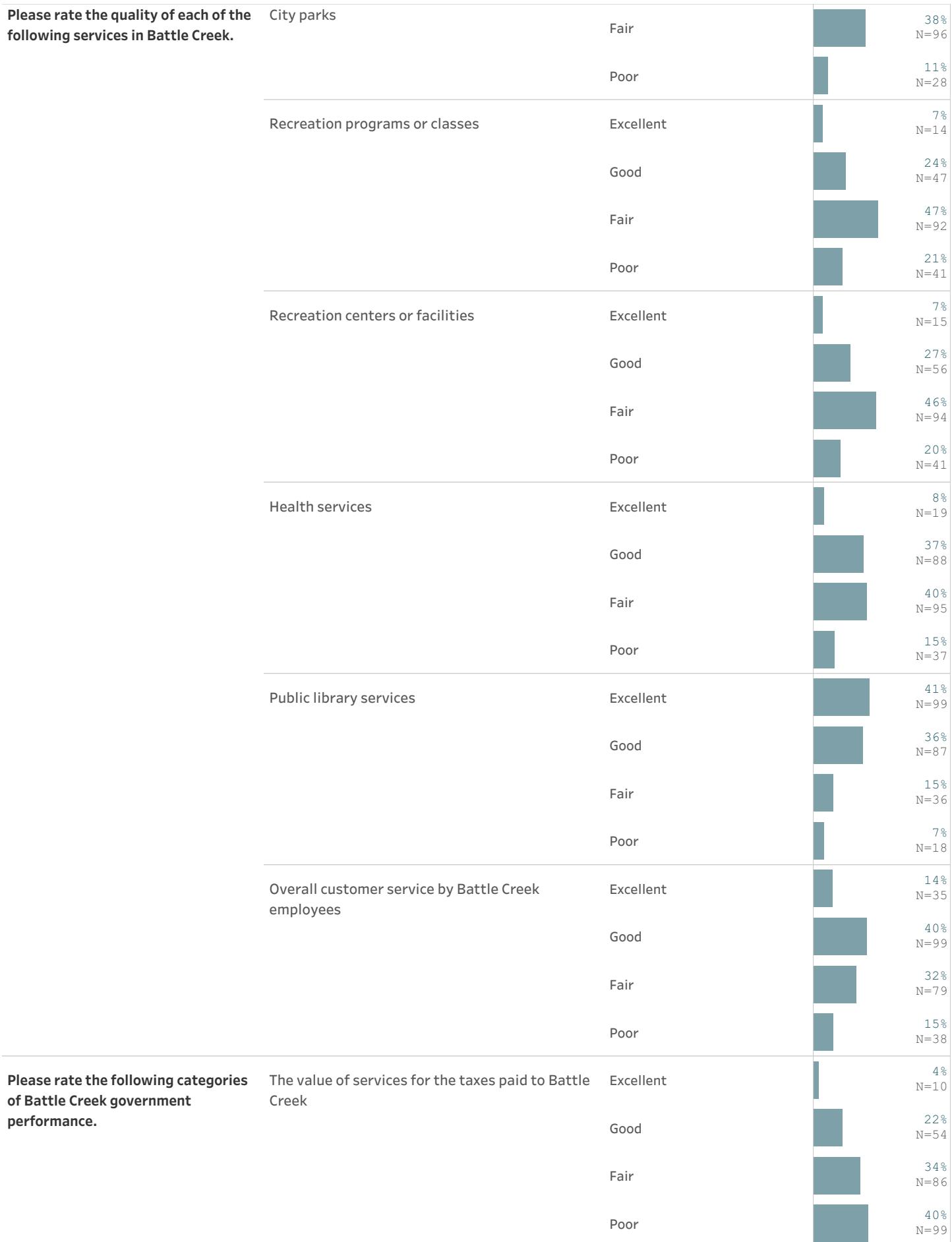


**Please rate the quality of each of the following services in Battle Creek.**

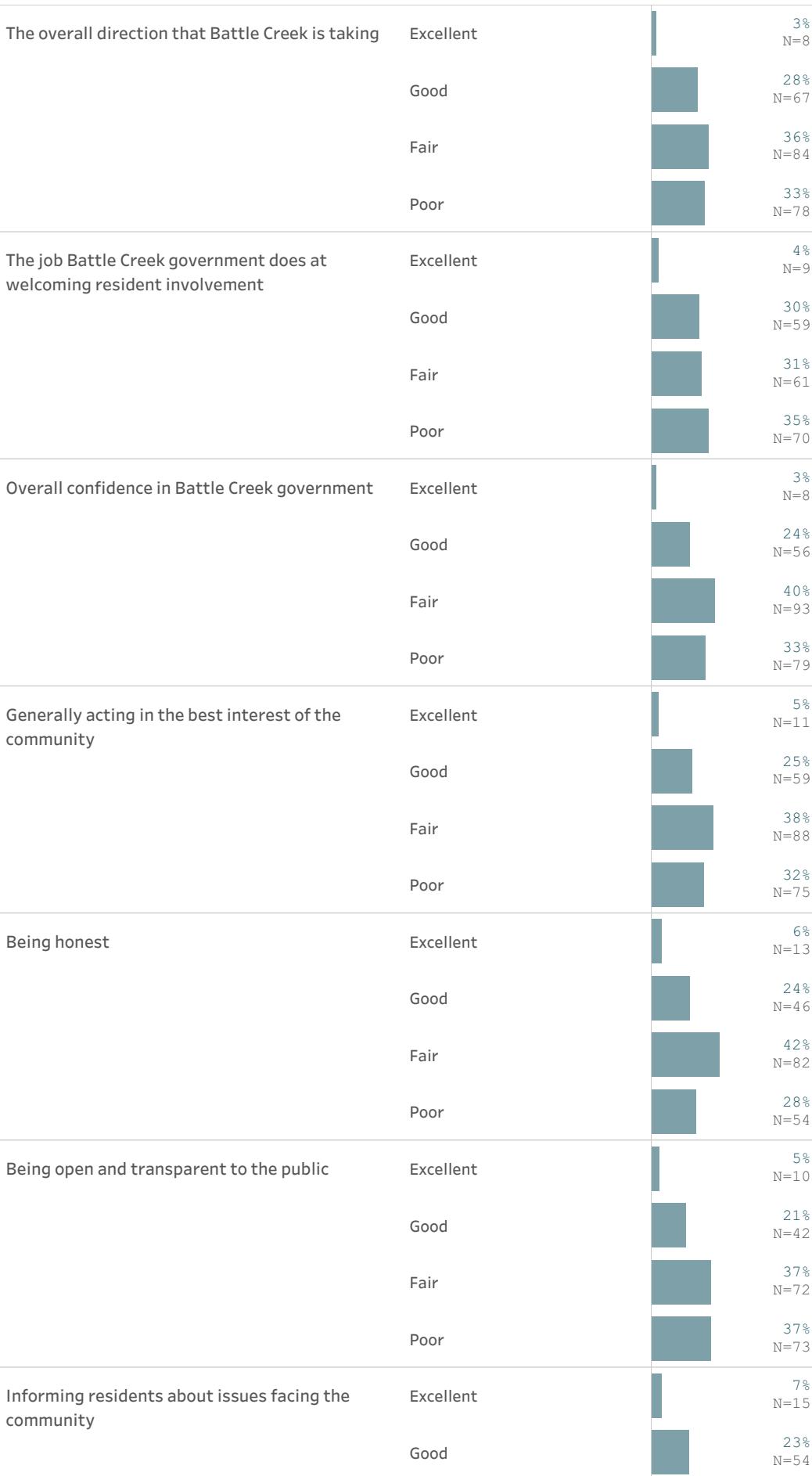


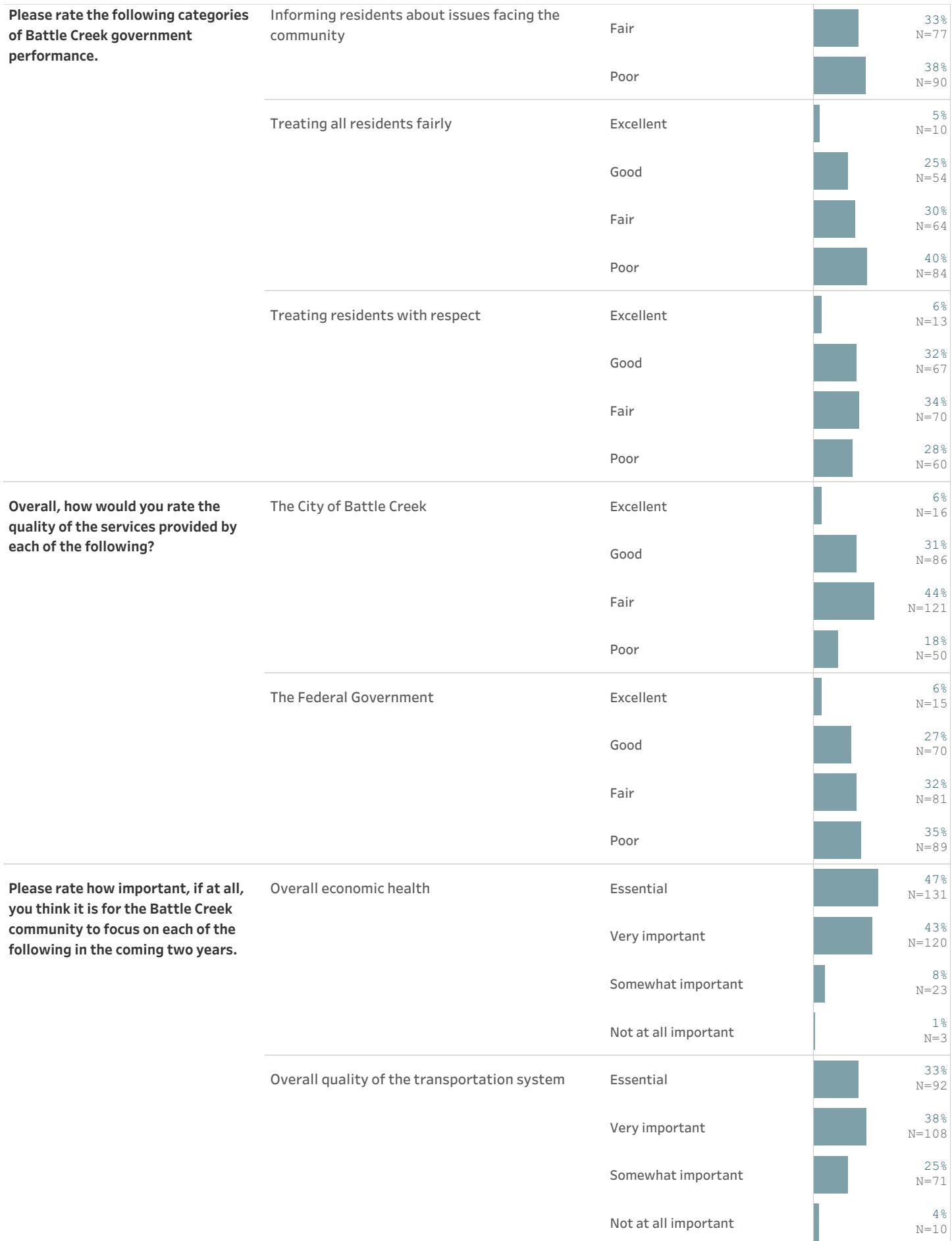
**Please rate the quality of each of the following services in Battle Creek.**



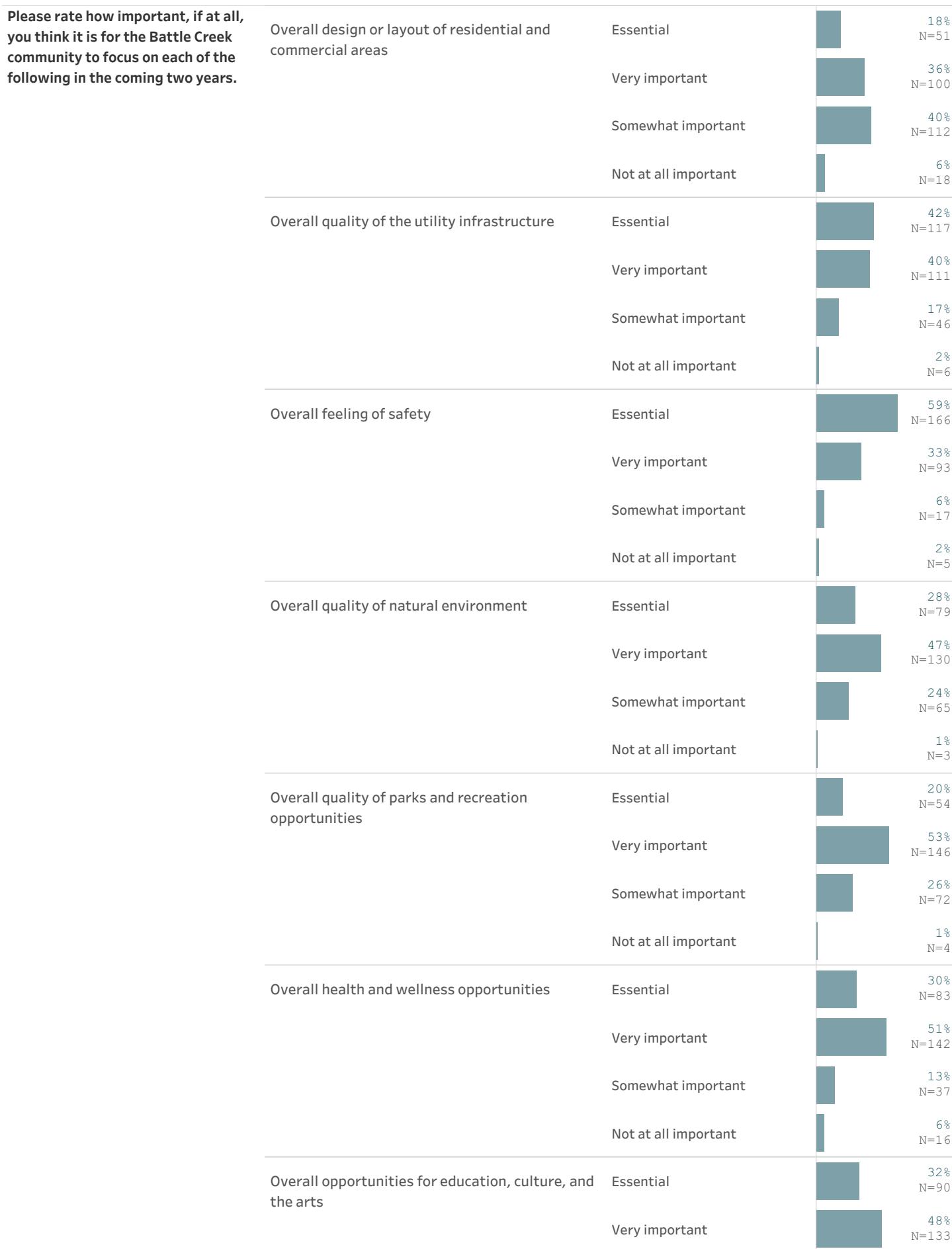


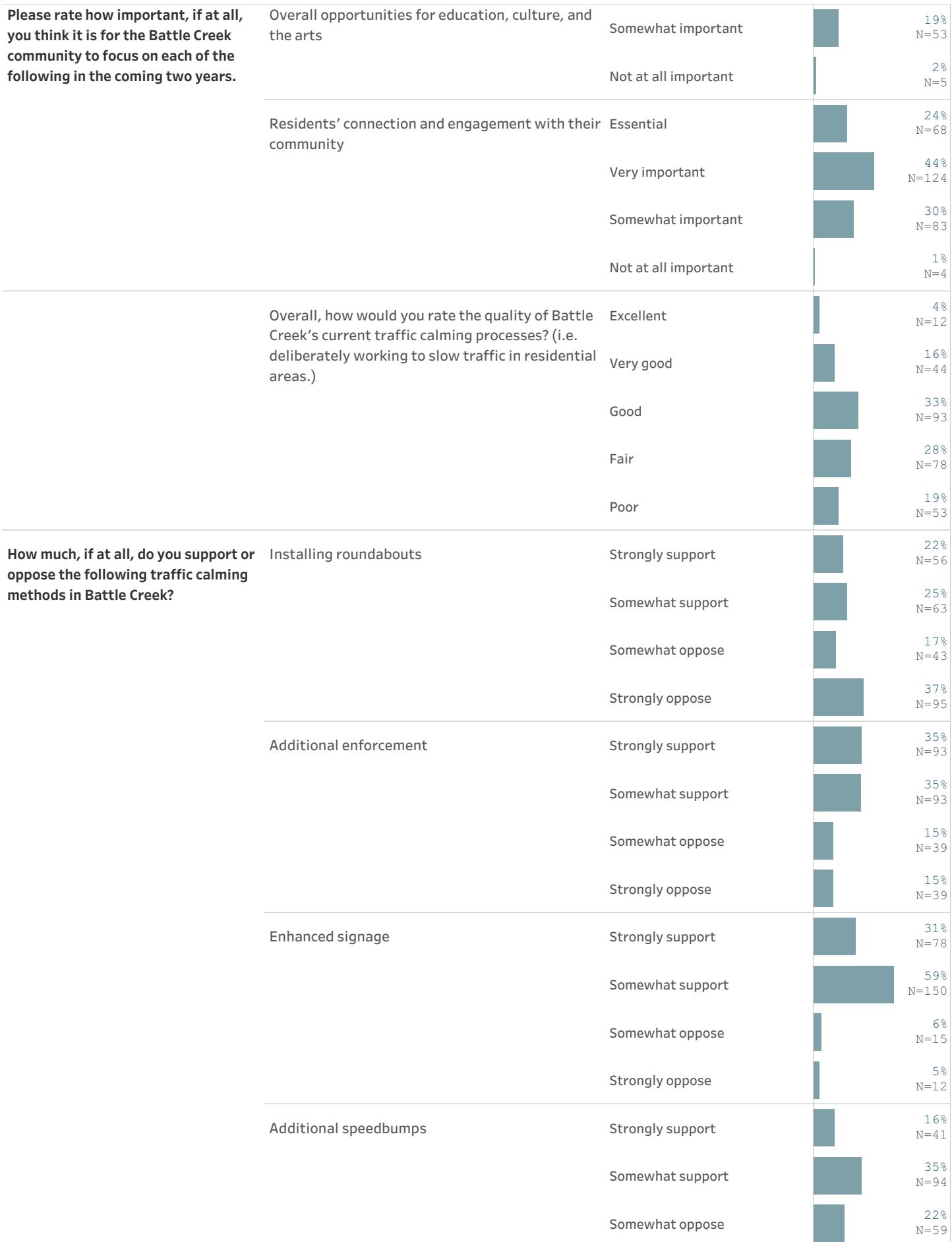
**Please rate the following categories of Battle Creek government performance.**

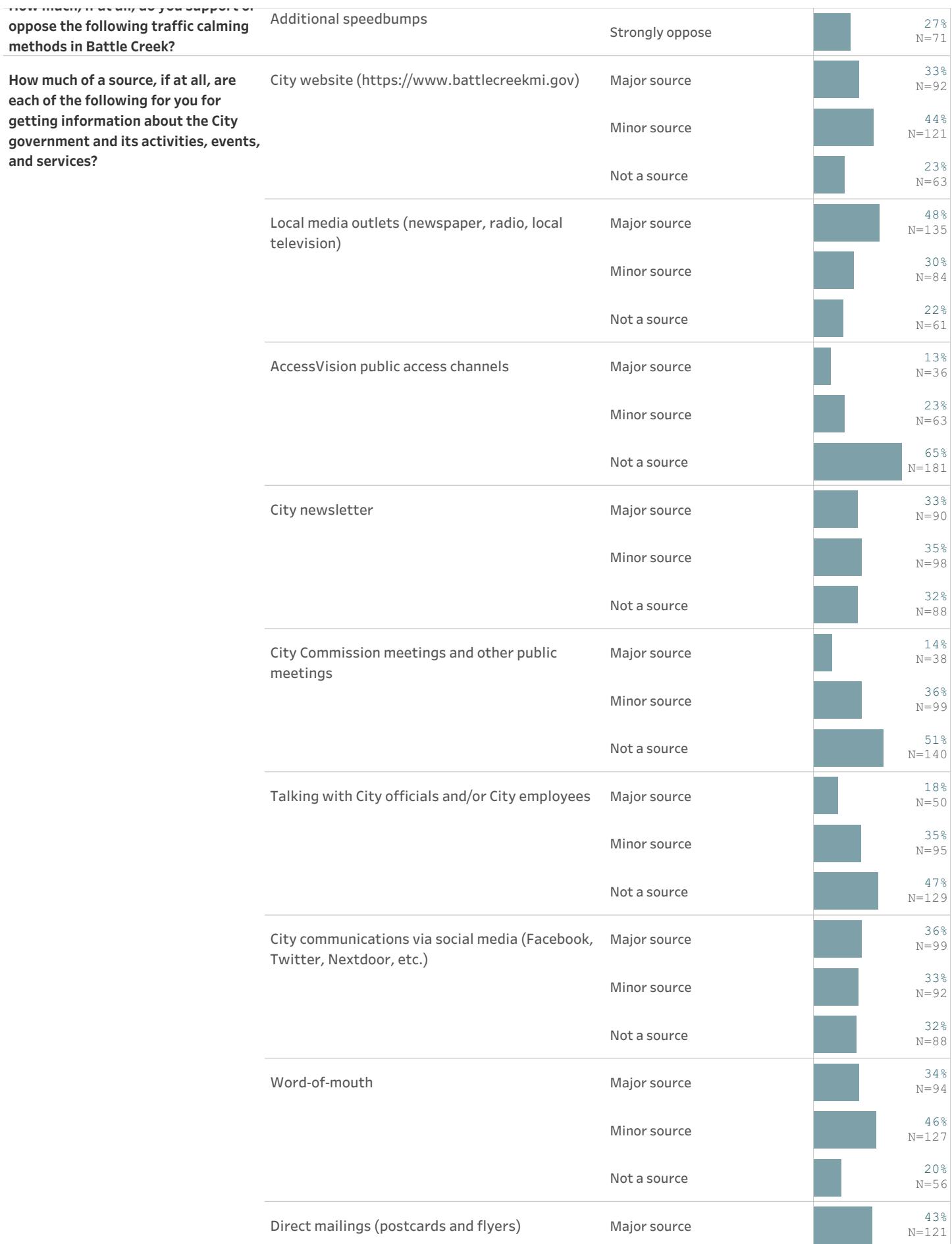


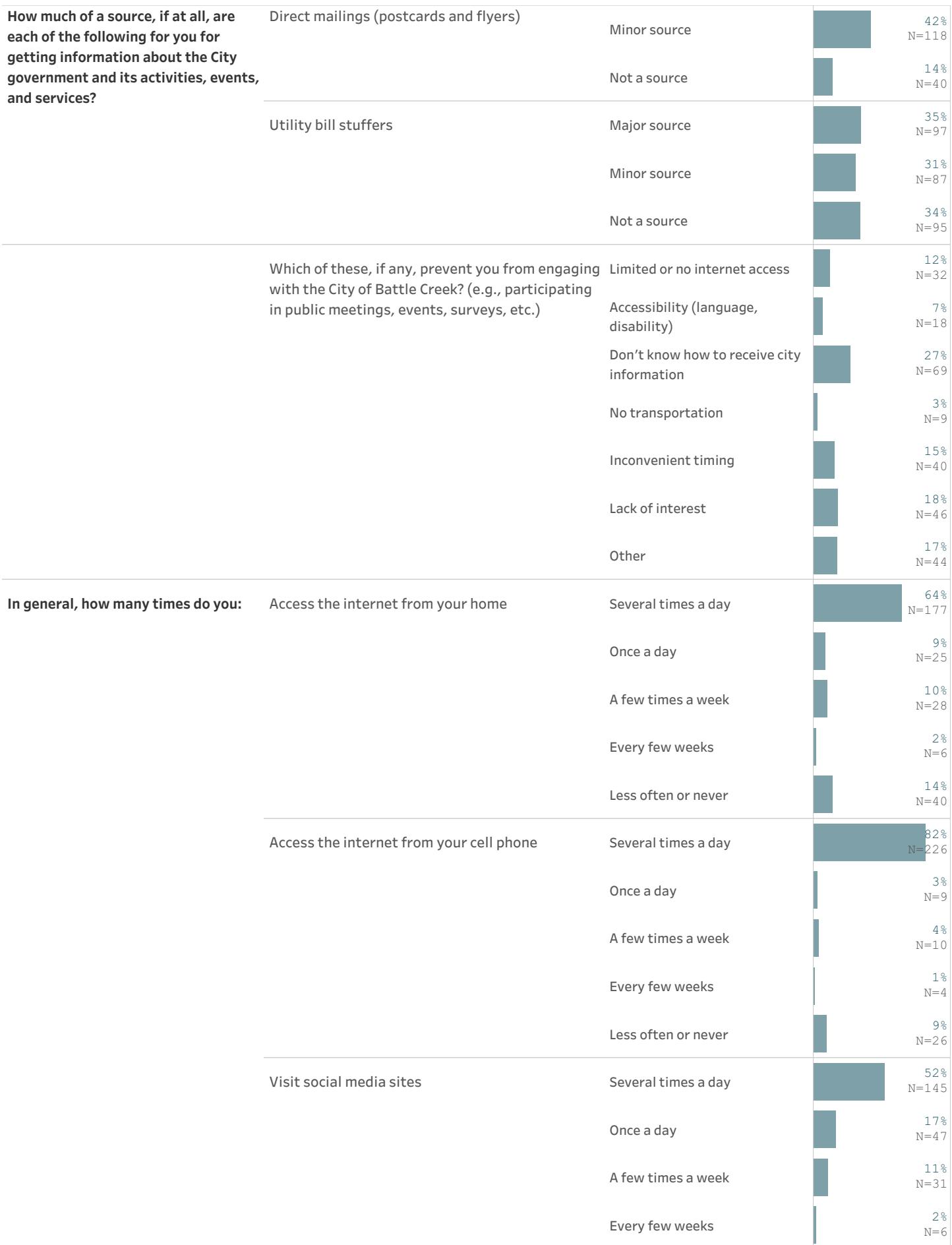


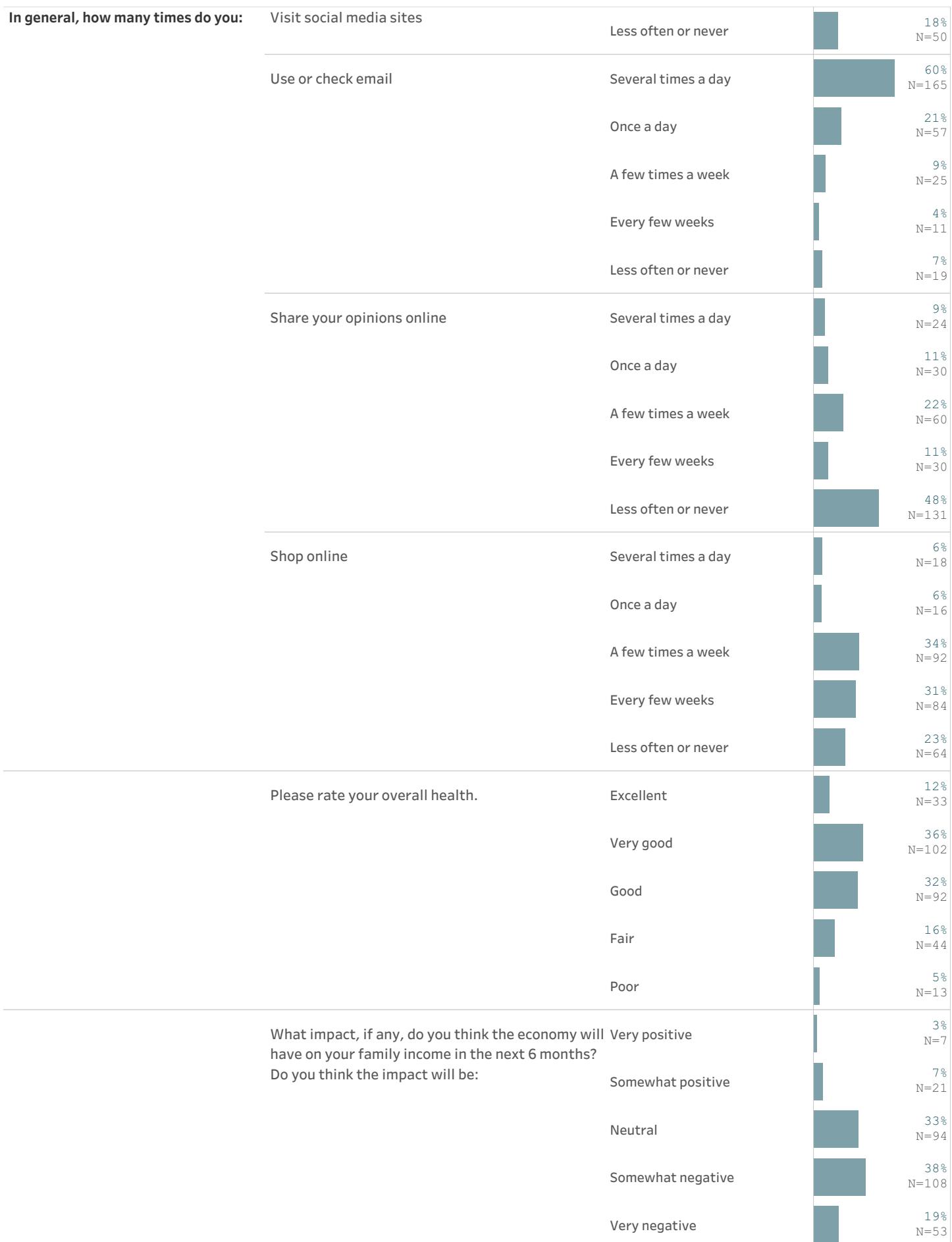
**Please rate how important, if at all, you think it is for the Battle Creek community to focus on each of the following in the coming two years.**

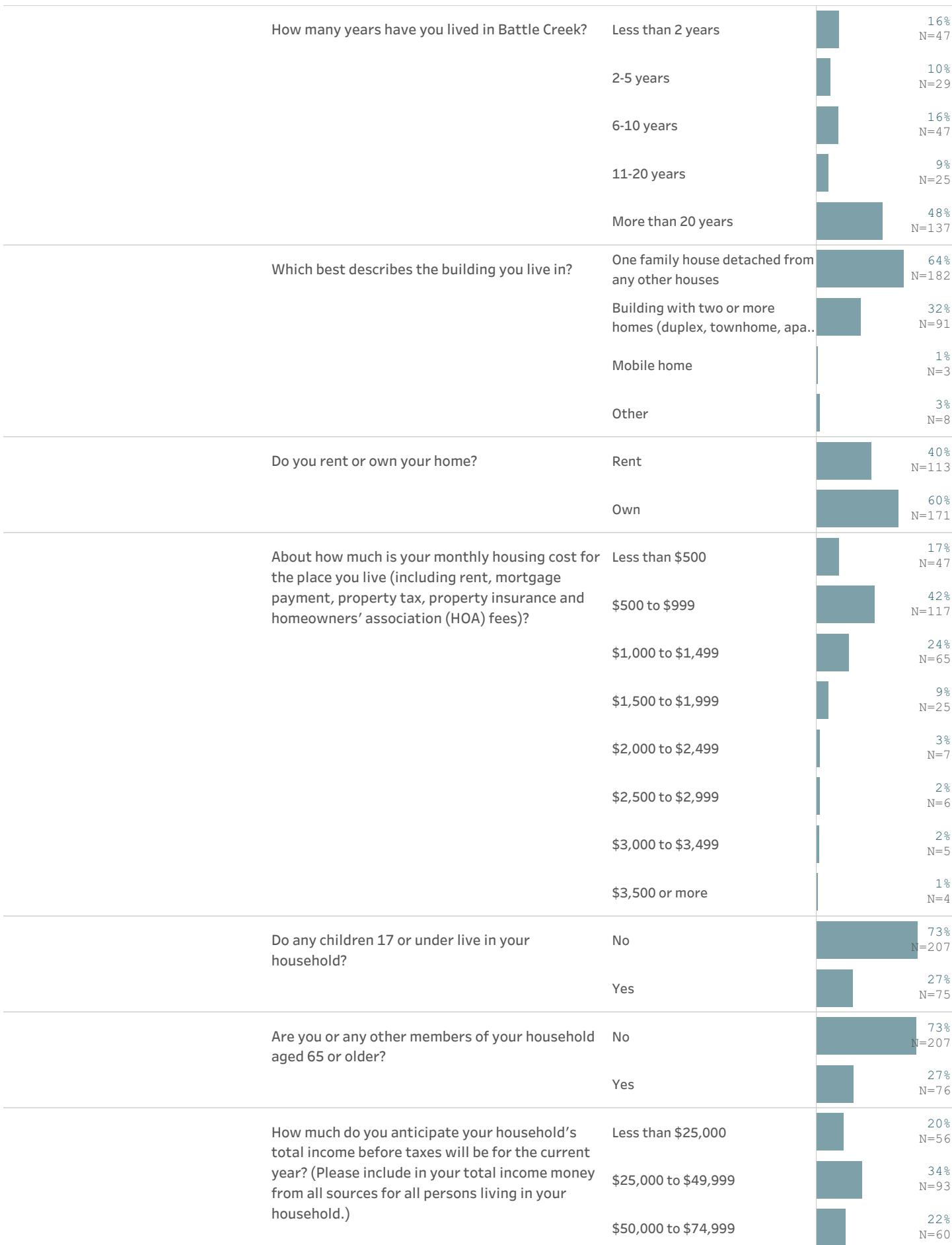


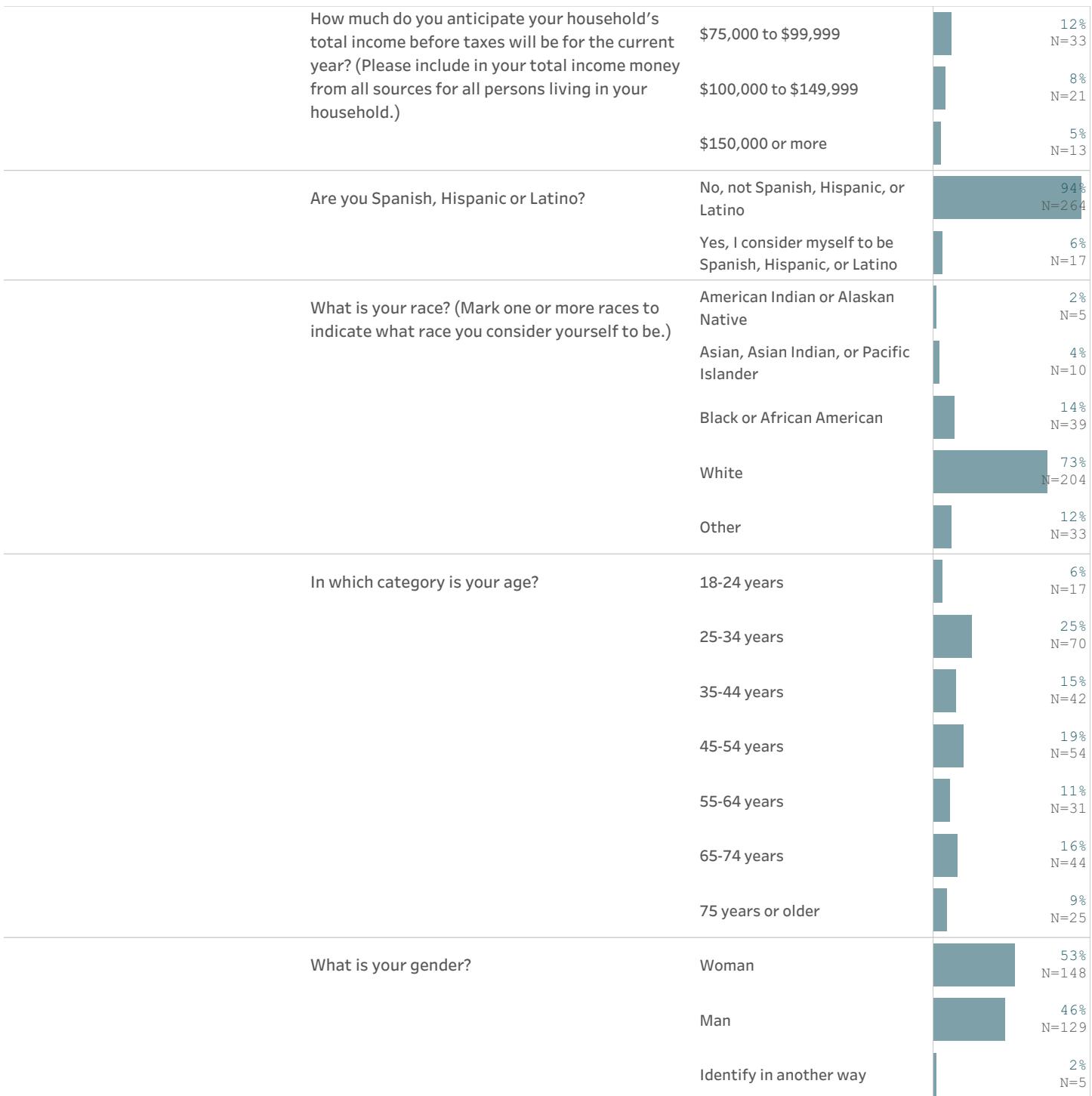












## Full trends

This table contains the trends over time for the City of Battle Creek. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2018 and 2022 surveys is greater than seven percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		1997	2004	2006	2009	2015	2018	2022
<b>Please rate each of the following aspects of quality of life in Battle Creek.</b>	Battle Creek as a place to live				44%	38%	42%	
	Your neighborhood as a place to live				57%	59%	59%	
	Battle Creek as a place to raise children				36%	38%	35%	
	Battle Creek as a place to work				37%	40%	51%	
	Battle Creek as a place to visit				28%	24%	27%	
	Battle Creek as a place to retire				23%	26%	30%	
	The overall quality of life				33%	34%	38%	
	Sense of community				22%	24%	28%	
<b>Please rate each of the following characteristics as they relate to Battle Creek as a whole.</b>	Overall economic health				18%	19%	17%	
	Overall quality of the transportation system				37%			
	Overall design or layout of residential and commercial areas				37%	33%	42%	
	Overall quality of the utility infrastructure				53%			
	Overall feeling of safety				75%	35%	35%	37%
	Overall quality of natural environment				48%	50%	52%	
	Overall quality of parks and recreation opportunities				56%			
	Overall health and wellness opportunities				41%	38%	39%	
	Overall opportunities for education, culture, and the arts				43%	41%	29%	
	Residents' connection and engagement with their community				23%			
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Battle Creek to someone who asks				48%	46%	47%	
	Remain in Battle Creek for the next five years				72%	66%	64%	
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day				76%	80%	76%	
	In Battle Creek's downtown/commercial area during the day				69%	70%	75%	
	From property crime				45%			
	From violent crime				48%			

<b>Please rate how safe or unsafe you feel:</b>	From fire, flood, or other natural disaster	80%
<b>Please rate the job you feel the Battle Creek community does at each of the following.</b>	Making all residents feel welcome	48%
	Attracting people from diverse backgrounds	53%
	Valuing/respecting residents from diverse backgrounds	47%
	Taking care of vulnerable residents	34%
<b>Please rate each of the following in the Battle Creek community.</b>	Overall quality of business and service establishments	30% 26% 46%
	Variety of business and service establishments	36%
	Vibrancy of downtown/commercial area	21% 16% 23%
	Employment opportunities	20% 25% 43%
	Shopping opportunities	31% 21% 26%
	Cost of living	33% 32% 38%
	Overall image or reputation	18% 16% 20%
<b>Please also rate each of the following in the Battle Creek community.</b>	Traffic flow on major streets	55% 58% 60%
	Ease of public parking	49% 56% 56%
	Ease of travel by car	63% 67% 75%
	Ease of travel by public transportation	33% 41% 31%
	Ease of travel by bicycle	49% 46% 41%
	Ease of walking	46% 52% 47%
	Well-planned residential growth	24%
	Well-planned commercial growth	22%
	Well-designed neighborhoods	32%
	Preservation of the historical or cultural character of the community	38%
	Public places where people want to spend time	33% 33% 25%
	Variety of housing options	36% 36% 25%
	Availability of affordable quality housing	36% 29% 26%
	Overall quality of new development	21% 21% 24%
	Overall appearance	31% 34% 31%
	Cleanliness	31% 33% 30%
	Water resources	49%
	Air quality	53% 57% 59%

<b>Please also rate each of the following in the Battle Creek community.</b>	Availability of paths and walking trails	55% 62% 59%
	Fitness opportunities	53% 51% 58%
	Recreational opportunities	39% 42% 43%
	Availability of affordable quality food	44% 44% 37%
	Availability of affordable quality health care	40% 42% 35%
	Availability of preventive health services	42% 42% 43%
	Availability of affordable quality mental health care	35% 35% 27%
	Opportunities to attend cultural/arts/music activities	34% 33% 36%
	Community support for the arts	32%
	Availability of affordable quality childcare/preschool	39% 31% 25%
	K-12 education	49% 46% 34%
	Adult educational opportunities	45% 39% 41%
	Sense of civic/community pride	25%
	Neighborliness of residents	27% 36% 31%
	Opportunities to participate in social events and activities	30% 31% 36%
	Opportunities to attend special events and festivals	39% 40% 37%
	Opportunities to volunteer	48% 48% 52%
	Opportunities to participate in community matters	37% 40% 41%
	Openness and acceptance of the community toward people of diver..	33% 39% 38%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Battle Creek for help or information	42% 44% 49%
	Contacted Battle Creek elected officials to express your opinion	18% 18% 11%
	Attended a local public meeting	16% 13% 10%
	Watched a local public meeting	28% 29% 27%
	Volunteered your time to some group/activity	42% 41% 37%
	Campaigned or advocated for a local issue, cause, or candidate	24% 27% 17%
	Voted in your most recent local election	55%
	Used public transportation instead of driving	20% 17% 23%
	Carpooled with other adults or children instead of driving alone	34% 39% 48%
	Walked or biked instead of driving	46% 47% 50%
<b>Please rate the quality of each of the following services in Battle</b>	Public information services	82% 45% 47% 42%

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

Economic development	91%	22%	24%	23%
Traffic enforcement		42%	47%	41%
Traffic signal timing		26%	39%	42%
Street repair	43%	7%	14%	13%
Street cleaning	81%	20%	27%	36%
Street lighting		35%	41%	45%
Snow removal		34%	45%	49%
Sidewalk maintenance		20%	26%	30%
Bus or transit services	89%	40%	43%	34%
Land use, planning and zoning	94%	25%	25%	24%
Code enforcement	88%	17%	20%	18%
Affordable high-speed internet access				46%
Garbage collection	94%	96%	96%	69%
Drinking water		42%	50%	48%
Sewer services		53%	62%	70%
Storm water management		40%	46%	53%
Power (electric and/or gas) utility		58%	63%	60%
Utility billing		46%	59%	50%
Police/Sheriff services		52%	65%	59%
Crime prevention		33%	36%	33%
Animal control		38%	39%	41%
Ambulance or emergency medical services	99%	72%	72%	68%
Fire services		76%	82%	82%
Fire prevention and education		56%	59%	59%
Emergency preparedness		40%	42%	46%
Preservation of natural areas		39%	41%	45%
Battle Creek open space		31%	36%	36%
Recycling	91%	59%	75%	53%
Yard waste pick-up		65%	71%	58%
City parks		50%	59%	51%

<b>Please rate the quality of each of the following services in Battle Creek.</b>	Recreation programs or classes	42% 45% 32%
	Recreation centers or facilities	40% 42% 34%
	Health services	42% 44% 45%
	Public library services	73% 77% 77%
	Overall customer service by Battle Creek employees	42% 52% 53%
<b>Please rate the following categories of Battle Creek government performance.</b>	The value of services for the taxes paid to Battle Creek	76% 24% 25% 26%
	The overall direction that Battle Creek is taking	22% 25% 32%
	The job Battle Creek government does at welcoming resident invol..	24% 23% 35%
	Overall confidence in Battle Creek government	19% 23% 28%
	Generally acting in the best interest of the community	24% 27% 31%
	Being honest	23% 30% 31%
	Being open and transparent to the public	27%
	Informing residents about issues facing the community	30%
	Treating all residents fairly	21% 27% 31%
	Treating residents with respect	39%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Battle Creek	35% 42% 38%
	The Federal Government	28% 31% 34%
<b>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.</b>	Overall economic health	91% 89% 91%
	Overall quality of the transportation system	72%
	Overall design or layout of residential and commercial areas	63% 70% 55%
	Overall quality of the utility infrastructure	82%
	Overall feeling of safety	89% 92% 93%
	Overall quality of natural environment	68% 74% 76%
	Overall quality of parks and recreation opportunities	73%
	Overall health and wellness opportunities	79% 81% 82%
	Overall opportunities for education, culture, and the arts	84% 87% 80%
	Residents' connection and engagement with their community	82% 79% 70%
<b>In general, how many times do you:</b>	Access the internet from your home	84%
	Access the internet from your cell phone	89%
	Visit social media sites	80%

<b>In general, how many times do you:</b>	Use or check email	89%
	Share your opinions online	42%
	Shop online	46%
	Please rate your overall health.	50% 43% 48%
	What impact, if any, do you think the economy will have on your fa..	26% 25% 10%

## Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), the City of Battle Creek conducted a survey of 2,700 residents. Survey invitations were mailed to randomly selected households and data were collected from April 21st to June 24th. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Battle Creek. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on May 17th. The survey remained open for 10 weeks and there were 420 responses.

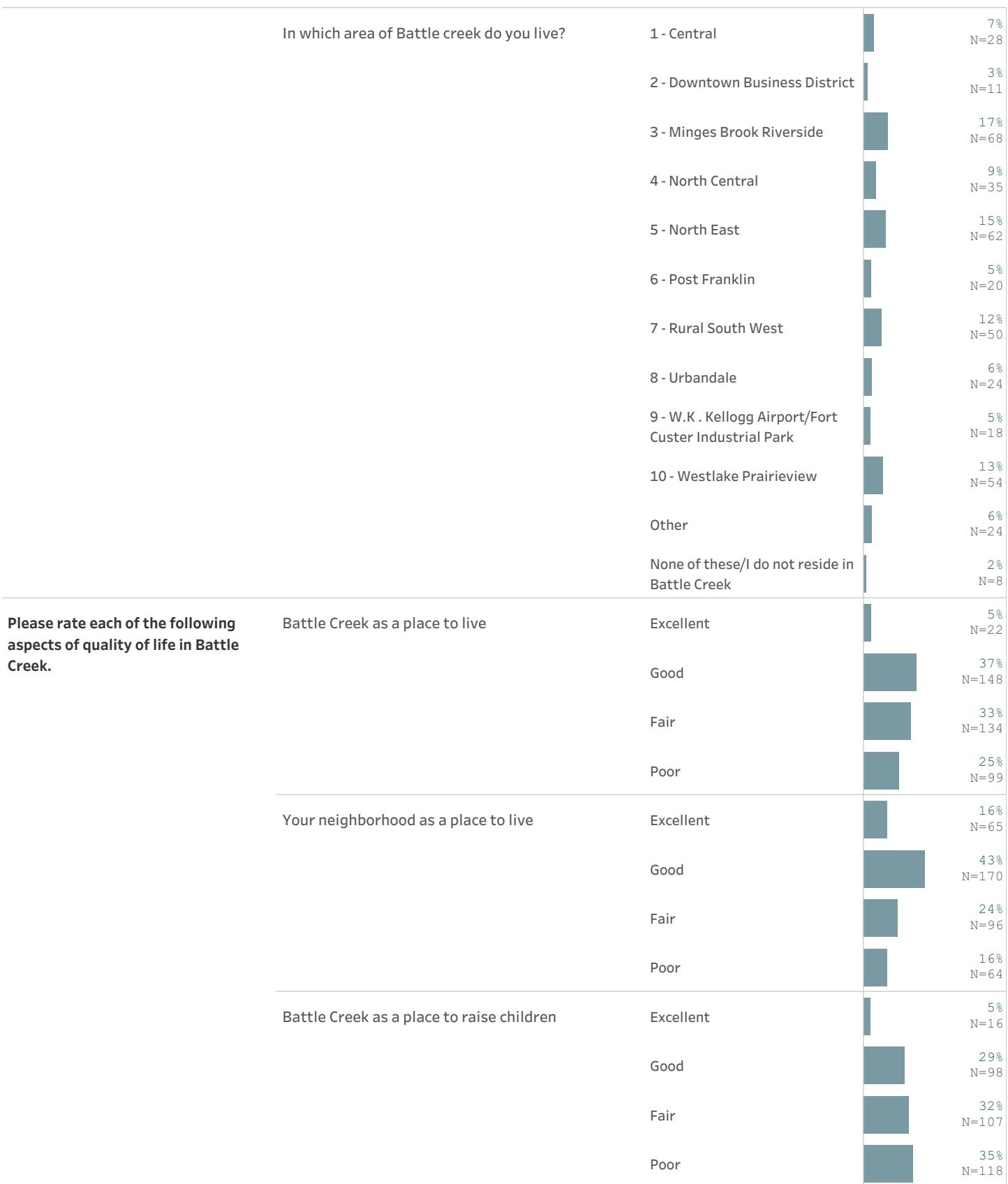
The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2020 American Community Survey estimates for adults in the City of Battle Creek. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the open participation survey are presented in the following table.

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

		Unweighted	Weighted	Target*
Age	18-34	12%	30%	30%
	35-54	35%	34%	34%
	55+	54%	36%	36%
Hispanic origin	No, not Spanish, Hispanic, or Latino	94%	94%	94%
	Yes, I consider myself to be Spanish, Hispa..	6%	6%	6%
Housing tenure	Own	90%	61%	61%
	Rent	10%	39%	39%
Housing type	Attached	11%	33%	33%
	Detached	89%	67%	67%
Race & Hispanic origin	Not white alone	17%	32%	32%
	White alone, not Hispanic or Latino	83%	68%	68%
Sex	Man	45%	47%	47%
	Woman	55%	53%	53%
Sex/age	Man 18-34	4%	15%	15%
	Man 35-54	15%	16%	16%
	Man 55+	27%	17%	17%
	Woman 18-34	7%	15%	15%
	Woman 35-54	21%	18%	18%
	Woman 55+	26%	20%	20%

## Open participation survey results

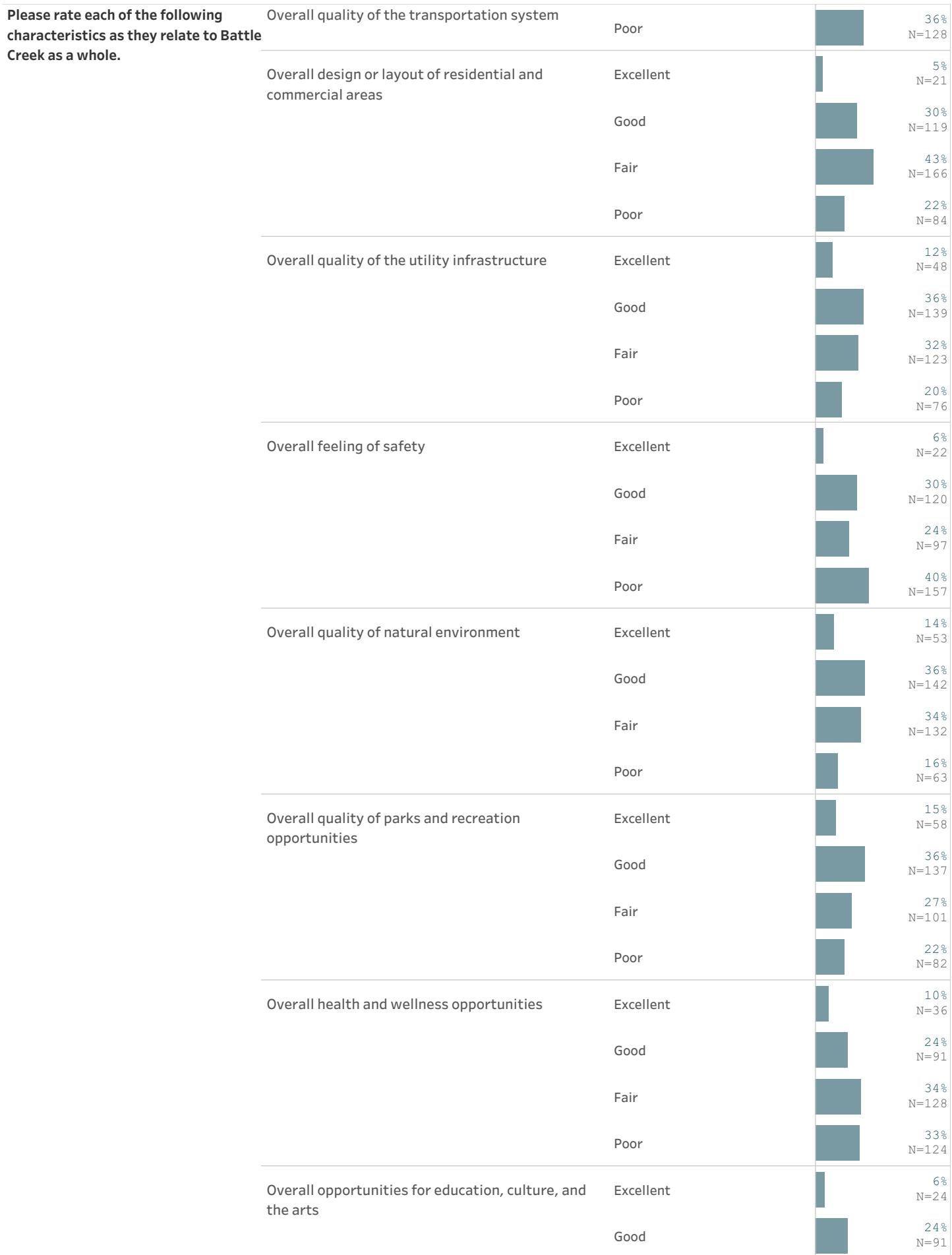
This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

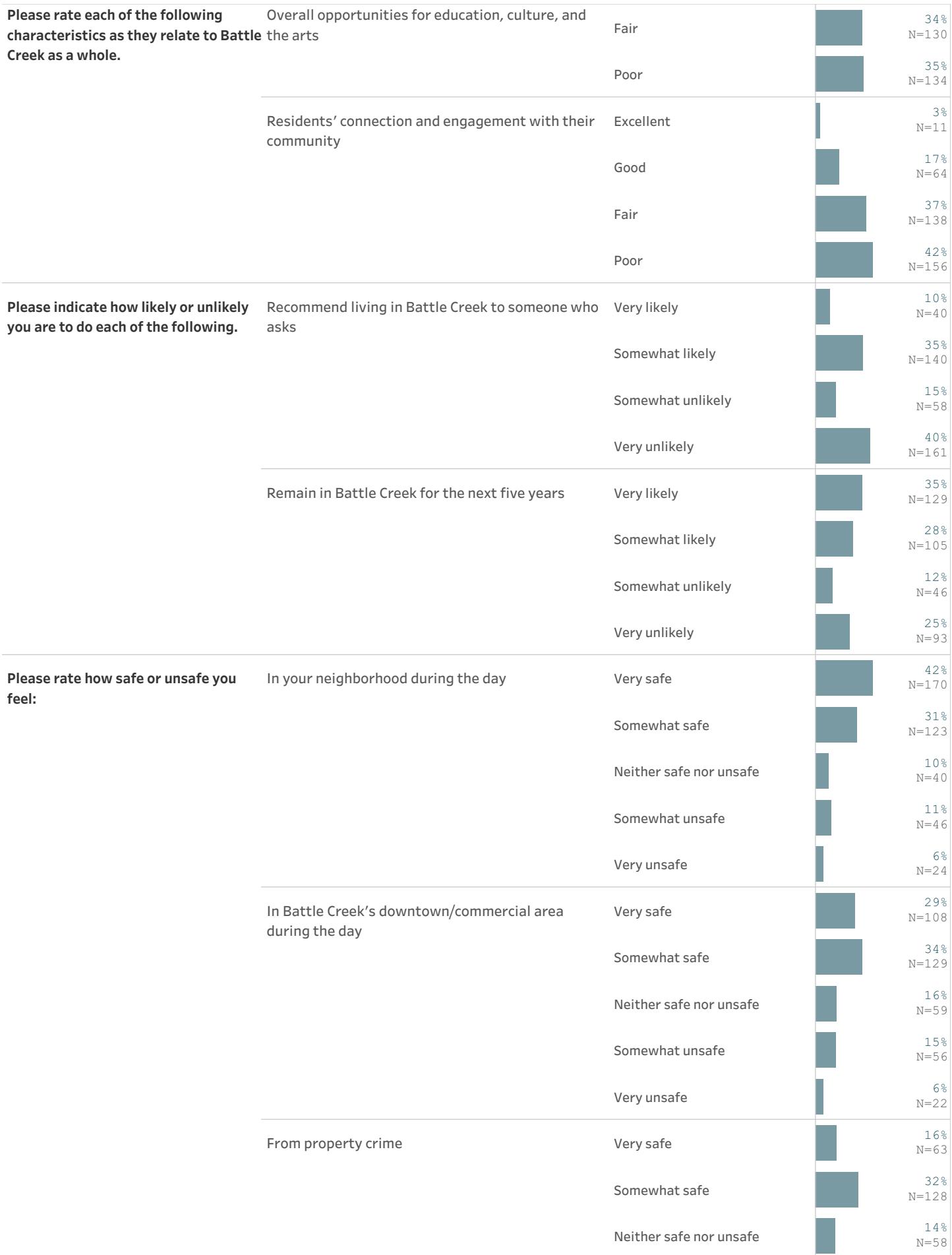


**Please rate each of the following aspects of quality of life in Battle Creek.**



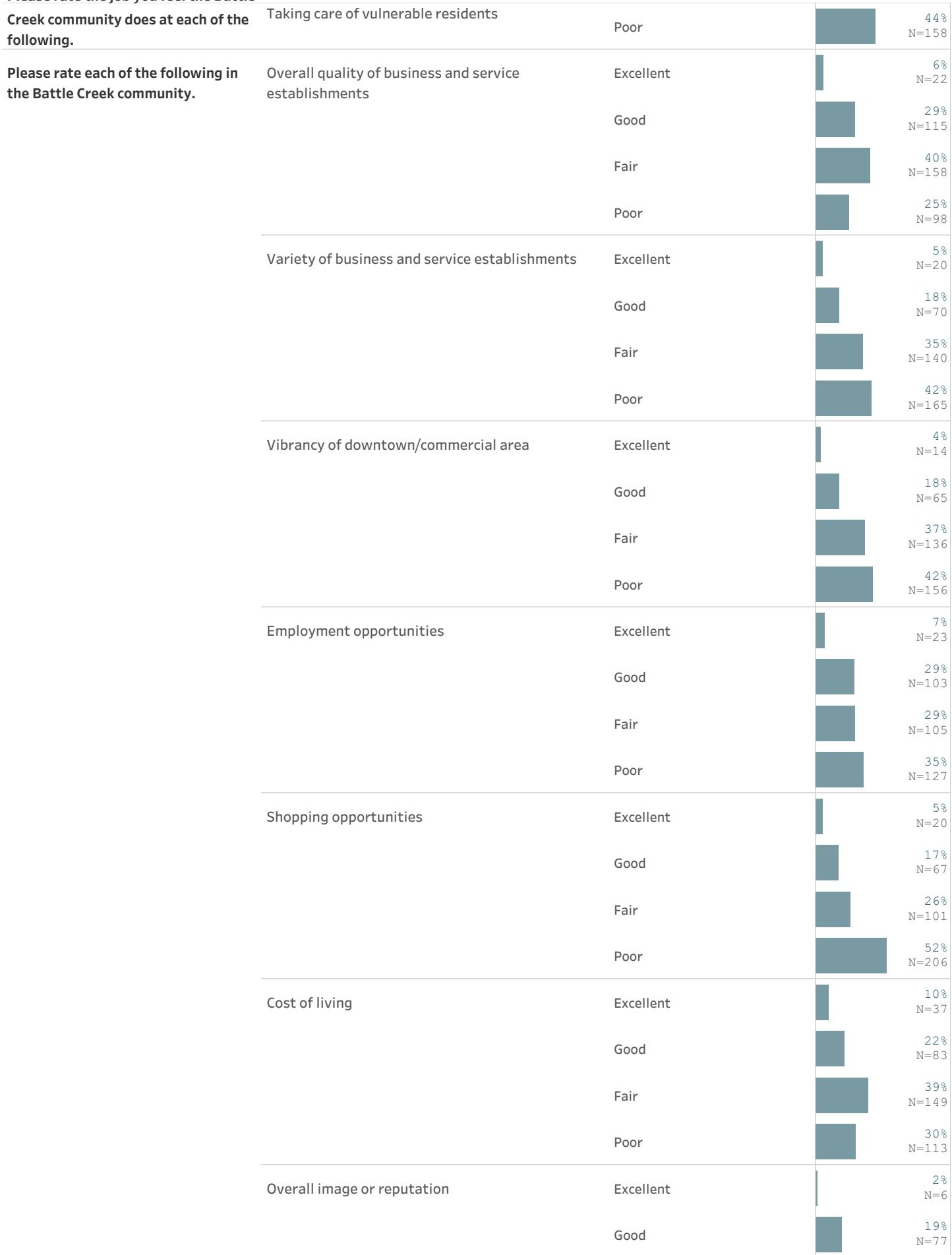
**Please rate each of the following characteristics as they relate to Battle Creek as a whole.**

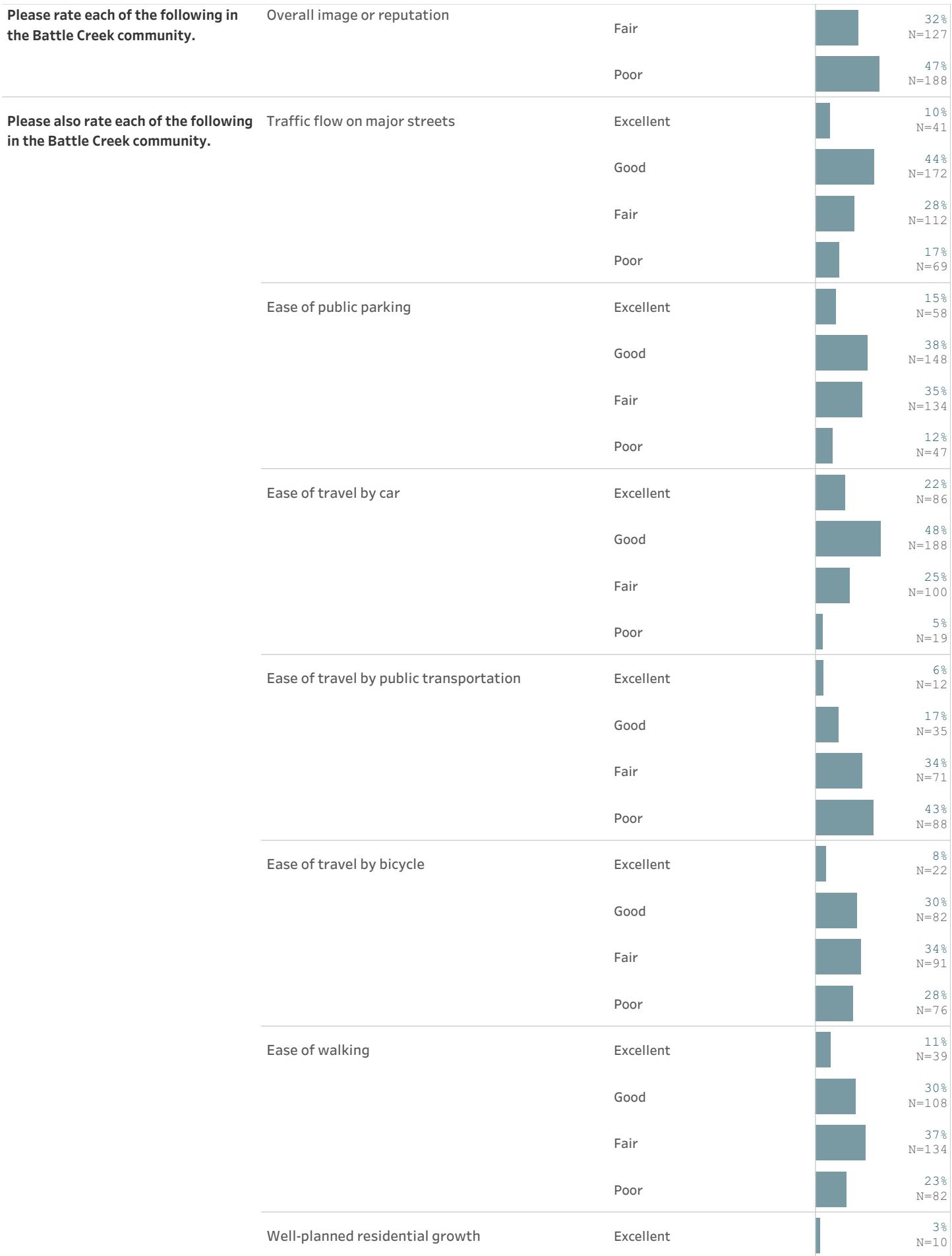


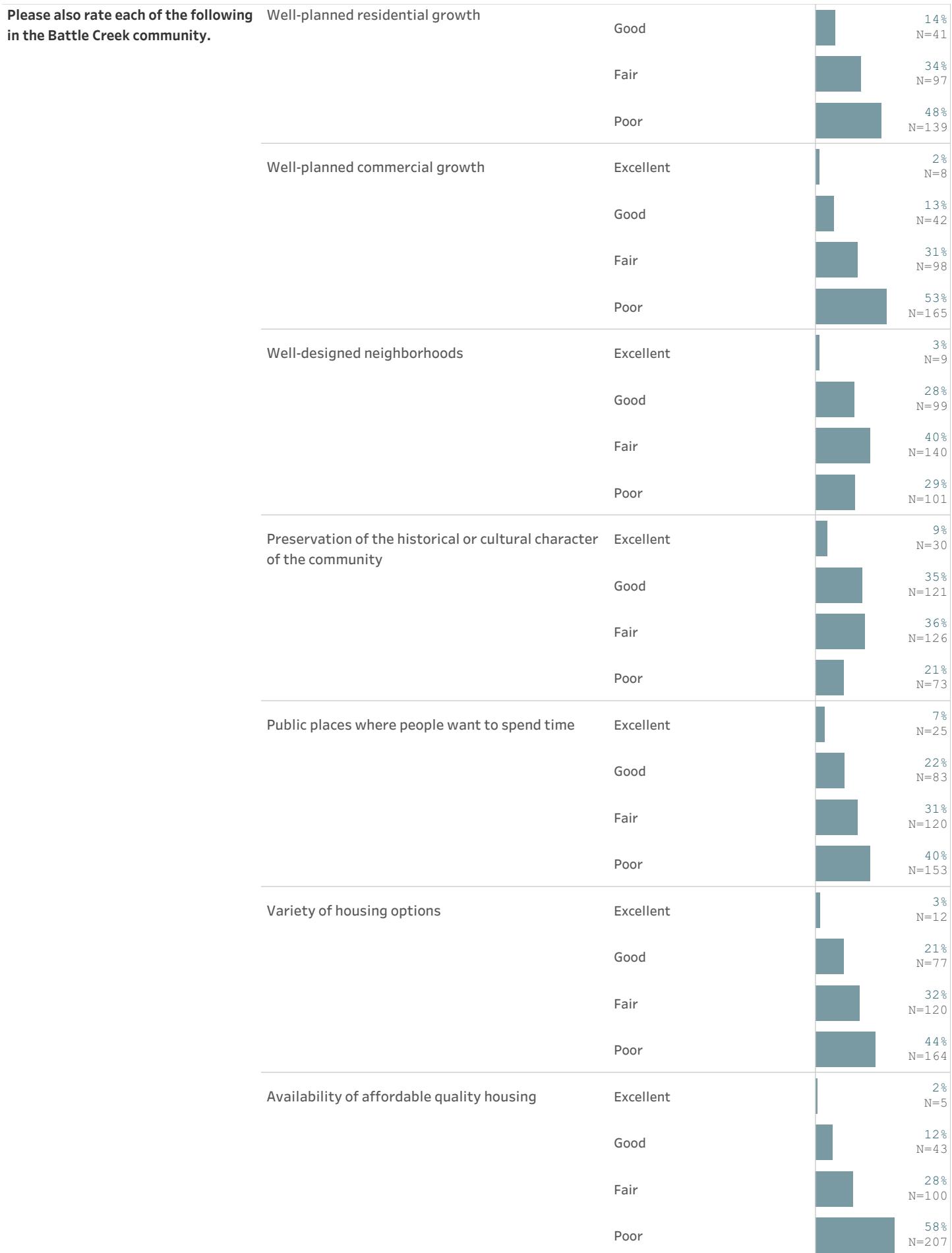




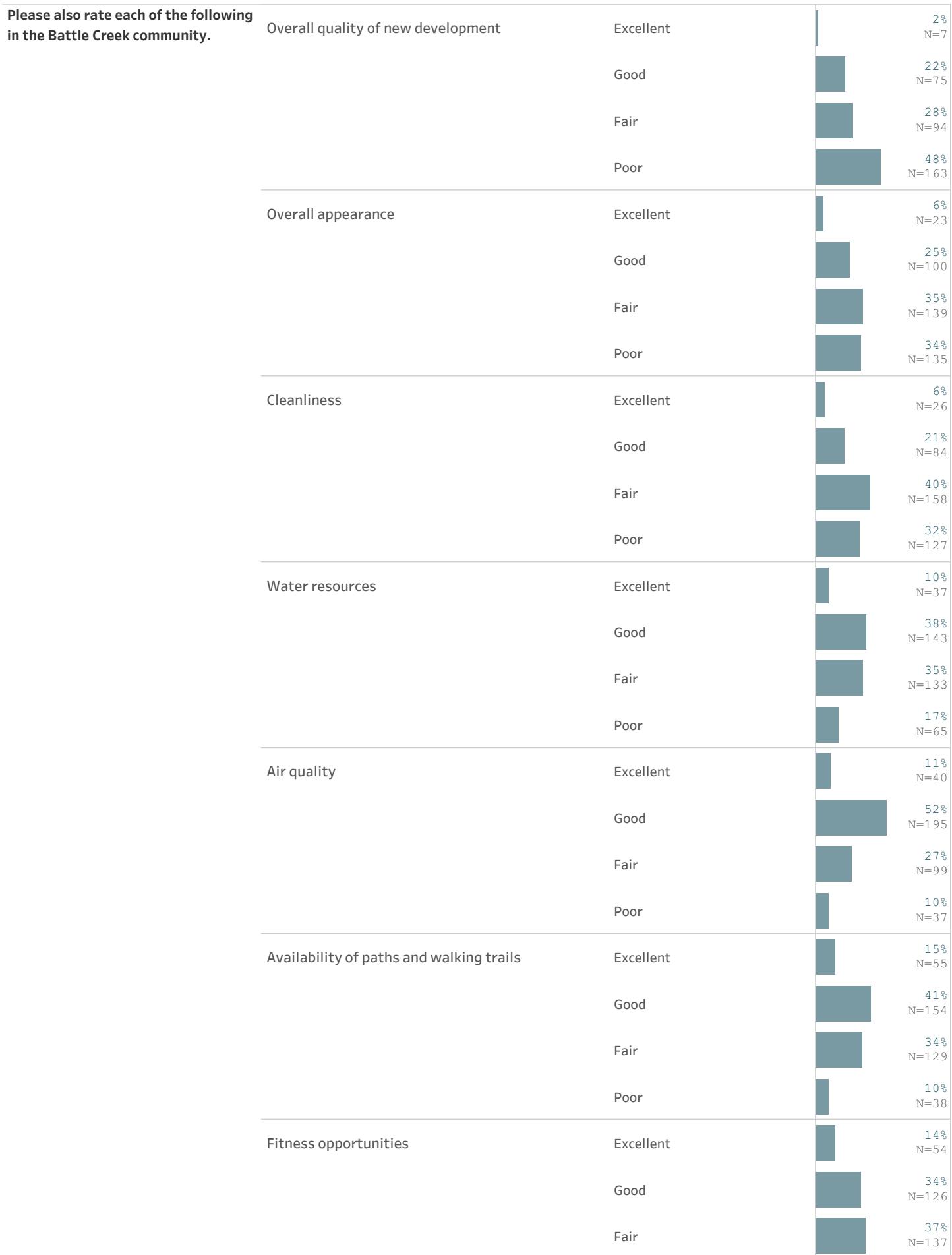
**Please rate the job you feel the Battle Creek community does at each of the following.**





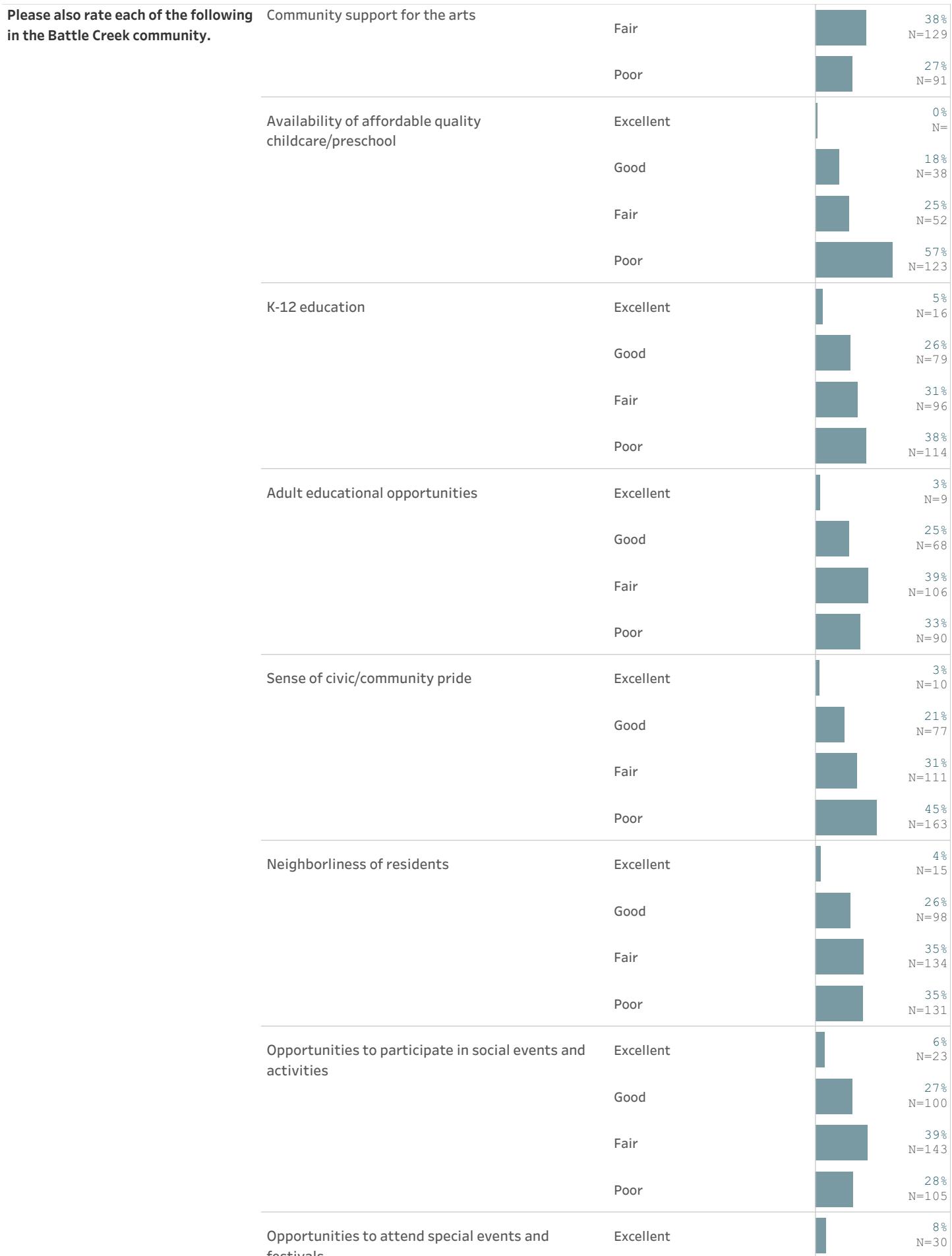


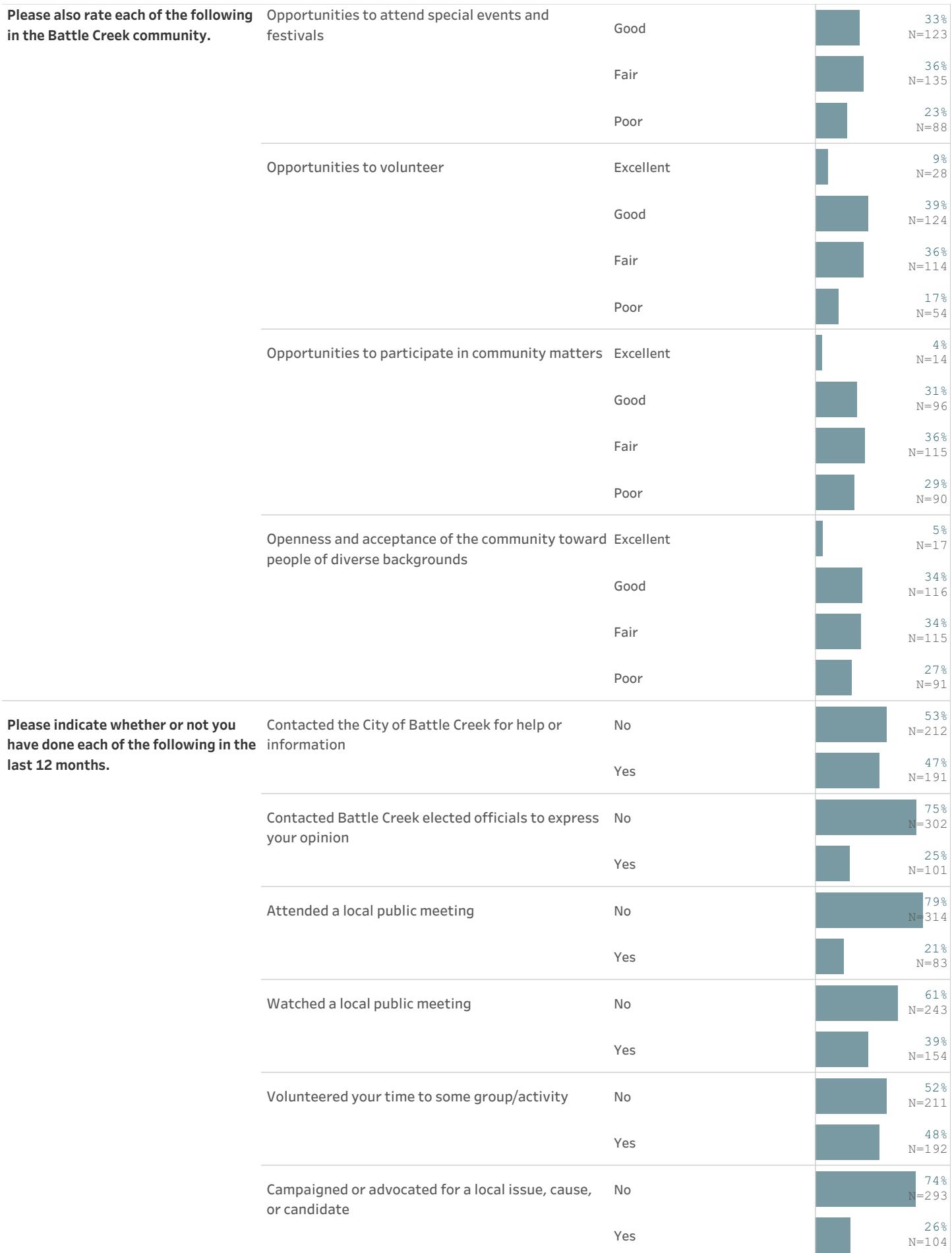
**Please also rate each of the following in the Battle Creek community.**

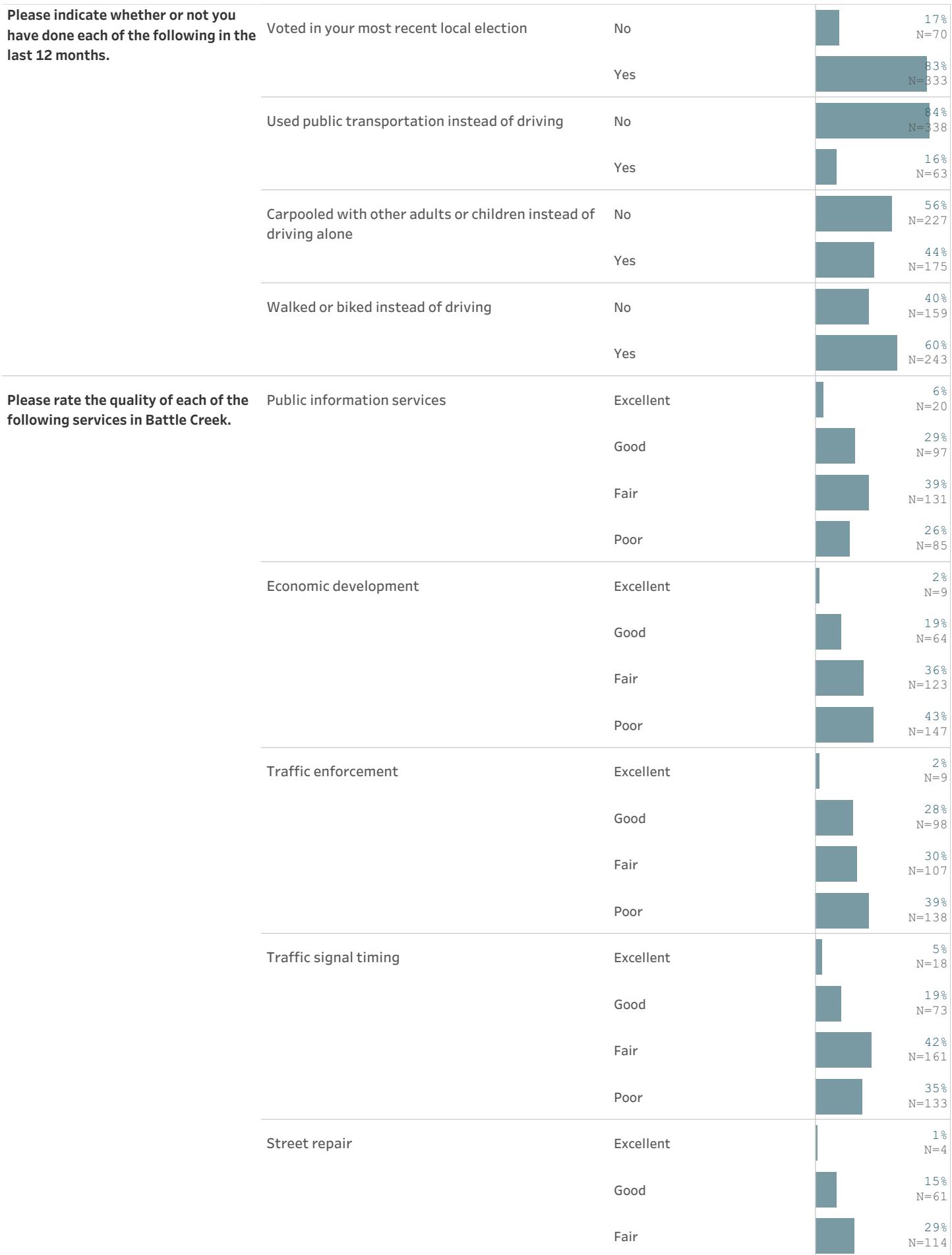


**Please also rate each of the following in the Battle Creek community.**

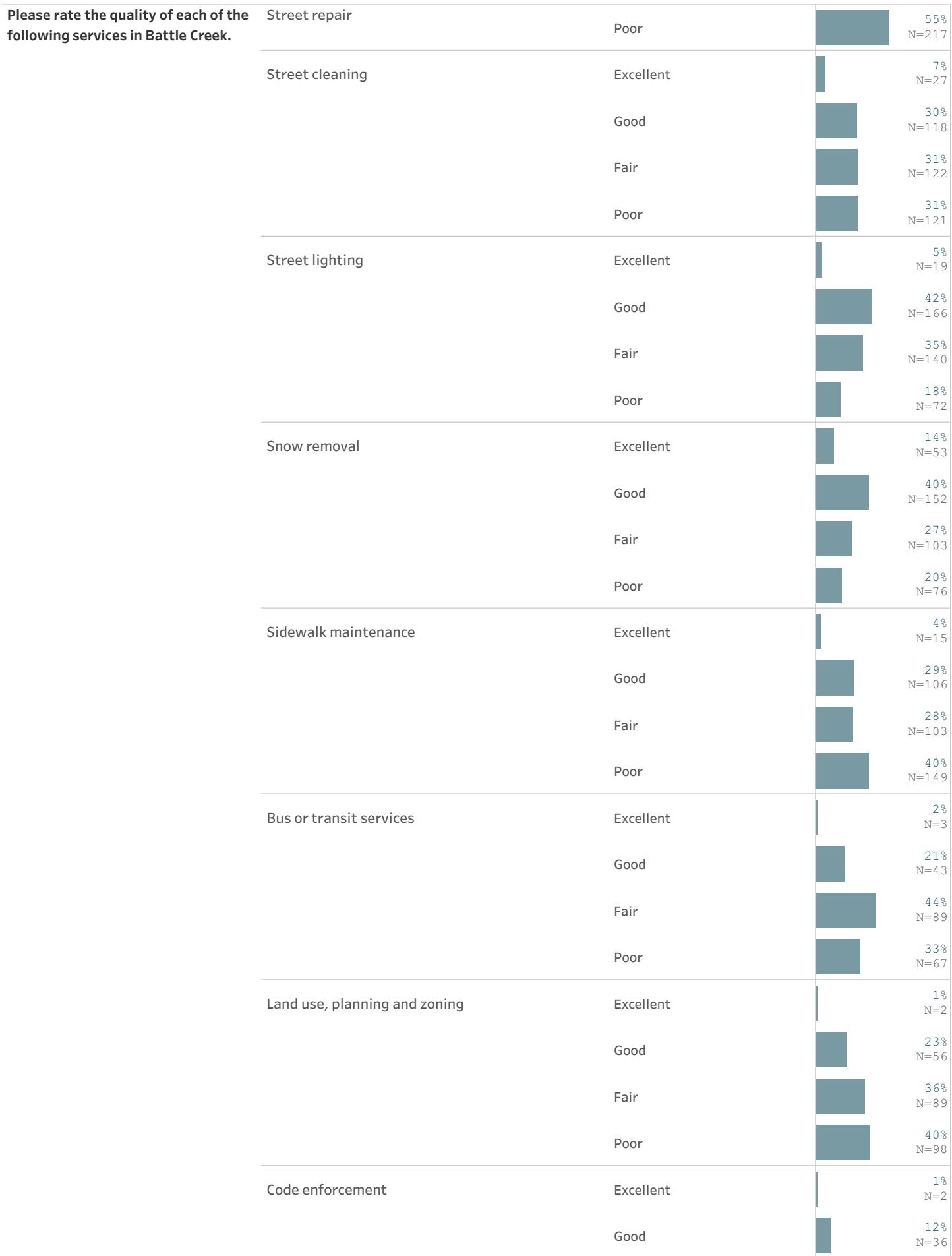




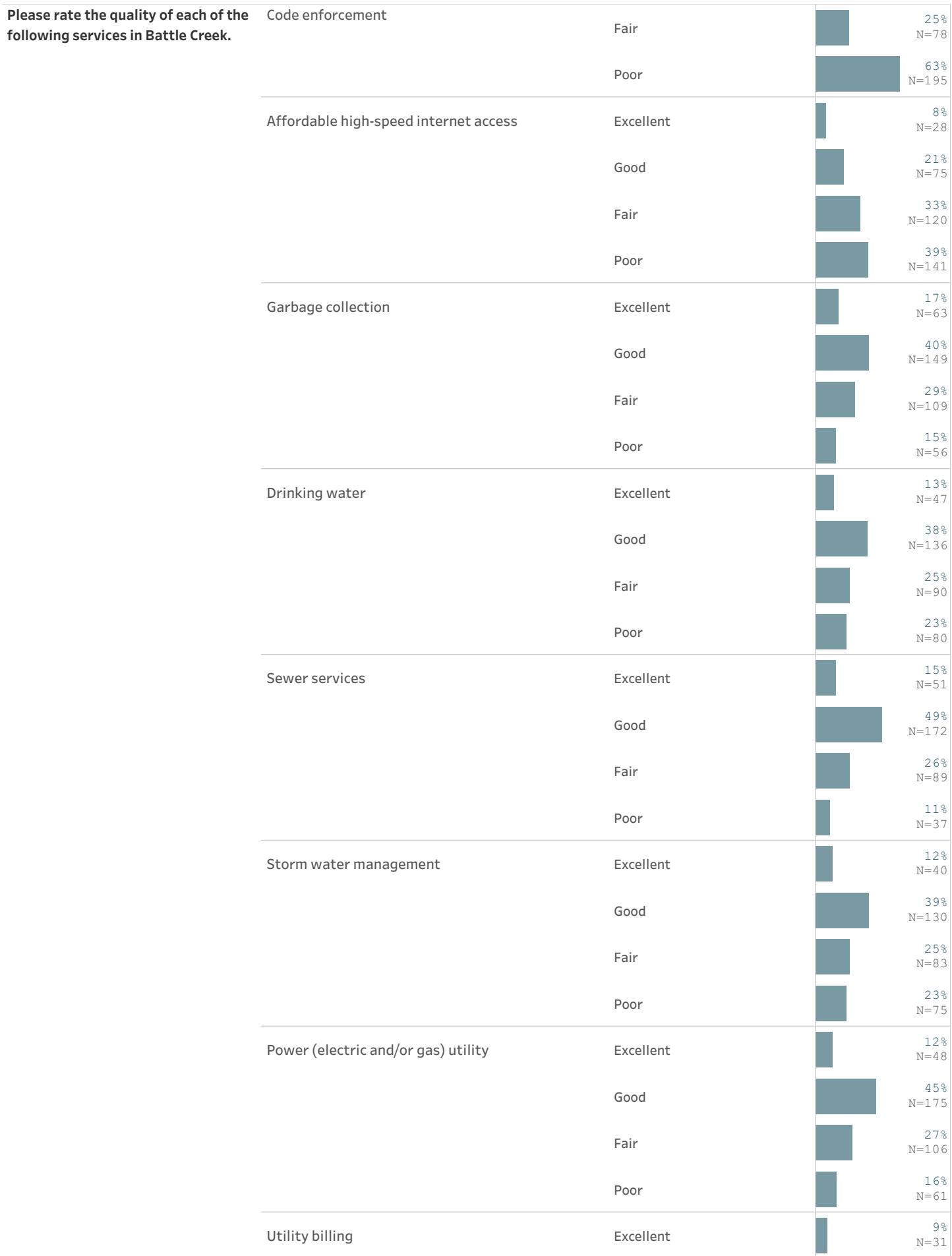




**Please rate the quality of each of the following services in Battle Creek.**



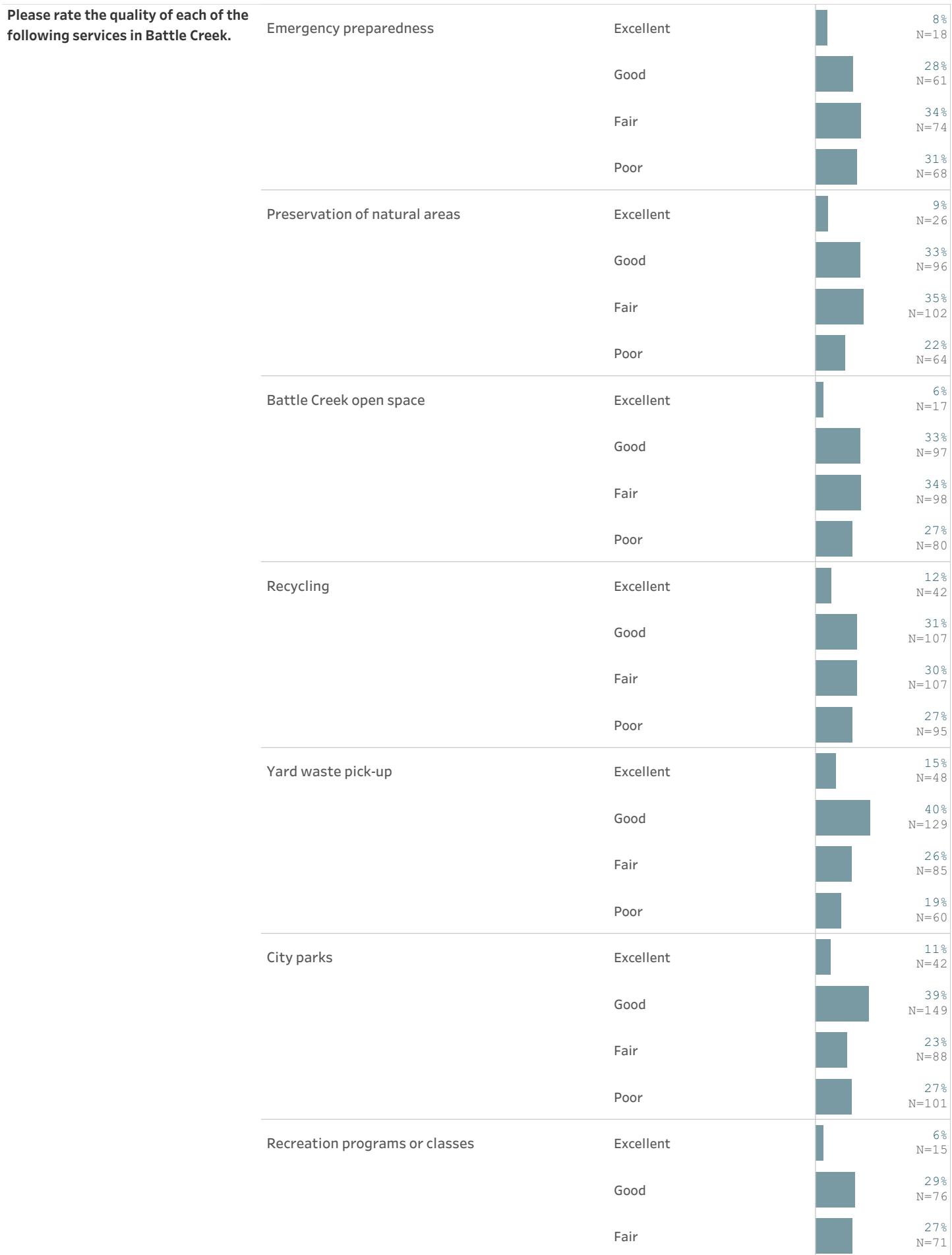
**Please rate the quality of each of the following services in Battle Creek.**



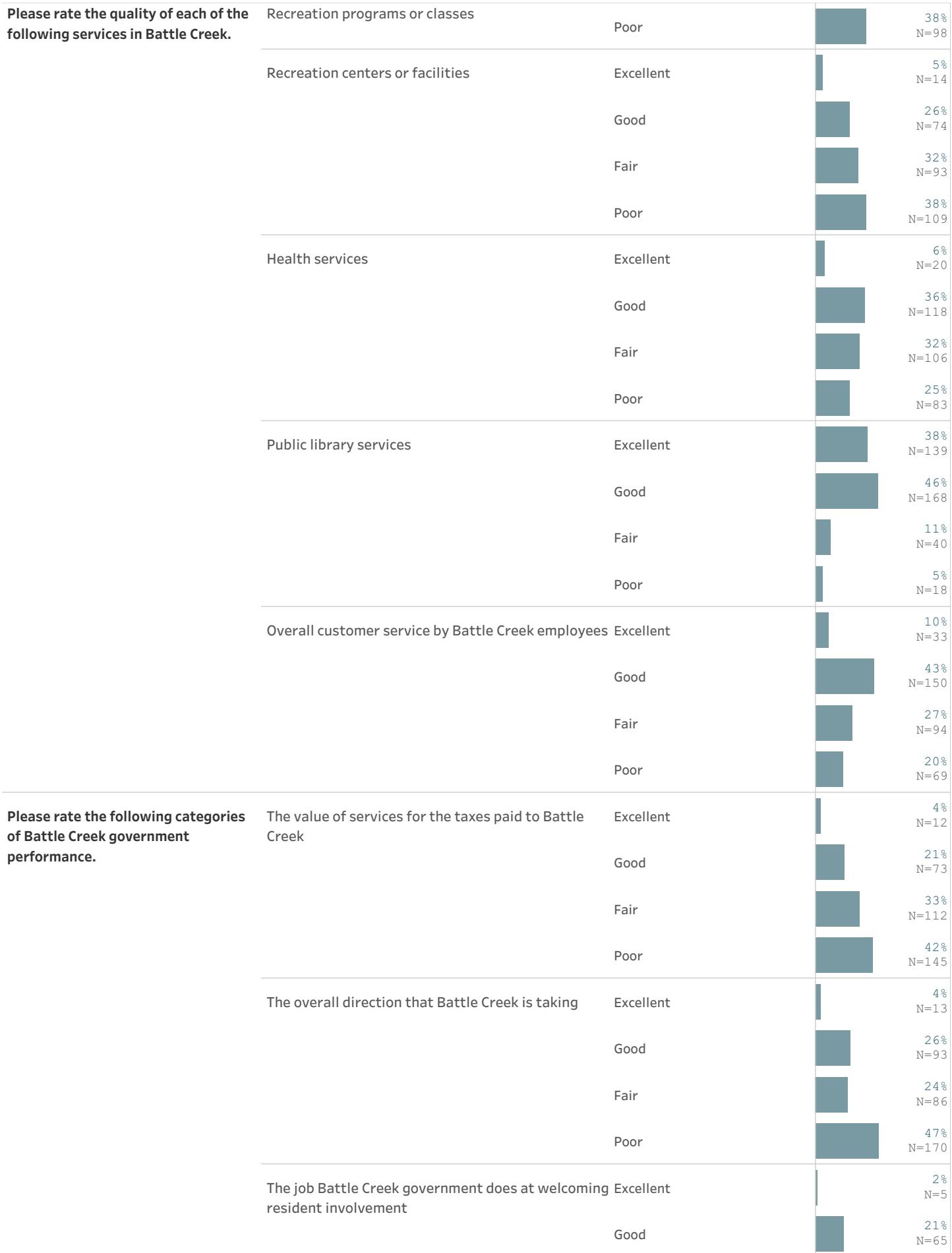
**Please rate the quality of each of the following services in Battle Creek.**

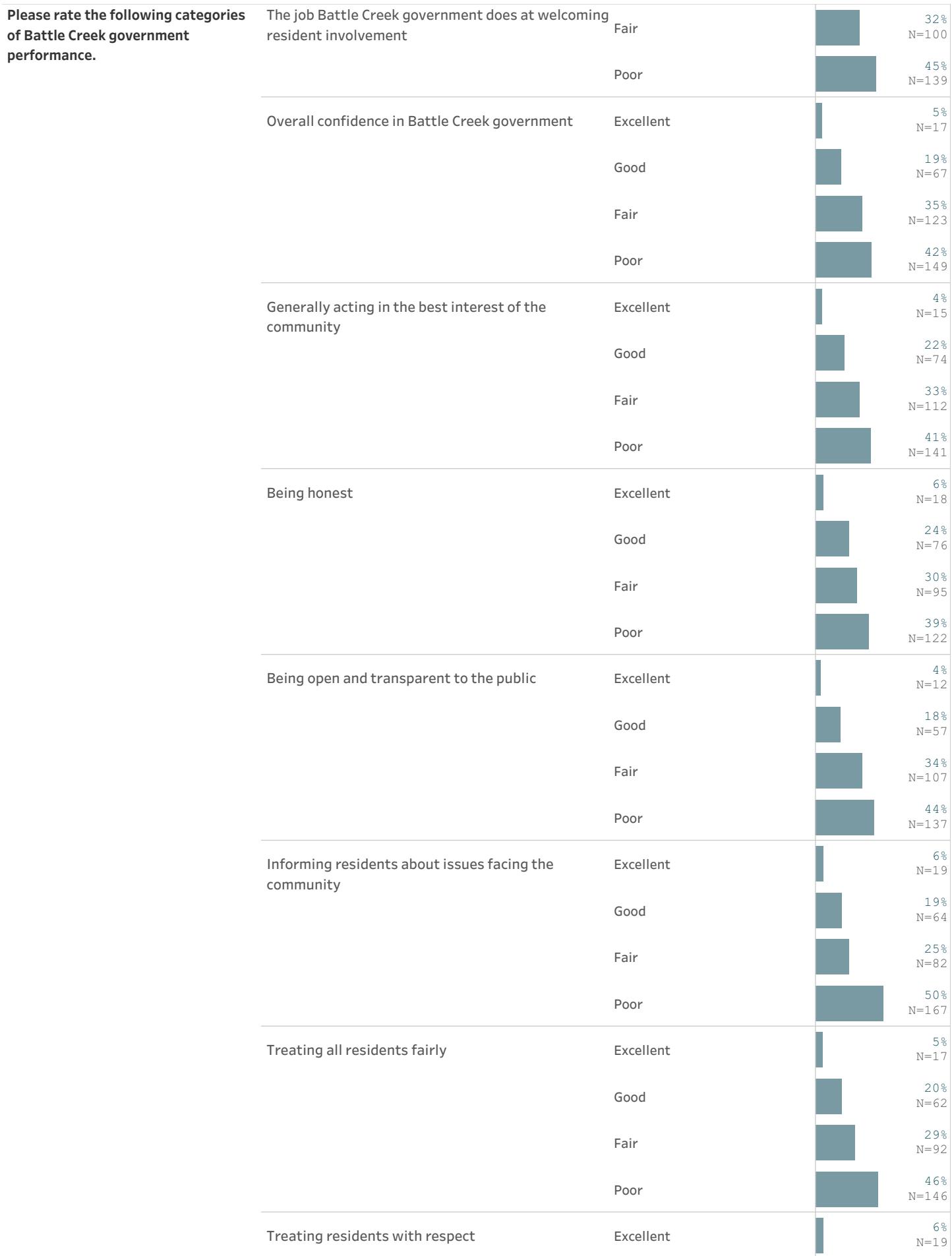


**Please rate the quality of each of the following services in Battle Creek.**



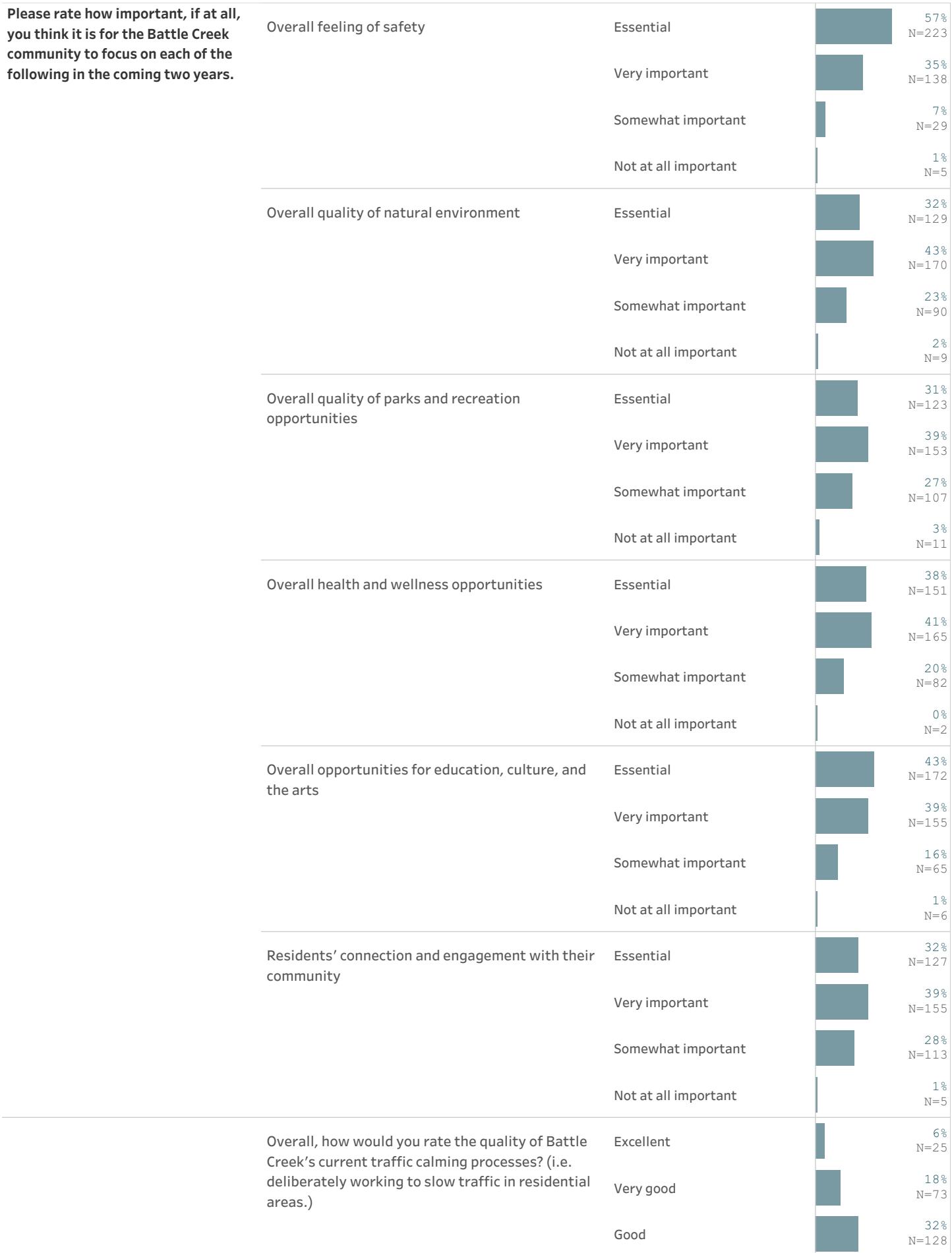
**Please rate the quality of each of the following services in Battle Creek.**

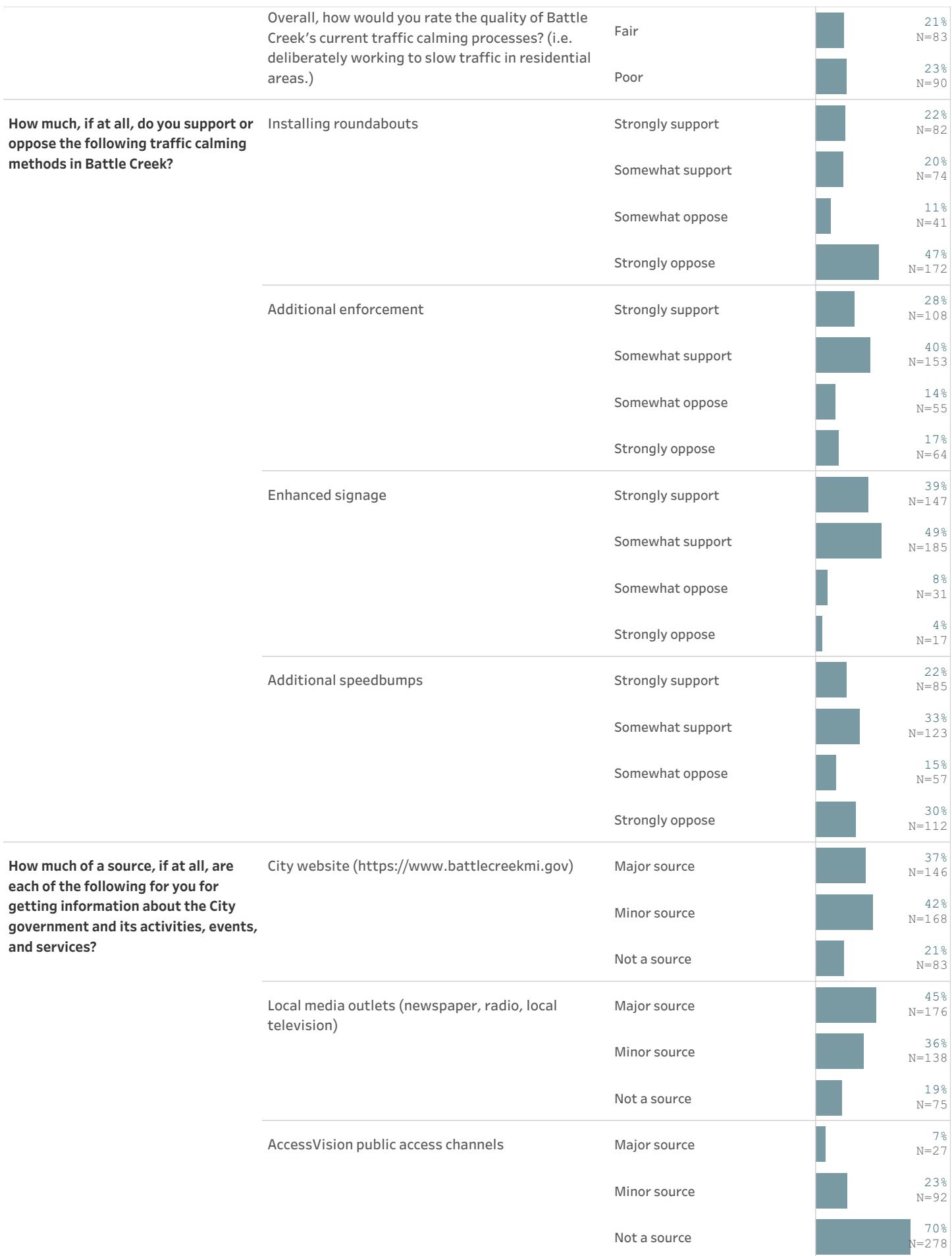


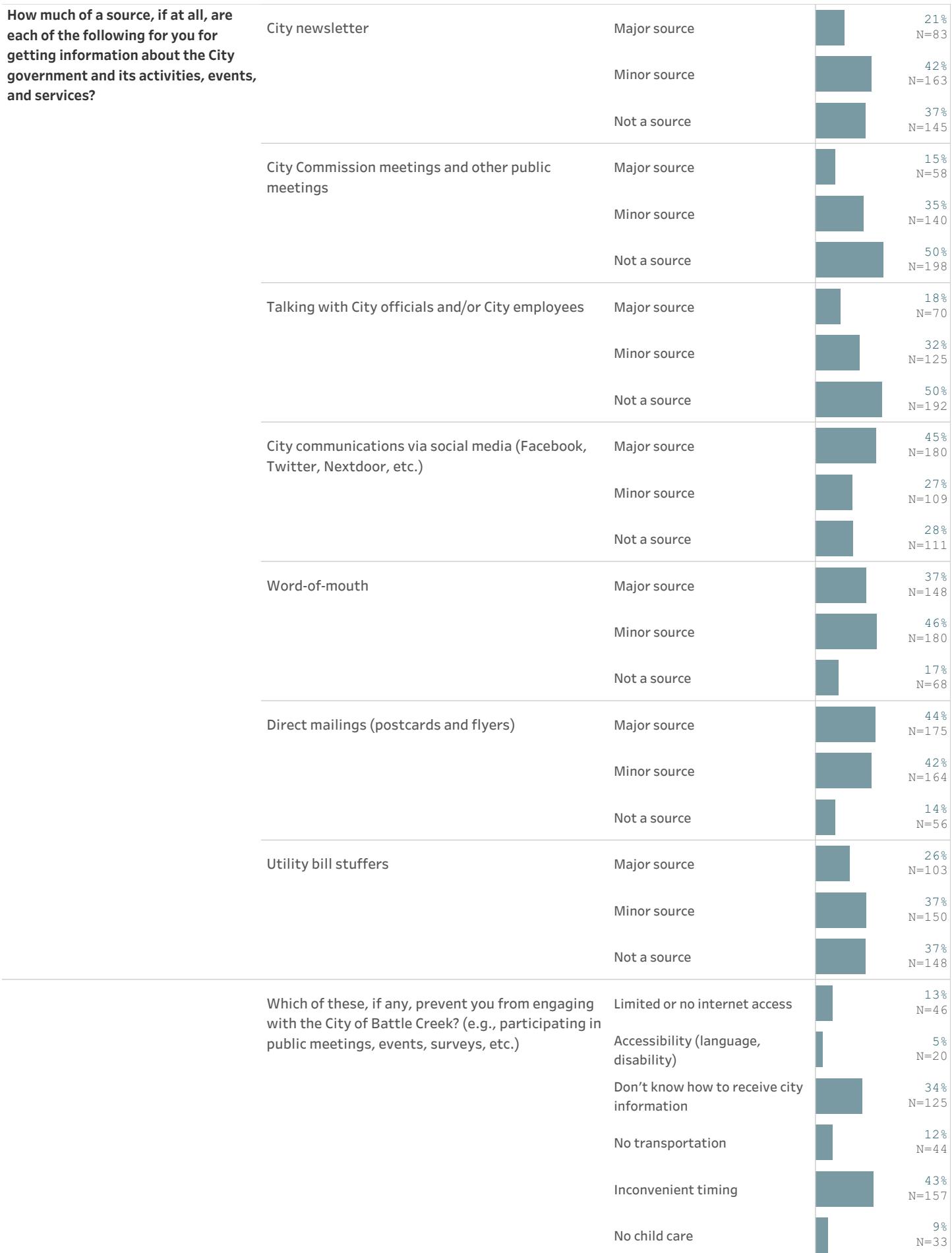


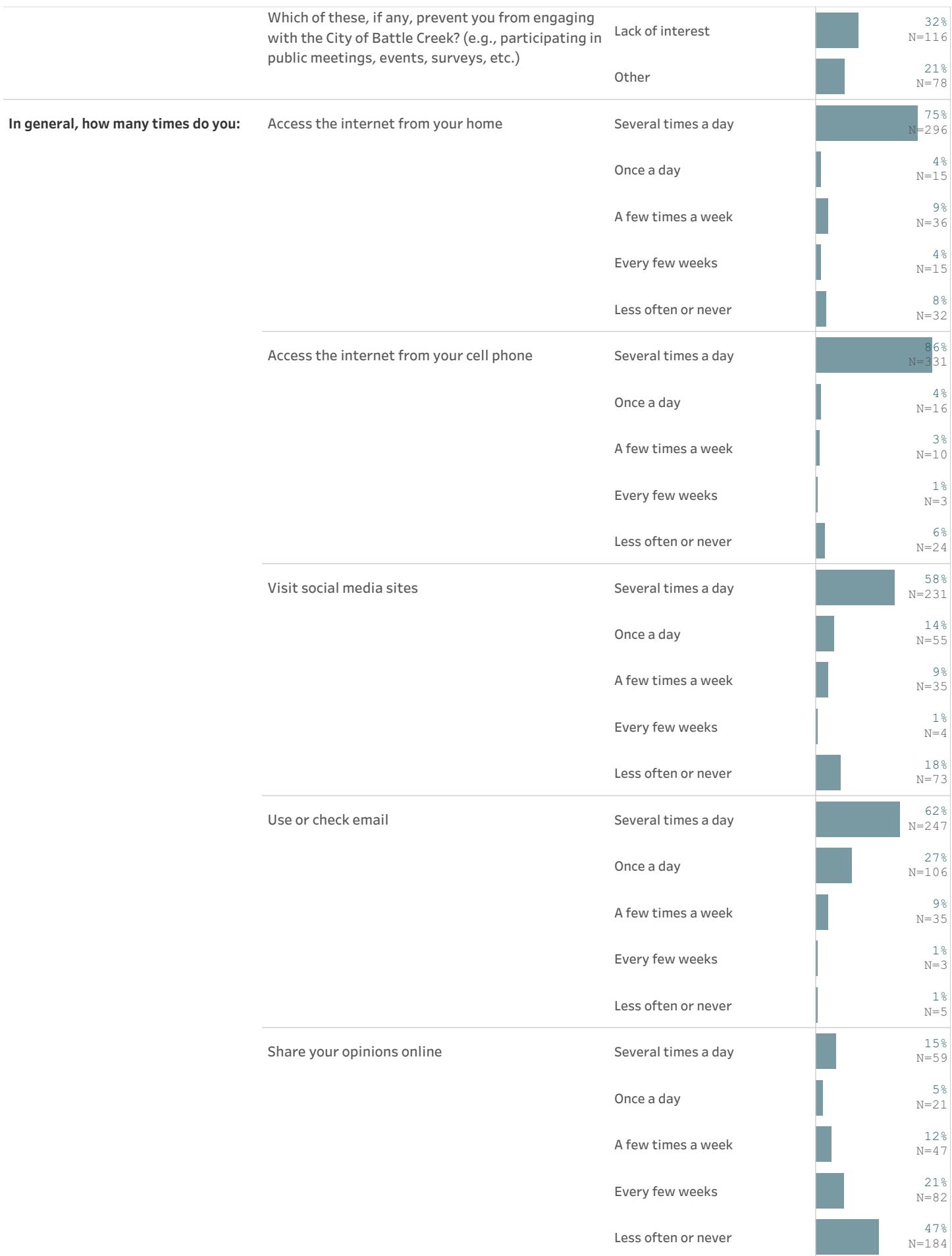


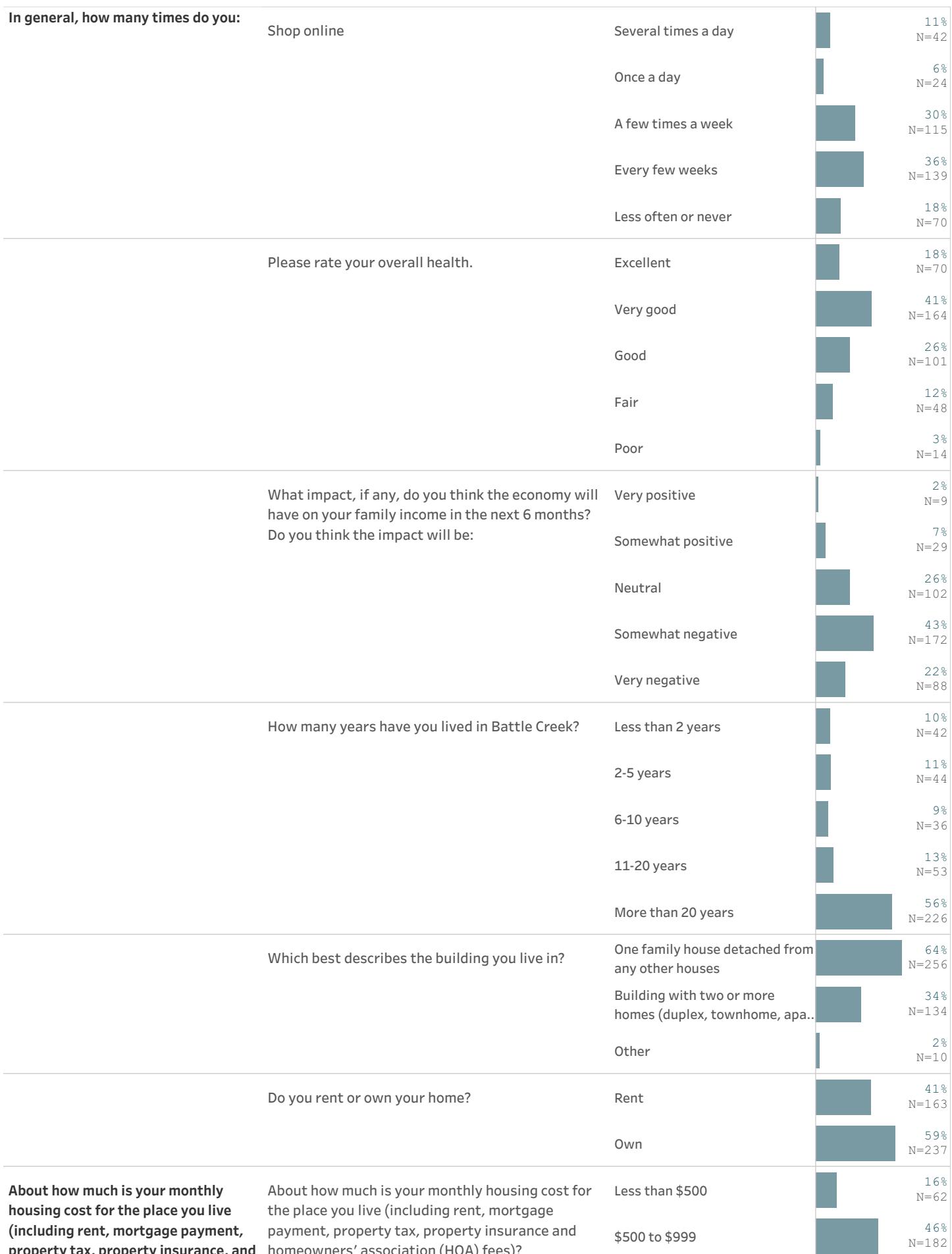
**Please rate how important, if at all, you think it is for the Battle Creek community to focus on each of the following in the coming two years.**

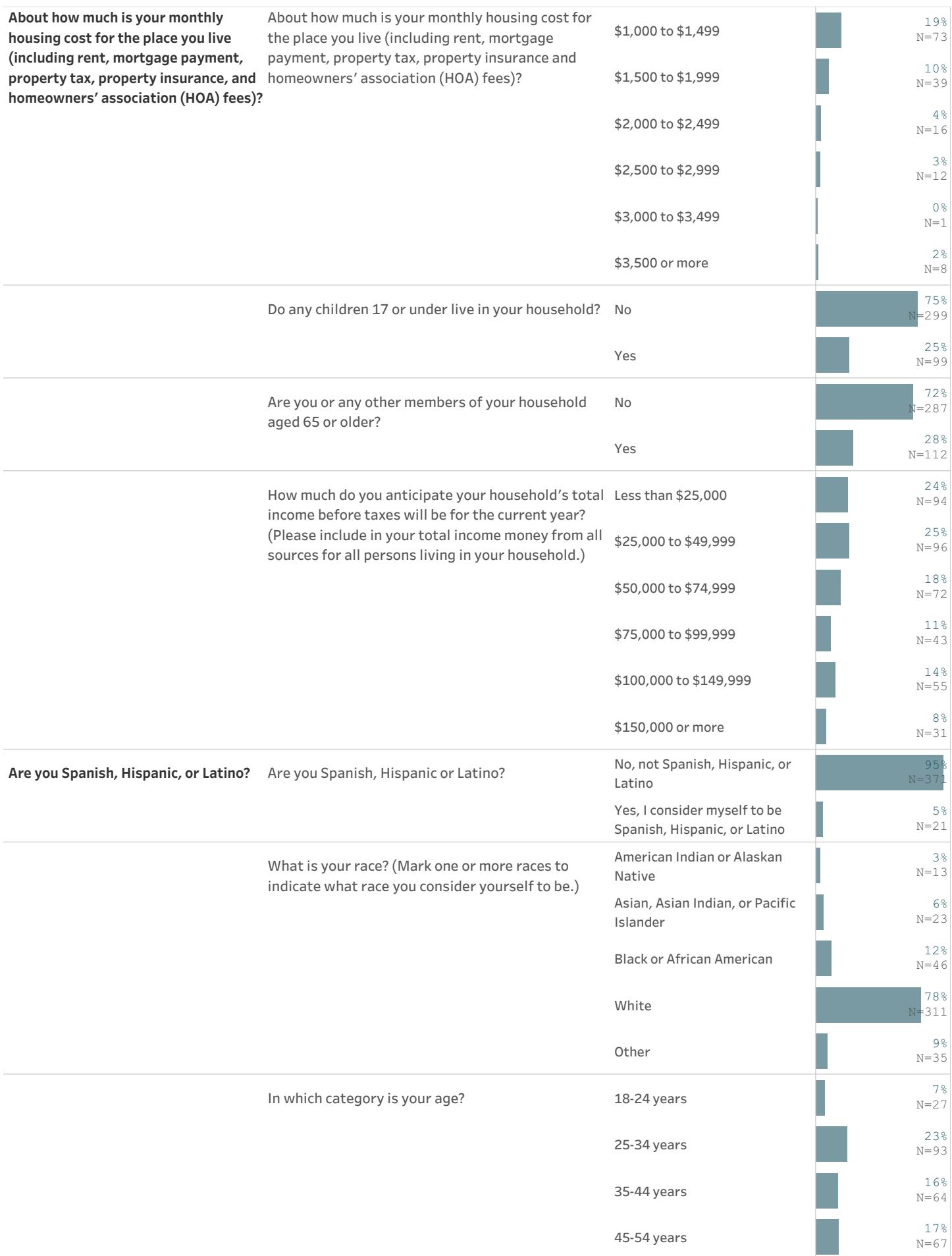


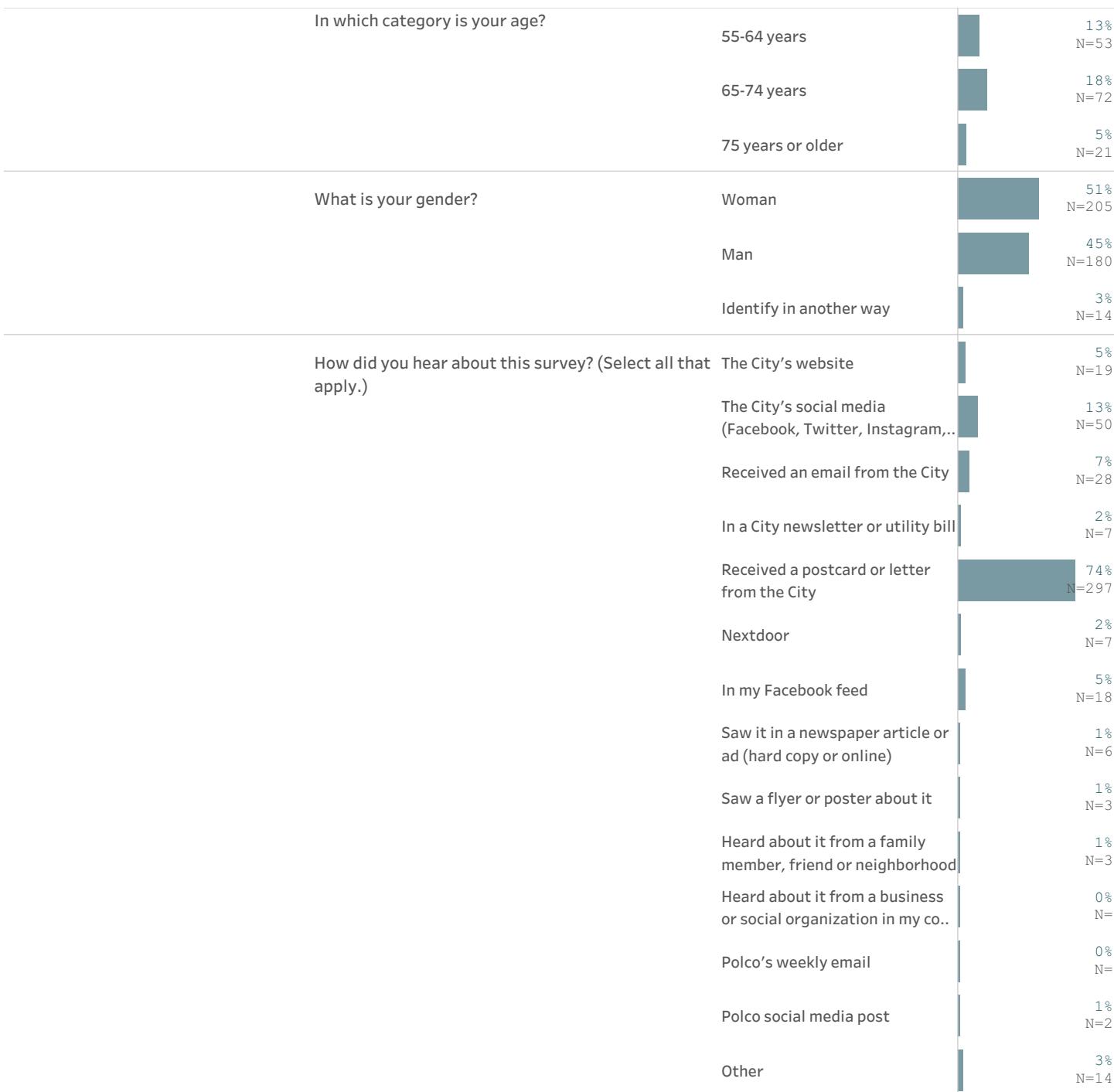












Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Sense of community.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Battle Creek.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Battle Creek.....	1	2	3	4	5
Overall design or layout of Battle Creek's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Battle Creek (water, sewer, storm water, electric, gas) .....	1	2	3	4	5
Overall feeling of safety in Battle Creek.....	1	2	3	4	5
Overall quality of natural environment in Battle Creek.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Battle Creek .....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

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

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
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:**

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
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
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6

**5. Please rate the job you feel the Battle Creek community does at each of the following.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

**6. Please rate each of the following in the Battle Creek community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Battle Creek.....	1	2	3	4	5
Variety of business and service establishments in Battle Creek .....	1	2	3	4	5
Vibrancy of downtown/commercial area .....	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 image or reputation of Battle Creek .....	1	2	3	4	5

**7. Please also rate each of the following in the Battle Creek community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods .....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Overall quality of new development in Battle Creek.....	1	2	3	4	5
Overall appearance of Battle Creek.....	1	2	3	4	5
Cleanliness of Battle Creek .....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.) .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities .....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Battle Creek.....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to attend special events and festivals .....	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

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

	<u>No</u>	<u>Yes</u>
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
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.) .....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Battle Creek.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election .....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone .....	1	2
Walked or biked instead of driving.....	1	2

**9. Please rate the quality of each of the following services in Battle Creek.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services .....	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
Affordable high-speed internet access .....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.) .....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing .....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands, and greenbelts) ....	1	2	3	4	5
Battle Creek open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Overall customer service by Battle Creek employees (police, receptionists, planners, etc.) .....	1	2	3	4	5

**10. Please rate the following categories of Battle Creek government performance.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 resident 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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community .....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5
Treating residents with respect .....	1	2	3	4	5

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

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

**12. 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.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Battle Creek.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Battle Creek.....	1	2	3	4
Overall design or layout of Battle Creek's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in Battle Creek (water, sewer, storm water, electric, gas).....	1	2	3	4
Overall feeling of safety in Battle Creek.....	1	2	3	4
Overall quality of natural environment in Battle Creek.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Battle Creek .....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community .....	1	2	3	4

**13. Overall, how would you rate the quality of Battle Creek's current traffic calming processes? (i.e. deliberately working to slow traffic in residential areas.)**

Excellent       Very good       Good       Fair       Poor

**14. How much, if at all, do you support or oppose the following traffic calming methods in Battle Creek?**

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
Installing roundabouts .....	1	2	3	4	5
Additional enforcement.....	1	2	3	4	5
Enhanced signage .....	1	2	3	4	5
Additional speedbumps .....	1	2	3	4	5

**15. How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?**

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City website ( <a href="https://www.battlecreekmi.gov">https://www.battlecreekmi.gov</a> ) .....	1	2	3
Local media outlets (newspaper, radio, local television) .....	1	2	3
AccessVision public access channels .....	1	2	3
City newsletter .....	1	2	3
City Commission meetings and other public meetings .....	1	2	3
Talking with City officials and/or City employees.....	1	2	3
City communications via social media (Facebook, Twitter, Nextdoor, etc.).....	1	2	3
Word-of-mouth.....	1	2	3
Direct mailings (postcards and flyers) .....	1	2	3
Utility bill stuffers.....	1	2	3

**16. Which of these, if any, prevent you from engaging with the City of Battle Creek? (e.g., participating in public meetings, events, surveys, etc.)**

Limited or no internet access       No transportation       Lack of interest  
 Accessibility (language, disability)       Inconvenient timing       Other  
 Don't know how to receive city information       No child care

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

**D1. In general, how many times do you:**

	<u>Several times a day</u>	<u>Once a day</u>	<u>A few times a week</u>	<u>Every few weeks</u>	<u>Less often or never</u>	<u>Don't know</u>
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

**D2. Please rate your overall health.**

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

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

**D5. 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

**D6. Do you rent or own your home?**

Rent  
 Own

**D7. 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 \$500       \$2,000 to \$2,499  
 \$500 to \$999       \$2,500 to \$2,999  
 \$1,000 to \$1,499       \$3,000 to \$3,499  
 \$1,500 to \$1,999       \$3,500 or more

**D8. Do any children 17 or under live in your household?**

No       Yes

**D9. Are you or any other members of your household aged 65 or older?**

No       Yes

**D10. 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       \$75,000 to \$99,999  
 \$25,000 to \$49,999       \$100,000 to \$149,999  
 \$50,000 to \$74,999       \$150,000 or more

**D11. Are you Spanish, Hispanic or Latino?**

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

**D12. 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

**D13. 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

**D14. What is your gender?**

Female  
 Male  
 Identify in another way

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