



2012 EAST LANSING COMMUNITY SURVEY QUESTIONNAIRE & AGGREGATE RESULTS

FIELD DATES: SEPTEMBER 14-16, 2012

SAMPLE SIZE: N=400

MARGIN OF ERROR: ± 4.86

GEOGRAPHIC AREA

South of Saginaw	48%
North of Saginaw	42%
Other	4%
Don' Know / Refused (cell phones)	7%

1. First, I'd like to ask if you (**ROTATE**: agree or disagree) that East Lansing is a good place to live. (**IF AGREE OR DISAGREE, ASK**: Do you strongly or just somewhat agree/disagree?)

Strongly agree	86%
Somewhat agree	12%
Neither agree/disagree (VOLUNTEERED)	1%
Somewhat disagree	1%
Strongly disagree	0%
Don't know/Undecided (VOLUNTEERED)	*
Refused (VOLUNTEERED)	0%
 TOTAL AGREE	 98%
TOTAL DISAGREE	1%

2. Which three of the following services do you value most about East Lansing?

ROTATE A THROUGH F THEN ASK...

Which one do you value most? Which one is next? And third?

	FIRST CHOICE	SECOND CHOICE	THIRD CHOICE
A: Public Safety	36%	12%	14%
B: Streets and Sidewalk Maintenance	7%	16%	13%
C: Parks and Recreation Facilities	10%	16%	16%
D: Library	19%	17%	12%
E: Festivals and Events	13%	16%	12%
F: Solid Waste and Recycling	11%	13%	16%
None of the above/Other (VOLUNTEERED)	2%	2%	4%
Don't know (VOLUNTEERED)	3%	9%	14%
Refused (VOLUNTEERED)	0%	0%	0%

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2. Which three of the following services do you value most about East Lansing?

ALL RESPONSES COMBINED

Public Safety	62%
Library.....	48%
Parks and Recreation Facilities.....	42%
Festivals and Events.....	41%
Solid Waste and Recycling	40%
Streets and Sidewalk Maintenance	35%

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 ... **ROTATE QUESTIONS 3 THROUGH 8 (IF SATISFIED OR DISSATISFIED, ASK: Are you very or just somewhat satisfied/dissatisfied?)**

	(VOLUNTEERED)			(VOLUNTEERED)			
	Very Satisfied	Somewhat Satisfied	Neither Satisfied/Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know	Refused
3. The overall appearance of the City?	43%	46%	4%	6%	2%	*	0%
TOTAL SATISFIED	89%						
TOTAL DISSATISFIED.....	8%						
4. The overall appearance of Downtown?	23%	46%	5%	16%	8%	3%	0%
TOTAL SATISFIED	69%						
TOTAL DISSATISFIED.....	23%						
5. Your neighborhood as a place to live or raise a family?	72%	19%	2%	4%	3%	0%	0%
TOTAL SATISFIED	91%						
TOTAL DISSATISFIED.....	7%						
6. The overall quality of city services?	54%	39%	3%	3%	1%	1%	1%
TOTAL SATISFIED	92%						
TOTAL DISSATISFIED.....	4%						
7. The city's efforts to keep residents informed about important issues and current events?	41%	42%	5%	7%	3%	2%	*
TOTAL SATISFIED	82%						
TOTAL DISSATISFIED.....	10%						
8. The transparency of City government?	19%	42%	11%	13%	7%	9%	*
TOTAL SATISFIED	61%						
TOTAL DISSATISFIED.....	19%						

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For the following statements about East Lansing, please tell me if you (**ROTATE**: agree or disagree) with each: **ROTATE QUESTIONS 9 THROUGH 14**

(**IF AGREE/DISAGREE, ASK**: Do you strongly or just somewhat agree/disagree?)

	(VOLUNTEERED)			(VOLUNTEERED)			
	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Refused
9.	Before City government makes a decision on important issues, it sufficiently listens to citizens and takes their comments into consideration.						
	29%	36%	10%	11%	7%	8%	0%
	TOTAL AGREE..... 65%						
	TOTAL DISAGREE..... 18%						
10.	I have ample opportunities to meet with City government and participate in discussions of issues that affect me.						
	37%	36%	7%	9%	5%	6%	0%
	TOTAL AGREE..... 73%						
	TOTAL DISAGREE..... 14%						
11.	I am actively involved with my neighborhood association.						
	16%	21%	7%	19%	37%	1%	0%
	TOTAL AGREE..... 37%						
	TOTAL DISAGREE..... 56%						
12.	I believe that an active neighborhood association helps build a strong community.						
	58%	29%	6%	3%	3%	1%	0%
	TOTAL AGREE..... 87%						
	TOTAL DISAGREE..... 7%						
13.	I believe that active City support and communication has enhanced my neighborhood.						
	33%	37%	15%	5%	4%	6%	*
	TOTAL AGREE..... 70%						
	TOTAL DISAGREE..... 9%						
14.	I believe that development supports a vibrant, economically stable community.						
	44%	37%	7%	5%	4%	4%	1%
	TOTAL AGREE..... 81%						
	TOTAL DISAGREE..... 8%						
15.	How do you prefer to receive information about city government and community news?						
	ROTATE QUESTIONS A THROUGH C, THEN READ D						
	A: Directly from the City.....	58%	READ 15A				
	B: From the Newspapers and Local News Media	33%	READ 15B				
	C: From Your Neighborhood Association	7%	SKIP TO 16				
	D: Or something else (Other)	*	READ 15D				
	Don't Know (VOLUNTEERED).....	2%	SKIP TO 16				

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Refused (**VOLUNTEERED**)..... * **SKIP TO 16**

(ASK 15A ONLY IF THEY ANSWERED A ON QUESTION 15)

15a. From which of the following methods do you prefer to receive information from the City? (**ROTATE A THROUGH F**)

- A:** The Dialog printed newsletter 58%
- B:** City website 9%
- C:** City e-newsletters 23%
- D:** City social media 4%
- E:** Government Cable Channel 22 *
- F:** Public meetings..... 4%
- Other (**VOLUNTEERED**) 2%
- Don't Know (**VOLUNTEERED**) 2%
- Refused (**VOLUNTEERED**) 1%

(ASK 15B ONLY IF THEY ANSWERED B ON QUESTION 15)

15.b From which of the following methods do you prefer to receive information from the media? (**ROTATE A THROUGH C**)

- A:** Newspapers 68%
- B:** Radio..... 5%
- C:** Television 23%
- Other (**VOLUNTEERED**) 2%
- Don't Know (**VOLUNTEERED**) 2%
- Refused (**VOLUNTEERED**) 0%

16. 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 anything else?

- Yes 56% **ASK 17**
- No..... 43% **SKIP TO 18**
- Don't Know (**VOLUNTEERED**) 1% **SKIP TO 18**
- Refused (**VOLUNTEERED**) 0% **SKIP TO 18**

(ASK 17 ONLY IF THEY ANSWERED YES ON QUESTION 16.)

17. Were you (**ROTATE:** satisfied or dissatisfied) with how your inquiry or transaction with the City of East Lansing was handled? (**IF SATISFIED/DISSATISFIED, ASK:** Were you very or just somewhat satisfied/dissatisfied?)

- Very Satisfied..... 67%
- Somewhat Satisfied..... 18%
- Neither Satisfied nor Dissatisfied 4%
- Somewhat Dissatisfied 7%
- Very Dissatisfied..... 5%
- Don't know (**VOLUNTEERED**) 0%
- Refused (**VOLUNTEERED**)..... 0%
- TOTAL SATISFIED 85%
- TOTAL DISSATISFIED 11%

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18. 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, or by raising taxes), or some combination of these?

Reduce or eliminate services	15%
Raise taxes	12%
Combination.....	66%
Don't know (VOLUNTEERED).....	6%
Refused (VOLUNTEERED).....	2%

Finally, just a few questions for statistical purposes, and we'll be through.

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

Less than 1 year	4%
1-5 years.....	16%
6-10 years.....	13%
More than 10 years.....	67%
Don't Know (VOLUNTEERED).....	*
Refused (VOLUNTEERED).....	*

II. Are you currently a college student?

Yes	16%
No.....	84%
Don't Know (VOLUNTEERED).....	0%
Refused (VOLUNTEERED).....	0%

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

Own.....	79%
Rent.....	18%
Other	3%
Don't Know (VOLUNTEERED).....	0%
Refused (VOLUNTEERED).....	0%

IV. Are there children of school age, under the age of 18, living in your household?

Yes	29%
No.....	71%
Don't Know (VOLUNTEERED).....	0%
Refused (VOLUNTEERED).....	*

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V. In what year were you born?

1994 - 1988 (18 to 24)	10%
1987 - 1983 (25 to 29)	6%
1982 - 1978 (30 to 34)	3%
1977 - 1973 (35 to 39)	5%
1972 - 1968 (40 to 44)	9%
1967 - 1963 (45 to 49)	9%
1962 - 1958 (50 to 54)	13%
1957 - 1953 (55 to 59)	9%
1952 - 1948 (60 to 64)	16%
1947 - 1938 (65 to 74)	9%
1937 or earlier (75+)	11%
Refused	3%

VI. What is the last year of school that you completed?

High school diploma, GED or less	6%
Vocational or technical	1%
Some College: 1-2 Years	11%
Some College: 3-4 Years	6%
College Graduate/Bachelors Degree	31%
Post Graduate Work, Grad School or Professional	45%
Don't Know (VOLUNTEERED)	*
Refused (VOLUNTEERED)	1%

VII. Are you male or female?

Female	50%
Male	50%