

EPIC-MRA/CITY OF EAST LANSING COMMUNITY SURVEY

**[FREQUENCY REPORT OF SURVEY RESPONSES – 400 SAMPLE – ERROR ±4.9%]
Polling Dates: September 22, 2014 through September 24, 2014
Conducted by live callers -- 20% cell phones**

SAMPLE: 1=Cell/2=Land DATE: _____ / _____ / _____ PHONE# _____

REGION _____ INTERVIEWER _____

INTRO: Hello, this is (NAME) from EPIC-MRA, a survey research firm located in Lansing, on behalf of the City of East Lansing. We're conducting a random survey of residents in your area about important community issues. This is **NOT** a sales call, you will not be asked for a donation and you will not be called again because you participated in this survey. This is strictly survey research and I'd like to take about 5 minutes of your time to include the opinions of your household.

We need to have a balance of men and women in this survey. May I please speak to an adult [MALE/FEMALE, depending on specified age/gender quota] adult, age 18 or older, who is home now?

IF YES: REPEAT INTRO FOR NEW RESPONDENT AND CONTINUE

IF NO, ASK: "Is there any other adult [MALE/FEMALE, as specified], 18 years or older, who is at home right now?" **IF NOT, TERMINATE.**

__01. In what city do you reside?

- 100% | City of East Lansing
- | Some other city -----**THANK RESPONDENT AND TERMINATE INTERVIEW**
- | Undecided/Refused [ASK: 'Do you live in the City of East Lansing?' **IF YES, CONTINUE. IF NO, THANK RESPONDENT AND TERMINATE INTERVIEW**]

Thinking about the city of East Lansing, I would like to ask you a few questions about the City itself, and the services it provides to residents.

__02. First, I'd like to ask if you agree or disagree that East Lansing is a good place to live. [IF AGREE/DISAGREE, ASK: "Would that be strongly or somewhat?" AND CODE BEST RESPONSE]

- 78% | Strongly agree
- 17% | Somewhat agree
- 95% | TOTAL AGREE**
- 3% | Neither agree nor disagree (*volunteered*)
- 2% | TOTAL DISAGREE**
- | Somewhat disagree
- 2% | Strongly disagree
- | Undecided/Refused

Which three of the following services do you value the most about East Lansing? **[READ AND ROTATE 1 THROUGH 6 – CODE UP TO THREE RESPONSES - ASK: “Which one do you value most?”, “Which one do you value second most?”, “Which one do you value third most?” UNTIL THREE RESPONSES GIVEN OR UNPRODUCTIVE]**

[READ AND ROTATE 1 THROUGH 6]	<u>Q.3 - First</u>	<u>Q.4 - Second</u>	<u>Q.5 - Third</u>
Public Safety	34%	14%	21%
Streets and Sidewalk Maintenance	8%	21%	13%
Parks and Recreation Facilities	11%	19%	18%
Library	20%	14%	15%
Festivals and Events	10%	19%	20%
Solid Waste and Recycling	14%	13%	13%
None of the above (<i>volunteered</i>)	1%	---	---
Other (<i>volunteered</i>)	---	---	---
Undecided/Refused	2%	---	---

Q.3 THROUGH Q.5 COMBINED/RANKED:

23%	Public Safety
17%	Library
16%	Festivals and Events
16%	Parks and Recreation Facilities
14%	Solid Waste and Recycling
14%	Streets and Sidewalk Maintenance
---	None of the above (<i>volunteered</i>)
---	Other (<i>volunteered</i>)
---	Undecided/Refused

(sorted highest to lowest)

For the following characteristics or features of East Lansing please tell me if you are satisfied or dissatisfied with each. How satisfied are you with....? [IF SATISFIED/DISSATISFIED, ASK: "Would that be very or somewhat?" AND CODE BEST RESPONSE]

[ROTATE Q.6 THROUGH Q.11]	<u>Very Satis</u>	<u>Smwt Satis</u>	<u>TOTAL Satis</u>	<u>Neither (volun)</u>	<u>TOTAL Dissatis</u>	<u>Smwt Dis</u>	<u>Very Dis</u>	<u>Undec/Ref</u>
06. The overall appearance of the City?	35%	57%	92%	---	8%	6%	2%	---
07. The overall appearance of Downtown?	23%	55%	78%	2%	19%	15%	4%	1%
08. Your neighborhood as a place to live or raise a family?	73%	24%	97%	---	3%	2%	1%	---
09. The overall quality of city services?	45%	45%	90%	3%	6%	3%	3%	1%
10. The city's efforts to keep residents informed about important issues and current events?	38%	46%	84%	5%	10%	6%	4%	1%
11. The transparency of City government?	16%	44%	60%	16%	18%	11%	7%	6%

Now I would like to read you several statements about East Lansing. For each, please tell me if you agree or disagree. [IF AGREE/DISSAGREE, ASK: “Would that be strongly or somewhat?” AND CODE BEST RESPONSE]

[ROTATE Q.12 THROUGH Q.17]	<u>Strong Agree</u>	<u>Smwt Agree</u>	<u>TOTAL Agree</u>	<u>Neither (volun)</u>	<u>TOTAL Disagree</u>	<u>Smwt Disag</u>	<u>Strong Disag</u>	<u>Undec/ Ref</u>
12. Before City government makes a decision on important issues, it takes citizens' comments into consideration.	26%	43%	69%	8%	19%	13%	6%	4%
13. I have ample opportunities to meet with City government and participate in discussions of issues that affect me.	30%	38%	68%	13%	14%	9%	5%	5%
14. I am actively involved with my neighborhood association.	18%	24%	42%	7%	51%	24%	27%	---
15. I believe that an active neighborhood association builds community.	56%	35%	91%	3%	5%	4%	1%	1%
16. I believe that active City support and communication has enhanced my neighborhood.	28%	43%	71%	8%	16%	13%	3%	5%
17. I believe that development supports a vibrant, economically stable community.	43%	37%	80%	4%	12%	7%	5%	4%

__18. How do you prefer to receive information about city government and community news? [READ 1 TO 4 – ROTATE 1 TO 3]

- 60% | Directly from the City
- 30% | From newspapers and local news media
- 6% | From your neighborhood association
- 1% | Emails
- | Online
- | Phone Calls
- 3% | Other (*at less than 0.5% each*)/Undecided/Refused ----- GO TO Q.20

(sorted highest to lowest)

__19. From which of the following formats do you prefer to receive information from city government? [READ 1 TO 7 – ROTATE 1 TO 6]

- 48% | The Dialog – printed newsletter
- 17% | City e-newsletters
- 15% | City of East Lansing website
- 9% | Social Media
- 4% | Public Meetings
- 3% | Government Cable Channel 22
- | Direct Mail
- | Emails
- | Lansing State Journal
- | Newspapers – in General
- | www.publicresponse.com
- 4% | Other (*at less than 0.5% each*)/Undecided/Refused

(sorted highest to lowest)

__20. Which of the following media types do you prefer to receive information? [READ 1 TO 4 – ROTATE 1 TO 3]

- 48% | Newspapers
- 24% | Television
- 15% | Radio
- 7% | Online
- 3% | Emails
- 1% | None-No Preference
- | Direct Mail
- | MLive
- 2% | Other (*at less than 0.5% each*)/Undecided/Refused

(sorted highest to lowest)

__21. In the past year, have you had contact with any East Lansing City employee or official to complete a transaction, ask a question, submit a comment, or for any other reason?

- 50% | Yes
- 49% | No ----- GO TO Q.23
- 1% | Undecided/Refused ----- GO TO Q.23

__22. Were you satisfied or dissatisfied with how your inquiry or transaction with the City of East Lansing was handled? [IF SATISFIED/DISSATISFIED, ASK: "Would that be very or somewhat?" AND CODE BEST RESPONSE]

N=201

56%	Very Satisfied
29%	Somewhat Satisfied
85%	TOTAL SATISFIED
1%	Neither Satisfied nor Dissatisfied (<i>volunteered</i>)
14%	TOTAL DISSATISFIED
7%	Somewhat Dissatisfied
7%	Very Dissatisfied
---	Undecided/Refused

__23. As in past years, the City faced considerable financial challenges brought on by a decline in property taxes and a significant decrease in funding from state sources. In general, would you prefer that the City meet these budget challenges by [ROTATE] reducing or eliminating specific services, raising taxes, or some combination of these?

55%	Combination
21%	Reduce or eliminate services
16%	Raise taxes
8%	Undecided/Refused

Finally, we have just a few questions about you, for statistical purposes only.

__24. Are you currently registered to vote at the address I am calling?

89%	Yes
10%	No ----- GO TO Q.26
1%	Undecided/Refused ----- GO TO Q.26

__25. Thinking about all local, state, and federal elections held over the past few years, how often do you vote? Do you tend to vote all of the time, most of the time, half of the time, seldom or never?

N=357

56%	All the time
32%	Most of the time
7%	Half of the time
4%	Seldom
1%	Never
---	Too young to have voted before (VOLUNTEERED)
---	Undecided/Refused

__26. How long have you been a resident of East Lansing?

2%	Less than 1 year
10%	1-5 years
14%	6-10 years
74%	More than 10 years
---	Undecided/Refused

__27. Are you currently a college student?

16%	Yes
84%	No
---	Undecided/Refused

__28. Do you own the home where you live or do you rent?

83%	Own
14%	Rent
3%	Other (<i>volunteered</i>)
---	Undecided/Refused

__29. Are there any school age children, age of 18 or younger, living in your household?

33%	Yes
67%	No
---	Undecided/Refused

__30. Could you please tell me in what year you were born? **[IF REFUSED, ASK: 'Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.' AND READ 1 TO 7]**

[RECORD YEAR HERE _____ AND THEN CODE BELOW]

10%	18 to 24 years -----	(1990 to 1996)
5%	25 to 29 -----	(1985 to 1989)
12%	30 to 39 -----	(1975 to 1984)
18%	40 to 49 -----	(1965 to 1974)
18%	50 to 59 -----	(1955 to 1964)
16%	60 to 64 -----	(1950 to 1954)
19%	65 and over -----	(1949 or before)
2%	Undecided/Refused	

__31. What is the last grade or level of schooling you finished? [**DO NOT READ - CODE BEST RESPONSE**]

1%		1st to 11th Grade
6%		High School Graduate
1%		Non-college post high school (technical training)
15%		Some college
45%		College graduate
31%		Post graduate school
1%		Undecided/Refused

__32. Sex of respondent (**BY OBSERVATION ONLY**)

49%		Male
51%		Female

THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE INTERVIEW

GEOGRAPHIC AREA:

41%		North of Saginaw – Precincts 4, 5, 6, 7, 17
59%		South of Saginaw:
42%		Middle (North of Grand River/South of Saginaw) – Precincts 3, 8, 9, 10, 11
17%		South of Grand River ----- Precincts 1, 2, 12, 13, 14, 15, 16