



Battle Creek, MI

The National Community Survey

Report of Results
2025

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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

Survey responses in the City of Battle Creek were collected from June 30th, 2025 to August 22nd, 2025. The margin of error around any reported percentage is 3.9% for all respondents and the response rate for the 2025 survey was 22%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Battle Creek. Two methods were used to solicit participation: a random sample mailed survey and an open participation survey available to all residents. The City of Battle Creek opted to combine open participation survey results with responses from the probability sample survey, for a total of 628 completed surveys, to ensure robust findings that were representative of their residents’ opinions.



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THE NCS™

THE NATIONAL COMMUNITY SURVEY™



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 500 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.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that aligned more closely to the demographics in Battle Creek. This cohort included Fort Pierce, Sanford, Titusville (Florida), Twin Falls (Idaho), Moline (Illinois), Mankato (Minnesota), Hamilton, Lima (Ohio), Bartlesville (Oklahoma), Apache Junction, Lake Havasu City, Prescott (Arizona), Clatsop County, Corvallis (Oregon), State College (Pennsylvania), Kingsport (Tennessee), Huntsville (Texas), Charlottesville (Virginia). Comparisons to these communities can be found throughout the report and in a separate table in the Custom Benchmarks tab.

Trends over time

Trend data for Battle Creek represent important comparison data and should be examined for improvements or declines.¹ 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 2022 and 2025 surveys, the change is statistically significant.

¹. 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 Polco's mailing vendor, 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. 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.

Instructions provided on survey materials indicated that an adult, age 18 or older, was to take the survey.

Conducting the survey

The 3000 randomly selected households received mailings beginning on June 30th, 2025 and data collection for the survey remained open for seven weeks. 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. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. 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, Burmese and Spanish. All mailings contained paragraphs in all languages instructing participants on how to complete the survey in their preferred language.

About 4% of the 3000 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 2869 households that received the invitations to participate, 240 completed the survey, providing an overall response rate of 8%. Of the 240 responses, 238 were completed in English, 1 was completed in Spanish, and 1 was completed in Burmese. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

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 6.3 percentage points around any given percent reported for all respondents (240 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 random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Battle Creek 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 July 28th, 2025. The survey remained open for 3 weeks. The 390 open participation survey responses were combined with the responses from the probability sample survey, for a total of 628 completed surveys. As part of this process, comparisons were made between the two datasets to determine if any major differences were present. The combined dataset was then weighted to ensure demographic and geographic representativeness. The results in this report are based on the responses from both data collection efforts.

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 2020 Census and 2023 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 ³ 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.³ 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 ⁴ |
|----------------|-------------|------------|------------|---------------------|
| Age | 18-34 | 13% | 28% | 29% |
| | 35-54 | 35% | 34% | 34% |
| | 55+ | 53% | 38% | 37% |
| Area | Area 1 | 9% | 2% | 2% |
| | Area 2 | 4% | 7% | 7% |
| | Area 3 | 3% | 9% | 9% |
| | Area 4 | 8% | 11% | 11% |
| | Area 5 | 20% | 12% | 12% |
| | Area 6 | 7% | 13% | 13% |
| | Area 7 | 6% | 15% | 15% |
| | Area 8 | 19% | 15% | 15% |
| | Area 9 | 23% | 16% | 16% |
| Housing tenure | Own | 86% | 65% | 65% |
| | Rent | 14% | 34% | 35% |
| Housing type | Attached | 15% | 29% | 29% |
| | Detached | 85% | 69% | 71% |
| Sex | Man | 37% | 48% | 48% |
| | Woman | 63% | 52% | 52% |
| Sex/age | Man 18-34 | 4% | 15% | 15% |
| | Man 35-54 | 12% | 16% | 16% |
| | Man 55+ | 21% | 18% | 17% |
| | Woman 18-34 | 8% | 14% | 14% |
| | Woman 35-54 | 23% | 18% | 18% |
| | Woman 55+ | 32% | 20% | 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 Breanne Humphreys of the City of Battle Creek at bshumphreys@battlecreekmi.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://blog.polco.us/polco-knowledgebase/margin-of-error-and-confidence-level-in-survey-results..>

Key Findings

Highest-performing areas:

Confidence in governance is improving.

- Despite national declining attitudes towards government, about 5 in 10 residents expressed positive views of overall confidence in City of Battle Creek governance, a statistically significant improvement since the last survey.
- Community members reported feeling positively about the City's willingness to inform residents about issues facing the community, increasing from 3 in 10 residents to 4 in 10 residents since 2022.
- A majority of respondents (57%) rated overall customer service by City employees as excellent or good.

Respondents value the quality of life and safety in Battle Creek.

- Half of participants would recommend living in Battle Creek to someone who asks, and 7 in 10 residents reported that they plan to remain in Battle Creek for the next five years.
- About 7 in 10 respondents rate their neighborhood as an excellent or good place to live, a statistically significant increase since 2022.
- Most participants felt very or somewhat safe in their neighborhood during the day (85%), 9 percentage points higher than 2022.
- Community members were satisfied with the City's preservation of the historical or cultural character of the community, increasing from 38% in 2022 to 51% in 2025.

Community members feel included and praise their opportunities to engage.

- About 6 in 10 respondents rate Battle Creek highly for its ability to attract people from diverse backgrounds as well as valuing and respecting residents from diverse backgrounds, both of which exceeded the ratings from 2022.
- Roughly half of participants noted that they had excellent or very good opportunities to participate in community matters which was an improvement since 2022 (by 18 percentage points).
- Positive ratings for opportunities to attend special events and festivals also increased significantly since 2022, moving upward by 17 p..

Other notable results:

Battle Creek residents use a variety of sources for City information.

- The City website (battlecreekmi.gov) is the biggest source for residents, with about 5 in 10 indicating it's a major source.
- Other notable sources include social media (e.g., Facebook, Instagram, Nextdoor), local news outlets (TV, radio, newspaper), and printed mailers or flyers.
- Most respondents stated that they do not regularly use AccessVision (TV or online), with almost 8 in 10 choosing "less often or never" when asked.

Areas of greatest change since 2022:

Of the 121 evaluative questions included on both the 2022 and current survey iterations, 67 were statistically similar to previous results. Upward trends were seen in 38 items, while 16 ratings decreased since 2022. The most significant of those trends are listed below.

Increases

- Openness and acceptance of the community toward people of diverse backgrounds (+18%)
- Opportunities to attend special events and festivals (+17%)
- Valuing/respecting residents from diverse backgrounds (+14%)
- Preservation of the historical or cultural character of the community (+12%)

Decreases

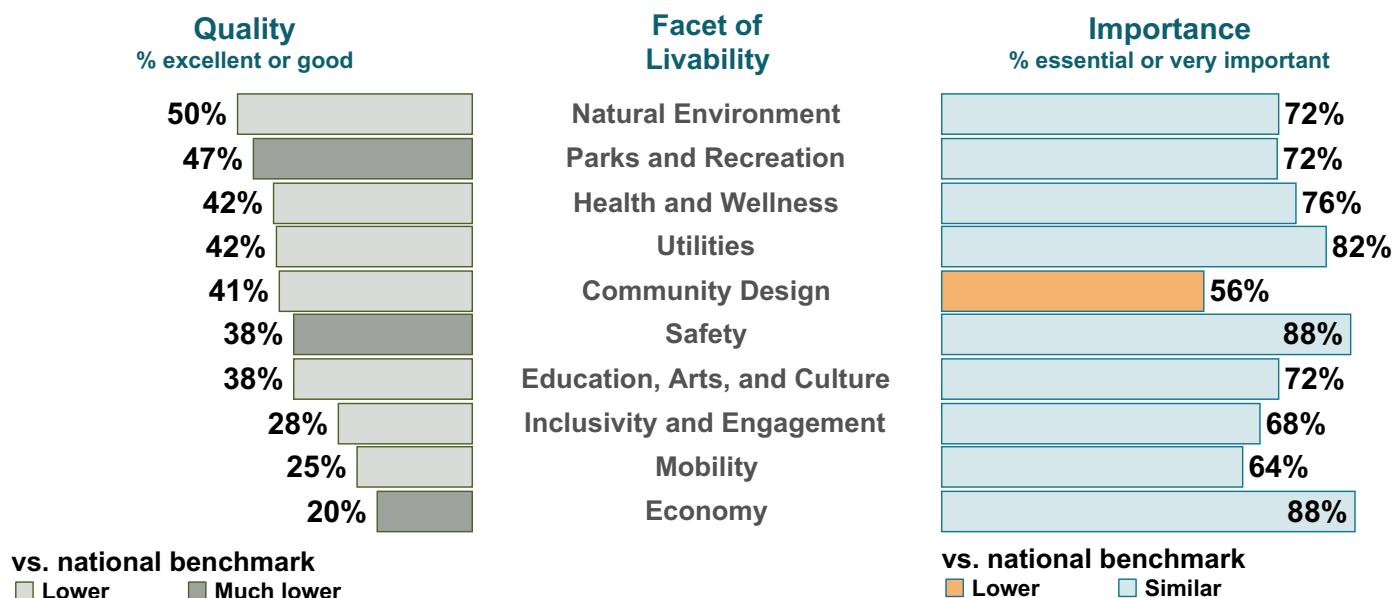
- Overall quality of the transportation system (auto, bicycle, foot, bus) in Battle Creek (-12%)
- Employment opportunities (-12%)
- Traffic flow on major streets (-12%)
- Overall quality of parks and recreation opportunities (-9%)

Facets of livability

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.

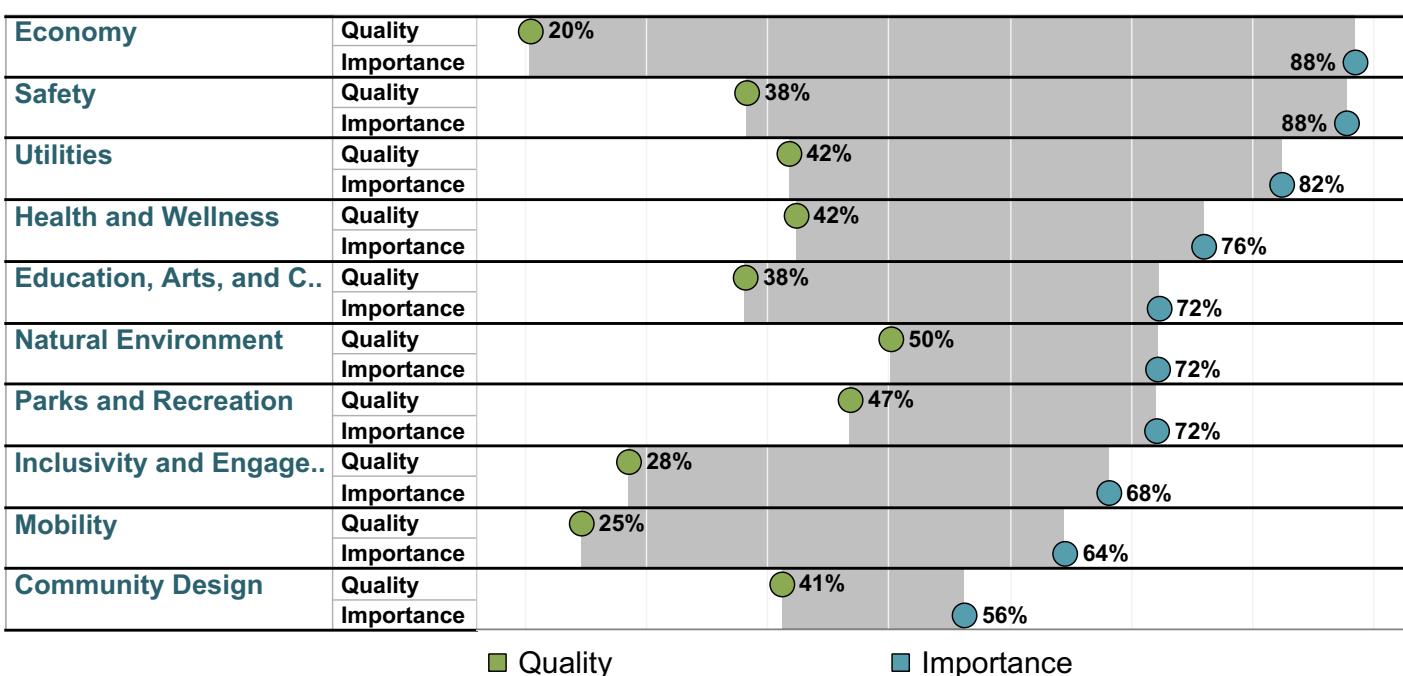
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher to the national benchmark.



Quality/Importance Gap Analysis

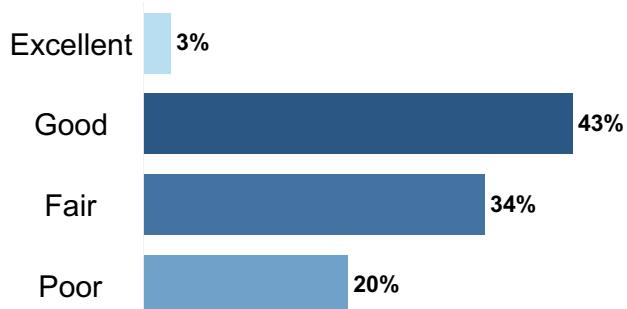
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



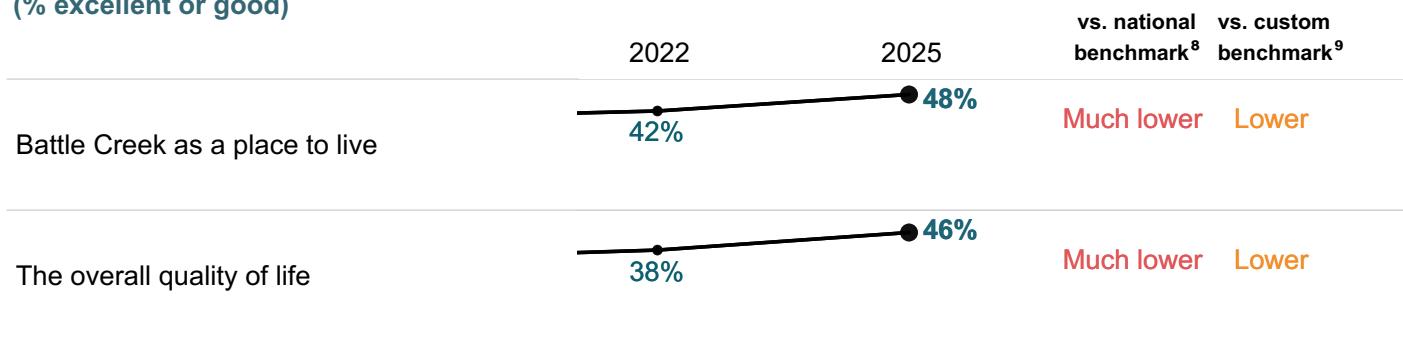
Quality of Life

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.

The overall quality of life in Battle Creek, 2025



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)



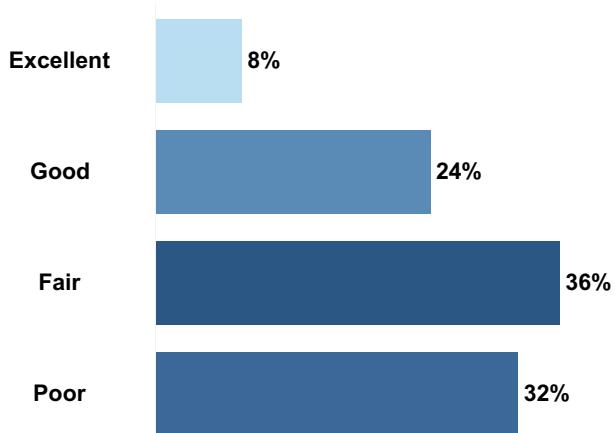
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

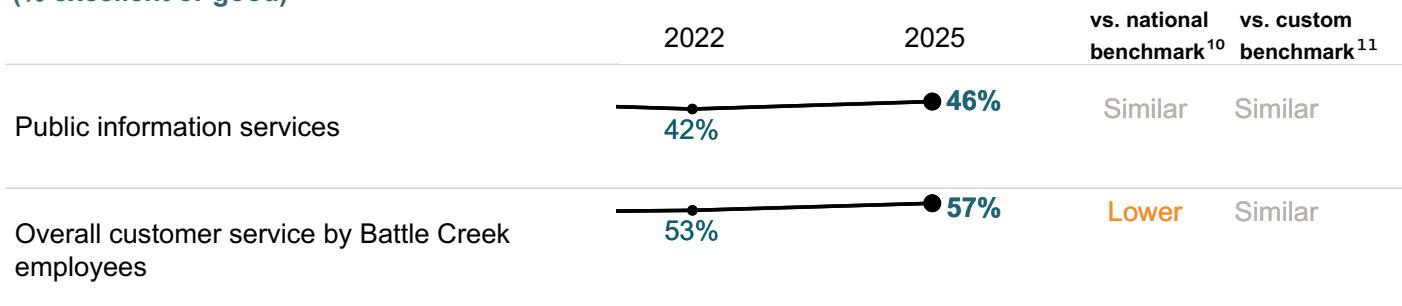
Overall confidence in Battle Creek government, 2025

Governance

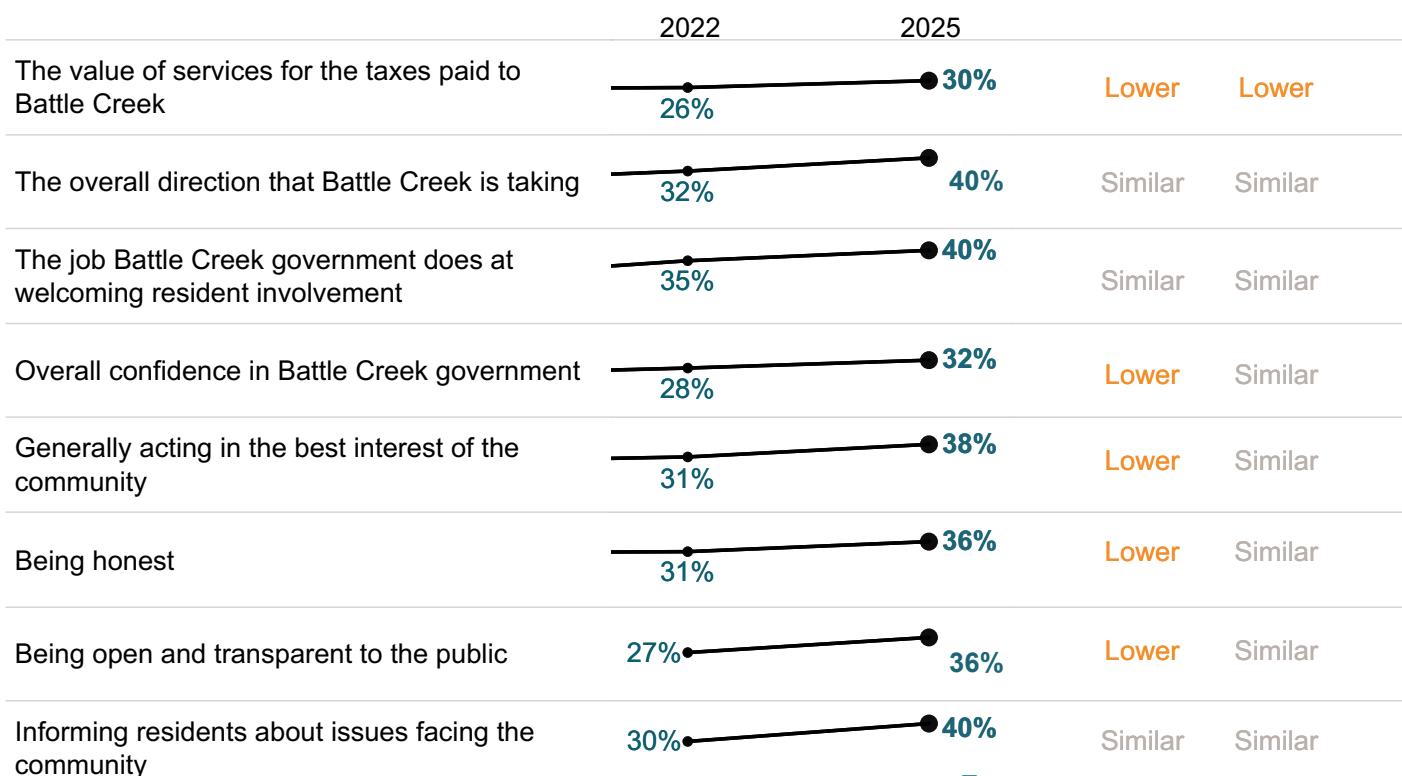
Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

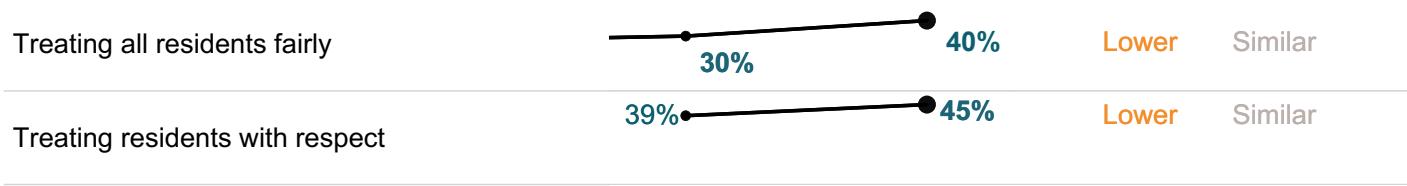


Please rate the quality of each of the following services in Battle Creek. (% excellent or good)

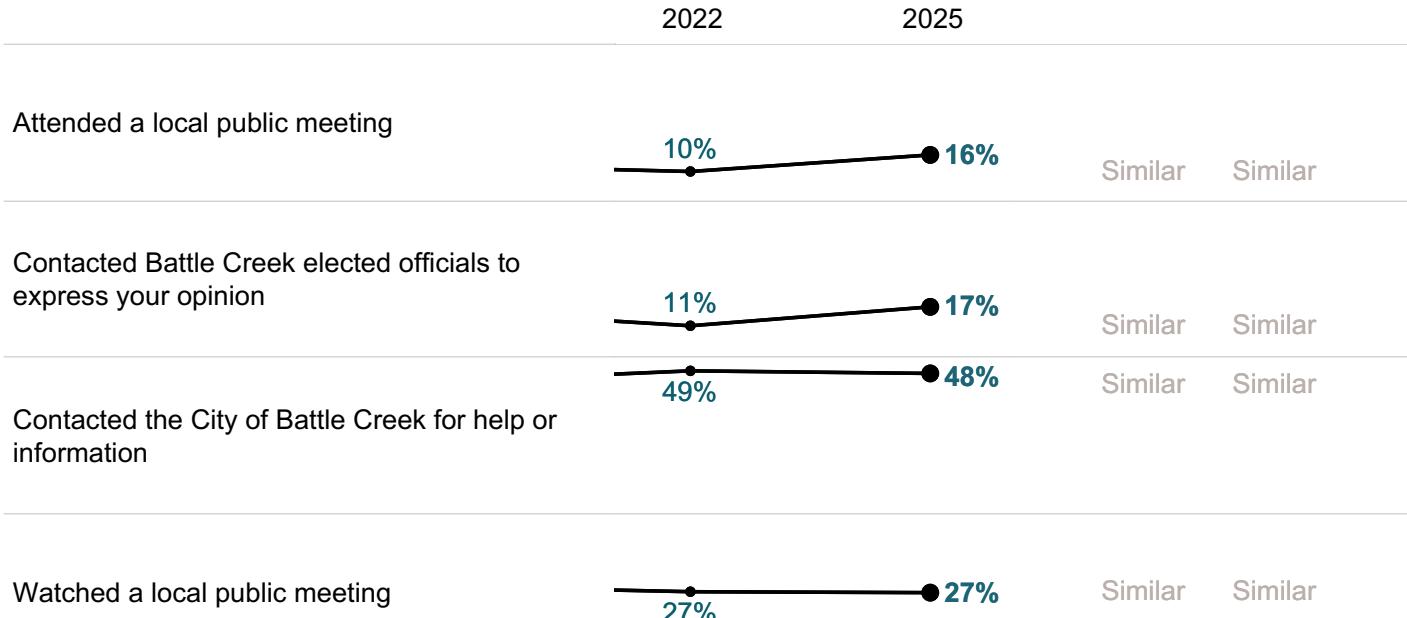


Please rate the following categories of Battle Creek government performance. (% excellent or good)





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



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

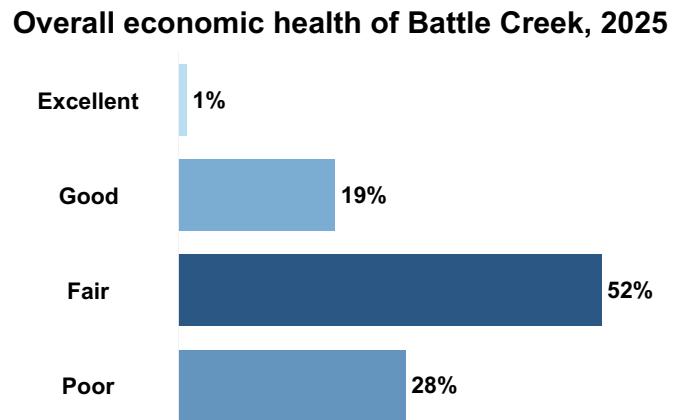


10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

11. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. 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.



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



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





**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)**



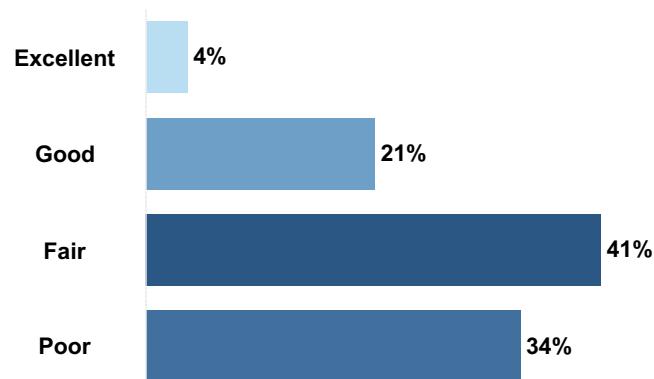
12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

13. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Overall quality of the transportation system in Battle Creek, 2025

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.



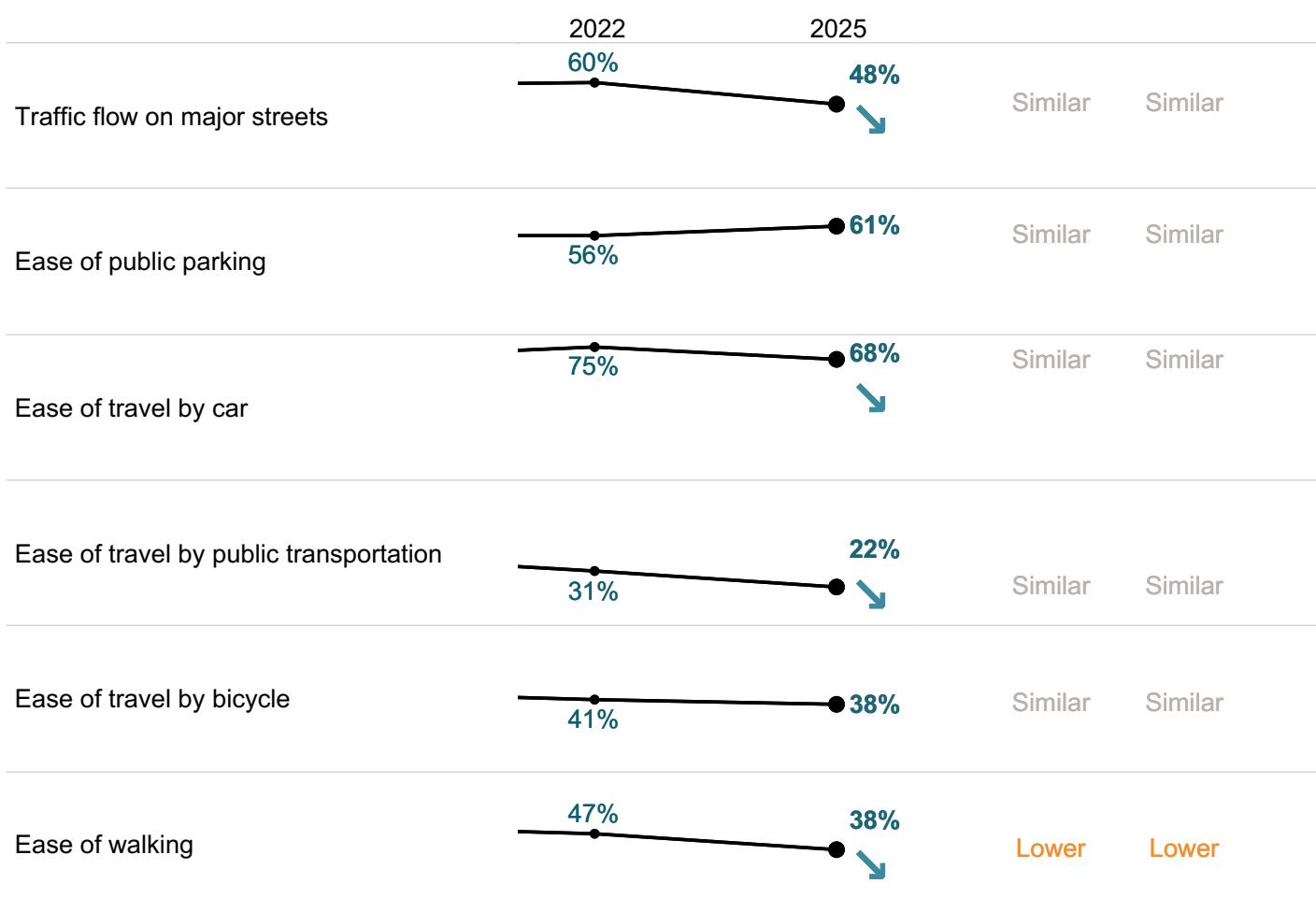
Please rate each of the following characteristics as they relate to Battle Creek as a whole.

(% excellent or good)



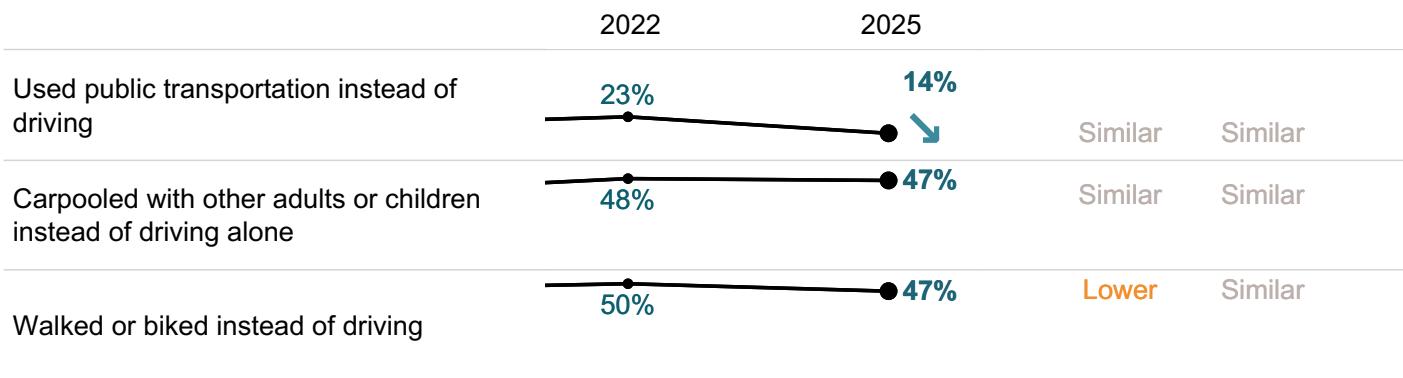
Please also rate each of the following in the Battle Creek community.

(% 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)



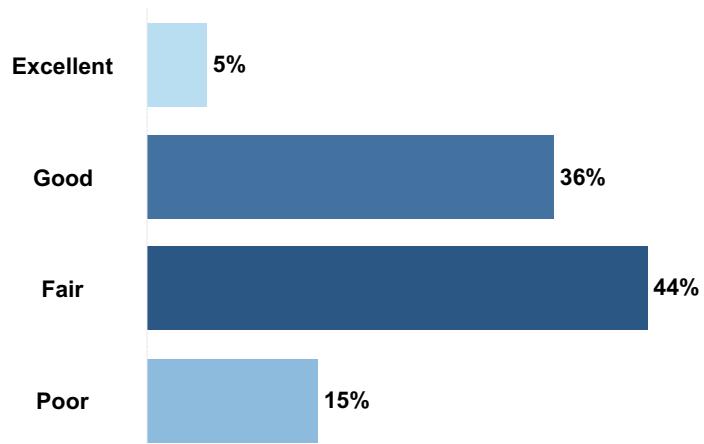
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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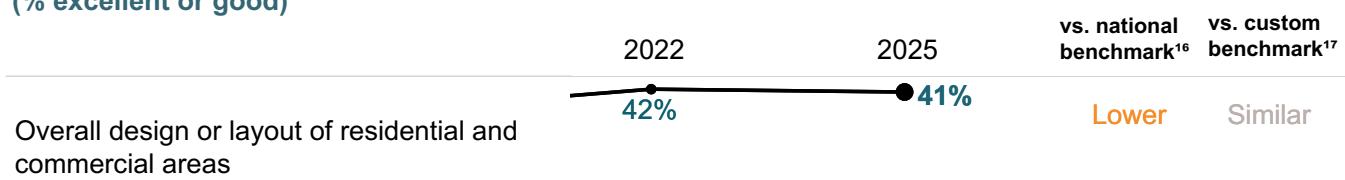
Overall design or layout of Battle Creek's residential and commercial areas, 2025

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.



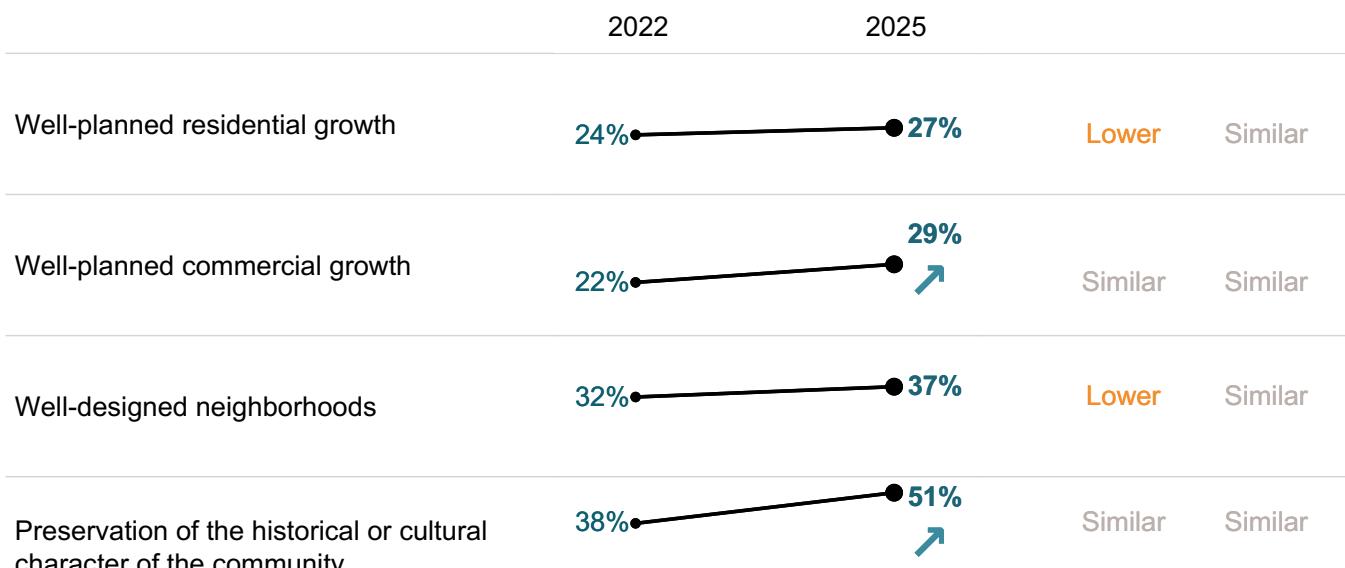
Please rate each of the following characteristics as they relate to Battle Creek as a whole. (% excellent or good)

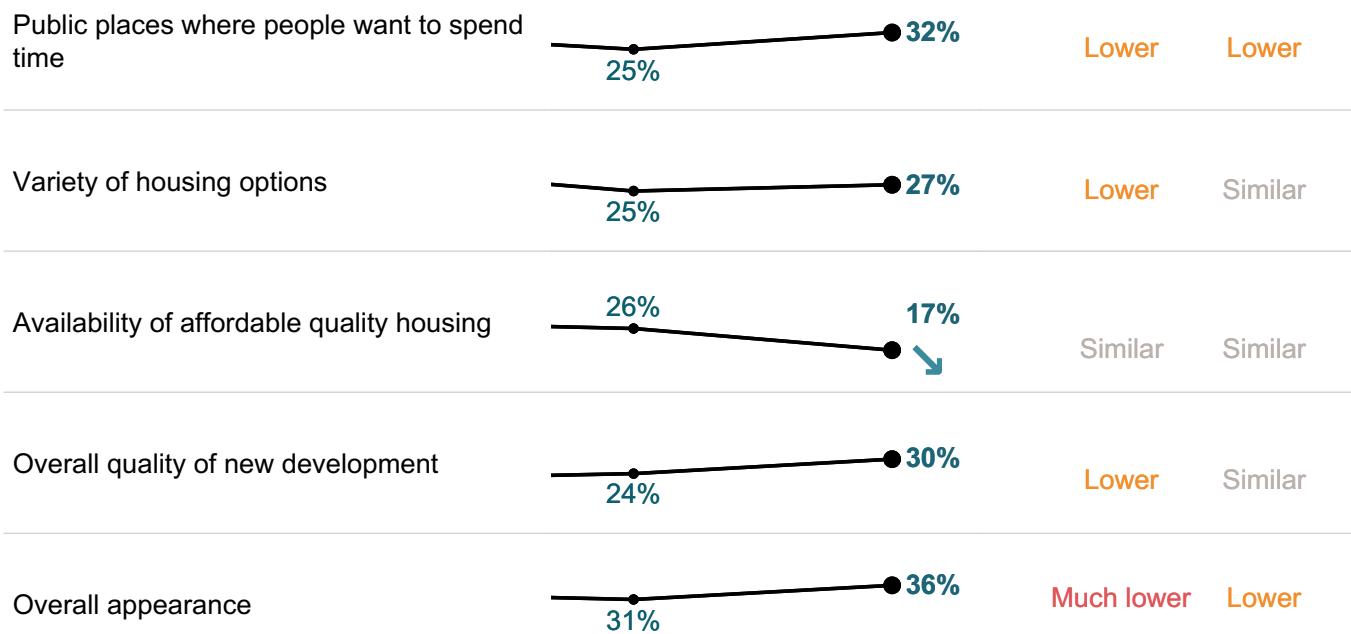


Please rate each of the following aspects of quality of life in Battle Creek. (% excellent or good)



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)**



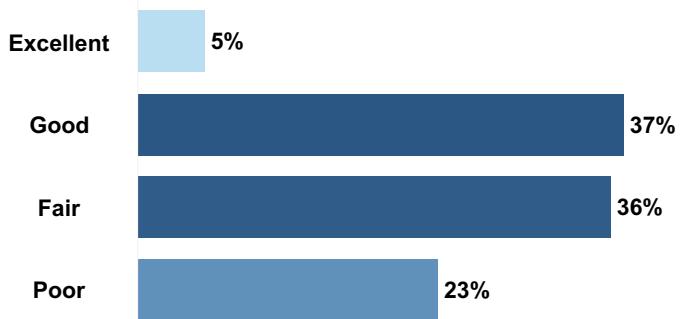
16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

17. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Overall quality of the utility infrastructure in Battle Creek, 2025

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.



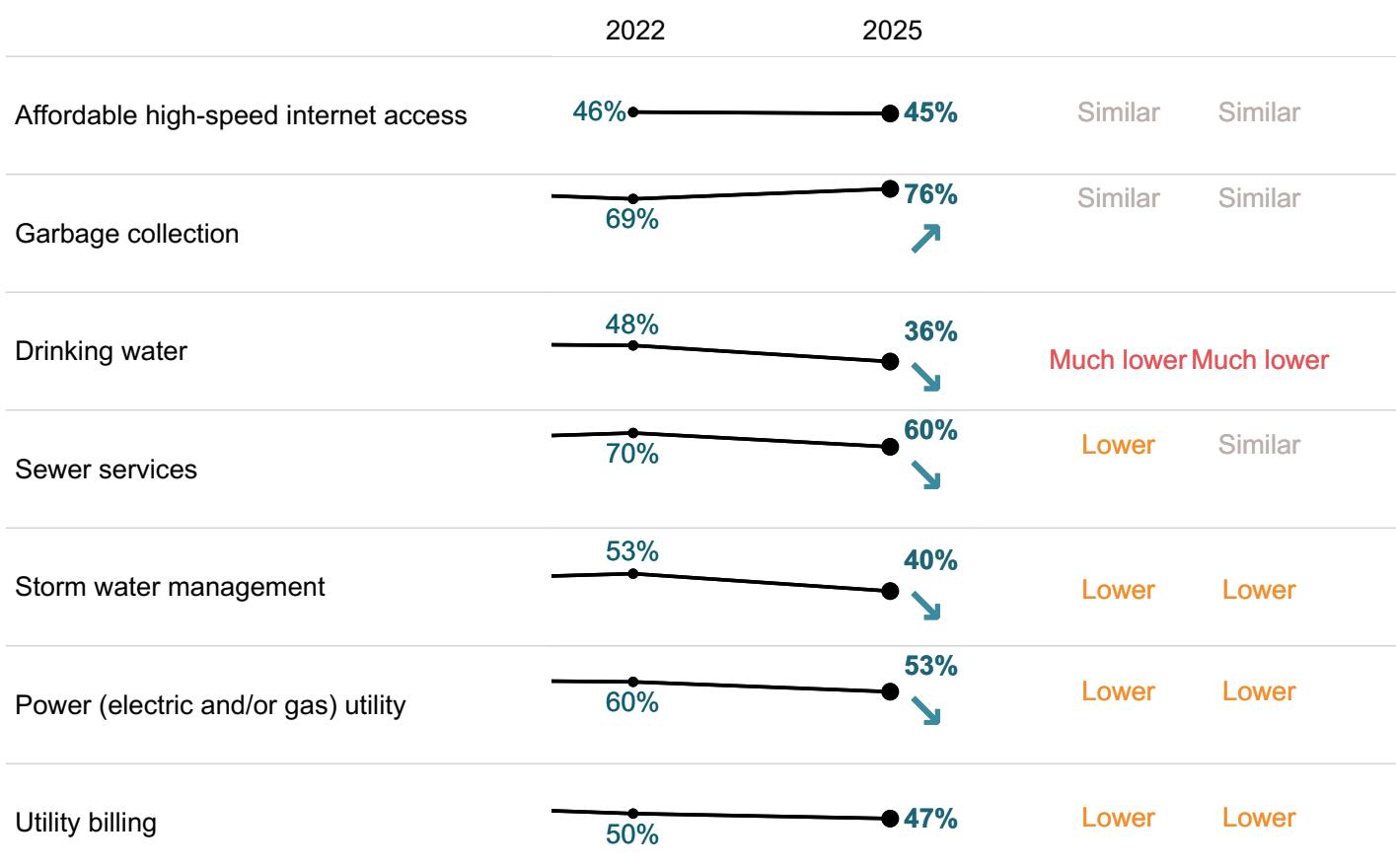
Please rate each of the following characteristics as they relate to Battle Creek as a whole.

(% excellent or good)



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

(% excellent or good)



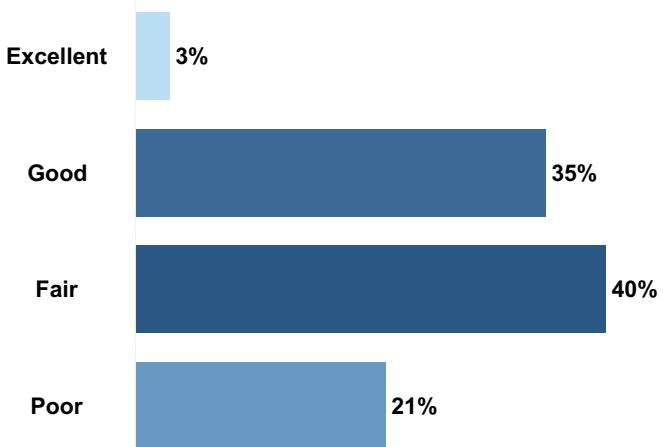
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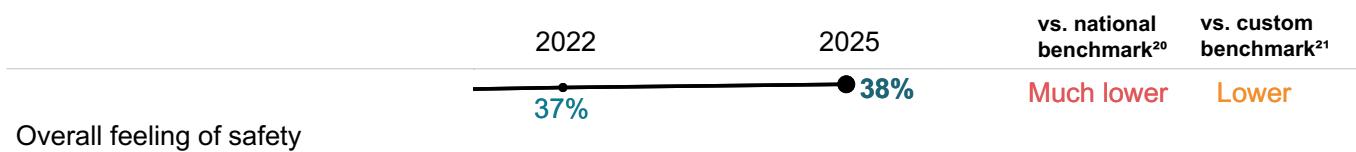
Safety

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.

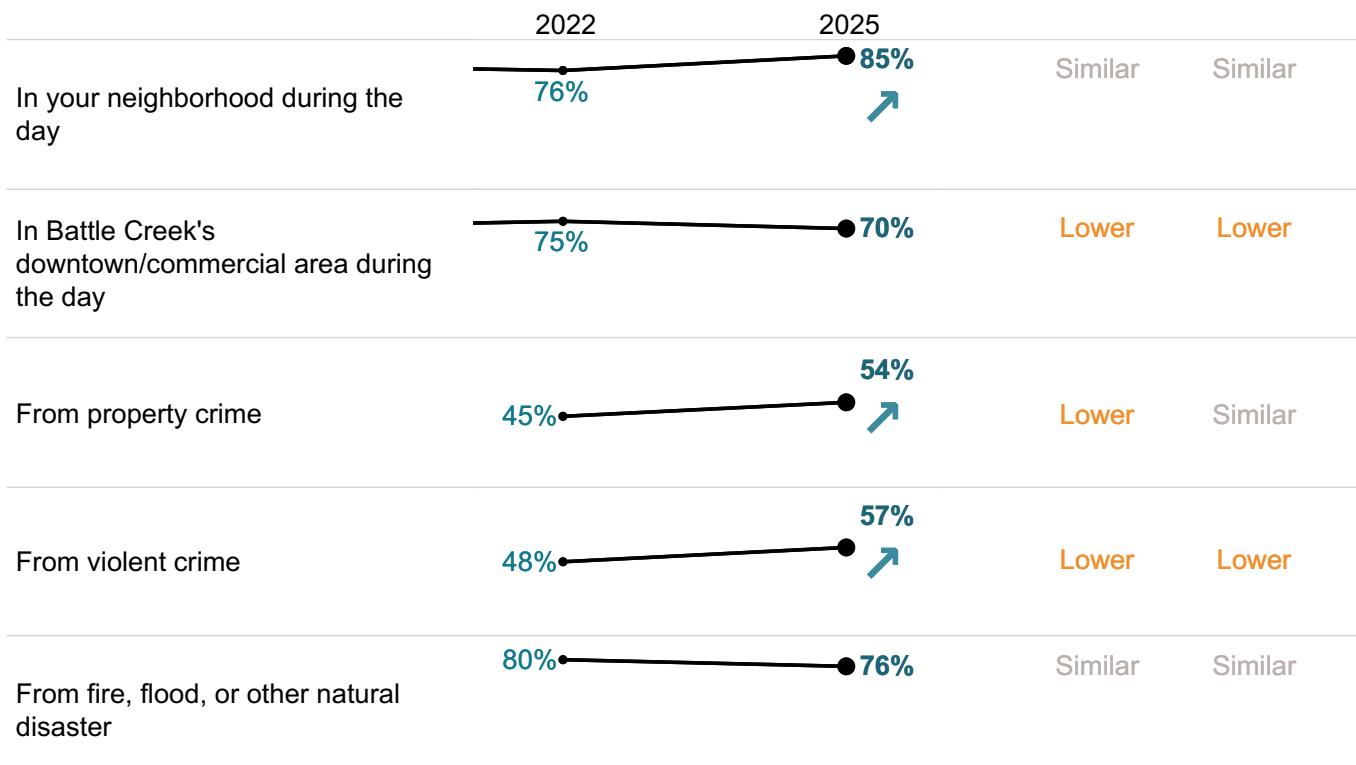
Overall feeling of safety in Battle Creek, 2025



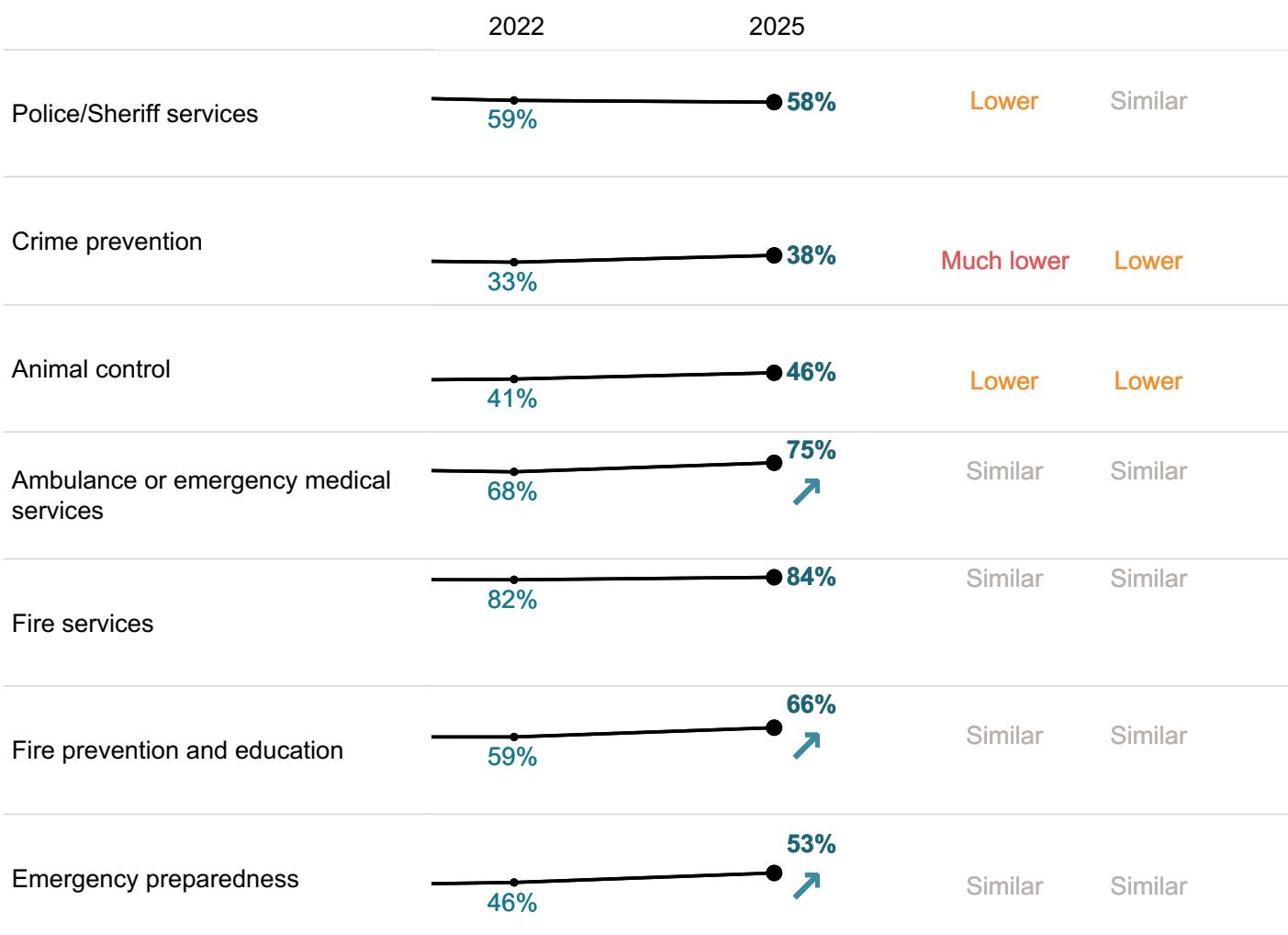
Please rate each of the following characteristics as they relate to Battle Creek as a whole. (% excellent or good)



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)**



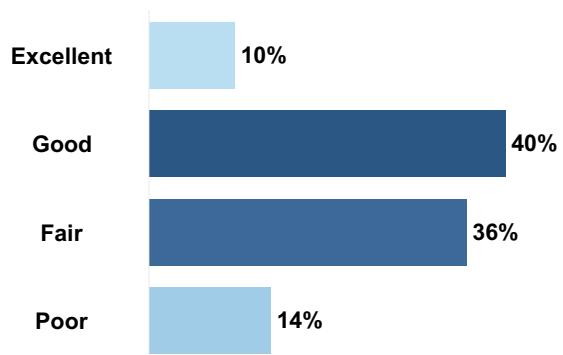
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Overall quality of natural environment in Battle Creek, 2025

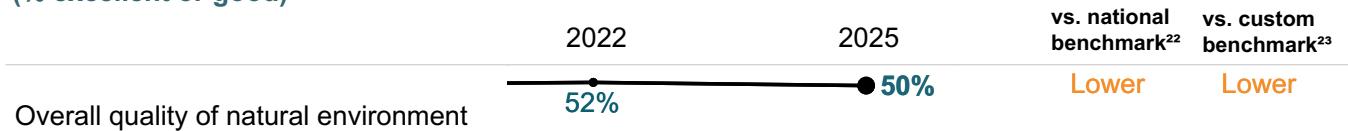
Natural Environment

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.



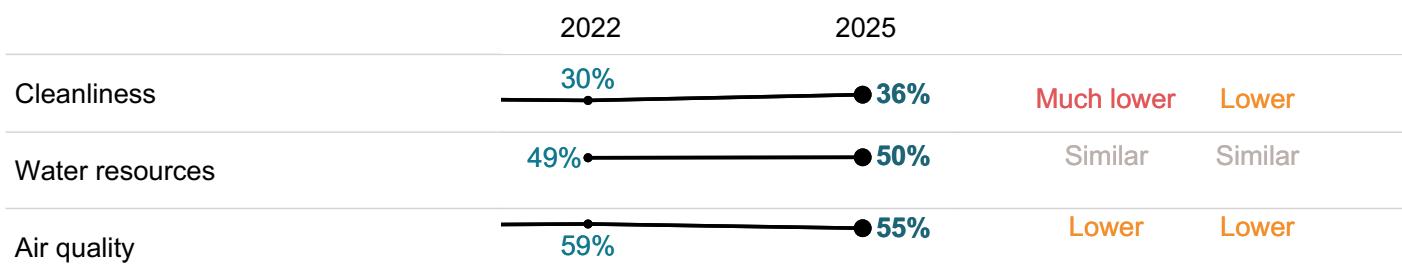
Please rate each of the following characteristics as they relate to Battle Creek as a whole.

(% excellent or good)



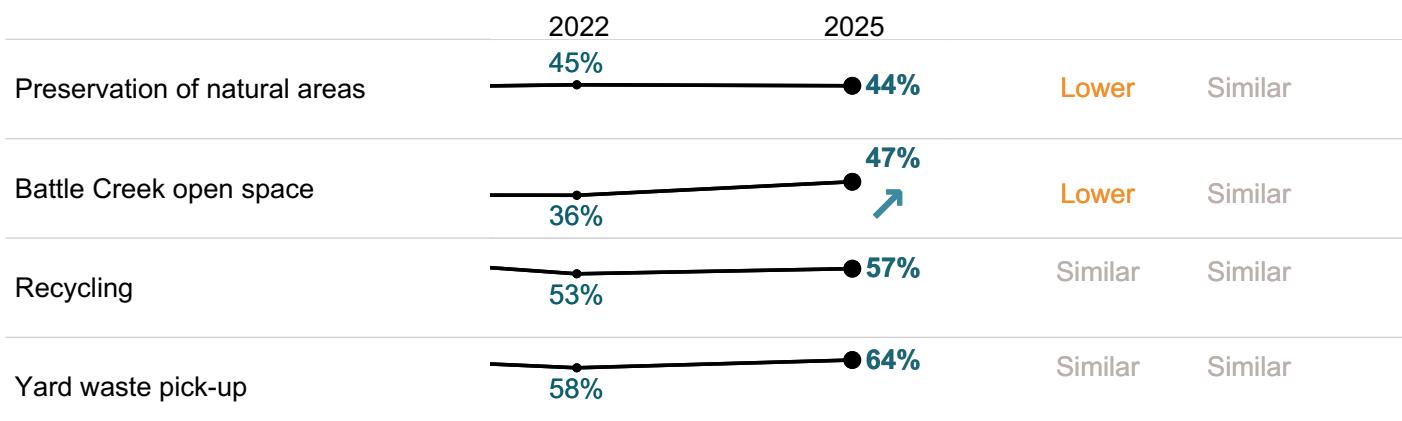
Please also rate each of the following in the Battle Creek community.

(% excellent or good)



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

(% excellent or good)



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

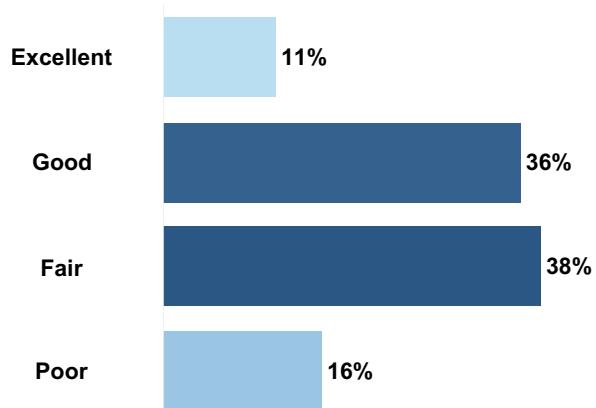
23. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

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

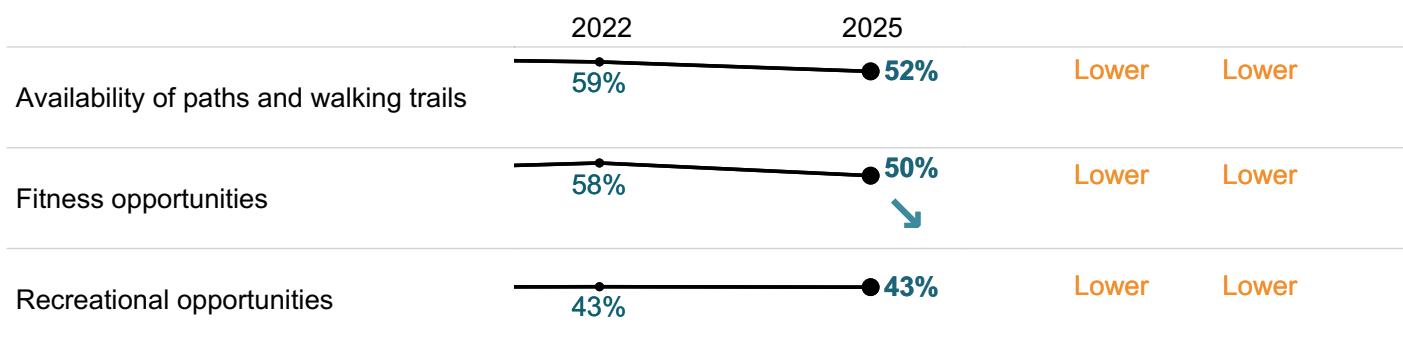
Overall quality of parks and recreation opportunities, 2025



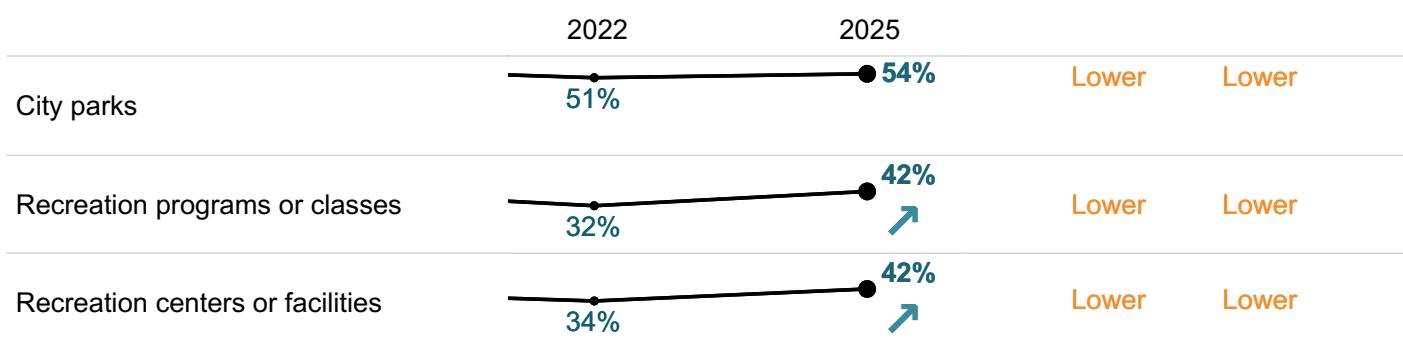
Please rate each of the following characteristics as they relate to Battle Creek as a whole. (% excellent or good)



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)



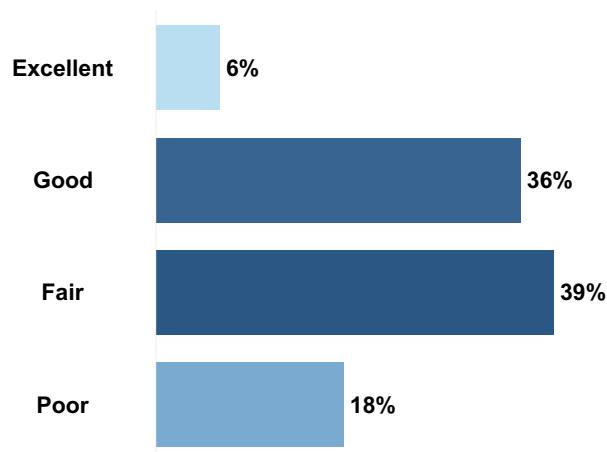
²⁴. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

²⁵. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If..

Overall health and wellness opportunities in Battle Creek, 2025

Health and Wellness

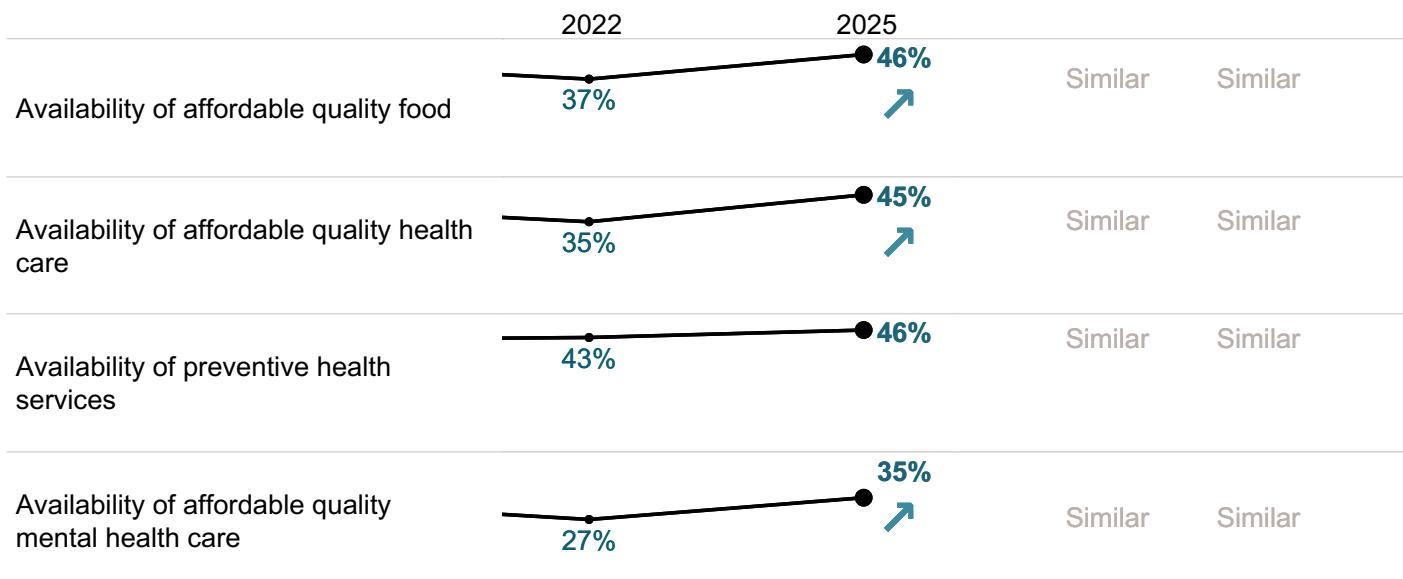
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



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



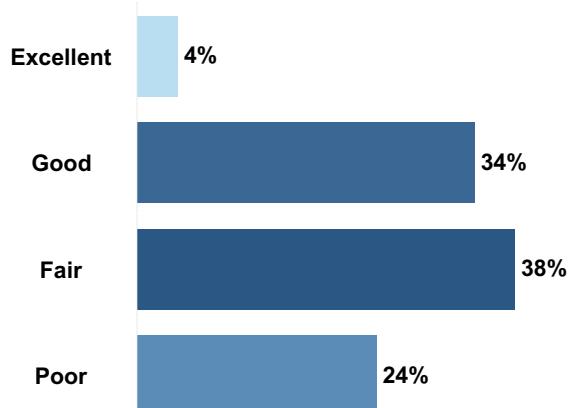
Please also rate each of the following in the Battle Creek community. (% excellent or good)



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.

Overall opportunities for education, culture and the arts, 2025



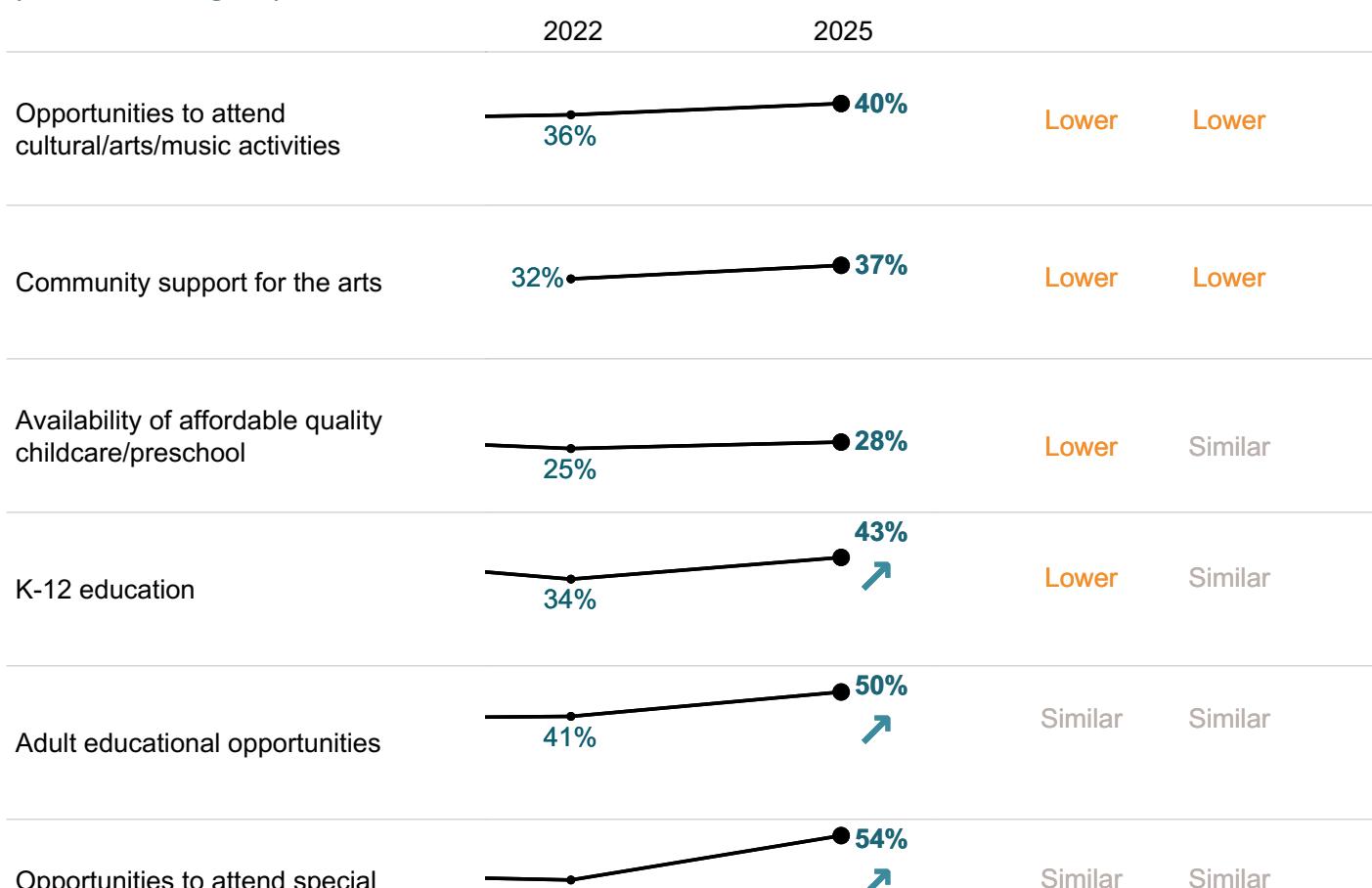
Please rate each of the following characteristics as they relate to Battle Creek as a whole.

(% 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)**

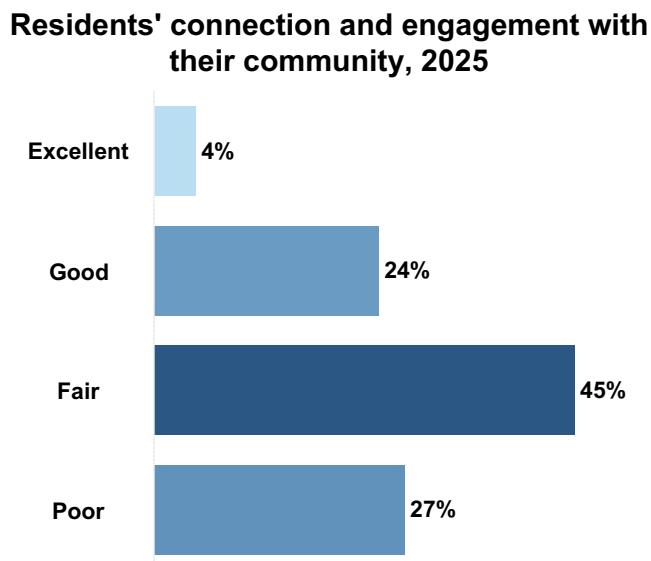


28. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Inclusivity and Engagement

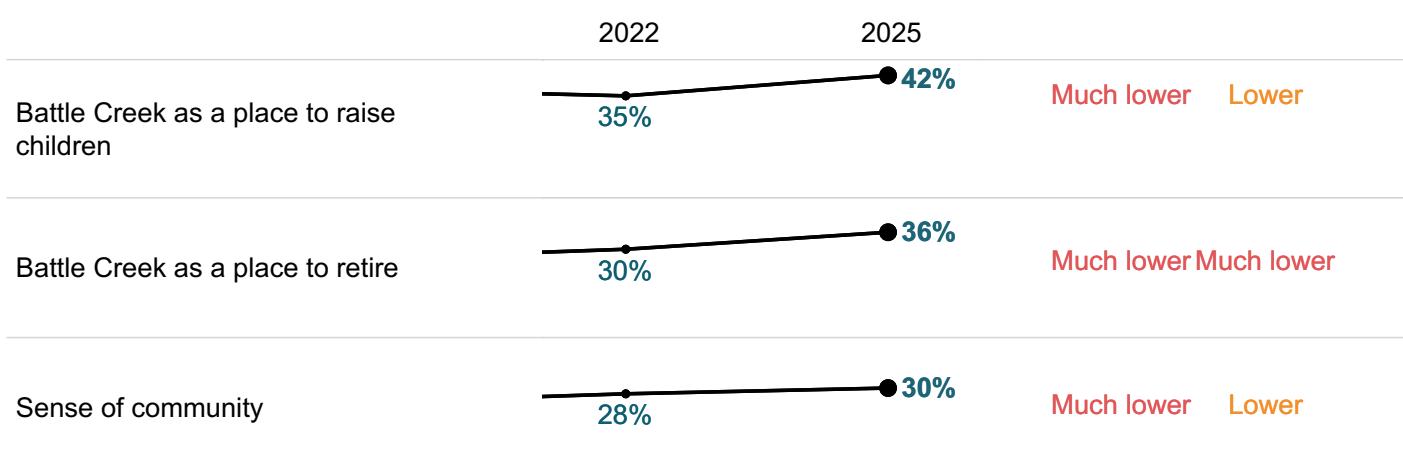
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



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)





**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)**

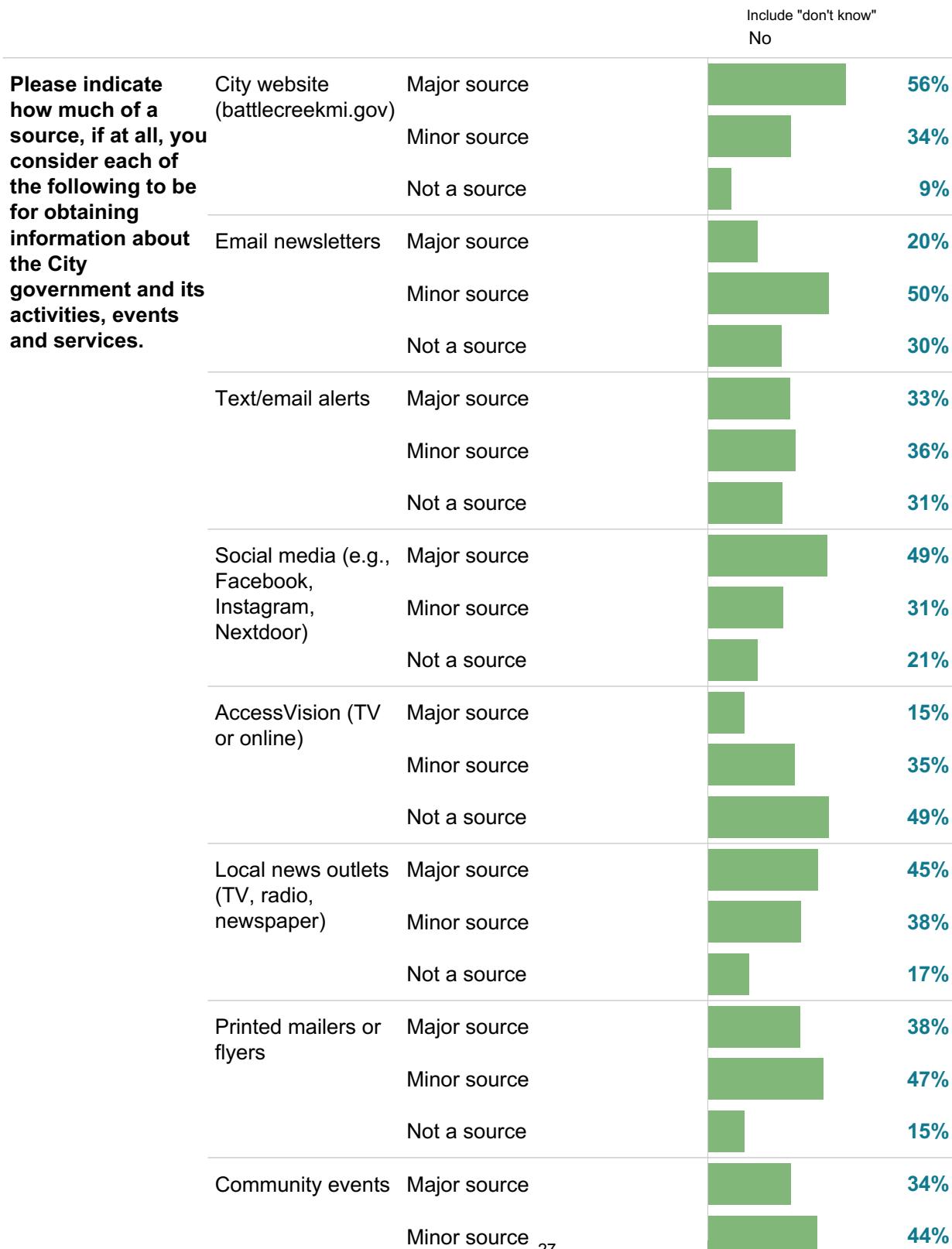


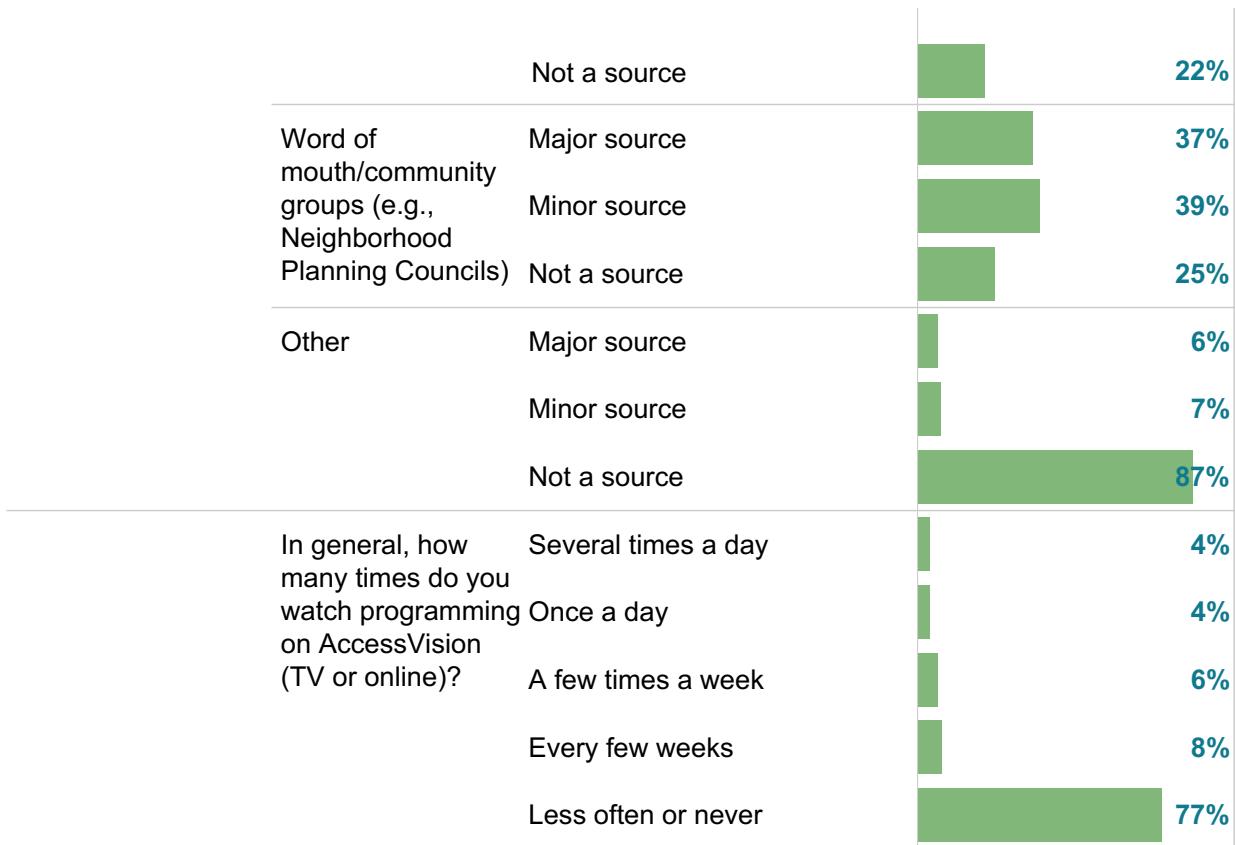
30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. 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.





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 | |
|------------------------|--|---|------------|------------|-----------------------|------------|------------|
| Quality of Life | Please rate each of the following aspects of quality of life in Battle Creek. | Battle Creek as a place to live | Much lower | 48% | 351 | 366 | 1% |
| | | The overall quality of life in Battle Creek | Much lower | 46% | 358 | 380 | 2% |
| | Please indicate how likely or unlikely you are to do each of the following. | Recommend living in Battle Creek to someone who asks | Much lower | 53% | 320 | 330 | 2% |
| | | Remain in Battle Creek for the next five years | Similar | 74% | 292 | 333 | 12% |
| | Please rate each of the following in the Battle Creek community. | Overall image or reputation of Battle Creek | Much lower | 28% | 341 | 360 | 2% |
| Governance | Please indicate whether or not you have done each of the following in the last 12 months. | Contacted the City of Battle Creek (in-person, phone, email, or web) for help or information | Similar | 48% | 147 | 336 | 56% |
| | | Contacted Battle Creek elected officials (in-person, phone, email, or web) to express your opinion | Similar | 17% | 121 | 319 | 62% |
| | | Attended a local public meeting (of local elected officials like City Commission, advisory boards, town halls, HOA, neighborhood watch, etc.) | Similar | 16% | 225 | 321 | 30% |
| | | Watched (online or on television) a local public meeting | Similar | 27% | 111 | 315 | 65% |
| | Please rate the quality of each of the following services in Battle Creek. | Public information services | Similar | 46% | 293 | 334 | 12% |
| | | Overall customer service by Battle Creek employees (police, receptionists, planners, etc.) | Lower | 57% | 331 | 361 | 5% |

Governance

| | | | | | | | |
|---|--|----------------------------------|------------|------------|------------|------------|------------|
| Please rate the following categories of Battle Creek government performance. | The value of services for the taxes paid to Battle Creek | Lower | 30% | 336 | 371 | 6% | |
| | The overall direction that Battle Creek is taking | Similar | 40% | 280 | 347 | 18% | |
| | The job Battle Creek government does at welcoming resident involvement | Similar | 40% | 274 | 340 | 19% | |
| | Overall confidence in Battle Creek government | Lower | 32% | 284 | 323 | 12% | |
| | Generally acting in the best interest of the community | Lower | 38% | 279 | 326 | 14% | |
| | Being honest | Lower | 36% | 290 | 318 | 9% | |
| | Being open and transparent to the public | Lower | 36% | 285 | 320 | 11% | |
| | Informing residents about issues facing the community | Similar | 40% | 248 | 319 | 22% | |
| | Treating all residents fairly | Lower | 40% | 289 | 325 | 11% | |
| | Treating residents with respect | Lower | 45% | 291 | 317 | 8% | |
| Overall, how would you rate the quality of the services provided by each of the following? | The City of Battle Creek | Lower | 49% | 324 | 360 | 7% | |
| | The Federal Government | Similar | 25% | 293 | 309 | 5% | |
| | | | | | | | |
| Economy | Please rate each of the following aspects of quality of life in Battle Creek. | Battle Creek as a place to work | Lower | 48% | 308 | 364 | 13% |
| | | Battle Creek as a place to visit | Much lower | 29% | 320 | 335 | 3% |

Economy

| | | | | | | |
|--|--|------------|-----|-----|-----|-----|
| <p>Please rate each of the following characteristics as they relate to Battle Creek as a whole.</p> <p>Please rate each of the following in the Battle Creek community.</p> | Overall economic health of Battle Creek | Much lower | 20% | 320 | 330 | 2% |
| | Overall quality of business and service establishments in Battle Creek | Lower | 49% | 304 | 330 | 7% |
| | Variety of business and service establishments in Battle Creek | Lower | 36% | 278 | 316 | 12% |
| | Vibrancy of downtown/commercial area | Lower | 25% | 289 | 315 | 8% |
| | Employment opportunities | Similar | 30% | 268 | 343 | 21% |
| | Shopping opportunities | Much lower | 22% | 302 | 331 | 8% |
| | Cost of living in Battle Creek | Similar | 33% | 190 | 324 | 41% |
| | Economic development | Lower | 34% | 276 | 324 | 14% |
| | Overall economic health of Battle Creek | Similar | 88% | 118 | 317 | 62% |
| | 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: | Similar | 25% | 117 | 317 | 63% |
| <p>Please rate each of the following characteristics as they relate to Battle Creek as a whole.</p> <p>Please also rate each of the following in the Battle Creek community.</p> | Overall quality of the transportation system (auto, bicycle, foot, bus) in Battle Creek | Lower | 25% | 298 | 324 | 8% |
| | Traffic flow on major streets | Similar | 48% | 172 | 350 | 49% |
| | Ease of public parking | Similar | 61% | 162 | 319 | 49% |
| | Ease of travel by car in Battle Creek | Similar | 68% | 190 | 339 | 43% |
| | | | | | | |

| | | | | | | | |
|---|--|--|--|--|--|--|--|
| Mobility | Please also rate each of the following in the Battle Creek community. | | | | | | |
| | Ease of travel by public transportation in Battle Creek | | | | | | |
| | | | | | | | |
| Please indicate whether or not you have done each of the following in the last 12 months. | Ease of travel by bicycle in Battle Creek | | | | | | |
| | Ease of walking in Battle Creek | | | | | | |
| | | | | | | | |
| Please rate the quality of each of the following traffic enforcement services in Battle Creek. | Used bus, rail, subway, or other public transportation instead of driving | | | | | | |
| | Carpooled with other adults or children instead of driving alone | | | | | | |
| | Walked or biked instead of driving | | | | | | |
| Please rate the quality of each of the following traffic enforcement services in Battle Creek. | | | | | | | |
| | Traffic signal timing | | | | | | |
| | | | | | | | |
| Please rate the quality of each of the following traffic enforcement services in Battle Creek. | Street repair | | | | | | |
| | Street cleaning | | | | | | |
| | | | | | | | |
| Please rate the quality of each of the following traffic enforcement services in Battle Creek. | Street lighting | | | | | | |
| | Snow removal | | | | | | |
| | | | | | | | |
| Please rate the quality of each of the following traffic enforcement services in Battle Creek. | Sidewalk maintenance | | | | | | |
| | Bus or transit services | | | | | | |
| | | | | | | | |

| | | | | | | | |
|------------------|--|--|------------|-----|-----|-----|-----|
| Mobility | 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. | Overall quality of the transportation system (auto, bicycle, foot, bus) in Battle Creek | Similar | 64% | 268 | 314 | 14% |
| Community Design | Please rate each of the following aspects of quality of life in Battle Creek. | Your neighborhood as a place to live | Lower | 68% | 314 | 343 | 8% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall design or layout of Battle Creek's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | Lower | 41% | 280 | 325 | 13% |
| | Please also rate each of the following in the Battle Creek community. | Well-planned residential growth | Lower | 27% | 255 | 317 | 19% |
| | | Well-planned commercial growth | Similar | 29% | 255 | 316 | 19% |
| | | Well-designed neighborhoods | Lower | 37% | 273 | 316 | 13% |
| | | Preservation of the historical or cultural character of the community | Similar | 51% | 268 | 313 | 14% |
| | | Public places where people want to spend time | Lower | 32% | 299 | 319 | 6% |
| | | Variety of housing options | Lower | 27% | 282 | 331 | 14% |
| | | Availability of affordable quality housing | Similar | 17% | 267 | 346 | 22% |
| | | Overall quality of new development in Battle Creek | Lower | 30% | 307 | 333 | 7% |
| | | Overall appearance of Battle Creek | Much lower | 36% | 321 | 339 | 3% |
| | Please rate the quality of each of the following services in Battle Creek. | Land use, planning, and zoning | Similar | 33% | 275 | 338 | 18% |
| | | Code enforcement (weeds, abandoned buildings, etc.) | Much lower | 16% | 330 | 350 | 2% |

| | | | | | | | |
|------------------|--|--|------------|------------|------------|------------|------------|
| Community Design | 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. | Overall design or layout of Battle Creek's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | Lower | 56% | 310 | 317 | 2% |
| | | | | | | | |
| Utilities | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of the utility infrastructure in Battle Creek (water, sewer, storm water, electric/gas) | Lower | 42% | 297 | 315 | 6% |
| | Please rate the quality of each of the following services in Battle Creek. | Affordable high-speed internet access | Similar | 45% | 259 | 311 | 17% |
| Utilities | Garbage collection | Similar | 76% | 261 | 340 | 22% | |
| | Drinking water | Much lower | 36% | 327 | 338 | 2% | |
| Utilities | Sewer services | Lower | 60% | 306 | 329 | 6% | |
| | Storm water management (storm drainage, dams, levees, etc.) | Lower | 40% | 319 | 342 | 5% | |
| Utilities | Power (electric and/or gas) utility | Lower | 53% | 288 | 298 | 3% | |
| | Utility billing | Lower | 47% | 298 | 315 | 4% | |
| Safety | 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. | Overall quality of the utility infrastructure in Battle Creek (water, sewer, storm water, electric/gas) | Similar | 82% | 264 | 314 | 16% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall feeling of safety in Battle Creek | Much lower | 38% | 322 | 351 | 6% |
| Safety | Please rate how safe or unsafe you feel: | In your neighborhood during the day | Similar | 85% | 296 | 338 | 11% |
| | | In Battle Creek's downtown/commercial area during the day | Lower | 70% | 297 | 325 | 8% |
| Safety | | From property crime | Lower | 54% | 286 | 323 | 11% |
| | | | | | | | |

| | | | | | | | |
|-----------------------------|--|--|------------|------------|------------|------------|------------|
| Safety | Please rate how safe or unsafe you feel: | | | | | | |
| | From violent crime | Lower | 57% | 298 | 323 | 7% | |
| | From fire, flood, or other natural disaster | Similar | 76% | 202 | 315 | 36% | |
| | Please rate the quality of each of the Police/Sheriff services following services in Battle Creek. | Lower | 58% | 324 | 377 | 11% | |
| | Crime prevention | Much lower | 38% | 315 | 355 | 8% | |
| | Animal control | Lower | 46% | 310 | 334 | 5% | |
| | Ambulance or emergency medical services | Similar | 75% | 280 | 344 | 16% | |
| | Fire services | Similar | 84% | 286 | 359 | 18% | |
| | Fire prevention and education | Similar | 66% | 265 | 330 | 19% | |
| | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | Similar | 53% | 271 | 329 | 16% | |
| Parks and Recreation | 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. | Overall feeling of safety in Battle Creek | Similar | 88% | 205 | 317 | 35% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of parks and recreation opportunities | Much lower | 47% | 313 | 321 | 2% |
| | Please also rate each of the following in the Battle Creek community. | Availability of paths and walking trails | Lower | 52% | 255 | 341 | 24% |
| | | Fitness opportunities (including exercise classes and paths or trails, etc.) | Lower | 50% | 270 | 321 | 15% |
| | | Recreational opportunities | Lower | 43% | 306 | 336 | 8% |

| | | | | | | | |
|----------------------------|--|---|------------|-----|-----|-----|-----|
| Parks and Recreation | Please rate the quality of each of the City parks following services in Battle Creek. | Lower | 54% | 325 | 346 | 6% | |
| | | Lower | 42% | 306 | 332 | 7% | |
| | | Lower | 42% | 298 | 324 | 8% | |
| | 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. | | | | | | |
| | Overall quality of parks and recreation opportunities | Similar | 72% | 281 | 315 | 11% | |
| Inclusivity and Engagement | Please rate each of the following aspects of quality of life in Battle Creek. | Battle Creek as a place to raise children | Much lower | 42% | 351 | 370 | 1% |
| | | Battle Creek as a place to retire | Much lower | 36% | 348 | 364 | 1% |
| | | Sense of community | Much lower | 30% | 338 | 345 | 0% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | | | | | | |
| | Residents' connection and engagement with their community | Lower | 28% | 303 | 318 | 4% | |
| | Please rate the job you feel the Battle Creek community does at each of the following. | Making all residents feel welcome | Lower | 52% | 302 | 319 | 5% |
| | | Attracting people from diverse backgrounds | Similar | 62% | 150 | 317 | 52% |
| | | Valuing/respecting residents from diverse backgrounds | Similar | 61% | 171 | 317 | 46% |
| | | | | | | | |
| | | Taking care of vulnerable residents (elderly, disabled, homeless, etc.) | Lower | 28% | 295 | 314 | 6% |
| | Please also rate each of the following in the Battle Creek community. | Sense of civic/community pride | Lower | 31% | 303 | 314 | 3% |
| | | Neighborliness of residents in Battle Creek | Lower | 37% | 311 | 319 | 2% |

| | | | | | | |
|---|--|---------|------------|------------|------------|------------|
| Inclusivity and Engagement Please also rate each of the following in the Battle Creek community. | Opportunities to participate in social events and activities | Lower | 44% | 281 | 326 | 13% |
| | Opportunities to volunteer | Similar | 59% | 254 | 326 | 21% |
| | Opportunities to participate in community matters | Similar | 51% | 270 | 322 | 16% |
| | Openness and acceptance of the community toward people of diverse backgrounds | Similar | 56% | 187 | 336 | 44% |
| | Please indicate whether or not you have done each of the following in the last 12 months. | | | | | |
| | Volunteered your time to some group/activity in Battle Creek | Similar | 42% | 72 | 323 | 78% |
| | Campaigned or advocated for a local issue, cause, or candidate | Similar | 21% | 92 | 314 | 71% |
| | 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. | | | | | |
| | Residents' connection and engagement with their community | Similar | 68% | 102 | 317 | 68% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | | | | | |
| Education, Arts, and Culture | Overall opportunities for education, culture, and the arts | Lower | 38% | 296 | 329 | 10% |
| | Please also rate each of the following in the Battle Creek community. | | | | | |
| | Opportunities to attend cultural/arts/music activities | Lower | 40% | 266 | 339 | 21% |
| | Community support for the arts | Lower | 37% | 258 | 313 | 17% |
| | Availability of affordable quality childcare/preschool | Lower | 28% | 263 | 326 | 19% |
| | K-12 education | Lower | 43% | 280 | 335 | 16% |
| | Adult educational opportunities | Similar | 50% | 195 | 322 | 39% |
| | Opportunities to attend special events and festivals | Similar | 54% | 258 | 322 | 19% |

| | | | | | | | |
|------------------------------|--|---|------------|-----|-----|-----|-----|
| Education, Arts, and Culture | Please rate the quality of each of the following services in Battle Creek. | Public library services | Similar | 85% | 161 | 339 | 52% |
| | 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. | Overall opportunities for education, culture, and the arts | Similar | 72% | 86 | 317 | 73% |
| Health and Wellness | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall health and wellness opportunities in Battle Creek | Lower | 42% | 308 | 327 | 5% |
| | Please also rate each of the following in the Battle Creek community. | Availability of affordable quality food | Similar | 46% | 260 | 317 | 18% |
| | | Availability of affordable quality health care | Similar | 45% | 256 | 326 | 21% |
| | | Availability of preventive health services | Similar | 46% | 223 | 314 | 29% |
| | | Availability of affordable quality mental health care | Similar | 35% | 197 | 317 | 38% |
| | 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. | Overall health and wellness opportunities in Battle Creek | Similar | 76% | 120 | 317 | 62% |
| Natural Environment | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of natural environment in Battle Creek | Lower | 50% | 315 | 334 | 5% |
| | Please also rate each of the following in the Battle Creek community. | Cleanliness of Battle Creek | Much lower | 36% | 314 | 336 | 6% |
| | | Water resources (beaches, lakes, ponds, riverways, etc.) | Similar | 50% | 208 | 297 | 30% |
| | | Air quality | Lower | 55% | 288 | 328 | 12% |
| | Please rate the quality of each of the following services in Battle Creek. | Preservation of natural areas (open space, farmlands, and greenbelts) | Lower | 44% | 281 | 322 | 12% |
| | | Battle Creek open space | Lower | 47% | 281 | 314 | 10% |

| | | | | | | |
|----------------------------|--|---------|------------|------------|------------|------------|
| Natural Environment | Please rate the quality of each of the following services in Battle Creek. | | | | | |
| | Recycling | Similar | 57% | 254 | 346 | 25% |
| | Yard waste pick-up | Similar | 64% | 205 | 311 | 33% |
| | Overall quality of natural environment in Battle Creek | Similar | 72% | 288 | 317 | 9% |
| | 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. | | | | | |

Custom Benchmark Tables

This table contains the comparisons of Battle Creek's results to those from Fort Pierce, Sanford, Titusville (Florida), Twin Falls (Idaho), Moline (Illinois), Mankato (Minnesota), Hamilton, Lima (Ohio), Bartlesville (Oklahoma), Apache Junction, Lake Havasu City, Prescott (Arizona), Clatsop County, Corvallis (Oregon), State College (Pennsylvania), Kingsport (Tennessee), Huntsville (Texas), Charlottesville (Virginia). The first column shows Battle Creek's rating compared to the benchmark: results are noted as "higher" or "lower" if the average rating given by Battle Creek residents is at least 10 points above or below the benchmark, and "similar" if it is within 10 points. The second column shows Battle Creek's "percent positive", which is the combination of the most positive response options (e.g., excellent/good). The third column shows Battle Creek's ranking in comparison to other communities where a similar question was asked, and the fourth column shows the number of communities that asked that question. The fifth column shows the percentile for Battle Creek's result (the percent of communities that had a lower rating).

| | | | % positive | Rank | Number of communities | Percentile |
|------------------------|--|---|------------|------------|-----------------------|----------------------|
| Quality of Life | Please rate each of the following aspects of quality of life in Battle Creek. | Battle Creek as a place to live | Lower | 48% | 16 | 17 11% |
| | | The overall quality of life in Battle Creek | Lower | 46% | 16 | 17 11% |
| | Please indicate how likely or unlikely you are to do each of the following. | Recommend living in Battle Creek to someone who asks | Lower | 53% | 17 | 18 11% |
| | | Remain in Battle Creek for the next five years | Similar | 74% | 13 | 18 33% |
| | Please rate each of the following in the Battle Creek community. | Overall image or reputation of Battle Creek | Much lower | 28% | 16 | 17 11% |
| Governance | Please indicate whether or not you have done each of the following in the last 12 months. | Contacted the City of Battle Creek (in-person, phone, email, or web) for help or information | Similar | 48% | 5 | 17 76% |
| | | Contacted Battle Creek elected officials (in-person, phone, email, or web) to express your opinion | Similar | 17% | 5 | 17 76% |
| | | Attended a local public meeting (of local elected officials like City Commission, advisory boards, town halls, HOA, neighborhood watch, etc.) | Similar | 16% | 10 | 17 47% |
| | | Watched (online or on television) a local public meeting | Similar | 27% | 10 | 17 47% |
| | Please rate the quality of each of the following services in Battle Creek. | Public information services | Similar | 46% | 15 | 17 17% |
| | | Overall customer service by Battle Creek employees (police, receptionists, planners, etc.) | Similar | 57% | 16 | 17 11% |
| | Please rate the following categories of Battle Creek government performance. | The value of services for the taxes paid to Battle Creek | Lower | 30% | 17 | 17 5% |

| | | | | | | | |
|-------------------|---|--|------------|------------|-----------|-----------|------------|
| Governance | Please rate the following categories of Battle Creek government performance. | The overall direction that Battle Creek is taking | Similar | 40% | 14 | 17 | 23% |
| | | The job Battle Creek government does at welcoming resident involvement | Similar | 40% | 13 | 17 | 29% |
| | | Overall confidence in Battle Creek government | Similar | 32% | 15 | 17 | 17% |
| | | Generally acting in the best interest of the community | Similar | 38% | 15 | 17 | 17% |
| | | Being honest | Similar | 36% | 15 | 17 | 17% |
| | | Being open and transparent to the public | Similar | 36% | 15 | 17 | 17% |
| | | Informing residents about issues facing the community | Similar | 40% | 13 | 17 | 29% |
| | | Treating all residents fairly | Similar | 40% | 14 | 17 | 23% |
| | | Treating residents with respect | Similar | 45% | 15 | 17 | 17% |
| | Overall, how would you rate the quality of the services provided by each of the following? | The City of Battle Creek | Lower | 49% | 15 | 17 | 17% |
| Economy | Please rate each of the following aspects of quality of life in Battle Creek. | The Federal Government | Similar | 25% | 15 | 17 | 17% |
| | | Battle Creek as a place to work | Similar | 48% | 12 | 17 | 35% |
| | | Battle Creek as a place to visit | Much lower | 29% | 16 | 17 | 11% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall economic health of Battle Creek | Lower | 20% | 18 | 18 | 5% |
| | Please rate each of the following in the Battle Creek community. | Overall quality of business and service establishments in Battle Creek | Similar | 49% | 15 | 17 | 17% |
| | | Variety of business and service establishments in Battle Creek | Similar | 36% | 16 | 17 | 11% |

| | | | | | | | |
|-----------------|---|--|---------|------------|-----------|-----------|------------|
| Economy | Please rate each of the following in the Battle Creek community. | Vibrancy of downtown/commercial area | Lower | 25% | 16 | 16 | 6% |
| | | Employment opportunities | Similar | 30% | 12 | 17 | 35% |
| | | Shopping opportunities | Lower | 22% | 17 | 17 | 5% |
| | | Cost of living in Battle Creek | Similar | 33% | 8 | 17 | 58% |
| | Please rate the quality of each of the following services in Battle Creek. | Economic development | Similar | 34% | 14 | 17 | 23% |
| Mobility | 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 year. | Overall economic health of Battle Creek | Similar | 88% | 8 | 17 | 58% |
| | | 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: | Similar | 25% | 3 | 18 | 88% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of the transportation system (auto, bicycle, foot, bus) in Battle Creek | Lower | 25% | 15 | 17 | 17% |
| | Please also rate each of the following in the Battle Creek community. | Traffic flow on major streets | Similar | 48% | 10 | 17 | 47% |
| | | Ease of public parking | Similar | 61% | 6 | 17 | 70% |
| | | Ease of travel by car in Battle Creek | Similar | 68% | 9 | 17 | 52% |
| | | Ease of travel by public transportation in Battle Creek | Similar | 22% | 11 | 17 | 41% |
| | | Ease of travel by bicycle in Battle Creek | Similar | 38% | 10 | 17 | 47% |
| | | Ease of walking in Battle Creek | Lower | 38% | 17 | 17 | 5% |
| | Please indicate whether or not you have done each of the following in the last 12 months. | Used bus, rail, subway, or other public transportation instead of driving | Similar | 14% | 9 | 17 | 52% |
| | | Carpooled with other adults or children instead of driving alone | Similar | 47% | 8 | 17 | 58% |

| | | | | | | | |
|-------------------------|---|--|---------|-----|----|----|-----|
| Mobility | Please indicate whether or not you have done each of the following in the last 12 months. | Walked or biked instead of driving | Similar | 47% | 10 | 17 | 47% |
| | Please rate the quality of each of the following services in Battle Creek. | Traffic enforcement | Lower | 42% | 18 | 18 | 5% |
| | | Traffic signal timing | Lower | 34% | 16 | 16 | 6% |
| | | Street repair | Lower | 15% | 17 | 18 | 11% |
| | | Street cleaning | Lower | 39% | 16 | 17 | 11% |
| | | Street lighting | Similar | 50% | 12 | 16 | 31% |
| | | Snow removal | Similar | 64% | 5 | 12 | 66% |
| | | Sidewalk maintenance | Lower | 30% | 15 | 16 | 12% |
| | | Bus or transit services | Similar | 29% | 11 | 17 | 41% |
| Community Design | 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 year. | Overall quality of the transportation system (auto, bicycle, foot, bus) in Battle Creek | Similar | 64% | 12 | 17 | 35% |
| | Please rate each of the following aspects of quality of life in Battle Creek. | Your neighborhood as a place to live | Similar | 68% | 14 | 17 | 23% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall design or layout of Battle Creek's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | Similar | 41% | 13 | 18 | 33% |
| | Please also rate each of the following in the Battle Creek community. | Well-planned residential growth | Similar | 27% | 11 | 17 | 41% |
| | | Well-planned commercial growth | Similar | 29% | 13 | 17 | 29% |
| | | Well-designed neighborhoods | Similar | 37% | 12 | 17 | 35% |
| | | Preservation of the historical or cultural character of the community | Similar | 51% | 16 | 17 | 11% |

| | | | | | | | |
|-------------------------|---|--|------------|------------|-----------|-----------|------------|
| Community Design | Please also rate each of the following in the Battle Creek community. | Public places where people want to spend time | Lower | 32% | 15 | 17 | 17% |
| | | Variety of housing options | Similar | 27% | 13 | 17 | 29% |
| | | Availability of affordable quality housing | Similar | 17% | 10 | 17 | 47% |
| | | Overall quality of new development in Battle Creek | Similar | 30% | 17 | 17 | 5% |
| | | Overall appearance of Battle Creek | Lower | 36% | 15 | 17 | 17% |
| Utilities | Please rate the quality of each of the following services in Battle Creek. | Land use, planning, and zoning | Similar | 33% | 12 | 17 | 35% |
| | | Code enforcement (weeds, abandoned buildings, etc.) | Lower | 16% | 17 | 17 | 5% |
| | 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 year. | Overall design or layout of Battle Creek's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) | Lower | 56% | 17 | 17 | 5% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of the utility infrastructure in Battle Creek (water, sewer, storm water, electric/gas) | Lower | 42% | 16 | 18 | 16% |
| | Please rate the quality of each of the following services in Battle Creek. | Affordable high-speed internet access | Similar | 45% | 12 | 17 | 35% |
| | | Garbage collection | Similar | 76% | 14 | 17 | 23% |
| | | Drinking water | Much lower | 36% | 17 | 18 | 11% |
| | | Sewer services | Similar | 60% | 15 | 17 | 17% |
| | | Storm water management (storm drainage, dams, levees, etc.) | Lower | 40% | 15 | 17 | 17% |
| | | Power (electric and/or gas) utility | Lower | 53% | 16 | 16 | 6% |
| | | Utility billing | Lower | 47% | 15 | 16 | 12% |

| | | | | | | | |
|---------------------|---|--|---------|-----|----|----|-----|
| Utilities | 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 co.. | Overall quality of the utility infrastructure in Battle Creek (water, sewer, storm water, electric/gas) | Similar | 82% | 14 | 17 | 23% |
| Safety | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall feeling of safety in Battle Creek | Lower | 38% | 16 | 18 | 16% |
| | Please rate how safe or unsafe you feel: | In your neighborhood during the day | Similar | 85% | 13 | 17 | 29% |
| | | In Battle Creek's downtown/commercial area during the day | Lower | 70% | 15 | 16 | 12% |
| | | From property crime | Similar | 54% | 15 | 18 | 22% |
| | | From violent crime | Lower | 57% | 16 | 18 | 16% |
| | | From fire, flood, or other natural disaster | Similar | 76% | 9 | 18 | 55% |
| | Please rate the quality of each of the following services in Battle Creek. | Police/Sheriff services | Similar | 58% | 16 | 18 | 16% |
| | | Crime prevention | Lower | 38% | 16 | 18 | 16% |
| | | Animal control | Lower | 46% | 15 | 17 | 17% |
| | | Ambulance or emergency medical services | Similar | 75% | 16 | 18 | 16% |
| | | Fire services | Similar | 84% | 17 | 18 | 11% |
| | | Fire prevention and education | Similar | 66% | 13 | 18 | 33% |
| | | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | Similar | 53% | 14 | 17 | 23% |
| | 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 co.. | Overall feeling of safety in Battle Creek | Similar | 88% | 7 | 17 | 64% |
| Natural Environment | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of natural environment in Battle Creek | Lower | 50% | 15 | 18 | 22% |

| | | | | | | | |
|-----------------------------|---|--|---------|------------|-----------|-----------|------------|
| Natural Environment | Please also rate each of the following in the Battle Creek community. | Cleanliness of Battle Creek | Lower | 36% | 16 | 17 | 11% |
| | | Water resources (beaches, lakes, ponds, riverways, etc.) | Similar | 50% | 11 | 17 | 41% |
| | | Air quality | Lower | 55% | 15 | 17 | 17% |
| | Please rate the quality of each of the following services in Battle Creek. | Preservation of natural areas (open space, farmlands, and greenbelts) | Similar | 44% | 15 | 17 | 17% |
| | | Battle Creek open space | Similar | 47% | 15 | 17 | 17% |
| | | Recycling | Similar | 57% | 10 | 17 | 47% |
| | | Yard waste pick-up | Similar | 64% | 8 | 16 | 56% |
| | 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 co.. | Overall quality of natural environment in Battle Creek | Similar | 72% | 14 | 17 | 23% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of parks and recreation opportunities | Lower | 47% | 18 | 18 | 5% |
| | Please also rate each of the following in the Battle Creek community. | Availability of paths and walking trails | Lower | 52% | 14 | 17 | 23% |
| Parks and Recreation | | Fitness opportunities (including exercise classes and paths or trails, etc.) | Lower | 50% | 15 | 17 | 17% |
| | | Recreational opportunities | Lower | 43% | 16 | 17 | 11% |
| | Please rate the quality of each of the following services in Battle Creek. | City parks | Lower | 54% | 17 | 17 | 5% |
| | | Recreation programs or classes | Lower | 42% | 14 | 16 | 18% |
| | | Recreation centers or facilities | Lower | 42% | 15 | 17 | 17% |
| | 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 co.. | Overall quality of parks and recreation opportunities | Similar | 72% | 11 | 17 | 41% |

| | | | | | | | |
|-------------------------------------|---|--|---------|------------|-----------|-----------|------------|
| Health and Wellness | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall health and wellness opportunities in Battle Creek | Similar | 42% | 17 | 18 | 11% |
| | Please also rate each of the following in the Battle Creek community. | Availability of affordable quality food | Similar | 46% | 15 | 17 | 17% |
| | | Availability of affordable quality health care | Similar | 45% | 10 | 17 | 47% |
| | | Availability of preventive health services | Similar | 46% | 9 | 17 | 52% |
| | | Availability of affordable quality mental health care | Similar | 35% | 8 | 17 | 58% |
| | 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 co.. | Overall health and wellness opportunities in Battle Creek | Similar | 76% | 11 | 17 | 41% |
| | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall opportunities for education, culture, and the arts | Lower | 38% | 17 | 18 | 11% |
| | Please also rate each of the following in the Battle Creek community. | Opportunities to attend cultural/arts/music activities | Lower | 40% | 15 | 17 | 17% |
| | | Community support for the arts | Lower | 37% | 15 | 17 | 17% |
| | | Availability of affordable quality childcare/preschool | Similar | 28% | 11 | 17 | 41% |
| Education, Arts, and Culture | | K-12 education | Similar | 43% | 13 | 17 | 29% |
| | | Adult educational opportunities | Similar | 50% | 11 | 17 | 41% |
| | | Opportunities to attend special events and festivals | Similar | 54% | 15 | 17 | 17% |
| | Please rate the quality of each of the following services in Battle Creek. | Public library services | Similar | 85% | 6 | 17 | 70% |
| | 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 co.. | Overall opportunities for education, culture, and the arts | Similar | 72% | 6 | 17 | 70% |
| Inclusivity and Engagement | Please rate each of the following aspects of quality of life in Battle Creek | Battle Creek as a place to raise children | Lower | 42% | 16 | 17 | 11% |

| | | | | | | | |
|---|--|-----------------------------------|------------|------------|-----------|------------|------------|
| Inclusivity and Engagement | Please rate each of the following aspects of quality of life in Battle Creek. | Battle Creek as a place to retire | Much lower | 36% | 16 | 17 | 11% |
| | | Sense of community | Lower | 30% | 16 | 17 | 11% |
| Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Residents' connection and engagement with their community | Lower | 28% | 15 | 18 | 17% | |
| Please rate the job you feel the Battle Creek community does at each of the following. | Making all residents feel welcome | Similar | 52% | 15 | 17 | 17% | |
| | Attracting people from diverse backgrounds | Similar | 62% | 5 | 17 | 76% | |
| | Valuing/respecting residents from diverse backgrounds | Similar | 61% | 4 | 17 | 82% | |
| | Taking care of vulnerable residents (elderly, disabled, homeless, etc.) | Similar | 28% | 14 | 17 | 23% | |
| Please also rate each of the following in the Battle Creek community. | Sense of civic/community pride | Lower | 31% | 15 | 17 | 17% | |
| | Neighborliness of residents in Battle Creek | Lower | 37% | 16 | 17 | 11% | |
| | Opportunities to participate in social events and activities | Similar | 44% | 15 | 17 | 17% | |
| | Opportunities to volunteer | Similar | 59% | 15 | 17 | 17% | |
| | Opportunities to participate in community matters | Similar | 51% | 15 | 17 | 17% | |
| | Openness and acceptance of the community toward people of diverse backgrounds | Similar | 56% | 5 | 17 | 76% | |
| Please indicate whether or not you have done each of the following in the last 12 months. | Volunteered your time to some group/activity in Battle Creek | Similar | 42% | 10 | 17 | 47% | |
| | Campaigned or advocated for a local issue, cause, or candidate | Similar | 21% | 5 | 17 | 76% | |
| 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 co.. | Residents' connection and engagement with their community | Similar | 68% | 5 | 17 | 76% | |

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 2024 and 2025 surveys is greater than 7 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.

| | | | 2015 | 2018 | 2022 | 2025 |
|-----------------|--|---|------|------|------|----------|
| Quality of Life | Please rate each of the following aspects of quality of life in Battle Creek. | The overall quality of life | 33% | 34% | 38% | 46% H |
| | Please indicate how likely or unlikely you are to do each of the following. | Remain in Battle Creek for the next five years | 72% | 66% | 64% | 74% H |
| | Please rate each of the following in the Battle Creek community. | Overall image or reputation | 18% | 16% | 20% | 28% H |
| Governance | Please rate the following categories of Battle Creek government performance. | The overall direction that Battle Creek is taking | 22% | 25% | 32% | 40% H |
| | | Being open and transparent to the public | | | 27% | 36% H |
| | | Informing residents about issues facing the community | | | 30% | 40% H |
| Economy | Please rate each of the following in the Battle Creek community. | Treating all residents fairly | 21% | 27% | 31% | 40% H |
| | | The City of Battle Creek | 35% | 42% | 38% | 49% H |
| | | The Federal Government | 28% | 31% | 34% | 25% L |
| Economy | Please rate the quality of each of the following services in Battle Creek. | Employment opportunities | 20% | 25% | 43% | 30% L |
| | | Economic development | 22% | 24% | 23% | 34% H |

| | | | | | |
|-------------------------|--|---|------------|------------|------------------|
| Economy | 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: | 26% | 25% | 10% | 25% H |
| Mobility | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of the transportation system | | 37% | 25% L |
| | Please also rate each of the following in the Battle Creek community. | Traffic flow on major streets | 55% | 58% | 60% |
| | | Ease of travel by car | 63% | 67% | 75% |
| | | Ease of travel by public transportation | 33% | 41% | 31% |
| | | Ease of walking | 46% | 52% | 47% |
| | Please indicate whether or not you have done each of the following in the last 12 months. | Used public transportation instead of driving | 20% | 17% | 23% |
| | Please rate the quality of each of the following services in Battle Creek. | Traffic signal timing | 26% | 39% | 42% |
| | | Snow removal | 34% | 45% | 49% |
| | 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. | Overall quality of the transportation system | | 72% | 64% L |
| Community Design | Please rate each of the following aspects of quality of life in Battle Creek. | Your neighborhood as a place to live | 57% | 59% | 59% |
| | Please also rate each of the following in the Battle Creek community. | Well-planned commercial growth | | 22% | 29% H |
| | | Preservation of the historical or cultural character of the community | | 38% | 51% H |

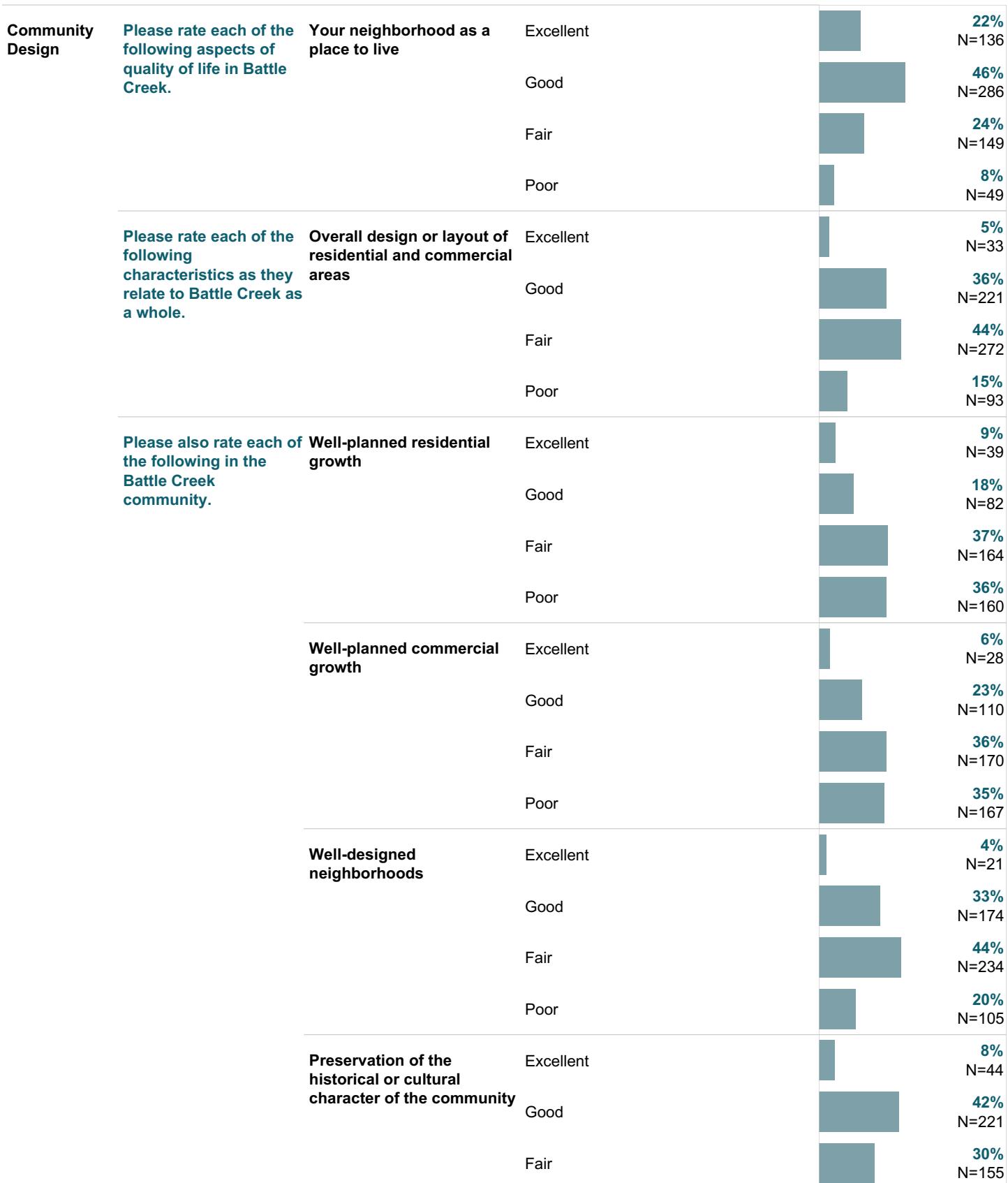
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|------------------|---|---|-----|-----|-----|----------|
| Community Design | Please also rate each of the following in the Battle Creek community. | Availability of affordable quality housing | 36% | 29% | 26% | 17% L |
| | | | | | | |
| Utilities | Please rate the quality of each of the following services in Battle Creek. | Land use, planning and zoning | 25% | 25% | 24% | 33% H |
| | | | | | | |
| Safety | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of the utility infrastructure | | | 53% | 42% L |
| | | | | | | |
| | | Garbage collection | 69% | 78% | 69% | 76% H |
| | | | | | | |
| | | Drinking water | 42% | 50% | 48% | 36% L |
| | | | | | | |
| | Please rate the quality of each of the following services in Battle Creek. | Sewer services | 53% | 62% | 70% | 60% L |
| | | | | | | |
| | | Storm water management | 40% | 46% | 53% | 40% L |
| | | | | | | |
| | | Power (electric and/or gas) utility | 58% | 63% | 60% | 53% L |
| | Please rate how safe or unsafe you feel: | In your neighborhood during the day | 76% | 80% | 76% | 85% H |
| | | | | | | |
| | | From property crime | | | 45% | 54% H |
| | Please rate the quality of each of the following services in Battle Creek. | | | | | |
| | | From violent crime | | | 48% | 57% H |
| | | | | | | |
| | | Ambulance or emergency medical services | 72% | 72% | 68% | 75% H |
| | | | | | | |
| | | Fire prevention and education | 56% | 59% | 59% | 66% H |

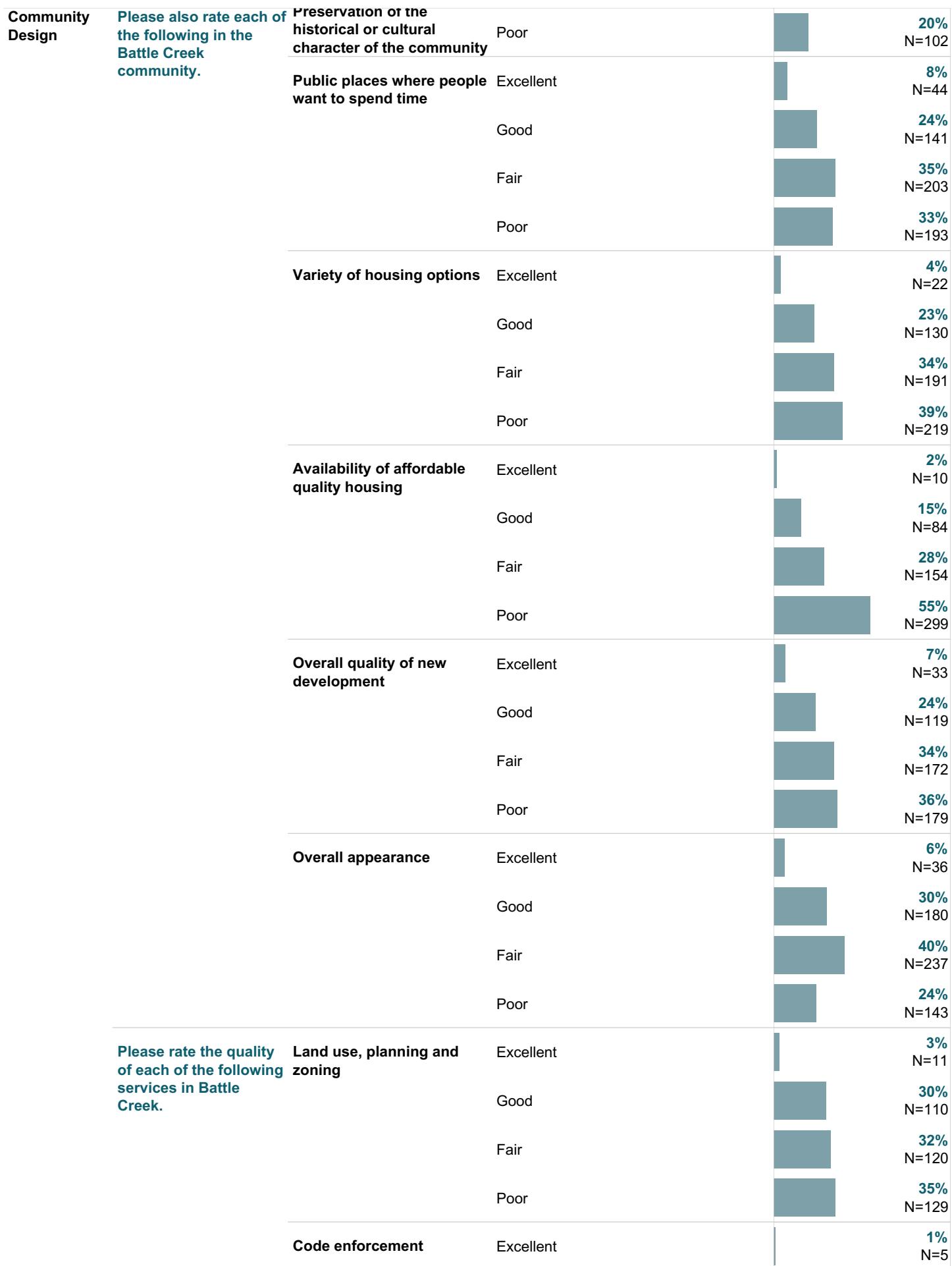
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|------------------------------|---|---|-----|-----|-----|---|
| Safety | Please rate the quality of each of the following services in Battle Creek. | Emergency preparedness | 40% | 42% | 46% | 53% H |
| Parks and Recreation | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall quality of parks and recreation opportunities | | | 56% | 47% L |
| | Please also rate each of the following in the Battle Creek community. | Fitness opportunities | 53% | 51% | 58% | 50% L |
| | Please rate the quality of each of the following services in Battle Creek. | Recreation programs or classes | 42% | 45% | 32% | 42% H |
| | | Recreation centers or facilities | 40% | 42% | 34% | 42% H |
| Inclusivity and Engagement | Please rate the job you feel the Battle Creek community does at each of the following. | Attracting people from diverse backgrounds | | | 53% | 62% H |
| | | Valuing/respecting residents from diverse backgrounds | | | 47% | 61% H |
| | Please also rate each of the following in the Battle Creek community. | Opportunities to participate in social events and activities | 30% | 31% | 36% | 44% H |
| | | Opportunities to participate in community matters | 37% | 40% | 41% | 51% H |
| | | Openness and acceptance of the community toward people of diverse backgrounds | 33% | 39% | 38% | 56% H |
| Education, Arts, and Culture | Please rate each of the following characteristics as they relate to Battle Creek as a whole. | Overall opportunities for education, culture, and the arts | 43% | 41% | 29% | 38% H |
| | Please also rate each of the following in the Battle Creek community. | K-12 education | 49% | 46% | 34% | 43% H |
| | | Adult educational opportunities | 45% | 39% | 41% | 50% H |

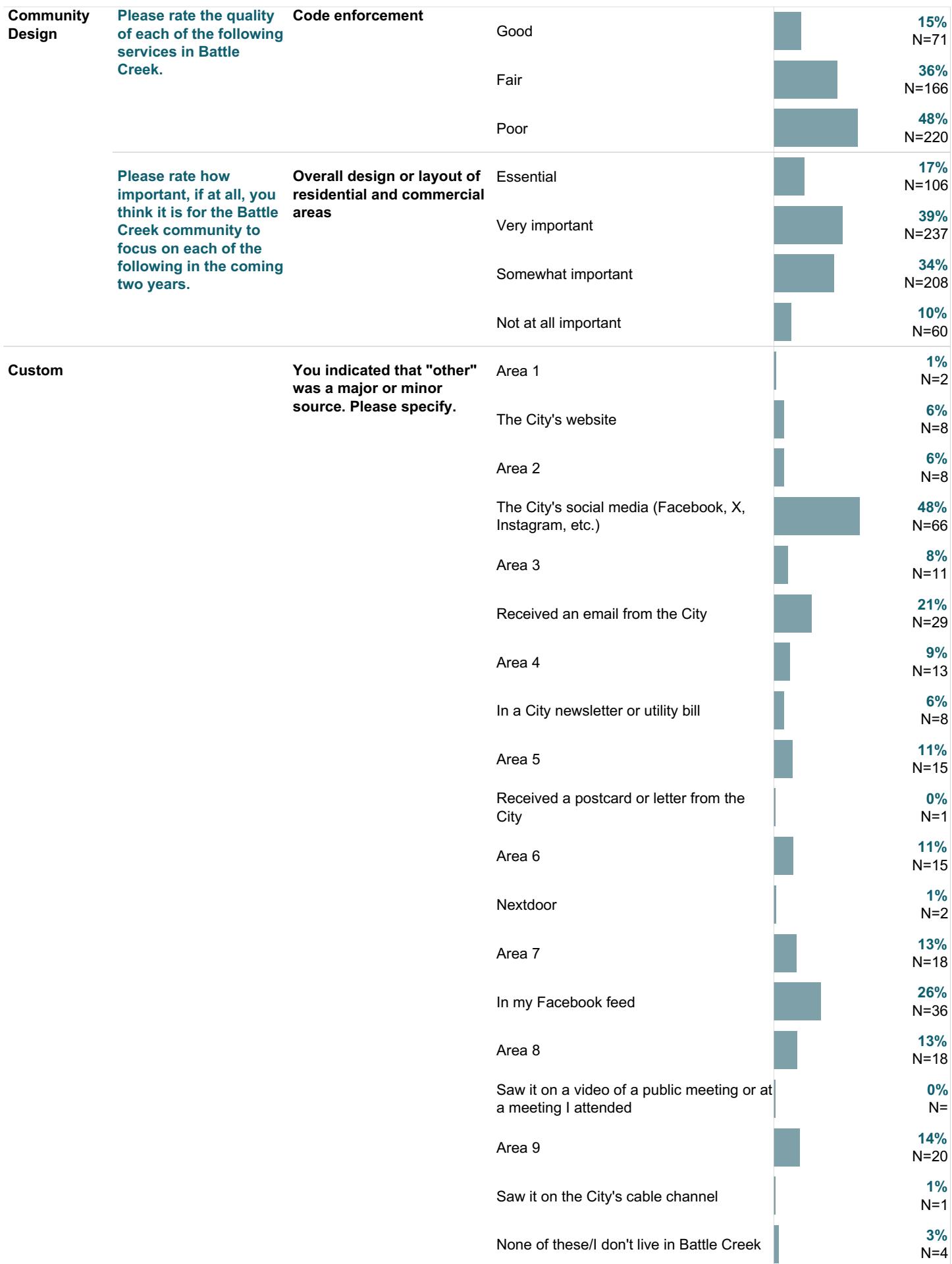
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|------------------------------|--|--|-----|-----|-----|----------|
| Education, Arts, and Culture | Please also rate each of the following in the Battle Creek community. | Opportunities to attend special events and festivals | 39% | 40% | 37% | 54% H |
| | Please rate the quality of each of the following services in Battle Creek. | Public library services | 73% | 77% | 77% | 85% H |
| | 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. | Overall opportunities for education, culture, and the arts | 84% | 87% | 80% | 72% L |
| Health and Wellness | Please also rate each of the following in the Battle Creek community. | Availability of affordable quality food | 44% | 44% | 37% | 46% H |
| | | Availability of affordable quality health care | 40% | 42% | 35% | 45% H |
| | | Availability of affordable quality mental health care | 35% | 35% | 27% | 35% H |
| Natural Environment | Please rate the quality of each of the following services in Battle Creek. | Battle Creek open space | 31% | 36% | 36% | 47% H |

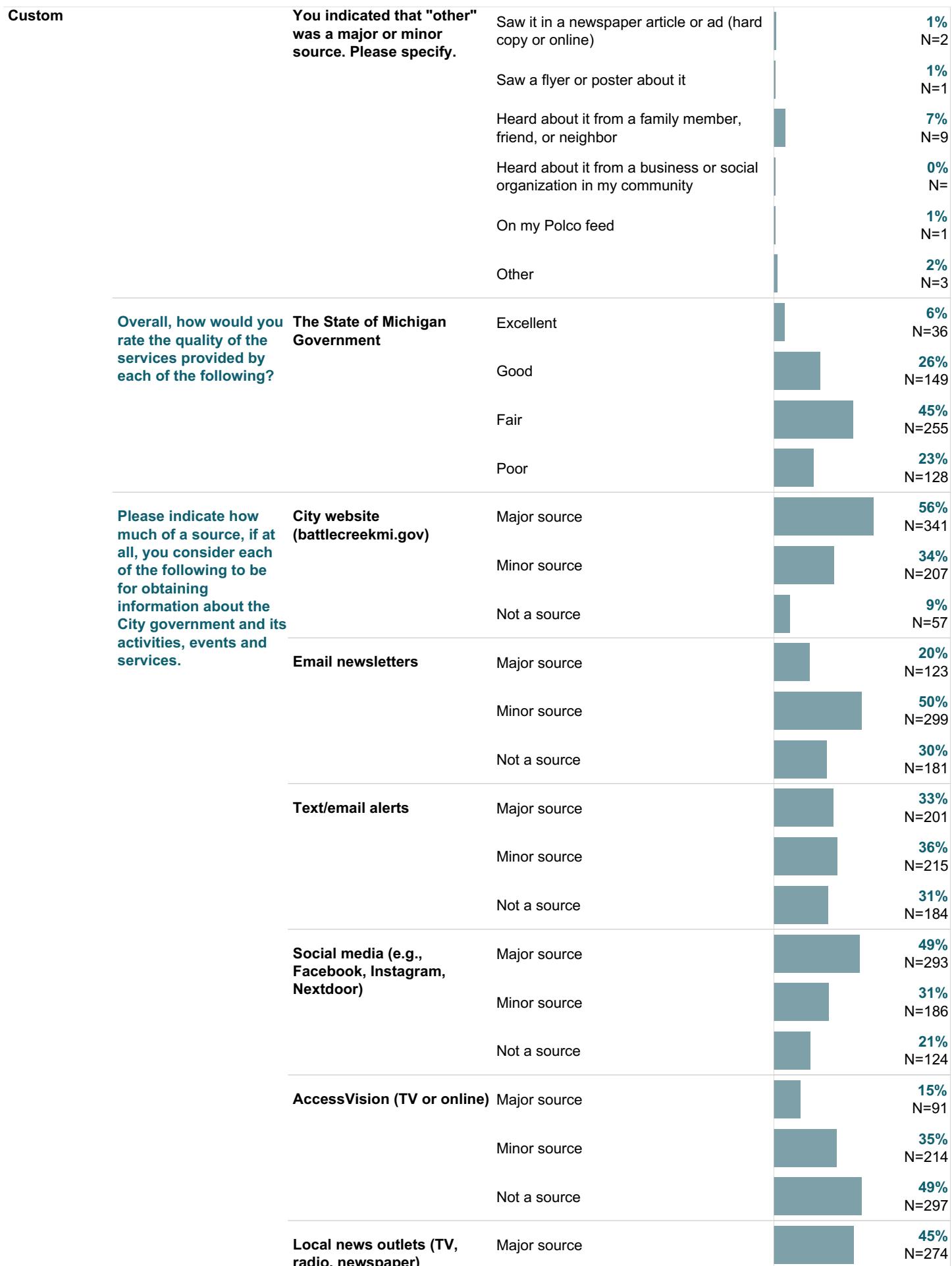
Complete Set of Frequencies

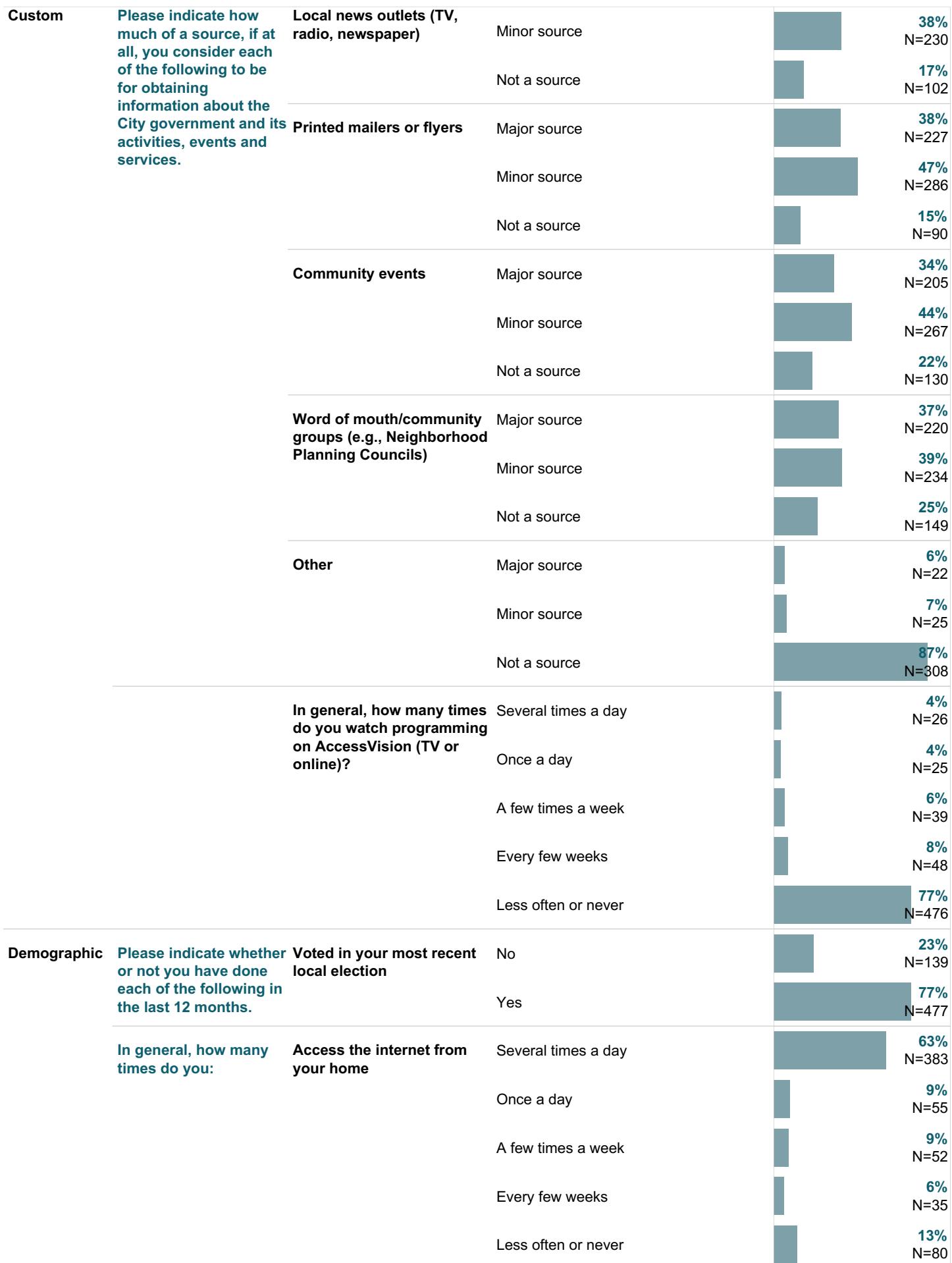
This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted 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.

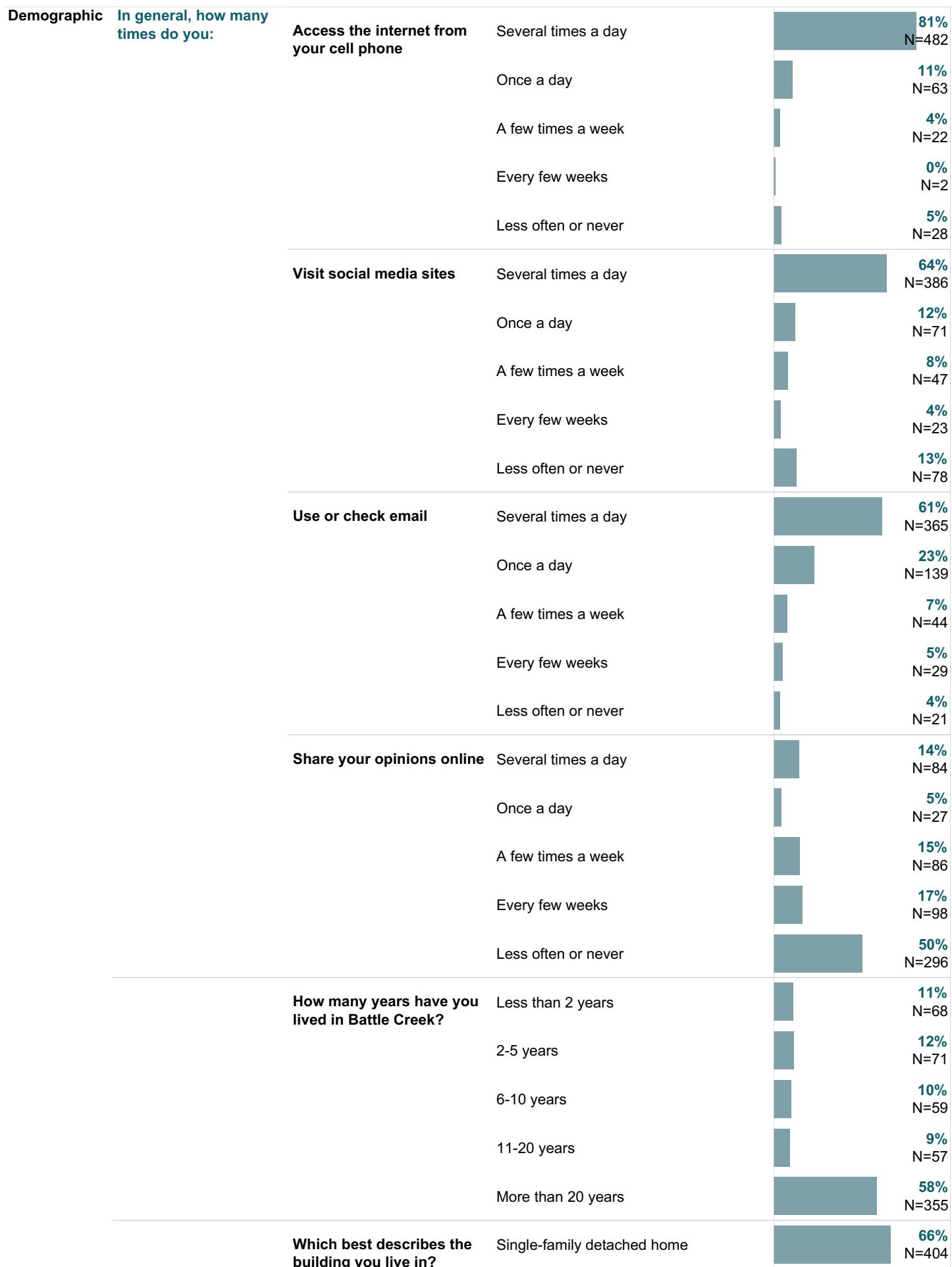


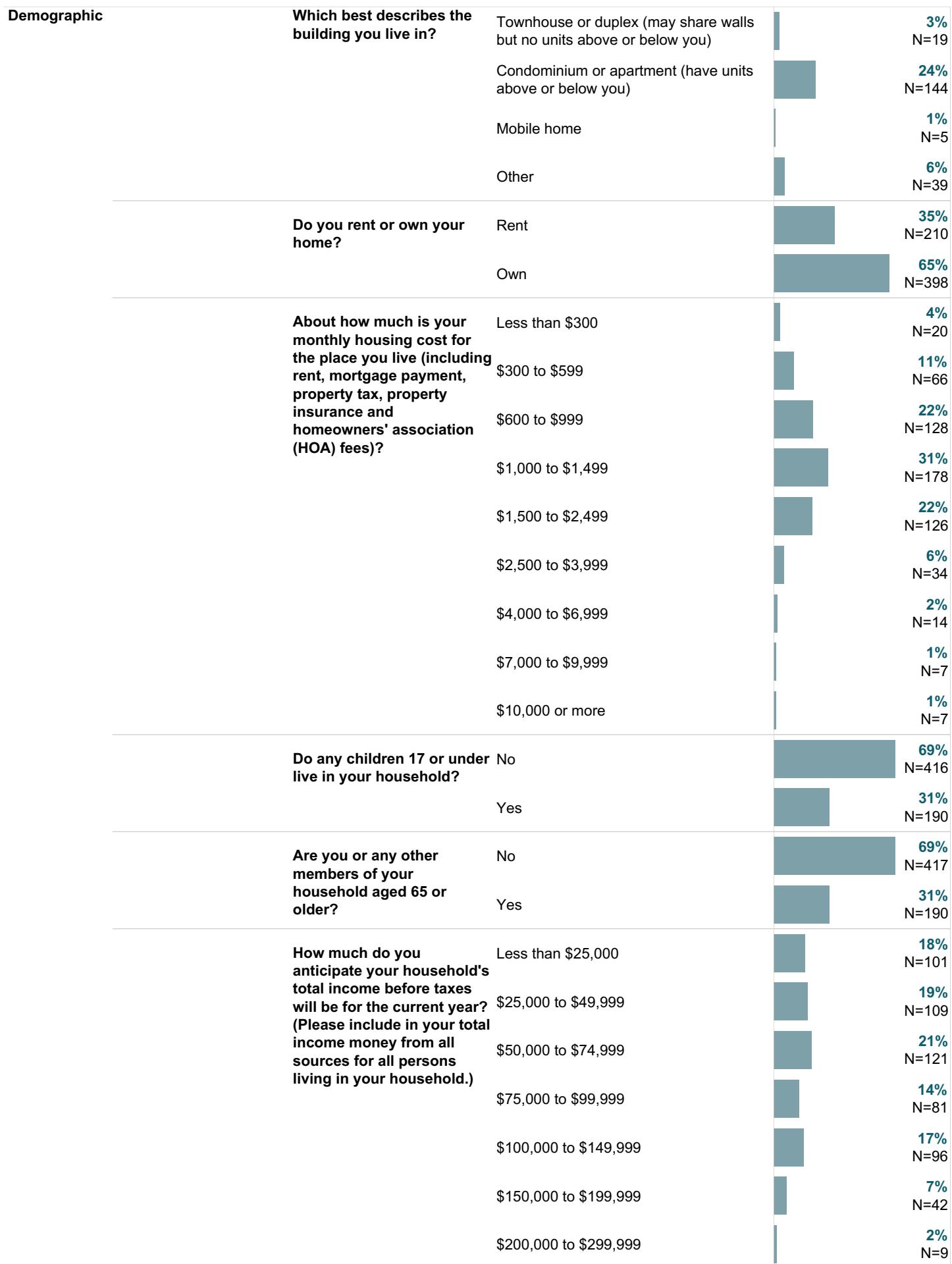


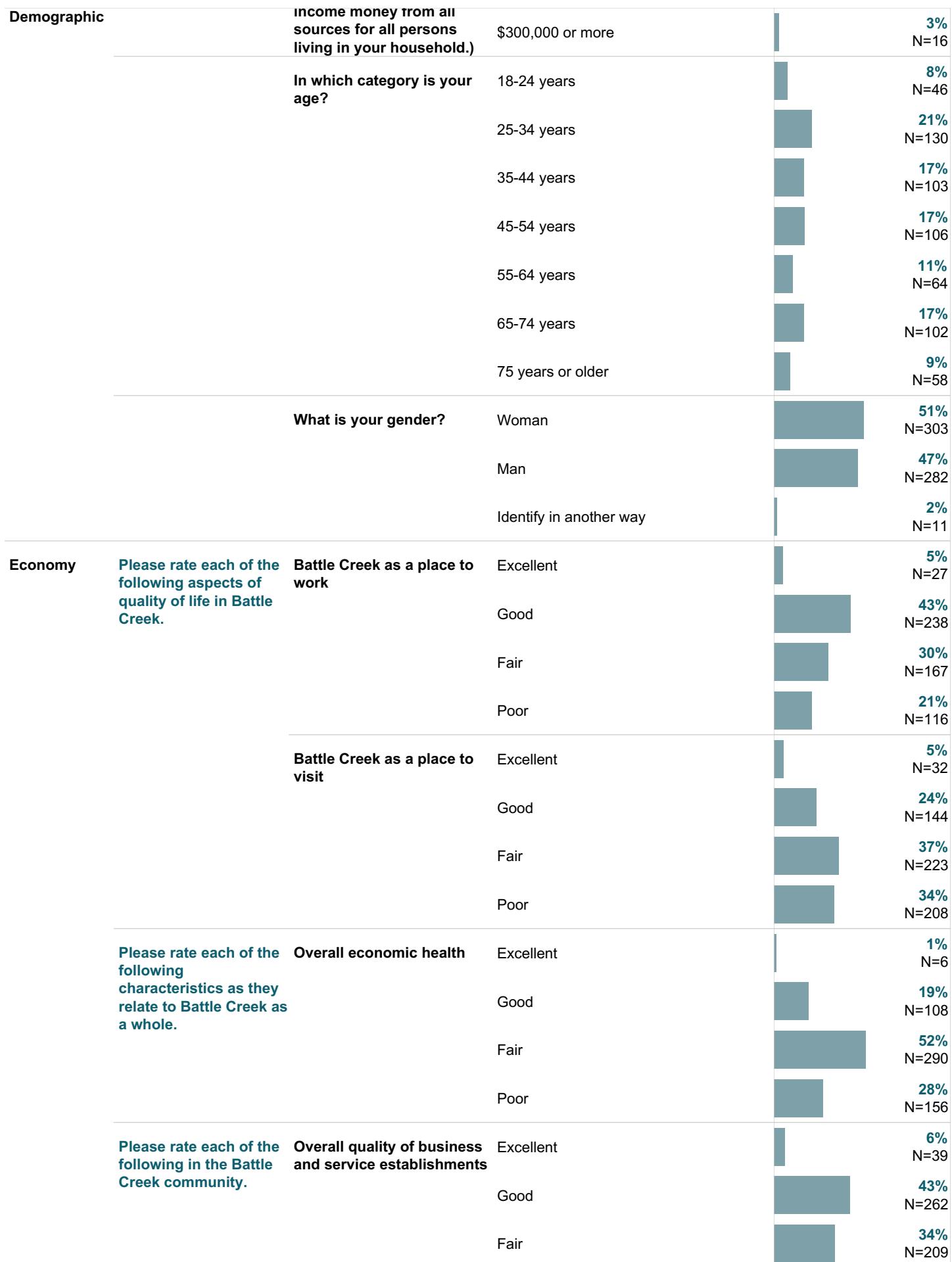




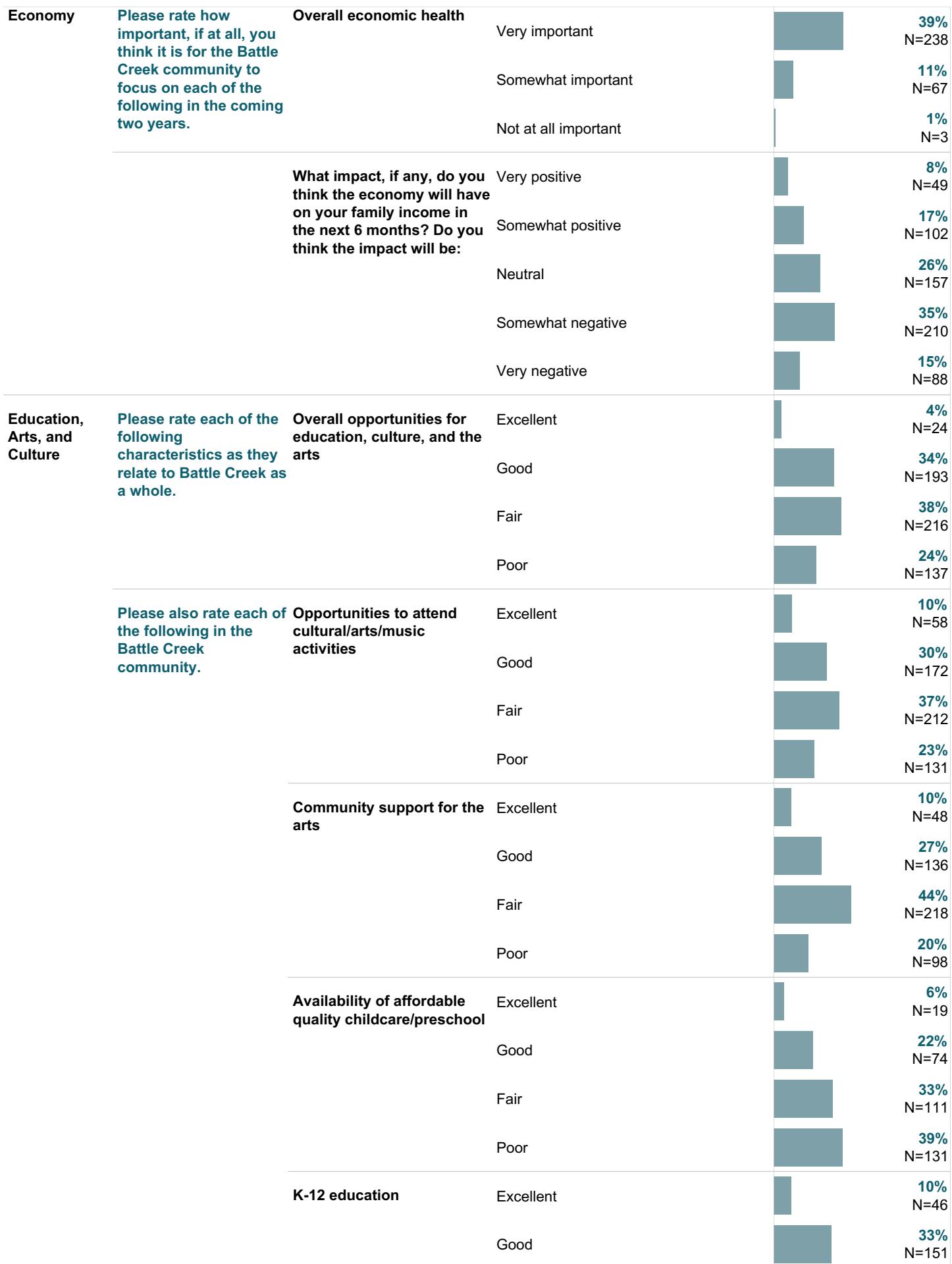


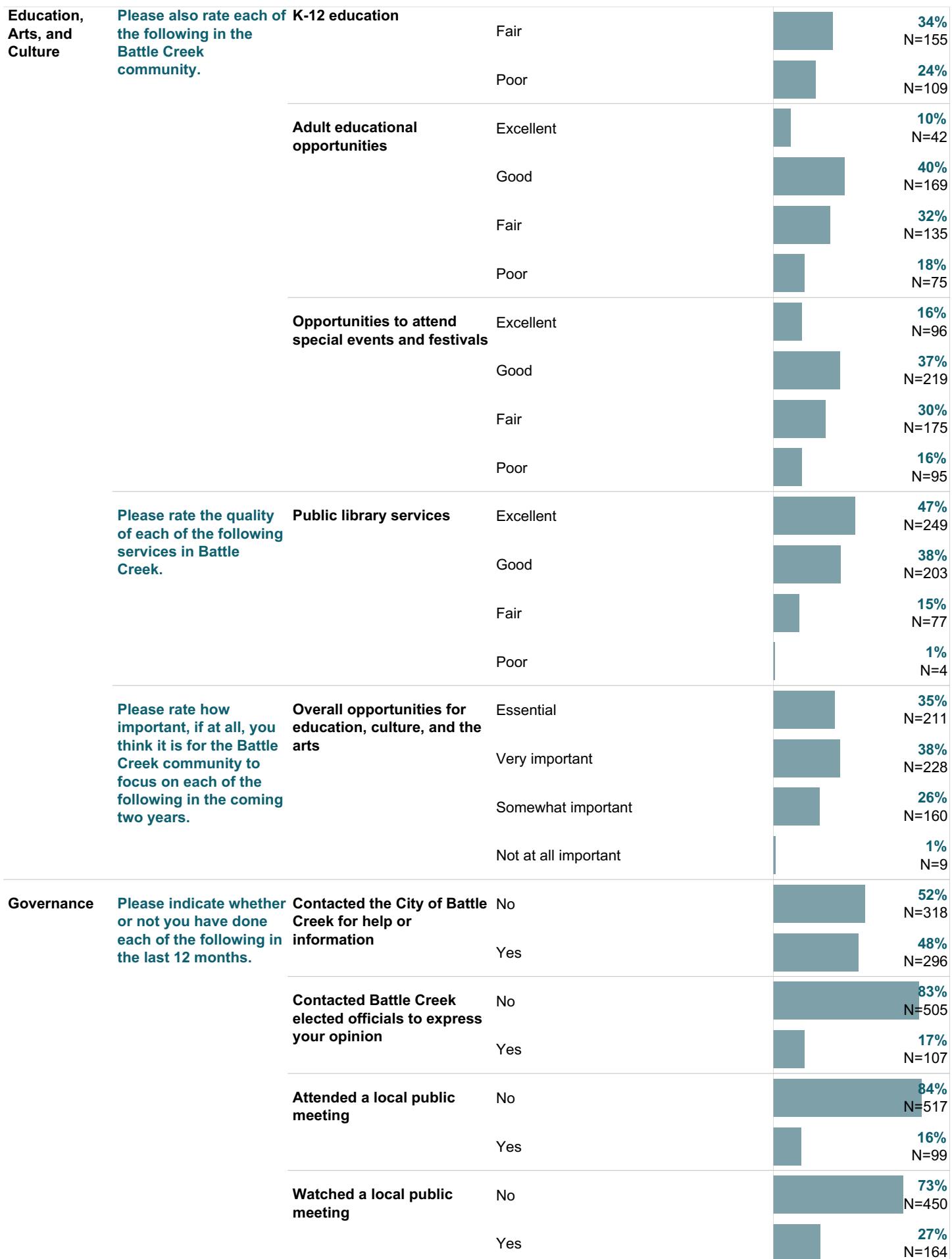


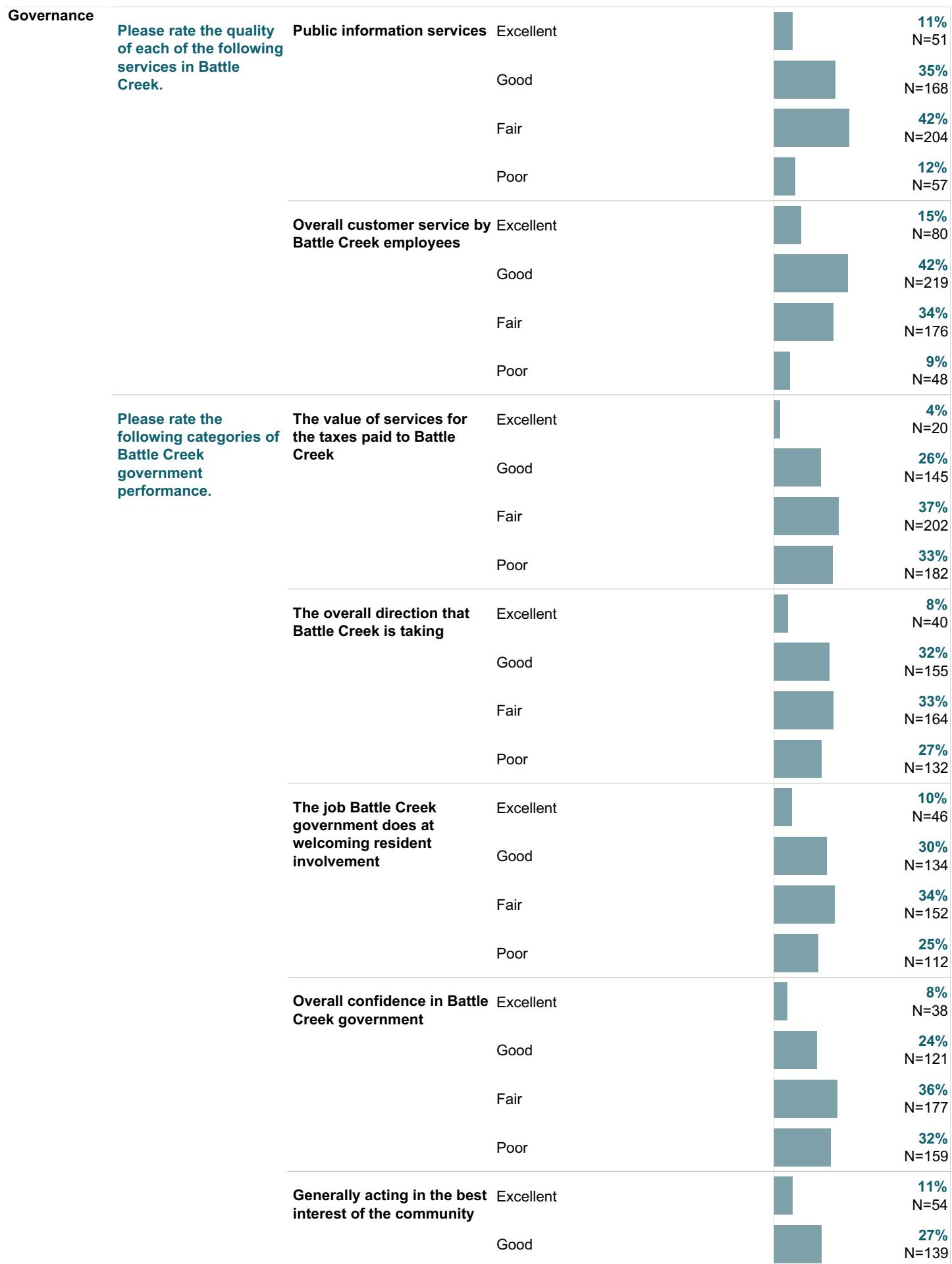


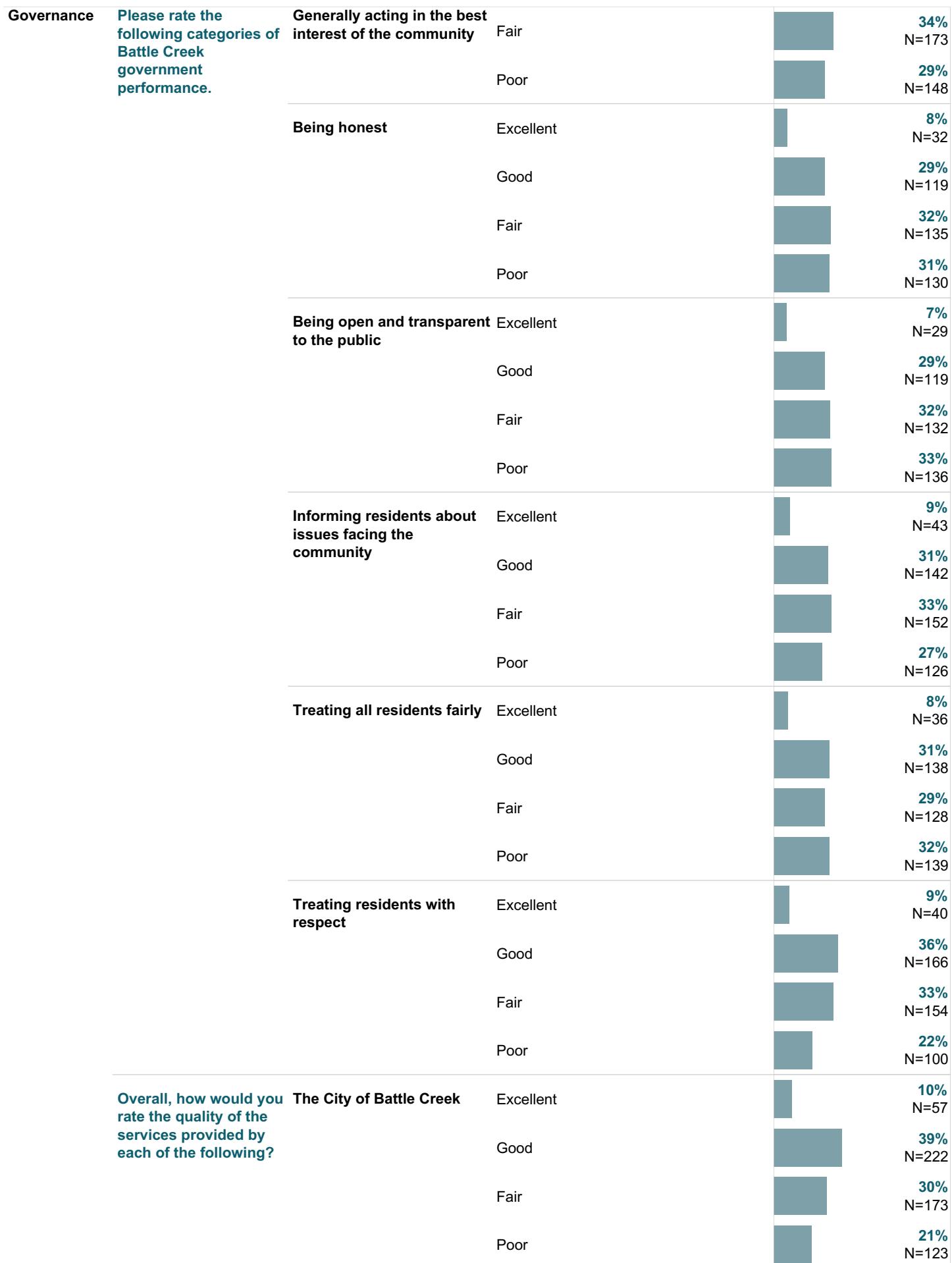


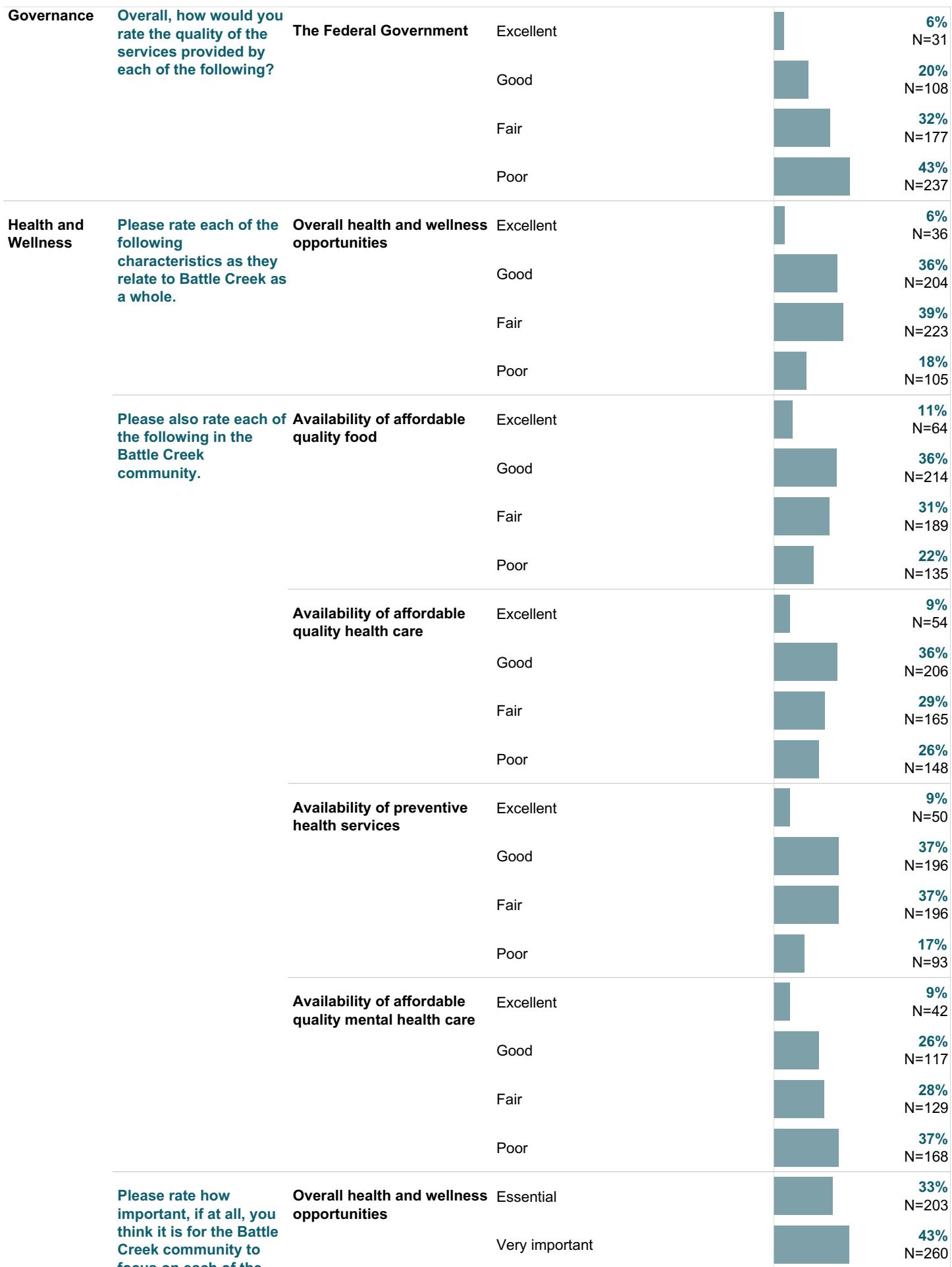
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|----------------|---|---|----------------|---|--------------|
| Economy | Please rate each of the following in the Battle Creek community. | Overall quality of business and service establishments | Poor |  | 16% N=99 |
| | | Variety of business and service establishments | Excellent |  | 5% N=31 |
| | | | Good |  | 31% N=189 |
| | | | Fair |  | 39% N=242 |
| | | | Poor |  | 25% N=151 |
| | | Vibrancy of downtown/commercial area | Excellent |  | 3% N=16 |
| | | | Good |  | 23% N=134 |
| | | | Fair |  | 42% N=251 |
| | | | Poor |  | 32% N=190 |
| | | Employment opportunities | Excellent |  | 4% N=19 |
| | | | Good |  | 27% N=139 |
| | | | Fair |  | 42% N=221 |
| | | | Poor |  | 28% N=145 |
| | | Shopping opportunities | Excellent |  | 4% N=23 |
| | | | Good |  | 18% N=110 |
| | | | Fair |  | 36% N=217 |
| | | | Poor |  | 43% N=259 |
| | | Cost of living | Excellent |  | 5% N=33 |
| | | | Good |  | 28% N=169 |
| | | | Fair | | 38% N=232 |
| | Please rate the quality of each of the following services in Battle Creek. | | Poor | | 29% N=179 |
| | | Economic development | Excellent | | 7% N=33 |
| | | | Good | | 27% N=130 |
| | | | Fair | | 44% N=212 |
| | | | Poor | | 22% N=108 |
| | Please rate how important, if at all, you | Overall economic health | Essential | | 49% N=299 |
| | | | Very important | | 41% N=246 |

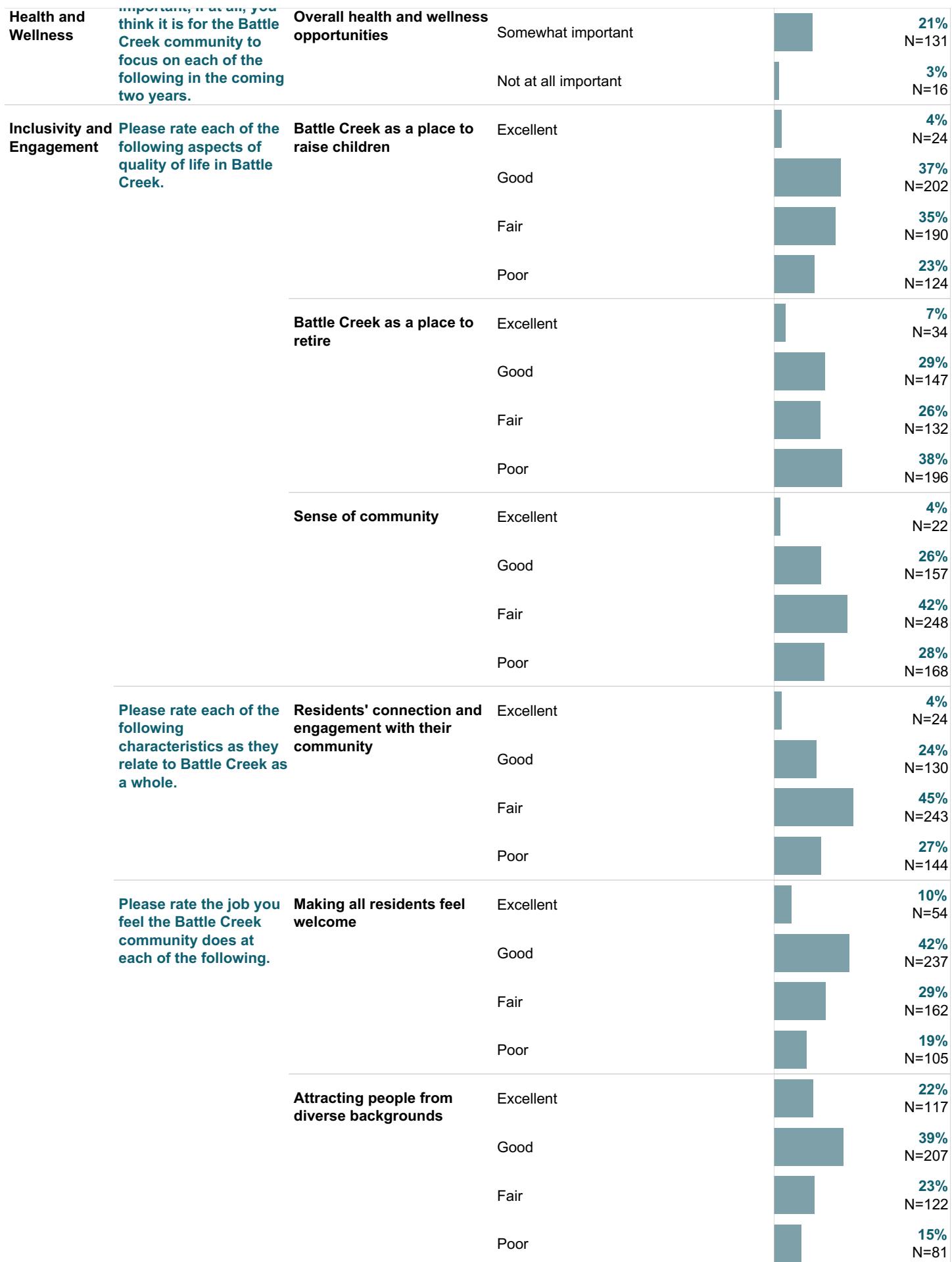


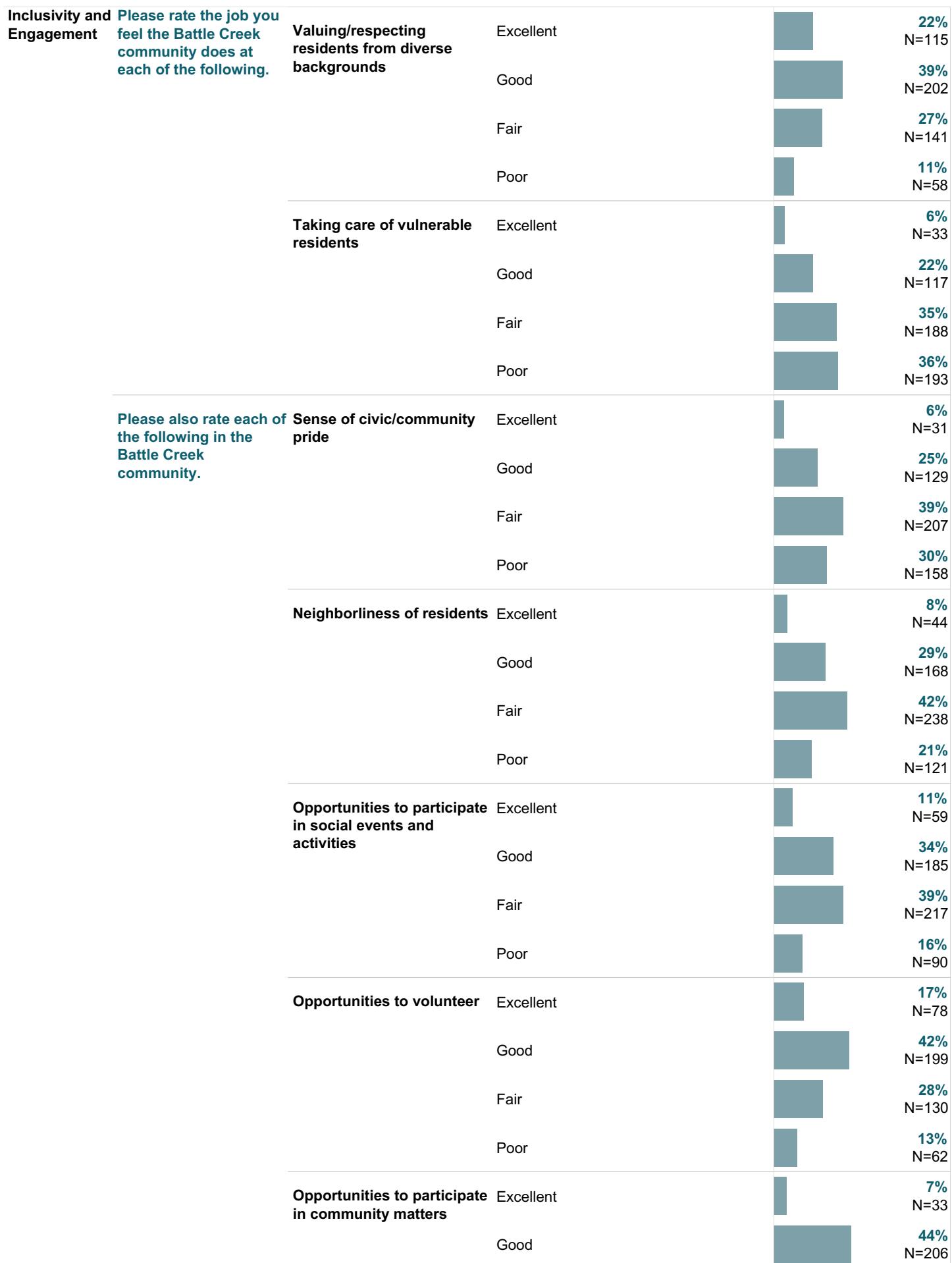


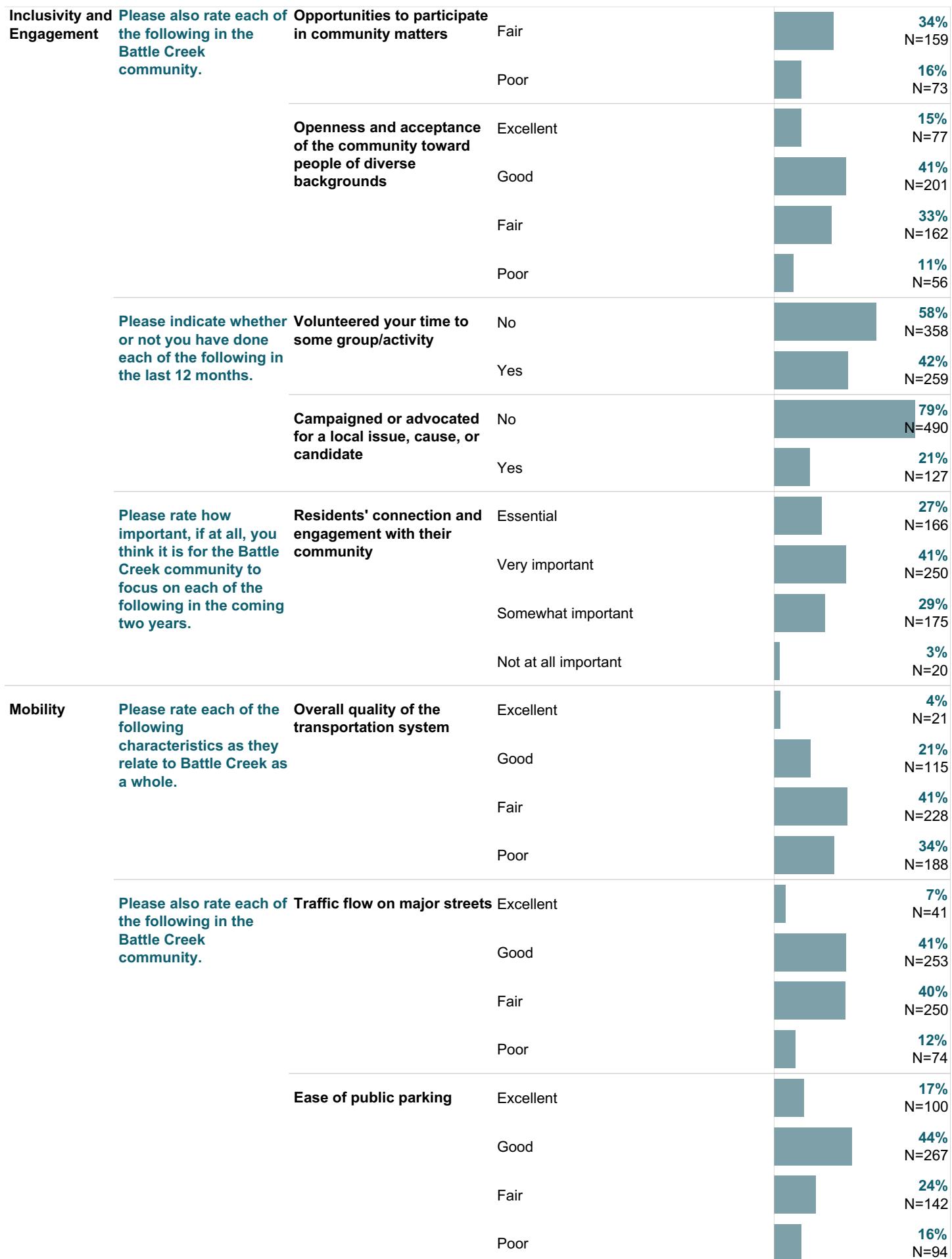


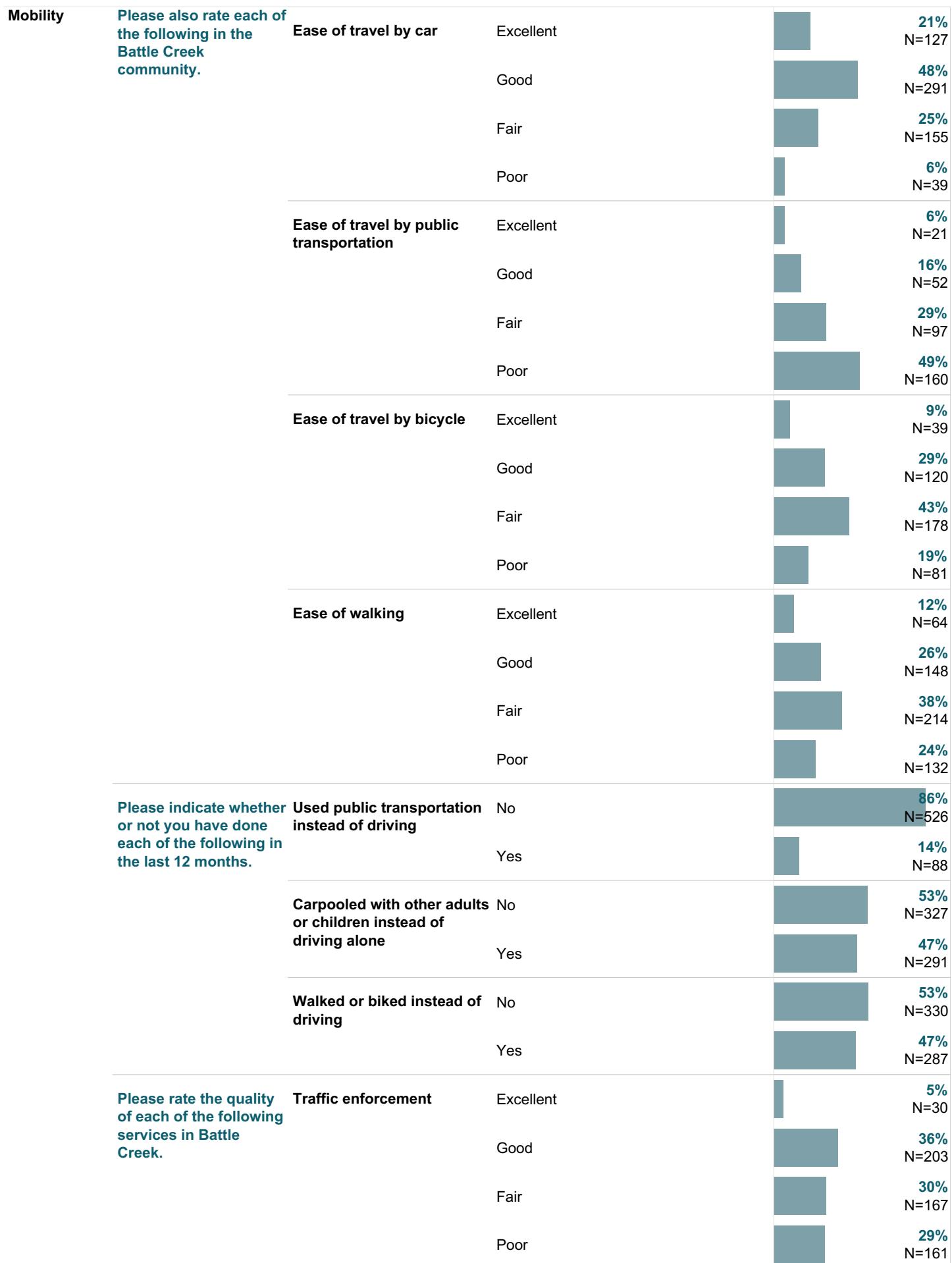


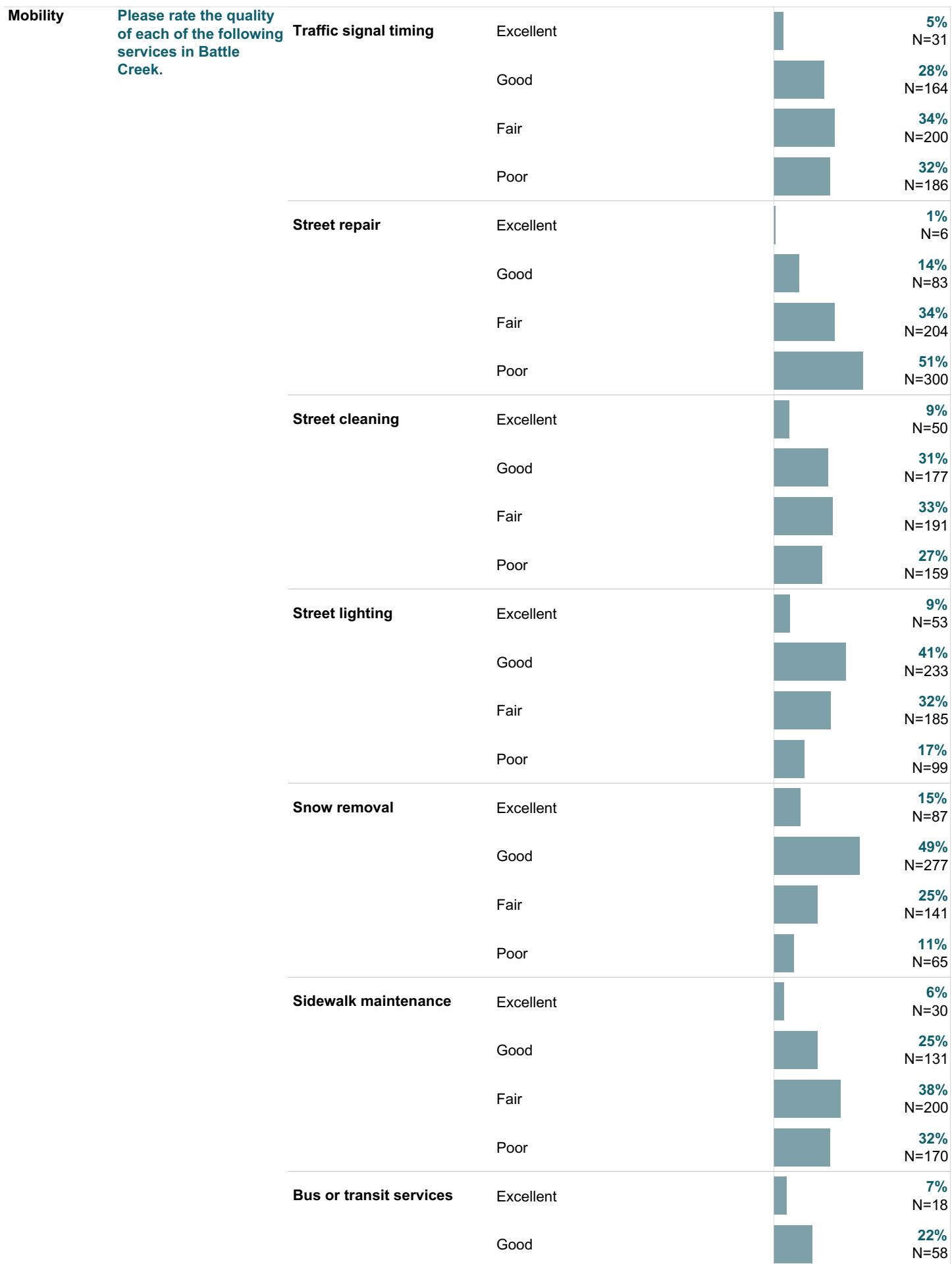


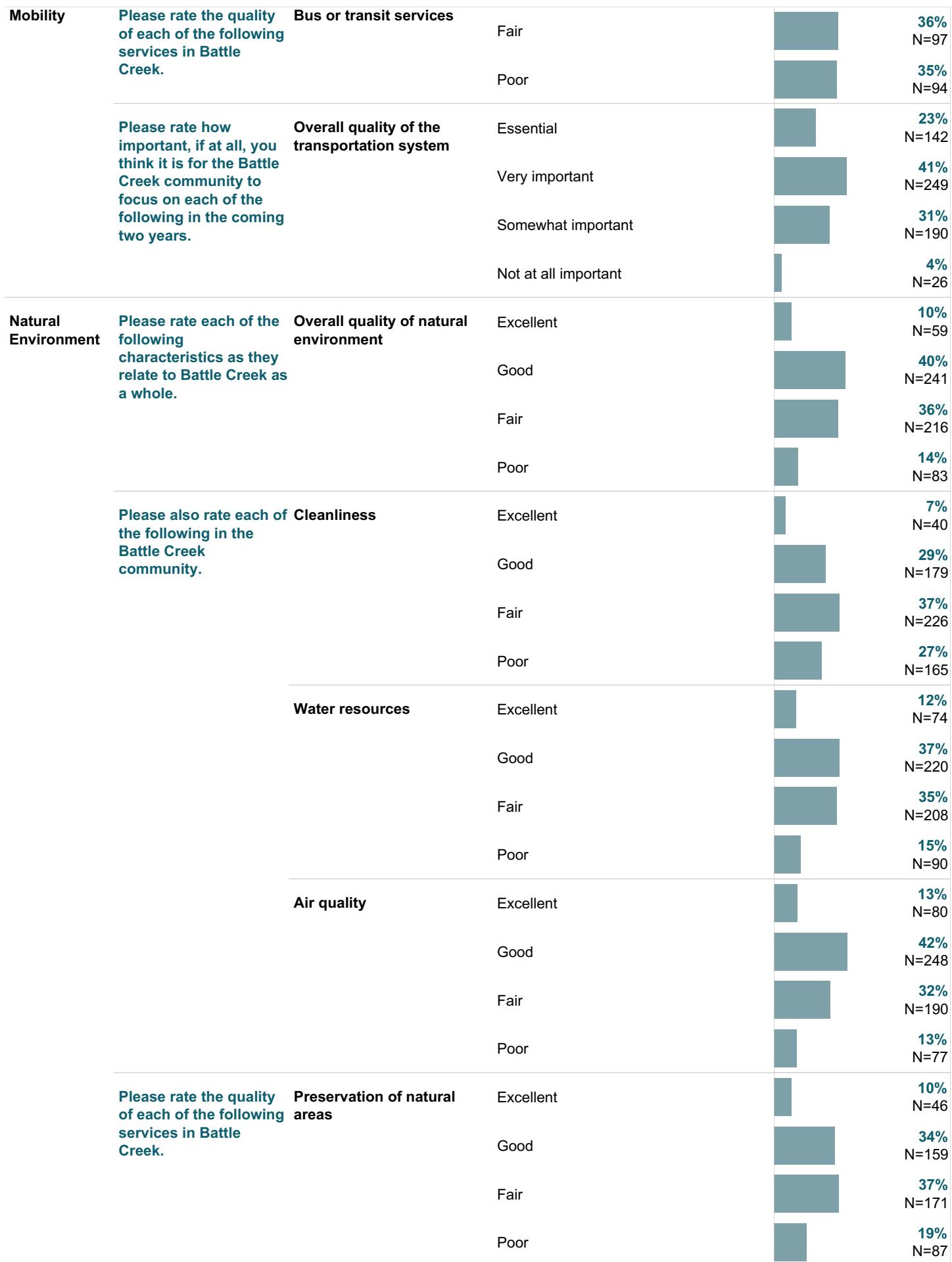


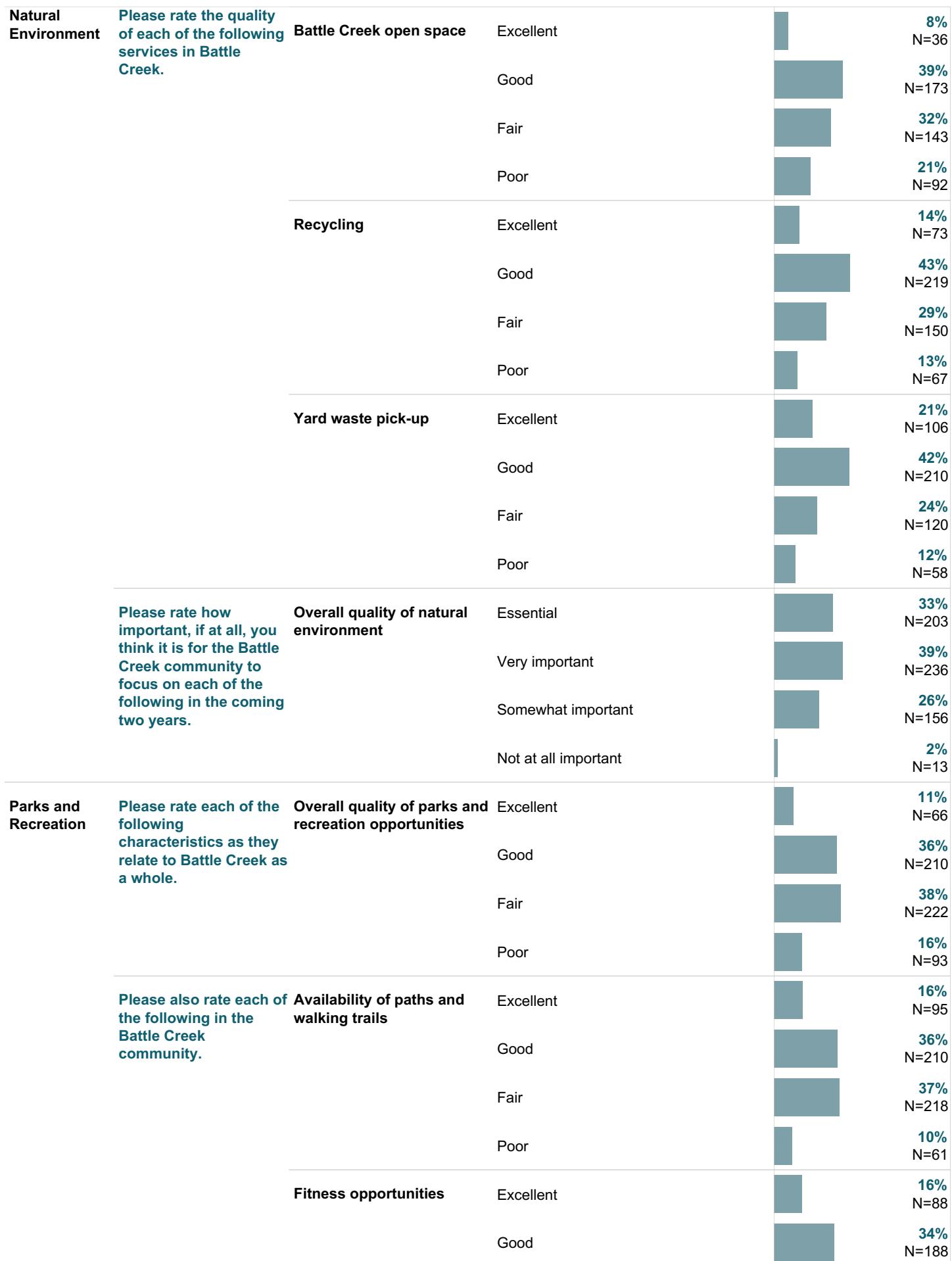


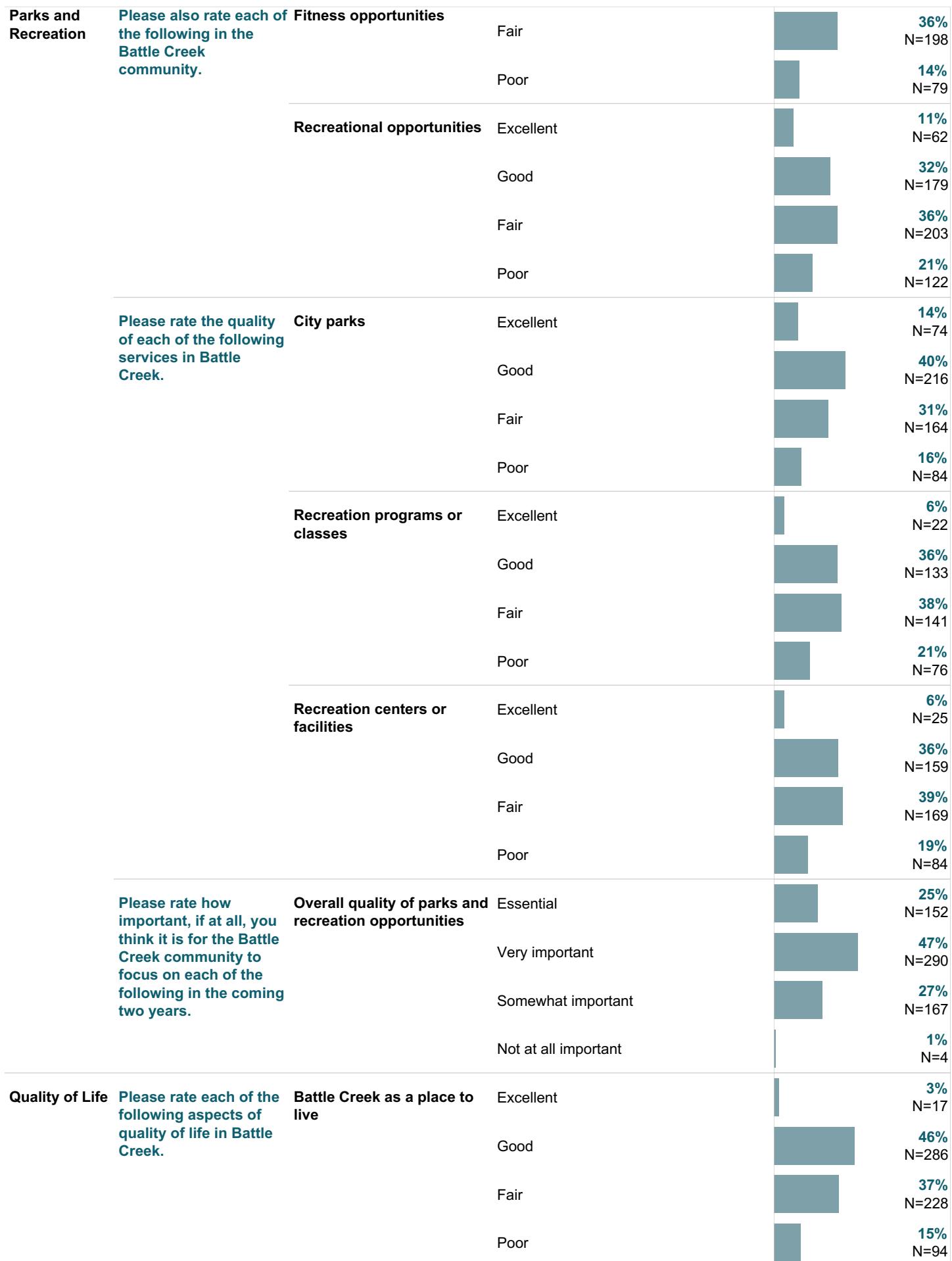


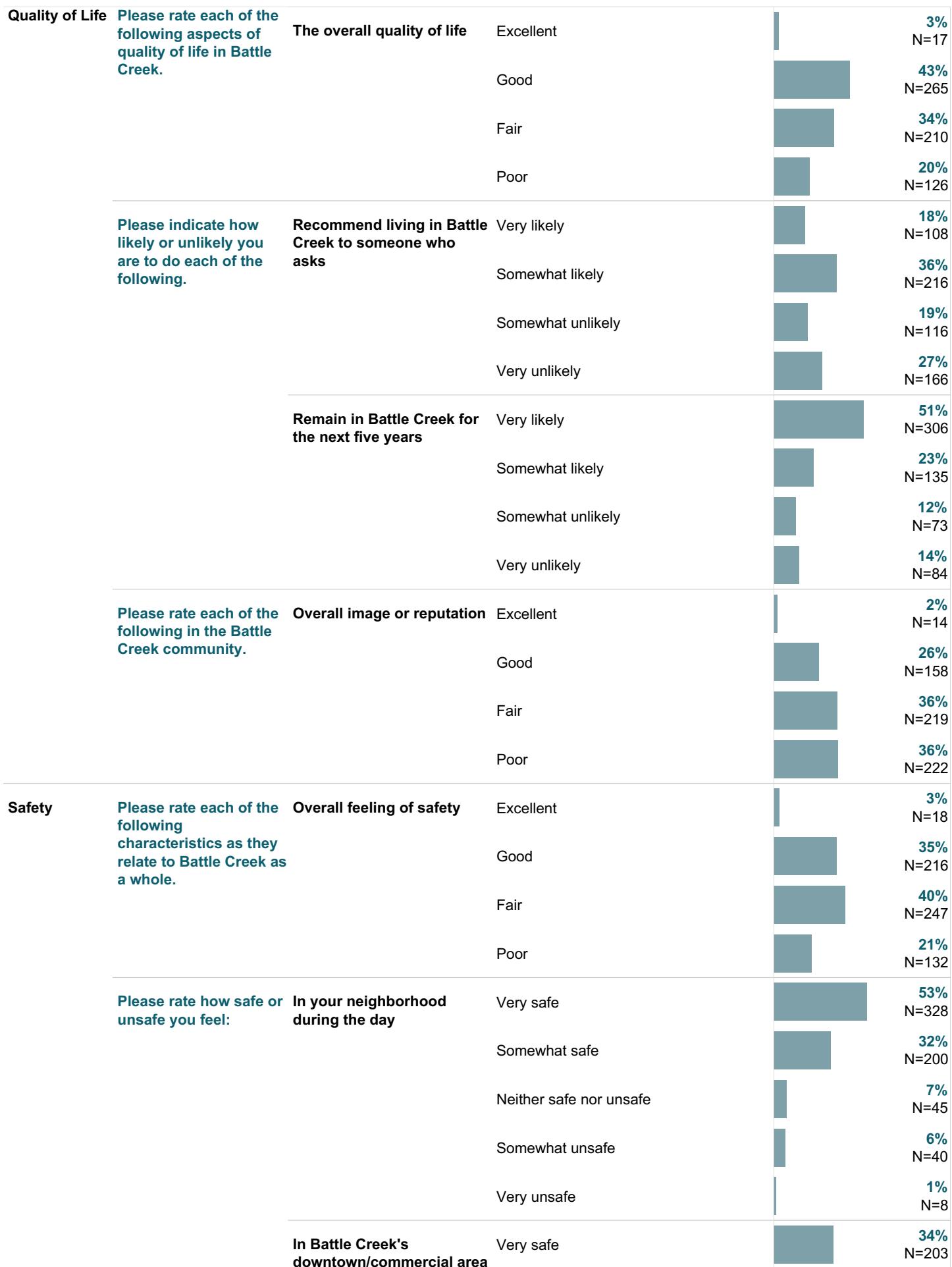


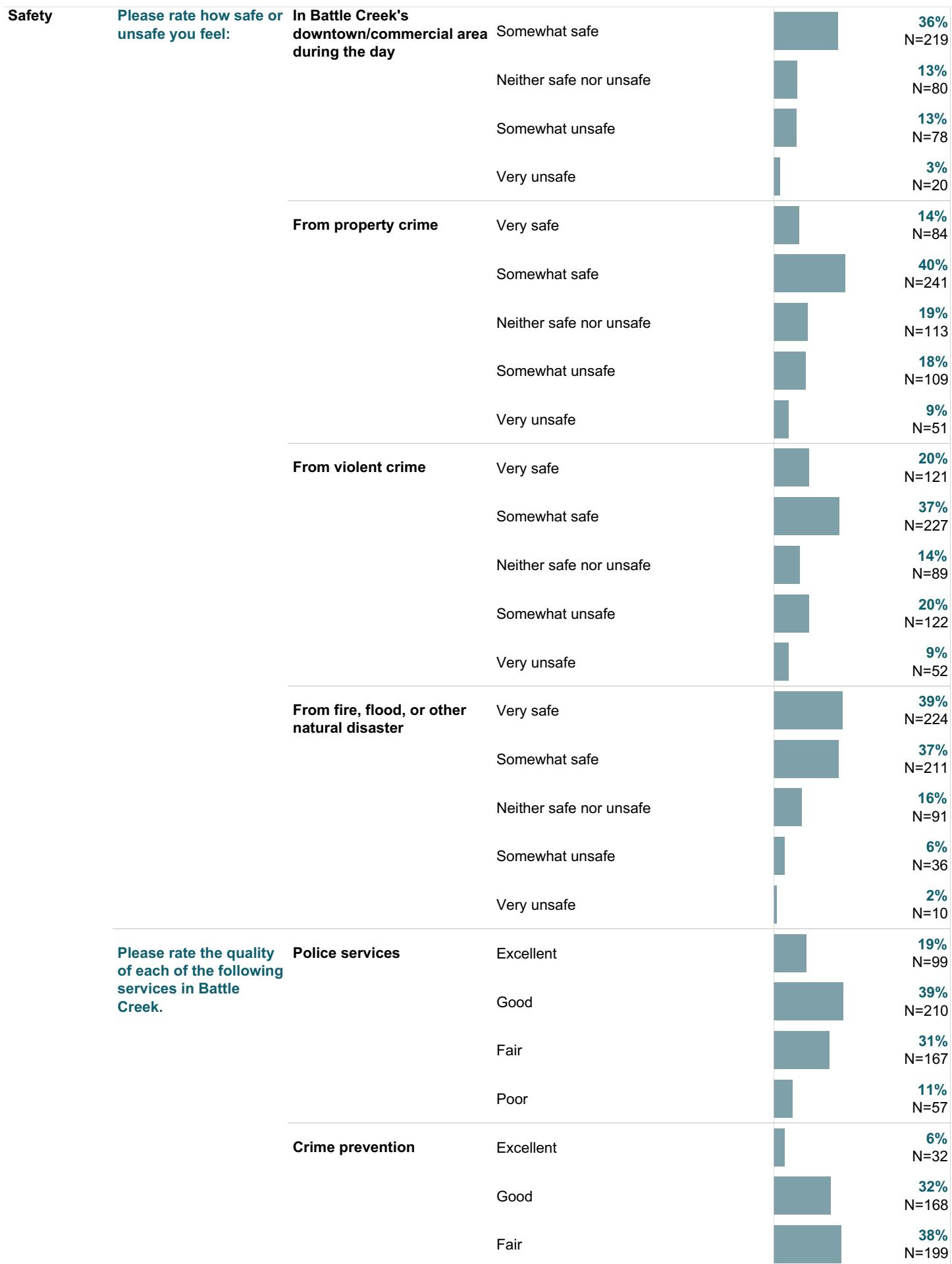


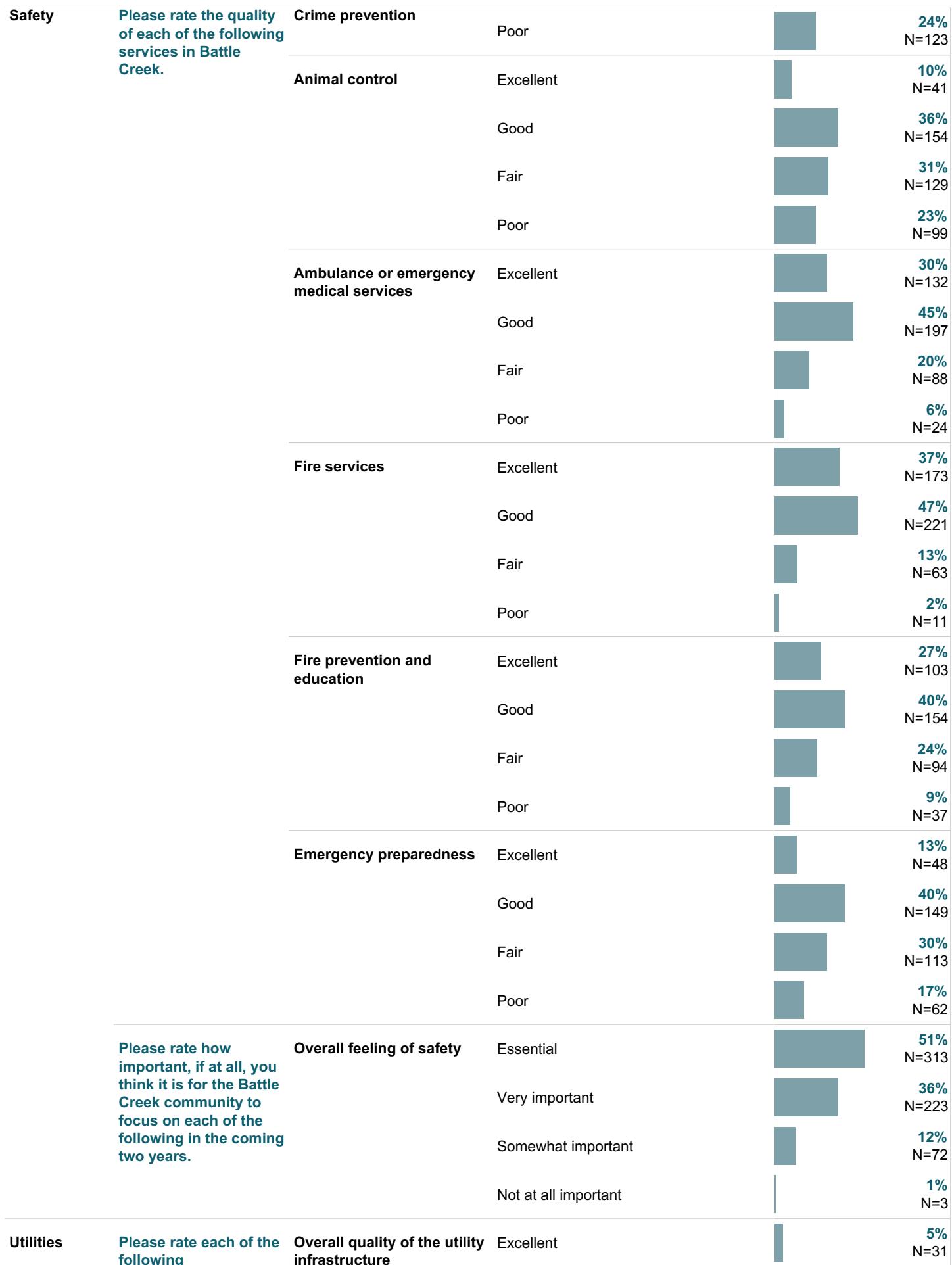


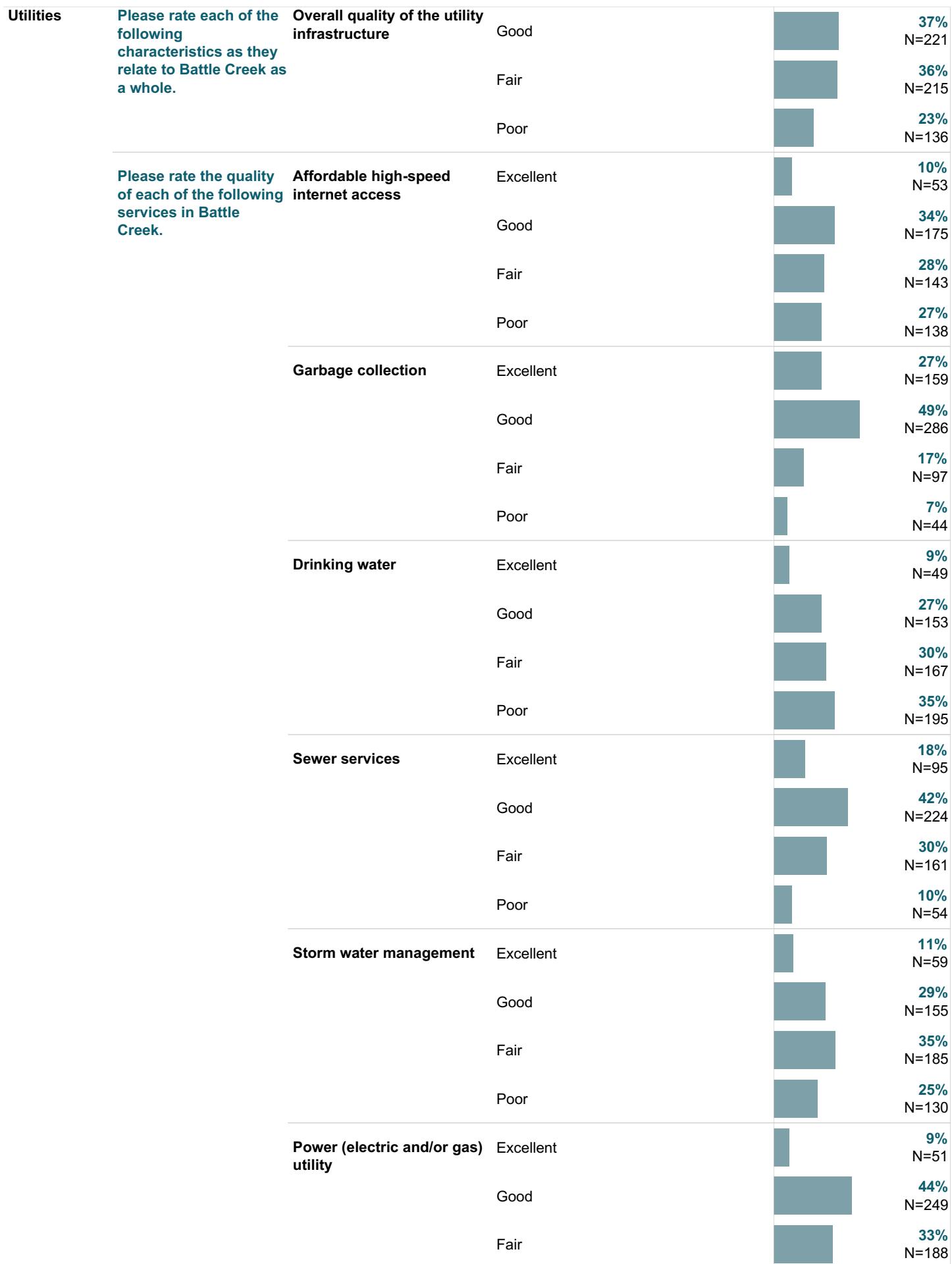


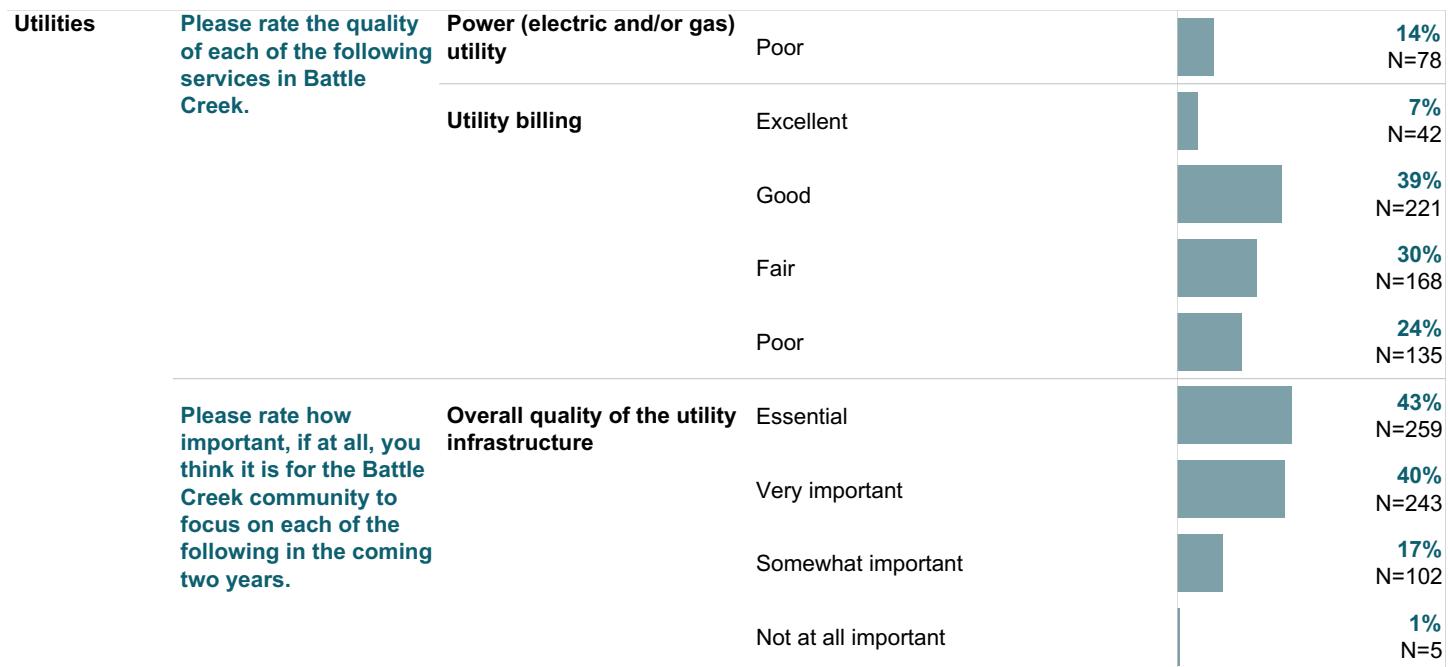












The City of Battle Creek 2025 Community Survey

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 Commission, 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 |

The City of Battle Creek 2025 Community Survey

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 |
| 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 |
| The State of Michigan 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. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining 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 (battlecreekmi.gov)..... | 1 | 2 | 3 |
| Email newsletters | 1 | 2 | 3 |
| Text/email alerts | 1 | 2 | 3 |
| Social media (e.g., Facebook, Instagram, Nextdoor)..... | 1 | 2 | 3 |
| AccessVision (TV or online) | 1 | 2 | 3 |
| Local news outlets (TV, radio, newspaper) | 1 | 2 | 3 |
| Printed mailers or flyers..... | 1 | 2 | 3 |
| Community events | 1 | 2 | 3 |
| Word of mouth/community groups (e.g., Neighborhood Planning Councils) | 1 | 2 | 3 |
| Other (please specify):..... | 1 | 2 | 3 |

14. In general, how many times do you watch programming on AccessVision (TV or online)?

- Several times a day
- Once a day
- A few times a week
- Every few weeks
- Less often or never

The City of Battle Creek 2025 Community Survey

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:

| | Several times a day | Once a day | A few times a week | Every few weeks | Less often or never | Don't know |
|---|---------------------|------------|--------------------|-----------------|---------------------|------------|
| 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, X (formerly 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 |

D2. 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

D3. 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

D4. Which best describes the building you live in?

Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D5. Do you rent or own your home?

Rent
 Own

D6. 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)?

| | |
|--|--|
| <input type="radio"/> Less than \$300 | <input type="radio"/> \$2,500 to \$3,999 |
| <input type="radio"/> \$300 to \$599 | <input type="radio"/> \$4,000 to \$6,999 |
| <input type="radio"/> \$600 to \$999 | <input type="radio"/> \$7,000 to \$9,999 |
| <input type="radio"/> \$1,000 to \$1,499 | <input type="radio"/> \$10,000 or more |
| <input type="radio"/> \$1,500 to \$2,499 | |

Thank you!

Please return the completed survey in the postage-paid envelope to:

National Research Center, Inc., PO Box 14050, Houston, TX 77221-9904

D7. Do any children 17 or under live in your household?

No Yes

D8. Are you or any other members of your household aged 65 or older?

No Yes

D9. 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.)

| | |
|--|--|
| <input type="radio"/> Less than \$25,000 | <input type="radio"/> \$100,000 to \$149,999 |
| <input type="radio"/> \$25,000 to \$49,999 | <input type="radio"/> \$150,000 to \$199,999 |
| <input type="radio"/> \$50,000 to \$74,999 | <input type="radio"/> \$200,000 to \$299,999 |
| <input type="radio"/> \$75,000 to \$99,999 | <input type="radio"/> \$300,000 or more |

D10. In which category is your age?

| | |
|-----------------------------------|---|
| <input type="radio"/> 18-24 years | <input type="radio"/> 55-64 years |
| <input type="radio"/> 25-34 years | <input type="radio"/> 65-74 years |
| <input type="radio"/> 35-44 years | <input type="radio"/> 75 years or older |
| <input type="radio"/> 45-54 years | |

D11. What is your gender?

Woman
 Man
 Identify in another way