



THE NCSTM
The National Citizen SurveyTM

Bowling Green, KY

Technical Appendices

DRAFT

2016



NRC

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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Bowling Green:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Bowling Green as a place to live	41%	N=88	52%	N=111	6%	N=13	1%	N=1	100%	N=213
Your neighborhood as a place to live	28%	N=60	53%	N=111	15%	N=33	3%	N=7	100%	N=211
Bowling Green as a place to raise children	35%	N=67	55%	N=106	9%	N=18	1%	N=3	100%	N=193
Bowling Green as a place to work	23%	N=49	50%	N=103	23%	N=48	4%	N=9	100%	N=209
Bowling Green as a place to visit	22%	N=46	45%	N=94	30%	N=63	3%	N=5	100%	N=208
Bowling Green as a place to retire	28%	N=53	42%	N=77	25%	N=47	4%	N=8	100%	N=185
The overall quality of life in Bowling Green	27%	N=57	59%	N=125	13%	N=28	1%	N=1	100%	N=212

Table 2: Question 2

Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Bowling Green	25%	N=54	56%	N=118	18%	N=38	1%	N=2	100%	N=211
Overall ease of getting to the places you usually have to visit	22%	N=47	50%	N=106	23%	N=48	5%	N=10	100%	N=211
Quality of overall natural environment in Bowling Green	29%	N=59	58%	N=119	12%	N=25	1%	N=2	100%	N=206
Overall "built environment" of Bowling Green (including overall design, buildings, parks and transportation systems)	16%	N=32	50%	N=102	30%	N=61	5%	N=10	100%	N=204
Health and wellness opportunities in Bowling Green	25%	N=53	44%	N=92	29%	N=60	3%	N=5	100%	N=211
Overall opportunities for education and enrichment	35%	N=72	47%	N=96	16%	N=33	2%	N=3	100%	N=203
Overall economic health of Bowling Green	19%	N=37	62%	N=124	14%	N=28	6%	N=12	100%	N=201
Sense of community	21%	N=42	48%	N=97	29%	N=59	3%	N=5	100%	N=203
Overall image or reputation of Bowling Green	26%	N=55	57%	N=118	16%	N=34	1%	N=2	100%	N=209

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Bowling Green to someone who asks	43%	N=88	48%	N=97	5%	N=10	4%	N=8	100%	N=203
Remain in Bowling Green for the next five years	57%	N=117	27%	N=54	10%	N=19	6%	N=13	100%	N=203

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	67%	N=141	29%	N=61	2%	N=4	1%	N=3	0%	N=0	100%	N=209
In Bowling Green's downtown/commercial area during the day	63%	N=130	33%	N=69	3%	N=6	1%	N=3	0%	N=0	100%	N=208

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	6%	N=11	33%	N=69	41%	N=86	20%	N=40	100%	N=207
Ease of public parking	12%	N=25	45%	N=92	36%	N=73	7%	N=14	100%	N=204
Ease of travel by car in Bowling Green	14%	N=29	48%	N=98	31%	N=63	7%	N=14	100%	N=203
Ease of travel by public transportation in Bowling Green	5%	N=5	17%	N=19	34%	N=38	44%	N=49	100%	N=112
Ease of travel by bicycle in Bowling Green	5%	N=7	22%	N=29	35%	N=46	38%	N=51	100%	N=132
Ease of walking in Bowling Green	13%	N=23	38%	N=71	32%	N=61	17%	N=32	100%	N=187
Availability of paths and walking trails	14%	N=26	32%	N=60	30%	N=56	24%	N=45	100%	N=186
Air quality	24%	N=46	56%	N=107	18%	N=34	3%	N=6	100%	N=193
Cleanliness of Bowling Green	23%	N=48	60%	N=124	16%	N=34	0%	N=1	100%	N=207
Overall appearance of Bowling Green	26%	N=54	64%	N=131	10%	N=20	1%	N=1	100%	N=207
Public places where people want to spend time	26%	N=52	52%	N=106	18%	N=37	4%	N=8	100%	N=202
Variety of housing options	16%	N=33	49%	N=97	25%	N=49	10%	N=19	100%	N=198
Availability of affordable quality housing	9%	N=17	45%	N=87	34%	N=66	13%	N=25	100%	N=194
Fitness opportunities (including exercise classes and paths or trails, etc.)	31%	N=61	47%	N=93	18%	N=36	4%	N=8	100%	N=199
Recreational opportunities	24%	N=47	58%	N=115	15%	N=29	4%	N=8	100%	N=199
Availability of affordable quality food	31%	N=64	51%	N=105	14%	N=28	4%	N=9	100%	N=206
Availability of affordable quality health care	22%	N=43	52%	N=101	19%	N=38	6%	N=12	100%	N=194
Availability of preventive health services	24%	N=46	51%	N=97	17%	N=32	8%	N=15	100%	N=191
Availability of affordable quality mental health care	12%	N=15	43%	N=53	35%	N=43	10%	N=12	100%	N=123

Table 6: Question 6

Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	15%	N=16	45%	N=46	23%	N=23	16%	N=17	100%	N=102
K-12 education	33%	N=47	54%	N=77	12%	N=17	1%	N=2	100%	N=142
Adult educational opportunities	29%	N=48	49%	N=81	16%	N=26	6%	N=10	100%	N=165
Opportunities to attend cultural/arts/music activities	27%	N=52	53%	N=102	17%	N=33	3%	N=6	100%	N=192
Opportunities to participate in religious or spiritual events and activities	39%	N=67	53%	N=91	6%	N=10	2%	N=3	100%	N=171
Employment opportunities	16%	N=30	55%	N=101	24%	N=44	5%	N=10	100%	N=185
Shopping opportunities	27%	N=55	53%	N=108	18%	N=37	2%	N=4	100%	N=204
Cost of living in Bowling Green	19%	N=39	50%	N=102	24%	N=48	7%	N=15	100%	N=203
Overall quality of business and service establishments in Bowling Green	16%	N=32	63%	N=129	19%	N=38	2%	N=4	100%	N=204
Vibrant downtown/commercial area	12%	N=24	52%	N=104	31%	N=62	6%	N=13	100%	N=202
Overall quality of new development in Bowling Green	15%	N=29	58%	N=108	23%	N=43	4%	N=7	100%	N=186
Opportunities to participate in social events and activities	20%	N=39	49%	N=94	24%	N=46	6%	N=12	100%	N=191
Opportunities to volunteer	24%	N=38	59%	N=95	17%	N=27	1%	N=1	100%	N=161
Opportunities to participate in community matters	17%	N=27	52%	N=85	25%	N=41	5%	N=8	100%	N=161
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=33	43%	N=80	28%	N=52	11%	N=20	100%	N=185
Neighborliness of residents in Bowling Green	15%	N=31	49%	N=99	27%	N=55	8%	N=16	100%	N=201

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	25%	N=51	75%	N=153	100%	N=204
Made efforts to make your home more energy efficient	32%	N=65	68%	N=138	100%	N=203
Observed a code violation or other hazard in Bowling Green	65%	N=131	35%	N=71	100%	N=202
Household member was a victim of a crime in Bowling Green	92%	N=187	8%	N=16	100%	N=203
Reported a crime to the police in Bowling Green	80%	N=162	20%	N=40	100%	N=202
Stocked supplies in preparation for an emergency	71%	N=145	29%	N=58	100%	N=203
Campaigned or advocated for an issue, cause or candidate	77%	N=155	23%	N=48	100%	N=203
Contacted Bowling Green (in-person, phone, email or web) for help or information	63%	N=128	37%	N=76	100%	N=204
Contacted Bowling Green elected officials (in-person, phone, email or web) to express your opinion	82%	N=167	18%	N=37	100%	N=204

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Bowling Green?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Bowling Green recreation centers or their services	12%	N=23	17%	N=34	23%	N=46	49%	N=98	100%	N=201
Visited a neighborhood park or City park	18%	N=36	28%	N=57	42%	N=86	12%	N=24	100%	N=203
Used Bowling Green public libraries or their services	11%	N=22	18%	N=36	28%	N=57	44%	N=89	100%	N=203
Participated in religious or spiritual activities in Bowling Green	21%	N=43	25%	N=50	15%	N=31	39%	N=78	100%	N=203
Attended a City-sponsored event	0%	N=0	13%	N=27	42%	N=86	44%	N=90	100%	N=203
Used bus, rail, subway or other public transportation instead of driving	1%	N=2	1%	N=1	5%	N=10	93%	N=188	100%	N=201
Carpooled with other adults or children instead of driving alone	11%	N=23	18%	N=36	16%	N=33	54%	N=110	100%	N=202
Walked or biked instead of driving	16%	N=33	11%	N=23	17%	N=35	55%	N=111	100%	N=202
Volunteered your time to some group/activity in Bowling Green	5%	N=11	16%	N=33	23%	N=47	55%	N=112	100%	N=203
Participated in a club	7%	N=14	14%	N=27	12%	N=24	68%	N=137	100%	N=202
Talked to or visited with your immediate neighbors	28%	N=57	31%	N=62	25%	N=51	16%	N=33	100%	N=203
Done a favor for a neighbor	16%	N=33	18%	N=37	39%	N=79	27%	N=54	100%	N=203

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City of Bowling Green Board of Commissioners or Warren County Fiscal Court, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	1%	N=3	15%	N=29	83%	N=157	100%	N=190
Watched (online or on television) a local public meeting	2%	N=3	7%	N=13	22%	N=44	70%	N=139	100%	N=200

Table 10: Question 10

Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Bowling Green Police Department Services	29%	N=51	54%	N=93	13%	N=22	4%	N=7	100%	N=173
Bowling Green Fire Department Services	52%	N=79	41%	N=62	6%	N=10	0%	N=1	100%	N=152
Ambulance or emergency medical services	51%	N=78	42%	N=64	7%	N=11	0%	N=1	100%	N=154
Crime prevention	23%	N=35	53%	N=83	21%	N=32	3%	N=5	100%	N=156
Fire prevention and education	30%	N=40	56%	N=76	14%	N=20	0%	N=0	100%	N=136
Traffic enforcement	17%	N=31	46%	N=83	27%	N=48	10%	N=17	100%	N=179

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Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Total	
Street repair	13%	N=24	33%	N=63	46%	N=88	8%	N=16	100%	N=191
Street cleaning	15%	N=29	50%	N=94	29%	N=55	5%	N=10	100%	N=187
Street lighting	24%	N=47	51%	N=99	23%	N=45	2%	N=4	100%	N=196
Snow removal	14%	N=27	46%	N=88	30%	N=57	11%	N=21	100%	N=193
Sidewalk maintenance	11%	N=19	42%	N=73	35%	N=60	12%	N=20	100%	N=172
Traffic signal timing	8%	N=16	34%	N=67	40%	N=79	17%	N=34	100%	N=196
Bus or transit services	20%	N=14	25%	N=18	22%	N=16	33%	N=23	100%	N=71
Garbage collection	31%	N=59	46%	N=88	17%	N=32	6%	N=11	100%	N=190
Recycling	24%	N=41	47%	N=81	22%	N=37	7%	N=13	100%	N=173
Yard waste pick-up	17%	N=24	52%	N=73	26%	N=36	6%	N=8	100%	N=141
Storm drainage	15%	N=26	51%	N=89	27%	N=47	7%	N=11	100%	N=174
Drinking water	29%	N=56	52%	N=101	14%	N=27	5%	N=11	100%	N=195
Power (electric and/or gas) utility	38%	N=75	49%	N=96	10%	N=20	3%	N=6	100%	N=197
Utility billing	29%	N=58	44%	N=85	20%	N=39	7%	N=13	100%	N=196
City parks	40%	N=76	50%	N=95	10%	N=18	0%	N=1	100%	N=190
Recreation programs or classes	26%	N=34	52%	N=68	14%	N=19	8%	N=10	100%	N=131
Recreation centers or facilities	25%	N=35	52%	N=72	17%	N=24	6%	N=8	100%	N=139
Land use, planning and zoning	19%	N=24	42%	N=51	34%	N=41	6%	N=7	100%	N=123
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=12	51%	N=63	29%	N=36	10%	N=13	100%	N=124
Animal control	13%	N=19	54%	N=77	23%	N=33	10%	N=14	100%	N=142
Economic development	12%	N=21	69%	N=116	13%	N=22	5%	N=9	100%	N=167
Health services	21%	N=37	58%	N=101	18%	N=31	3%	N=5	100%	N=173
Public library services	38%	N=56	54%	N=80	6%	N=9	1%	N=2	100%	N=147
Public information services	18%	N=26	63%	N=90	17%	N=24	3%	N=4	100%	N=144
Bowling Green TV Channel 4	22%	N=21	56%	N=55	19%	N=18	4%	N=4	100%	N=98
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=17	65%	N=91	20%	N=29	3%	N=4	100%	N=141
Preservation of natural areas such as open space, farmlands and greenbelts	14%	N=23	60%	N=98	22%	N=36	3%	N=6	100%	N=162
Bowling Green open space	11%	N=18	68%	N=108	19%	N=30	2%	N=3	100%	N=158
City-sponsored special events	13%	N=18	65%	N=95	18%	N=26	4%	N=6	100%	N=145
Overall customer service by Bowling Green employees (police, receptionists, planners, etc.)	18%	N=30	64%	N=107	16%	N=26	3%	N=4	100%	N=167
City of Bowling Green website	18%	N=24	65%	N=87	15%	N=21	2%	N=3	100%	N=134

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Bowling Green	23%	N=44	61%	N=118	15%	N=29	2%	N=4	100%	N=194
The Federal Government	9%	N=18	38%	N=70	38%	N=71	14%	N=27	100%	N=185

Table 12: Question 12

Please rate the following categories of Bowling Green government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Bowling Green	13%	N=24	49%	N=87	29%	N=52	9%	N=16	100%	N=180
The overall direction that Bowling Green is taking	20%	N=38	53%	N=99	24%	N=46	3%	N=5	100%	N=189

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Please rate the following categories of Bowling Green government performance:	Excellent		Good		Fair		Poor		Total	
The job Bowling Green government does at welcoming citizen involvement	15%	N=22	52%	N=78	27%	N=40	6%	N=9	100%	N=149
Overall confidence in Bowling Green government	17%	N=30	46%	N=82	30%	N=54	7%	N=12	100%	N=177
Generally acting in the best interest of the community	15%	N=26	52%	N=90	29%	N=51	4%	N=7	100%	N=174
Being honest	18%	N=30	50%	N=82	27%	N=44	5%	N=8	100%	N=164
Treating all residents fairly	15%	N=25	47%	N=75	23%	N=36	15%	N=25	100%	N=161

Table 13: Question 13

Please rate how important, if at all, you think it is for the Bowling Green community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Bowling Green	56%	N=109	35%	N=68	9%	N=17	0%	N=0	100%	N=195
Overall ease of getting to the places you usually have to visit	32%	N=61	53%	N=101	15%	N=28	1%	N=1	100%	N=191
Quality of overall natural environment in Bowling Green	27%	N=52	56%	N=110	16%	N=31	1%	N=2	100%	N=195
Overall "built environment" of Bowling Green (including overall design, buildings, parks and transportation systems)	22%	N=43	59%	N=115	16%	N=30	3%	N=6	100%	N=194
Health and wellness opportunities in Bowling Green	39%	N=76	43%	N=83	18%	N=35	0%	N=1	100%	N=195
Overall opportunities for education and enrichment	41%	N=78	47%	N=91	12%	N=22	1%	N=2	100%	N=193
Overall economic health of Bowling Green	47%	N=91	47%	N=91	5%	N=10	1%	N=1	100%	N=194
Sense of community	30%	N=59	53%	N=103	16%	N=31	1%	N=1	100%	N=194

Table 14: Question 14

Please rate the following aspects of Bowling Green's parks and recreation facilities:	Excellent		Good		Fair		Poor		Total	
Appearance of Bowling Green's parks and recreation facilities	38%	N=67	57%	N=101	4%	N=8	0%	N=1	100%	N=176
Range of activities available at Bowling Green's parks and recreation facilities	29%	N=47	58%	N=95	12%	N=19	2%	N=3	100%	N=163

Table 15: Question 15

Please rate the condition of residential and secondary roads...	Percent	Number
Excellent condition	6%	N=12
Good condition	62%	N=119
Fair condition	25%	N=49
Poor condition	6%	N=11
Don't know/unsure	1%	N=1
Total	100%	N=193

Table 16: Question 16

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:	Major source		Minor source		Not a source		Total	
City website (www.bgky.org)	59%	N=112	29%	N=55	13%	N=24	100%	N=191
Bowling Green Blog	6%	N=11	41%	N=77	53%	N=100	100%	N=188
City's Facebook page	28%	N=51	37%	N=68	35%	N=66	100%	N=185
City's Twitter feed	19%	N=36	39%	N=75	42%	N=79	100%	N=190
City Enews	10%	N=19	39%	N=73	51%	N=94	100%	N=186
Local cable channel 4	30%	N=57	41%	N=76	29%	N=55	100%	N=188

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Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	21%	N=40	10%	N=19	15%	N=29	15%	N=29	40%	N=76	100%	N=192
Purchase goods or services from a business located in Bowling Green	1%	N=2	1%	N=2	13%	N=26	51%	N=99	34%	N=65	100%	N=193
Eat at least 5 portions of fruits and vegetables a day	3%	N=7	19%	N=36	38%	N=73	29%	N=55	11%	N=21	100%	N=192
Participate in moderate or vigorous physical activity	2%	N=3	14%	N=27	35%	N=68	32%	N=62	17%	N=33	100%	N=193
Read or watch local news (via television, paper, computer, etc.)	1%	N=2	17%	N=33	22%	N=43	26%	N=50	33%	N=64	100%	N=193
Vote in local elections	19%	N=36	3%	N=6	8%	N=16	20%	N=38	50%	N=97	100%	N=193

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=29
Very good	46%	N=88
Good	33%	N=63
Fair	6%	N=11
Poor	1%	N=1
Total	100%	N=192

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=16
Somewhat positive	27%	N=51
Neutral	52%	N=100
Somewhat negative	12%	N=23
Very negative	1%	N=1
Total	100%	N=192

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	66%	N=127
Working part time for pay	11%	N=22
Unemployed, looking for paid work	4%	N=8
Unemployed, not looking for paid work	3%	N=7
Fully retired	15%	N=28
Total	100%	N=192

Table 21: Question D5

Do you work inside the boundaries of Bowling Green?	Percent	Number
Yes, outside the home	59%	N=113
Yes, from home	7%	N=13
No	34%	N=65
Total	100%	N=190

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Table 22: Question D6

How many years have you lived in Bowling Green?	Percent	Number
Less than 2 years	11%	N=21
2 to 5 years	18%	N=35
6 to 10 years	20%	N=39
11 to 20 years	11%	N=22
More than 20 years	39%	N=73
Total	100%	N=190

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	54%	N=102
Building with two or more homes (duplex, townhome, apartment or condominium)	44%	N=84
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=190

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	58%	N=111
Owned	42%	N=80
Total	100%	N=191

Table 25: Question D9

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)?	Percent	Number
Less than \$300 per month	10%	N=19
\$300 to \$599 per month	24%	N=45
\$600 to \$999 per month	38%	N=72
\$1,000 to \$1,499 per month	18%	N=34
\$1,500 to \$2,499 per month	8%	N=16
\$2,500 or more per month	1%	N=2
Total	100%	N=187

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=125
Yes	33%	N=63
Total	100%	N=188

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Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	81%	N=154
Yes	19%	N=35
Total	100%	N=189

Table 28: Question D12

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.)	Percent	Number
Less than \$25,000	21%	N=40
\$25,000 to \$49,999	29%	N=54
\$50,000 to \$99,999	26%	N=49
\$100,000 to \$149,999	11%	N=21
\$150,000 or more	12%	N=23
Total	100%	N=185

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=185
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=4
Total	100%	N=189

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	7%	N=13
Black or African American	10%	N=19
White	84%	N=156
Other	1%	N=3

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	8%	N=16
25 to 34 years	35%	N=66
35 to 44 years	13%	N=23
45 to 54 years	16%	N=31
55 to 64 years	11%	N=21
65 to 74 years	12%	N=22
75 years or older	4%	N=8
Total	100%	N=188

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Table 32: Question D16

What is your sex?	Percent	Number
Female	52%	N=96
Male	48%	N=91
Total	100%	N=187

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	82%	N=155
Land line	7%	N=13
Both	11%	N=20
Total	100%	N=188

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
Bowling Green as a place to live	41%	N=88	52%	N=111	6%	N=13	1%	N=1	0%	N=1	100%	N=214
Your neighborhood as a place to live	28%	N=60	52%	N=111	15%	N=33	3%	N=7	1%	N=3	100%	N=214
Bowling Green as a place to raise children	31%	N=67	49%	N=106	8%	N=18	1%	N=3	10%	N=21	100%	N=214
Bowling Green as a place to work	23%	N=49	48%	N=103	22%	N=48	4%	N=9	2%	N=5	100%	N=214
Bowling Green as a place to visit	21%	N=46	44%	N=94	30%	N=63	3%	N=5	3%	N=6	100%	N=214
Bowling Green as a place to retire	25%	N=53	36%	N=77	22%	N=47	4%	N=8	13%	N=28	100%	N=213
The overall quality of life in Bowling Green	27%	N=57	58%	N=125	13%	N=28	1%	N=1	1%	N=2	100%	N=214

Table 35: Question 2

Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Bowling Green	25%	N=54	55%	N=118	18%	N=38	1%	N=2	0%	N=1	100%	N=212
Overall ease of getting to the places you usually have to visit	22%	N=47	50%	N=106	23%	N=48	5%	N=10	0%	N=1	100%	N=212
Quality of overall natural environment in Bowling Green	28%	N=59	56%	N=119	12%	N=25	1%	N=2	3%	N=5	100%	N=211
Overall "built environment" of Bowling Green (including overall design, buildings, parks and transportation systems)	15%	N=32	49%	N=102	29%	N=61	5%	N=10	3%	N=6	100%	N=210
Health and wellness opportunities in Bowling Green	25%	N=53	43%	N=92	28%	N=60	3%	N=5	1%	N=2	100%	N=212
Overall opportunities for education and enrichment	34%	N=72	45%	N=96	15%	N=33	2%	N=3	4%	N=9	100%	N=212
Overall economic health of Bowling Green	18%	N=37	58%	N=124	13%	N=28	5%	N=12	5%	N=11	100%	N=212
Sense of community	20%	N=42	46%	N=97	28%	N=59	2%	N=5	4%	N=8	100%	N=212
Overall image or reputation of Bowling Green	26%	N=55	56%	N=118	16%	N=34	1%	N=2	2%	N=4	100%	N=212

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Bowling Green to someone who asks	42%	N=88	46%	N=97	5%	N=10	4%	N=8	3%	N=6	100%	N=208
Remain in Bowling Green for the next five years	55%	N=117	26%	N=54	9%	N=19	6%	N=13	4%	N=9	100%	N=212

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	67%	N=141	29%	N=61	2%	N=4	1%	N=3	0%	N=0	0%	N=1	100%	N=210
In Bowling Green's downtown/commercial area during the day	61%	N=130	33%	N=69	3%	N=6	1%	N=3	0%	N=0	2%	N=5	100%	N=212

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=11	33%	N=69	41%	N=86	19%	N=40	0%	N=1	100%	N=208
Ease of public parking	12%	N=25	44%	N=92	35%	N=73	7%	N=14	2%	N=4	100%	N=208
Ease of travel by car in Bowling Green	14%	N=29	48%	N=98	31%	N=63	7%	N=14	1%	N=2	100%	N=205
Ease of travel by public transportation in Bowling Green	3%	N=5	9%	N=19	18%	N=38	24%	N=49	46%	N=96	100%	N=208
Ease of travel by bicycle in Bowling Green	3%	N=7	14%	N=29	22%	N=46	24%	N=51	37%	N=76	100%	N=208
Ease of walking in Bowling Green	11%	N=23	34%	N=71	29%	N=61	15%	N=32	10%	N=21	100%	N=208
Availability of paths and walking trails	12%	N=26	29%	N=60	27%	N=56	21%	N=45	11%	N=22	100%	N=208
Air quality	22%	N=46	52%	N=107	16%	N=34	3%	N=6	7%	N=14	100%	N=207
Cleanliness of Bowling Green	23%	N=48	60%	N=124	16%	N=34	0%	N=1	0%	N=1	100%	N=208
Overall appearance of Bowling Green	26%	N=54	63%	N=131	10%	N=20	1%	N=1	0%	N=1	100%	N=208
Public places where people want to spend time	25%	N=52	51%	N=106	18%	N=37	4%	N=8	3%	N=6	100%	N=208
Variety of housing options	16%	N=33	47%	N=97	24%	N=49	9%	N=19	4%	N=9	100%	N=208
Availability of affordable quality housing	8%	N=17	42%	N=87	31%	N=66	12%	N=25	7%	N=14	100%	N=208
Fitness opportunities (including exercise classes and paths or trails, etc.)	29%	N=61	45%	N=93	17%	N=36	4%	N=8	4%	N=9	100%	N=208
Recreational opportunities	23%	N=47	56%	N=115	14%	N=29	4%	N=8	4%	N=8	100%	N=206
Availability of affordable quality food	31%	N=64	51%	N=105	14%	N=28	4%	N=9	0%	N=1	100%	N=207
Availability of affordable quality health care	21%	N=43	49%	N=101	18%	N=38	6%	N=12	5%	N=11	100%	N=205
Availability of preventive health services	22%	N=46	47%	N=97	15%	N=32	7%	N=15	8%	N=18	100%	N=208
Availability of affordable quality mental health care	7%	N=15	25%	N=53	21%	N=43	6%	N=12	41%	N=85	100%	N=208

Table 39: Question 6

Please rate each of the following characteristics as they relate to Bowling Green as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	8%	N=16	23%	N=46	11%	N=23	8%	N=17	50%	N=102	100%	N=205
K-12 education	23%	N=47	38%	N=77	8%	N=17	1%	N=2	30%	N=62	100%	N=205
Adult educational opportunities	24%	N=48	40%	N=81	13%	N=26	5%	N=10	19%	N=39	100%	N=204
Opportunities to attend cultural/arts/music activities	26%	N=52	50%	N=102	16%	N=33	3%	N=6	5%	N=10	100%	N=203
Opportunities to participate in religious or spiritual events and activities	32%	N=67	44%	N=91	5%	N=10	2%	N=3	17%	N=35	100%	N=205
Employment opportunities	15%	N=30	50%	N=101	22%	N=44	5%	N=10	9%	N=18	100%	N=202
Shopping opportunities	27%	N=55	53%	N=108	18%	N=37	2%	N=4	0%	N=0	100%	N=204
Cost of living in Bowling Green	19%	N=39	50%	N=102	24%	N=48	7%	N=15	0%	N=1	100%	N=204
Overall quality of business and service establishments in Bowling Green	16%	N=32	63%	N=129	19%	N=38	2%	N=4	0%	N=1	100%	N=205
Vibrant downtown/commercial area	12%	N=24	51%	N=104	30%	N=62	6%	N=13	1%	N=3	100%	N=205
Overall quality of new development in Bowling Green	14%	N=29	53%	N=108	21%	N=43	3%	N=7	9%	N=18	100%	N=204
Opportunities to participate in social events and activities	19%	N=39	46%	N=94	22%	N=46	6%	N=12	6%	N=13	100%	N=204
Opportunities to volunteer	19%	N=38	46%	N=95	13%	N=27	0%	N=1	22%	N=44	100%	N=205
Opportunities to participate in community matters	13%	N=27	41%	N=85	20%	N=41	4%	N=8	21%	N=44	100%	N=205
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=33	39%	N=80	25%	N=52	10%	N=20	10%	N=20	100%	N=205
Neighborliness of residents in Bowling Green	15%	N=31	48%	N=99	27%	N=55	8%	N=16	2%	N=4	100%	N=205

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Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	25%	N=51	75%	N=153	100%	N=204
Made efforts to make your home more energy efficient	32%	N=65	68%	N=138	100%	N=203
Observed a code violation or other hazard in Bowling Green	65%	N=131	35%	N=71	100%	N=202
Household member was a victim of a crime in Bowling Green	92%	N=187	8%	N=16	100%	N=203
Reported a crime to the police in Bowling Green	80%	N=162	20%	N=40	100%	N=202
Stocked supplies in preparation for an emergency	71%	N=145	29%	N=58	100%	N=203
Campaigned or advocated for an issue, cause or candidate	77%	N=155	23%	N=48	100%	N=203
Contacted Bowling Green (in-person, phone, email or web) for help or information	63%	N=128	37%	N=76	100%	N=204
Contacted Bowling Green elected officials (in-person, phone, email or web) to express your opinion	82%	N=167	18%	N=37	100%	N=204

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Bowling Green?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Bowling Green recreation centers or their services	12%	N=23	17%	N=34	23%	N=46	49%	N=98	100%	N=201
Visited a neighborhood park or City park	18%	N=36	28%	N=57	42%	N=86	12%	N=24	100%	N=203
Used Bowling Green public libraries or their services	11%	N=22	18%	N=36	28%	N=57	44%	N=89	100%	N=203
Participated in religious or spiritual activities in Bowling Green	21%	N=43	25%	N=50	15%	N=31	39%	N=78	100%	N=203
Attended a City-sponsored event	0%	N=0	13%	N=27	42%	N=86	44%	N=90	100%	N=203
Used bus, rail, subway or other public transportation instead of driving	1%	N=2	1%	N=1	5%	N=10	93%	N=188	100%	N=201
Carpooled with other adults or children instead of driving alone	11%	N=23	18%	N=36	16%	N=33	54%	N=110	100%	N=202
Walked or biked instead of driving	16%	N=33	11%	N=23	17%	N=35	55%	N=111	100%	N=202
Volunteered your time to some group/activity in Bowling Green	5%	N=11	16%	N=33	23%	N=47	55%	N=112	100%	N=203
Participated in a club	7%	N=14	14%	N=27	12%	N=24	68%	N=137	100%	N=202
Talked to or visited with your immediate neighbors	28%	N=57	31%	N=62	25%	N=51	16%	N=33	100%	N=203
Done a favor for a neighbor	16%	N=33	18%	N=37	39%	N=79	27%	N=54	100%	N=203

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City of Bowling Green Board of Commissioners or Warren County Fiscal Court, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	1%	N=3	15%	N=29	83%	N=157	100%	N=190
Watched (online or on television) a local public meeting	2%	N=3	7%	N=13	22%	N=44	70%	N=139	100%	N=200

Table 43: Question 10

Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Bowling Green Police Department Services	26%	N=51	47%	N=93	11%	N=22	4%	N=7	13%	N=25	100%	N=198
Bowling Green Fire Department Services	40%	N=79	31%	N=62	5%	N=10	0%	N=1	23%	N=46	100%	N=198
Ambulance or emergency medical services	40%	N=78	32%	N=64	6%	N=11	0%	N=1	22%	N=44	100%	N=198
Crime prevention	18%	N=35	42%	N=83	16%	N=32	3%	N=5	21%	N=42	100%	N=198
Fire prevention and education	20%	N=40	39%	N=76	10%	N=20	0%	N=0	31%	N=62	100%	N=198
Traffic enforcement	16%	N=31	42%	N=83	24%	N=48	9%	N=17	10%	N=19	100%	N=198

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Please rate the quality of each of the following services in Bowling Green:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	12%	N=24	32%	N=63	44%	N=88	8%	N=16	4%	N=7	100%	N=198
Street cleaning	15%	N=29	47%	N=94	28%	N=55	5%	N=10	5%	N=11	100%	N=197
Street lighting	24%	N=47	50%	N=99	23%	N=45	2%	N=4	1%	N=2	100%	N=198
Snow removal	13%	N=27	44%	N=88	29%	N=57	11%	N=21	3%	N=5	100%	N=198
Sidewalk maintenance	10%	N=19	37%	N=73	30%	N=60	10%	N=20	13%	N=26	100%	N=198
Traffic signal timing	8%	N=16	34%	N=67	40%	N=79	17%	N=34	1%	N=2	100%	N=198
Bus or transit services	7%	N=14	9%	N=18	8%	N=16	12%	N=23	64%	N=127	100%	N=198
Garbage collection	30%	N=59	44%	N=88	16%	N=32	6%	N=11	4%	N=8	100%	N=198
Recycling	21%	N=41	41%	N=81	19%	N=37	6%	N=13	13%	N=25	100%	N=198
Yard waste pick-up	12%	N=24	37%	N=73	18%	N=36	4%	N=8	28%	N=56	100%	N=196
Storm drainage	13%	N=26	45%	N=89	24%	N=47	6%	N=11	12%	N=23	100%	N=197
Drinking water	28%	N=56	51%	N=101	14%	N=27	5%	N=11	1%	N=2	100%	N=197
Power (electric and/or gas) utility	38%	N=75	48%	N=96	10%	N=20	3%	N=6	1%	N=1	100%	N=198
Utility billing	29%	N=58	43%	N=85	20%	N=39	7%	N=13	1%	N=2	100%	N=198
City parks	38%	N=76	48%	N=95	9%	N=18	0%	N=1	4%	N=7	100%	N=197
Recreation programs or classes	17%	N=34	35%	N=68	10%	N=19	5%	N=10	33%	N=65	100%	N=196
Recreation centers or facilities	18%	N=35	37%	N=72	12%	N=24	4%	N=8	30%	N=59	100%	N=197
Land use, planning and zoning	12%	N=24	26%	N=51	21%	N=41	3%	N=7	38%	N=74	100%	N=197
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=12	32%	N=63	18%	N=36	6%	N=13	37%	N=74	100%	N=198
Animal control	9%	N=19	39%	N=77	17%	N=33	7%	N=14	28%	N=56	100%	N=198
Economic development	10%	N=21	59%	N=116	11%	N=22	5%	N=9	15%	N=29	100%	N=196
Health services	18%	N=37	51%	N=101	16%	N=31	2%	N=5	13%	N=25	100%	N=198
Public library services	28%	N=56	41%	N=80	5%	N=9	1%	N=2	25%	N=49	100%	N=197
Public information services	13%	N=26	45%	N=90	12%	N=24	2%	N=4	27%	N=54	100%	N=198
Bowling Green TV Channel 4	11%	N=21	28%	N=55	9%	N=18	2%	N=4	50%	N=98	100%	N=196
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	N=17	46%	N=91	15%	N=29	2%	N=4	28%	N=56	100%	N=197
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=23	49%	N=98	18%	N=36	3%	N=6	18%	N=36	100%	N=198
Bowling Green open space	9%	N=18	55%	N=108	15%	N=30	1%	N=3	20%	N=40	100%	N=198
City-sponsored special events	9%	N=18	48%	N=95	13%	N=26	3%	N=6	26%	N=51	100%	N=197
Overall customer service by Bowling Green employees (police, receptionists, planners, etc.)	15%	N=30	54%	N=107	13%	N=26	2%	N=4	16%	N=31	100%	N=197
City of Bowling Green website	12%	N=24	44%	N=87	10%	N=21	2%	N=3	32%	N=64	100%	N=198

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Bowling Green	22%	N=44	60%	N=118	15%	N=29	2%	N=4	2%	N=3	100%	N=197
The Federal Government	9%	N=18	35%	N=70	36%	N=71	13%	N=27	7%	N=13	100%	N=198

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Table 45: Question 12

Please rate the following categories of Bowling Green government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Bowling Green	12%	N=24	45%	N=87	27%	N=52	8%	N=16	8%	N=16	100%	N=196
The overall direction that Bowling Green is taking	19%	N=38	51%	N=99	24%	N=46	3%	N=5	4%	N=7	100%	N=196
The job Bowling Green government does at welcoming citizen involvement	11%	N=22	40%	N=78	21%	N=40	5%	N=9	24%	N=47	100%	N=196
Overall confidence in Bowling Green government	15%	N=30	41%	N=82	27%	N=54	6%	N=12	10%	N=20	100%	N=197
Generally acting in the best interest of the community	13%	N=26	46%	N=90	26%	N=51	4%	N=7	11%	N=22	100%	N=196
Being honest	15%	N=30	42%	N=82	23%	N=44	4%	N=8	16%	N=32	100%	N=196
Treating all residents fairly	13%	N=25	38%	N=75	19%	N=36	13%	N=25	18%	N=35	100%	N=196

Table 46: Question 13

Please rate how important, if at all, you think it is for the Bowling Green community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Bowling Green	56%	N=109	35%	N=68	9%	N=17	0%	N=0	100%	N=195
Overall ease of getting to the places you usually have to visit	32%	N=61	53%	N=101	15%	N=28	1%	N=1	100%	N=191
Quality of overall natural environment in Bowling Green	27%	N=52	56%	N=110	16%	N=31	1%	N=2	100%	N=195
Overall "built environment" of Bowling Green (including overall design, buildings, parks and transportation systems)	22%	N=43	59%	N=115	16%	N=30	3%	N=6	100%	N=194
Health and wellness opportunities in Bowling Green	39%	N=76	43%	N=83	18%	N=35	0%	N=1	100%	N=195
Overall opportunities for education and enrichment	41%	N=78	47%	N=91	12%	N=22	1%	N=2	100%	N=193
Overall economic health of Bowling Green	47%	N=91	47%	N=91	5%	N=10	1%	N=1	100%	N=194
Sense of community	30%	N=59	53%	N=103	16%	N=31	1%	N=1	100%	N=194

Table 47: Question 14

Please rate the following aspects of Bowling Green's parks and recreation facilities:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance of Bowling Green's parks and recreation facilities	36%	N=67	54%	N=101	4%	N=8	0%	N=1	5%	N=10	100%	N=186
Range of activities available at Bowling Green's parks and recreation facilities	25%	N=47	51%	N=95	10%	N=19	1%	N=3	12%	N=23	100%	N=187

Table 48: Question 15

Please rate the condition of residential and secondary roads...	Percent	Number
Excellent condition	6%	N=12
Good condition	62%	N=119
Fair condition	25%	N=49
Poor condition	6%	N=11
Don't know/unsure	1%	N=1
Total	100%	N=193

Table 49: Question 16

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:	Major source		Minor source		Not a source		Total	
City website (www.bgky.org)	59%	N=112	29%	N=55	13%	N=24	100%	N=191
Bowling Green Blog	6%	N=11	41%	N=77	53%	N=100	100%	N=188
City's Facebook page	28%	N=51	37%	N=68	35%	N=66	100%	N=185
City's Twitter feed	19%	N=36	39%	N=75	42%	N=79	100%	N=190

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Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:	Major source		Minor source		Not a source		Total	
City Enews	10%	N=19	39%	N=73	51%	N=94	100%	N=186
Local cable channel 4	30%	N=57	41%	N=76	29%	N=55	100%	N=188

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	21%	N=40	10%	N=19	15%	N=29	15%	N=29	40%	N=76	100%	N=192
Purchase goods or services from a business located in Bowling Green	1%	N=2	1%	N=2	13%	N=26	51%	N=99	34%	N=65	100%	N=193
Eat at least 5 portions of fruits and vegetables a day	3%	N=7	19%	N=36	38%	N=73	29%	N=55	11%	N=21	100%	N=192
Participate in moderate or vigorous physical activity	2%	N=3	14%	N=27	35%	N=68	32%	N=62	17%	N=33	100%	N=193
Read or watch local news (via television, paper, computer, etc.)	1%	N=2	17%	N=33	22%	N=43	26%	N=50	33%	N=64	100%	N=193
Vote in local elections	19%	N=36	3%	N=6	8%	N=16	20%	N=38	50%	N=97	100%	N=193

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=29
Very good	46%	N=88
Good	33%	N=63
Fair	6%	N=11
Poor	1%	N=1
Total	100%	N=192

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=16
Somewhat positive	27%	N=51
Neutral	52%	N=100
Somewhat negative	12%	N=23
Very negative	1%	N=1
Total	100%	N=192

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	66%	N=127
Working part time for pay	11%	N=22
Unemployed, looking for paid work	4%	N=8
Unemployed, not looking for paid work	3%	N=7
Fully retired	15%	N=28
Total	100%	N=192

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Table 54: Question D5

Do you work inside the boundaries of Bowling Green?	Percent	Number
Yes, outside the home	59%	N=113
Yes, from home	7%	N=13
No	34%	N=65
Total	100%	N=190

Table 55: Question D6

How many years have you lived in Bowling Green?	Percent	Number
Less than 2 years	11%	N=21
2 to 5 years	18%	N=35
6 to 10 years	20%	N=39
11 to 20 years	11%	N=22
More than 20 years	39%	N=73
Total	100%	N=190

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	54%	N=102
Building with two or more homes (duplex, townhome, apartment or condominium)	44%	N=84
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=190

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	58%	N=111
Owned	42%	N=80
Total	100%	N=191

Table 58: Question D9

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)?	Percent	Number
Less than \$300 per month	10%	N=19
\$300 to \$599 per month	24%	N=45
\$600 to \$999 per month	38%	N=72
\$1,000 to \$1,499 per month	18%	N=34
\$1,500 to \$2,499 per month	8%	N=16
\$2,500 or more per month	1%	N=2
Total	100%	N=187

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Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=125
Yes	33%	N=63
Total	100%	N=188

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	81%	N=154
Yes	19%	N=35
Total	100%	N=189

Table 61: Question D12

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.)	Percent	Number
Less than \$25,000	21%	N=40
\$25,000 to \$49,999	29%	N=54
\$50,000 to \$99,999	26%	N=49
\$100,000 to \$149,999	11%	N=21
\$150,000 or more	12%	N=23
Total	100%	N=185

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=185
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=4
Total	100%	N=189

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	7%	N=13
Black or African American	10%	N=19
White	84%	N=156
Other	1%	N=3

Total may exceed 100% as respondents could select more than one option.

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Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	8%	N=16
25 to 34 years	35%	N=66
35 to 44 years	13%	N=23
45 to 54 years	16%	N=31
55 to 64 years	11%	N=21
65 to 74 years	12%	N=22
75 years or older	4%	N=8
Total	100%	N=188

Table 65: Question D16

What is your sex?	Percent	Number
Female	52%	N=96
Male	48%	N=91
Total	100%	N=187

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	82%	N=155
Land line	7%	N=13
Both	11%	N=20
Total	100%	N=188

Appendix B: Benchmark Comparisons

Comparison Data

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 Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating 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. The City of Bowling Green chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities in the Southern Region with populations from 35,000 to 69,999).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Bowling Green’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “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. The second column is the rank assigned to Bowling Green’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Bowling Green’s rating to the benchmark.

In that final column, Bowling Green’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 Bowling Green residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Bowling Green	86%	202	421	Similar
Overall image or reputation of Bowling Green	83%	118	318	Similar
Bowling Green as a place to live	93%	142	358	Similar
Your neighborhood as a place to live	81%	185	280	Similar
Bowling Green as a place to raise children	89%	147	350	Similar
Bowling Green as a place to retire	70%	110	329	Similar
Overall appearance of Bowling Green	90%	81	326	Similar

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Bowling Green	81%	154	268	Similar	
	In your neighborhood during the day	97%	138	324	Similar	
	In Bowling Green's downtown/commercial area during the day	96%	108	276	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	73%	103	182	Similar	
	Availability of paths and walking trails	46%	243	283	Lower	
	Ease of walking in Bowling Green	50%	205	262	Lower	
	Ease of travel by bicycle in Bowling Green	27%	249	265	Lower	
	Ease of travel by public transportation in Bowling Green	22%	135	157	Lower	
	Ease of travel by car in Bowling Green	62%	160	272	Similar	
	Ease of public parking	57%	69	149	Similar	
	Traffic flow on major streets	39%	234	322	Similar	
	Natural Environment	Quality of overall natural environment in Bowling Green	87%	85	248	Similar
Cleanliness of Bowling Green		83%	102	249	Similar	
Air quality		79%	104	226	Similar	
Built Environment	Overall "built environment" of Bowling Green (including overall design, buildings, parks and transportation systems)	66%	75	171	Similar	
	Overall quality of new development in Bowling Green	73%	39	257	Similar	
	Availability of affordable quality housing	54%	93	274	Similar	
	Variety of housing options	66%	79	252	Similar	
	Public places where people want to spend time	78%	49	165	Similar	
Economy	Overall economic health of Bowling Green	80%	61	177	Similar	
	Vibrant downtown/commercial area	63%	49	160	Similar	
	Overall quality of business and service establishments in Bowling Green	79%	53	246	Similar	
	Cost of living in Bowling Green	69%	5	174	Higher	
	Shopping opportunities	80%	39	268	Higher	
	Employment opportunities	71%	6	285	Much higher	
	Bowling Green as a place to visit	67%	85	187	Similar	
	Bowling Green as a place to work	73%	114	327	Similar	
	Recreation and Wellness	Health and wellness opportunities in Bowling Green	69%	84	174	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of affordable quality mental health care	55%	39	150	Similar
	Availability of preventive health services	76%	56	210	Similar
	Availability of affordable quality health care	74%	56	234	Similar
	Availability of affordable quality food	82%	21	210	Higher
	Recreational opportunities	81%	76	276	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	47	166	Similar
Education and Enrichment	Overall opportunities for education and enrichment	82%	41	173	Higher
	Opportunities to participate in religious or spiritual events and activities	92%	11	182	Similar
	Opportunities to attend cultural/arts/music activities	80%	38	265	Higher
	Adult educational opportunities	78%	19	155	Higher
	K-12 education	87%	63	237	Similar
	Availability of affordable quality child care/preschool	61%	90	230	Similar
Community Engagement	Opportunities to participate in social events and activities	70%	70	232	Similar
	Neighborliness of Bowling Green	65%	76	166	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	61%	144	261	Similar
	Opportunities to participate in community matters	70%	85	247	Similar
	Opportunities to volunteer	83%	54	237	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Bowling Green	83%	132	408	Similar
Overall customer service by Bowling Green employees (police, receptionists, planners, etc.)	82%	176	344	Similar
Value of services for the taxes paid to Bowling Green	62%	122	370	Similar
Overall direction that Bowling Green is taking	73%	35	294	Higher
Job Bowling Green government does at welcoming citizen involvement	67%	45	287	Similar
Overall confidence in Bowling Green government	63%	36	174	Similar
Generally acting in the best interest of the community	67%	38	174	Similar
Being honest	68%	35	168	Similar
Treating all residents fairly	62%	73	173	Similar
Services provided by the Federal Government	47%	21	223	Similar

Table 70: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police services	83%	210	416	Similar
	Fire services	93%	98	340	Similar
	Ambulance or emergency medical services	92%	89	319	Similar
	Crime prevention	76%	126	327	Similar
	Fire prevention and education	86%	90	260	Similar
	Animal control	67%	164	316	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	74	257	Similar
Mobility	Traffic enforcement	64%	192	342	Similar
	Street repair	46%	173	388	Similar
	Street cleaning	66%	136	295	Similar
	Street lighting	75%	27	288	Higher
	Snow removal	59%	174	273	Similar
	Sidewalk maintenance	54%	154	295	Similar
	Traffic signal timing	42%	164	234	Similar
	Bus or transit services	45%	142	200	Similar
Natural Environment	Garbage collection	77%	253	321	Similar
	Recycling	71%	256	332	Similar
	Yard waste pick-up	69%	179	245	Similar
	Drinking water	81%	110	310	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	74%	66	235	Similar
Built Environment	Bowling Green open space	79%	38	158	Similar
	Storm drainage	66%	163	335	Similar
	Power (electric and/or gas) utility	87%	9	148	Similar
	Utility billing	73%	37	153	Similar
	Land use, planning and zoning	61%	32	274	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	61%	119	340	Similar
Economy	Economic development	82%	26	260	Higher
Recreation and Wellness	City parks	90%	73	303	Similar
	Recreation programs or classes	78%	142	321	Similar
	Recreation centers or facilities	77%	108	256	Similar
	Health services	79%	43	181	Similar
Education and Enrichment	City-sponsored special events	78%	80	189	Similar
	Public library services	92%	107	316	Similar
Community Engagement	Public information services	81%	69	263	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	68%	93	280	Similar
Recommend living in Bowling Green to someone who asks	91%	97	255	Similar
Remain in Bowling Green for the next five years	84%	128	248	Similar
Contacted Bowling Green (in-person, phone, email or web) for help or information	37%	238	286	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	29%	111	154	Similar
	Did NOT report a crime to the police	80%	75	170	Similar
	Household member was NOT a victim of a crime	92%	68	248	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	7%	118	140	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Carpooled with other adults or children instead of driving alone	46%	50	161	Similar
	Walked or biked instead of driving	45%	128	166	Lower
Natural Environment	Made efforts to conserve water	75%	132	155	Similar
	Made efforts to make your home more energy efficient	68%	146	157	Similar
	Recycle at home	69%	205	231	Lower
Built Environment	Did NOT observe a code violation or other hazard in Bowling Green	65%	33	161	Higher
	NOT experiencing housing costs stress	76%	44	226	Similar
Economy	Purchase goods or services from a business located in Bowling Green	98%	34	163	Similar
	Economy will have positive impact on income	35%	36	228	Similar
	Work inside boundaries of Bowling Green	66%	17	163	Much higher
Recreation and Wellness	Used Bowling Green recreation centers or their services	51%	159	215	Similar
	Visited a neighborhood park or City park	88%	71	248	Similar
	Eat at least 5 portions of fruits and vegetables a day	78%	136	159	Similar
	Participate in moderate or vigorous physical activity	85%	86	162	Similar
	In very good to excellent health	61%	96	162	Similar
Education and Enrichment	Used Bowling Green public libraries or their services	56%	172	217	Similar
	Participated in religious or spiritual activities in Bowling Green	61%	25	180	Higher
	Attended City-sponsored event	56%	70	166	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	23%	56	151	Similar
	Contacted Bowling Green elected officials (in-person, phone, email or web) to express your opinion	18%	67	163	Similar
	Volunteered your time to some group/activity in Bowling Green	45%	80	236	Similar
	Participated in a club	32%	65	216	Similar
	Talked to or visited with your immediate neighbors	84%	150	163	Similar
	Done a favor for a neighbor	73%	142	157	Similar
	Attended a local public meeting	17%	165	237	Similar
	Watched (online or on television) a local public meeting	30%	71	200	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	136	164	Similar
	Vote in local elections	78%	149	229	Similar

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Communities included in national comparisons

The communities included in Bowling Green’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Brookfield city, WI	37,920
Airway Heights city, WA	6,114	Brookline CDP, MA	58,732
Albany city, OR	50,158	Broomfield city, CO	55,889
Albemarle County, VA.....	98,970	Brownsburg town, IN	21,285
Albert Lea city, MN.....	18,016	Burien city, WA	33,313
Alexandria city, VA.....	139,966	Burleson city, TX.....	36,690
Algonquin village, IL.....	30,046	Cabarrus County, NC.....	178,011
Aliso Viejo city, CA	47,823	Cambridge city, MA.....	105,162
Altoona city, IA	14,541	Cannon Beach city, OR.....	1,690
American Canyon city, CA.....	19,454	Canton city, SD.....	3,057
Ames city, IA	58,965	Cape Coral city, FL	154,305
Andover CDP, MA.....	8,762	Cape Girardeau city, MO.....	37,941
Ankeny city, IA	45,582	Carlisle borough, PA.....	18,682
Ann Arbor city, MI.....	113,934	Carlsbad city, CA.....	105,328
Annapolis city, MD	38,394	Carroll city, IA.....	10,103
Apache Junction city, AZ.....	35,840	Cartersville city, GA.....	19,731
Apple Valley town, CA	69,135	Cary town, NC	135,234
Arapahoe County, CO.....	572,003	Casper city, WY	55,316
Arkansas City city, AR.....	366	Castine town, ME.....	1,366
Arlington city, TX	365,438	Castle Pines North city, CO	10,360
Arlington County, VA.....	207,627	Castle Rock town, CO.....	48,231
Arvada city, CO.....	106,433	Cedar Hill city, TX	45,028
Asheville city, NC	83,393	Cedar Rapids city, IA.....	126,326
Ashland city, OR	20,078	Celina city, TX.....	6,028
Ashland town, VA.....	7,225	Centennial city, CO.....	100,377
Aspen city, CO	6,658	Chambersburg borough, PA.....	20,268
Athens-Clarke County,	115,452	Chandler city, AZ	236,123
Auburn city, AL.....	53,380	Chandler city, TX	2,734
Auburn city, WA.....	70,180	Chanhausen city, MN.....	22,952
Augusta CCD, GA.....	134,777	Chapel Hill town, NC	57,233
Aurora city, CO	325,078	Charlotte city, NC.....	731,424
Austin city, TX	790,390	Charlotte County, FL	159,978
Bainbridge Island city, WA.....	23,025	Charlottesville city, VA.....	43,475
Baltimore city, MD.....	620,961	Chattanooga city, TN.....	167,674
Bartonville town, TX.....	1,469	Chesterfield County, VA.....	316,236
Battle Creek city, MI.....	52,347	Chippewa Falls city, WI	13,661
Bay City city, MI.....	34,932	Citrus Heights city, CA.....	83,301
Baytown city, TX.....	71,802	Clackamas County, OR	375,992
Bedford city, TX.....	46,979	Clarendon Hills village, IL	8,427
Bedford town, MA	13,320	Clayton city, MO	15,939
Bellevue city, WA	122,363	Clearwater city, FL	107,685
Bellingham city, WA	80,885	Cleveland Heights city, OH	46,121
Beltrami County, MN	44,442	Clinton city, SC	8,490
Benbrook city, TX.....	21,234	Clive city, IA	15,447
Bend city, OR.....	76,639	Clovis city, CA.....	95,631
Bettendorf city, IA.....	33,217	College Park city, MD	30,413
Billings city, MT.....	104,170	College Station city, TX	93,857
Blaine city, MN.....	57,186	Colleyville city, TX	22,807
Bloomfield Hills city, MI	3,869	Collinsville city, IL	25,579
Bloomington city, MN	82,893	Columbia city, MO.....	108,500
Blue Springs city, MO	52,575	Columbia city, SC.....	129,272
Boise City city, ID	205,671	Columbia Falls city, MT.....	4,688
Boone County, KY	118,811	Columbus city, WI.....	4,991
Boulder city, CO.....	97,385	Commerce City city, CO.....	45,913
Bowling Green city, KY	58,067	Concord city, CA	122,067
Bozeman city, MT	37,280	Concord town, MA.....	17,668
Brentwood city, MO.....	8,055	Coon Rapids city, MN	61,476
Brentwood city, TN	37,060	Copperas Cove city, TX.....	32,032
Brighton city, CO.....	33,352	Coronado city, CA	18,912
Brighton city, MI.....	7,444	Corvallis city, OR.....	54,462
Bristol city, TN	26,702	Creve Coeur city, MO	17,833
Broken Arrow city, OK.....	98,850	Cross Roads town, TX	1,563

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Dacono city, CO.....	4,152	Galveston city, TX.....	47,743
Dade City city, FL.....	6,437	Gardner city, KS.....	19,123
Dakota County, MN.....	398,552	Geneva city, NY.....	13,261
Dallas city, OR.....	14,583	Georgetown city, TX.....	47,400
Dallas city, TX.....	1,197,816	Gilbert town, AZ.....	208,453
Danville city, KY.....	16,218	Gillette city, WY.....	29,087
Dardenne Prairie city, MO.....	11,494	Glendora city, CA.....	50,073
Davenport city, IA.....	99,685	Glenview village, IL.....	44,692
Davidson town, NC.....	10,944	Globe city, AZ.....	7,532
Decatur city, GA.....	19,335	Golden city, CO.....	18,867
Del Mar city, CA.....	4,161	Golden Valley city, MN.....	20,371
Delaware city, OH.....	34,753	Goodyear city, AZ.....	65,275
Delray Beach city, FL.....	60,522	Grafton village, WI.....	11,459
Denison city, TX.....	22,682	Grand Blanc city, MI.....	8,276
Denton city, TX.....	113,383	Grand Island city, NE.....	48,520
Denver city, CO.....	600,158	Grants Pass city, OR.....	34,533
Derby city, KS.....	22,158	Grass Valley city, CA.....	12,860
Des Moines city, IA.....	203,433	Greeley city, CO.....	92,889
Des Peres city, MO.....	8,373	Greenville city, NC.....	84,554
Destin city, FL.....	12,305	Greenwich town, CT.....	61,171
Dothan city, AL.....	65,496	Greenwood Village city, CO.....	13,925
Douglas County, CO.....	285,465	Greer city, SC.....	25,515
Dover city, NH.....	29,987	Guilford County, NC.....	488,406
Dublin city, CA.....	46,036	Gunnison County, CO.....	15,324
Dublin city, OH.....	41,751	Hailey city, ID.....	7,960
Duluth city, MN.....	86,265	Haines Borough, AK.....	2,508
Duncanville city, TX.....	38,524	Hallandale Beach city, FL.....	37,113
Durham city, NC.....	228,330	Hamilton city, OH.....	62,477
Durham County, NC.....	267,587	Hanover County, VA.....	99,863
Eagle town, CO.....	6,508	Harrisburg city, SD.....	4,089
East Baton Rouge Parish, LA.....	440,171	Harrisonburg city, VA.....	48,914
East Grand Forks city, MN.....	8,601	Harrisonville city, MO.....	10,019
East Lansing city, MI.....	48,579	Hayward city, CA.....	144,186
Eau Claire city, WI.....	65,883	Henderson city, NV.....	257,729
Eden Prairie city, MN.....	60,797	Herndon town, VA.....	23,292
Edgerton city, KS.....	1,671	High Point city, NC.....	104,371
Edgewater city, CO.....	5,170	Highland Park city, IL.....	29,763
Edina city, MN.....	47,941	Highlands Ranch CDP, CO.....	96,713
Edmond city, OK.....	81,405	Holland city, MI.....	33,051
Edmonds city, WA.....	39,709	Honolulu County, HI.....	953,207
El Cerrito city, CA.....	23,549	Hooksett town, NH.....	13,451
El Dorado County, CA.....	181,058	Hopkins city, MN.....	17,591
El Paso city, TX.....	649,121	Hopkinton town, MA.....	14,925
Elk Grove city, CA.....	153,015	Hoquiam city, WA.....	8,726
Elk River city, MN.....	22,974	Horry County, SC.....	269,291
Elko New Market city, MN.....	4,110	Hudson city, OH.....	22,262
Elmhurst city, IL.....	44,121	Hudsonville city, MI.....	7,116
Encinitas city, CA.....	59,518	Huntersville town, NC.....	46,773
Englewood city, CO.....	30,255	Hurst city, TX.....	37,337
Erie town, CO.....	18,135	Hutchinson city, MN.....	14,178
Escambia County, FL.....	297,619	Hutto city, TX.....	14,698
Estes Park town, CO.....	5,858	Hyattsville city, MD.....	17,557
Fairview town, TX.....	7,248	Independence city, MO.....	116,830
Farmersville city, TX.....	3,301	Indian Trail town, NC.....	33,518
Farmington Hills city, MI.....	79,740	Indianola city, IA.....	14,782
Fayetteville city, NC.....	200,564	Iowa City city, IA.....	67,862
Fishers town, IN.....	76,794	Irving city, TX.....	216,290
Flower Mound town, TX.....	64,669	Issaquah city, WA.....	30,434
Forest Grove city, OR.....	21,083	Jackson County, MI.....	160,248
Fort Collins city, CO.....	143,986	James City County, VA.....	67,009
Fort Smith city, AR.....	86,209	Jefferson County, CO.....	534,543
Fort Worth city, TX.....	741,206	Jefferson County, NY.....	116,229
Fountain Hills town, AZ.....	22,489	Johnson City city, TN.....	63,152
Franklin city, TN.....	62,487	Johnston city, IA.....	17,278
Fredericksburg city, VA.....	24,286	Jupiter town, FL.....	55,156
Fremont city, CA.....	214,089	Kansas City city, KS.....	145,786
Friendswood city, TX.....	35,805	Kansas City city, MO.....	459,787
Fruita city, CO.....	12,646	Keizer city, OR.....	36,478
Gahanna city, OH.....	33,248	Kenmore city, WA.....	20,460
Gaithersburg city, MD.....	59,933	Kennedale city, TX.....	6,763

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Kennett Square borough, PA.....	6,072	Miami city, FL	399,457
Kettering city, OH	56,163	Middleton city, WI.....	17,442
Key West city, FL	24,649	Midland city, MI	41,863
King City city, CA	12,874	Milford city, DE	9,559
King County, WA.....	1,931,249	Milton city, GA	32,661
Kirkland city, WA.....	48,787	Minneapolis city, MN	382,578
Kirkwood city, MO.....	27,540	Mission Viejo city, CA	93,305
Knoxville city, IA.....	7,313	Modesto city, CA.....	201,165
La Mesa city, CA	57,065	Monterey city, CA.....	27,810
La Plata town, MD.....	8,753	Montgomery County, VA.....	94,392
La Porte city, TX	33,800	Monticello city, UT	1,972
La Vista city, NE.....	15,758	Monument town, CO	5,530
Lafayette city, CO	24,453	Mooresville town, NC.....	32,711
Laguna Beach city, CA.....	22,723	Morristown city, TN.....	29,137
Laguna Hills city, CA.....	30,344	Morrisville town, NC	18,576
Laguna Niguel city, CA	62,979	Morro Bay city, CA	10,234
Lake Oswego city, OR	36,619	Mountain Village town, CO.....	1,320
Lake Stevens city, WA.....	28,069	Mountlake Terrace city, WA	19,909
Lake Worth city, FL	34,910	Murphy city, TX	17,708
Lake Zurich village, IL	19,631	Naperville city, IL	141,853
Lakeville city, MN	55,954	Napoleon city, OH.....	8,749
Lakewood city, CO	142,980	Needham CDP, MA.....	28,886
Lakewood city, WA.....	58,163	New Braunfels city, TX	57,740
Lane County, OR.....	351,715	New Brighton city, MN.....	21,456
Lansing city, MI	114,297	New Hanover County, NC	202,667
Laramie city, WY.....	30,816	New Orleans city, LA	343,829
Larimer County, CO.....	299,630	New Smyrna Beach city, FL	22,464
Las Cruces city, NM.....	97,618	Newberg city, OR.....	22,068
Las Vegas city, NV	583,756	Newport city, RI.....	24,672
Lawrence city, KS.....	87,643	Newport News city, VA.....	180,719
Lee's Summit city, MO.....	91,364	Newton city, IA	15,254
Lehi city, UT	47,407	Noblesville city, IN	51,969
Lenexa city, KS	48,190	Nogales city, AZ	20,837
Lewis County, NY.....	27,087	Norcross city, GA	9,116
Lewiston city, ID.....	31,894	Norfolk city, VA.....	242,803
Lewisville city, TX.....	95,290	North Port city, FL.....	57,357
Libertyville village, IL.....	20,315	North Richland Hills city, TX.....	63,343
Lincoln city, NE.....	258,379	Northglenn city, CO.....	35,789
Lindsborg city, KS	3,458	Novato city, CA	51,904
Littleton city, CO	41,737	Novi city, MI	55,224
Livermore city, CA.....	80,968	O'Fallon city, IL.....	28,281
Lombard village, IL	43,165	O'Fallon city, MO.....	79,329
Lone Tree city, CO	10,218	Oak Park village, IL	51,878
Long Grove village, IL	8,043	Oakland city, CA	390,724
Longmont city, CO	86,270	Oakley city, CA	35,432
Longview city, TX.....	80,455	Ogdensburg city, NY	11,128
Lonsdale city, MN.....	3,674	Oklahoma City city, OK.....	579,999
Los Alamos County, NM.....	17,950	Olathe city, KS	125,872
Louisville city, CO.....	18,376	Old Town city, ME.....	7,840
Lynchburg city, VA	75,568	Olmsted County, MN	144,248
Lynnwood city, WA	35,836	Olympia city, WA	46,478
Macomb County, MI.....	840,978	Orland Park village, IL	56,767
Manhattan Beach city, CA.....	35,135	Oshkosh city, WI.....	66,083
Manhattan city, KS	52,281	Oshtemo charter township, MI.....	21,705
Mankato city, MN	39,309	Otsego County, MI	24,164
Maple Grove city, MN	61,567	Overland Park city, KS.....	173,372
Martinez city, CA.....	35,824	Oviedo city, FL.....	33,342
Maryland Heights city, MO.....	27,472	Paducah city, KY	25,024
Marysville city, WA	60,020	Palm Beach Gardens city, FL.....	48,452
Matthews town, NC.....	27,198	Palm Coast city, FL.....	75,180
McAllen city, TX	129,877	Palo Alto city, CA	64,403
McDonough city, GA.....	22,084	Papillion city, NE	18,894
McMinnville city, OR	32,187	Paradise Valley town, AZ	12,820
Menlo Park city, CA	32,026	Park City city, UT	7,558
Mercer Island city, WA	22,699	Parker town, CO	45,297
Meridian charter township, MI	39,688	Parkland city, FL	23,962
Meridian city, ID	75,092	Pasadena city, CA	137,122
Merriam city, KS.....	11,003	Pasco city, WA.....	59,781
Mesa County, CO	146,723	Pasco County, FL	464,697
Miami Beach city, FL	87,779	Pearland city, TX.....	91,252

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Peoria city, AZ	154,065	Schaumburg village, IL.....	74,227
Peoria city, IL	115,007	Scott County, MN	129,928
Peoria County, IL	186,494	Scottsdale city, AZ	217,385
Pflugerville city, TX	46,936	Seaside city, CA	33,025
Phoenix city, AZ.....	1,445,632	SeaTac city, WA.....	26,909
Pinehurst village, NC	13,124	Sevierville city, TN	14,807
Piqua city, OH.....	20,522	Shawnee city, KS	62,209
Pitkin County, CO.....	17,148	Sheboygan city, WI.....	49,288
Plano city, TX	259,841	Shoreview city, MN	25,043
Platte City city, MO.....	4,691	Shorewood city, MN	7,307
Plymouth city, MN.....	70,576	Shorewood village, IL.....	15,615
Pocatello city, ID.....	54,255	Shorewood village, WI	13,162
Polk County, IA.....	430,640	Sierra Vista city, AZ.....	43,888
Pompano Beach city, FL	99,845	Sioux Center city, IA	7,048
Port Orange city, FL	56,048	Sioux Falls city, SD.....	153,888
Portland city, OR.....	583,776	Skokie village, IL.....	64,784
Post Falls city, ID	27,574	Snellville city, GA	18,242
Prince William County, VA.....	402,002	Snowmass Village town, CO.....	2,826
Prior Lake city, MN.....	22,796	South Lake Tahoe city, CA.....	21,403
Pueblo city, CO	106,595	Southborough town, MA.....	9,767
Purcellville town, VA.....	7,727	Southlake city, TX	26,575
Queen Creek town, AZ	26,361	Spokane Valley city, WA	89,755
Radnor township, PA.....	31,531	Spring Hill city, KS.....	5,437
Ramsey city, MN.....	23,668	Springboro city, OH.....	17,409
Raymond town, ME.....	4,436	Springfield city, MO.....	159,498
Raymore city, MO.....	19,206	Springville city, UT	29,466
Redmond city, WA	54,144	St. Augustine city, FL	12,975
Rehoboth Beach city, DE	1,327	St. Charles city, IL.....	32,974
Reno city, NV.....	225,221	St. Cloud city, FL.....	35,183
Reston CDP, VA	58,404	St. Cloud city, MN	65,842
Richmond city, CA.....	103,701	St. Joseph city, MO	76,780
Richmond Heights city, MO.....	8,603	St. Louis County, MN.....	200,226
Rifle city, CO.....	9,172	St. Louis Park city, MN	45,250
Rio Rancho city, NM.....	87,521	Stallings town, NC.....	13,831
River Falls city, WI	15,000	State College borough, PA	42,034
Riverside city, CA	303,871	Steamboat Springs city, CO	12,088
Riverside city, MO.....	2,937	Sterling Heights city, MI	129,699
Roanoke County, VA	92,376	Sugar Grove village, IL	8,997
Rochester Hills city, MI.....	70,995	Sugar Land city, TX.....	78,817
Rock Hill city, SC.....	66,154	Suisun City city, CA	28,111
Rockville city, MD.....	61,209	Summit city, NJ.....	21,457
Rogers city, MN	8,597	Summit County, UT.....	36,324
Rolla city, MO	19,559	Sunnyvale city, CA	140,081
Roselle village, IL.....	22,763	Surprise city, AZ.....	117,517
Rosemount city, MN	21,874	Suwanee city, GA.....	15,355
Rosenberg city, TX.....	30,618	Tacoma city, WA.....	198,397
Roseville city, MN.....	33,660	Takoma Park city, MD	16,715
Round Rock city, TX.....	99,887	Tamarac city, FL	60,427
Royal Oak city, MI.....	57,236	Temecula city, CA	100,097
Saco city, ME.....	18,482	Tempe city, AZ	161,719
Sahuarita town, AZ	25,259	Temple city, TX.....	66,102
Salida city, CO	5,236	Texarkana city, TX	36,411
Sammamish city, WA	45,780	The Woodlands CDP, TX.....	93,847
San Anselmo town, CA	12,336	Thornton city, CO.....	118,772
San Antonio city, TX.....	1,327,407	Thousand Oaks city, CA.....	126,683
San Carlos city, CA.....	28,406	Tigard city, OR.....	48,035
San Diego city, CA	1,307,402	Tracy city, CA	82,922
San Francisco city, CA	805,235	Trinidad CCD, CO	12,017
San Jose city, CA	945,942	Tualatin city, OR	26,054
San Juan County, NM.....	130,044	Tulsa city, OK	391,906
San Marcos city, CA	83,781	Twin Falls city, ID	44,125
San Marcos city, TX.....	44,894	Tyler city, TX	96,900
San Rafael city, CA.....	57,713	Umatilla city, OR	6,906
Sanford city, FL.....	53,570	University Park city, TX.....	23,068
Sangamon County, IL.....	197,465	Upper Arlington city, OH.....	33,771
Santa Clarita city, CA.....	176,320	Urbandale city, IA	39,463
Santa Fe County, NM	144,170	Vail town, CO.....	5,305
Santa Monica city, CA.....	89,736	Vancouver city, WA.....	161,791
Sarasota County, FL.....	379,448	Vernon Hills village, IL.....	25,113
Savage city, MN.....	26,911	Vestavia Hills city, AL	34,033

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Victoria city, MN.....	7,345	White House city, TN	10,255
Vienna town, VA	15,687	Wichita city, KS.....	382,368
Virginia Beach city, VA.....	437,994	Williamsburg city, VA.....	14,068
Wake Forest town, NC.....	30,117	Willowbrook village, IL	8,540
Walnut Creek city, CA.....	64,173	Wilmington city, NC.....	106,476
Washington County, MN.....	238,136	Wilsonville city, OR.....	19,509
Washington town, NH	1,123	Winchester city, VA	26,203
Watauga city, TX	23,497	Windsor town, CO.....	18,644
Wauwatosa city, WI	46,396	Windsor town, CT	29,044
Waverly city, IA	9,874	Winnetka village, IL	12,187
Weddington town, NC	9,459	Winston-Salem city, NC.....	229,617
Wentzville city, MO.....	29,070	Winter Garden city, FL.....	34,568
West Carrollton city, OH	13,143	Woodbury city, MN.....	61,961
West Chester borough, PA.....	18,461	Woodland city, CA.....	55,468
West Des Moines city, IA.....	56,609	Wrentham town, MA	10,955
Western Springs village, IL	12,975	Wyandotte County, KS	157,505
Westerville city, OH.....	36,120	Yakima city, WA.....	91,067
Westlake town, TX	992	York County, VA.....	65,464
Westminster city, CO.....	106,114	Yorktown town, IN.....	9,405
Weston town, MA.....	11,261	Yountville city, CA	2,933
Wheat Ridge city, CO	30,166		

Southern Region with Populations from 35,000 to 69,999 Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Bowling Green	86%	18	36	Similar
Overall image or reputation of Bowling Green	83%	9	27	Similar
Bowling Green as a place to live	93%	11	25	Similar
Your neighborhood as a place to live	81%	12	20	Similar
Bowling Green as a place to raise children	89%	13	28	Similar
Bowling Green as a place to retire	70%	13	27	Similar
Overall appearance of Bowling Green	90%	4	29	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Bowling Green	81%	15	26	Similar
	In your neighborhood during the day	97%	6	26	Similar
	In Bowling Green's downtown/commercial area during the day	96%	5	22	Similar
Mobility	Overall ease of getting to the places you usually have to visit	73%	7	15	Similar
	Availability of paths and walking trails	46%	18	22	Similar
	Ease of walking in Bowling Green	50%	14	22	Similar
	Ease of travel by bicycle in Bowling Green	27%	20	21	Lower
	Ease of travel by public transportation in Bowling Green	22%	10	11	Lower
	Ease of travel by car in Bowling Green	62%	13	23	Similar
	Ease of public parking	57%	6	12	Similar
	Traffic flow on major streets	39%	23	29	Similar
Natural Environment	Quality of overall natural environment in Bowling Green	87%	6	20	Higher
	Cleanliness of Bowling Green	83%	5	18	Similar
	Air quality	79%	7	19	Similar
Built Environment	Overall "built environment" of Bowling Green (including overall design, buildings, parks and transportation systems)	66%	4	13	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Overall quality of new development in Bowling Green	73%	5	23	Similar
	Availability of affordable quality housing	54%	5	20	Similar
	Variety of housing options	66%	5	20	Similar
	Public places where people want to spend time	78%	3	13	Similar
Economy	Overall economic health of Bowling Green	80%	5	14	Similar
	Vibrant downtown/commercial area	63%	5	14	Similar
	Overall quality of business and service establishments in Bowling Green	79%	5	19	Similar
	Cost of living in Bowling Green	69%	1	13	Higher
	Shopping opportunities	80%	3	19	Higher
	Employment opportunities	71%	2	22	Higher
	Bowling Green as a place to visit	67%	5	14	Similar
	Bowling Green as a place to work	73%	9	27	Similar
	Recreation and Wellness	Health and wellness opportunities in Bowling Green	69%	9	14
Availability of affordable quality mental health care		55%	4	12	Similar
Availability of preventive health services		76%	5	16	Similar
Availability of affordable quality health care		74%	4	18	Similar
Availability of affordable quality food		82%	2	17	Similar
Recreational opportunities		81%	5	20	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)		77%	4	13	Similar
Education and Enrichment	Overall opportunities for education and enrichment	82%	5	14	Similar
	Opportunities to participate in religious or spiritual events and activities	92%	1	15	Similar
	Opportunities to attend cultural/arts/music activities	80%	4	21	Higher
	Adult educational opportunities	78%	3	13	Higher
	K-12 education	87%	2	19	Higher
	Availability of affordable quality child care/preschool	61%	8	18	Similar
Community Engagement	Opportunities to participate in social events and activities	70%	5	18	Similar
	Neighborhoodness of Bowling Green	65%	5	14	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	61%	12	22	Similar
	Opportunities to participate in community matters	70%	8	21	Similar
	Opportunities to volunteer	83%	4	19	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Bowling Green	83%	7	29	Similar
Overall customer service by Bowling Green employees (police, receptionists, planners, etc.)	82%	13	29	Similar
Value of services for the taxes paid to Bowling Green	62%	9	30	Similar
Overall direction that Bowling Green is taking	73%	2	21	Higher
Job Bowling Green government does at welcoming citizen involvement	67%	2	20	Similar
Overall confidence in Bowling Green government	63%	1	13	Higher
Generally acting in the best interest of the community	67%	2	13	Higher

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	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Being honest	68%	1	13	Higher
Treating all residents fairly	62%	4	13	Similar
Services provided by the Federal Government	47%	3	17	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	83%	17	34	Similar
	Fire services	93%	8	30	Similar
	Ambulance or emergency medical services	92%	6	25	Similar
	Crime prevention	76%	8	29	Similar
	Fire prevention and education	86%	6	21	Similar
	Animal control	67%	13	20	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	8	22	Similar
Mobility	Traffic enforcement	64%	15	28	Similar
	Street repair	46%	16	27	Similar
	Street cleaning	66%	7	21	Similar
	Street lighting	75%	1	23	Higher
	Snow removal	59%	6	8	Similar
	Sidewalk maintenance	54%	14	24	Similar
	Traffic signal timing	42%	12	19	Similar
	Bus or transit services	45%	13	15	Similar
Natural Environment	Garbage collection	77%	26	33	Similar
	Recycling	71%	25	33	Similar
	Yard waste pick-up	69%	20	27	Similar
	Drinking water	81%	8	27	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	74%	3	17	Similar
	Bowling Green open space	79%	1	10	Higher
Built Environment	Storm drainage	66%	13	29	Similar
	Power (electric and/or gas) utility	87%	1	14	Similar
	Utility billing	73%	4	15	Similar
	Land use, planning and zoning	61%	1	18	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	61%	11	30	Similar
Economy	Economic development	82%	3	20	Higher
Recreation and Wellness	City parks	90%	4	25	Similar
	Recreation programs or classes	78%	12	25	Similar
	Recreation centers or facilities	77%	11	24	Similar
	Health services	79%	5	14	Similar
Education and Enrichment	City-sponsored special events	78%	9	18	Similar
	Public library services	92%	10	26	Similar
Community Engagement	Public information services	81%	5	24	Similar

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Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	68%	8	20	Similar
Recommend living in Bowling Green to someone who asks	91%	8	20	Similar
Remain in Bowling Green for the next five years	84%	8	19	Similar
Contacted Bowling Green (in-person, phone, email or web) for help or information	37%	24	24	Lower

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	29%	12	13	Lower
	Did NOT report a crime to the police	80%	4	13	Similar
	Household member was NOT a victim of a crime	92%	4	18	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	7%	7	10	Lower
	Carpooled with other adults or children instead of driving alone	46%	4	13	Similar
	Walked or biked instead of driving	45%	8	13	Similar
Natural Environment	Made efforts to conserve water	75%	13	13	Similar
	Made efforts to make your home more energy efficient	68%	12	13	Similar
	Recycle at home	69%	17	19	Lower
Built Environment	Did NOT observe a code violation or other hazard in Bowling Green	65%	1	13	Higher
	NOT experiencing housing costs stress	76%	3	20	Similar
Economy	Purchase goods or services from a business located in Bowling Green	98%	3	13	Similar
	Economy will have positive impact on income	35%	5	19	Similar
	Work inside boundaries of Bowling Green	66%	2	13	Higher
Recreation and Wellness	Used Bowling Green recreation centers or their services	51%	13	20	Similar
	Visited a neighborhood park or City park	88%	2	21	Similar
	Eat at least 5 portions of fruits and vegetables a day	78%	11	12	Similar
	Participate in moderate or vigorous physical activity	85%	4	13	Similar
	In very good to excellent health	61%	7	13	Similar
Education and Enrichment	Used Bowling Green public libraries or their services	56%	11	16	Similar
	Participated in religious or spiritual activities in Bowling Green	61%	6	15	Similar
	Attended City-sponsored event	56%	4	13	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	23%	4	12	Similar
	Contacted Bowling Green elected officials (in-person, phone, email or web) to express your opinion	18%	5	12	Similar
	Volunteered your time to some group/activity in Bowling Green	45%	8	19	Similar
	Participated in a club	32%	6	18	Similar
	Talked to or visited with your immediate neighbors	84%	12	13	Similar

The National Citizen Survey™

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Done a favor for a neighbor	73%	12	13	Similar
Attended a local public meeting	17%	16	19	Similar
Watched (online or on television) a local public meeting	30%	7	17	Similar
Read or watch local news (via television, paper, computer, etc.)	82%	11	13	Similar
Vote in local elections	78%	7	18	Similar

Communities included in Southern Region comparisons

The communities included in Bowling Green’s custom comparisons are listed below along with their population according to the 2010 Census.

Annapolis city, MD	38,394	Hurst city, TX.....	37,337
Auburn city, AL	53,380	James City County, VA	67,009
Bedford city, TX.....	46,979	Johnson City city, TN.....	63,152
Bowling Green city, KY	58,067	Jupiter town, FL.....	55,156
Brentwood city, TN	37,060	New Braunfels city, TX	57,740
Burleson city, TX.....	36,690	North Port city, FL.....	57,357
Cedar Hill city, TX	45,028	North Richland Hills city, TX.....	63,343
Chapel Hill town, NC	57,233	Palm Beach Gardens city, FL.....	48,452
Charlottesville city, VA.....	43,475	Pflugerville city, TX	46,936
Delray Beach city, FL.....	60,522	Port Orange city, FL	56,048
Dothan city, AL	65,496	Reston CDP, VA	58,404
Duncanville city, TX.....	38,524	Rock Hill city, SC.....	66,154
Flower Mound town, TX.....	64,669	Rockville city, MD.....	61,209
Franklin city, TN.....	62,487	San Marcos city, TX.....	44,894
Friendswood city, TX.....	35,805	Sanford city, FL.....	53,570
Gaithersburg city, MD.....	59,933	St. Cloud city, FL.....	35,183
Galveston city, TX.....	47,743	Tamarac city, FL	60,427
Georgetown city, TX.....	47,400	Temple city, TX.....	66,102
Hallandale Beach city, FL.....	37,113	Texarkana city, TX	36,411
Harrisonburg city, VA	48,914	York County, VA.....	65,464
Huntersville town, NC.....	46,773		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Bowling Green funded this research. Please contact Kim Lancaster of the City of Bowling Green at kim.lancaster@bgky.org if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a

body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

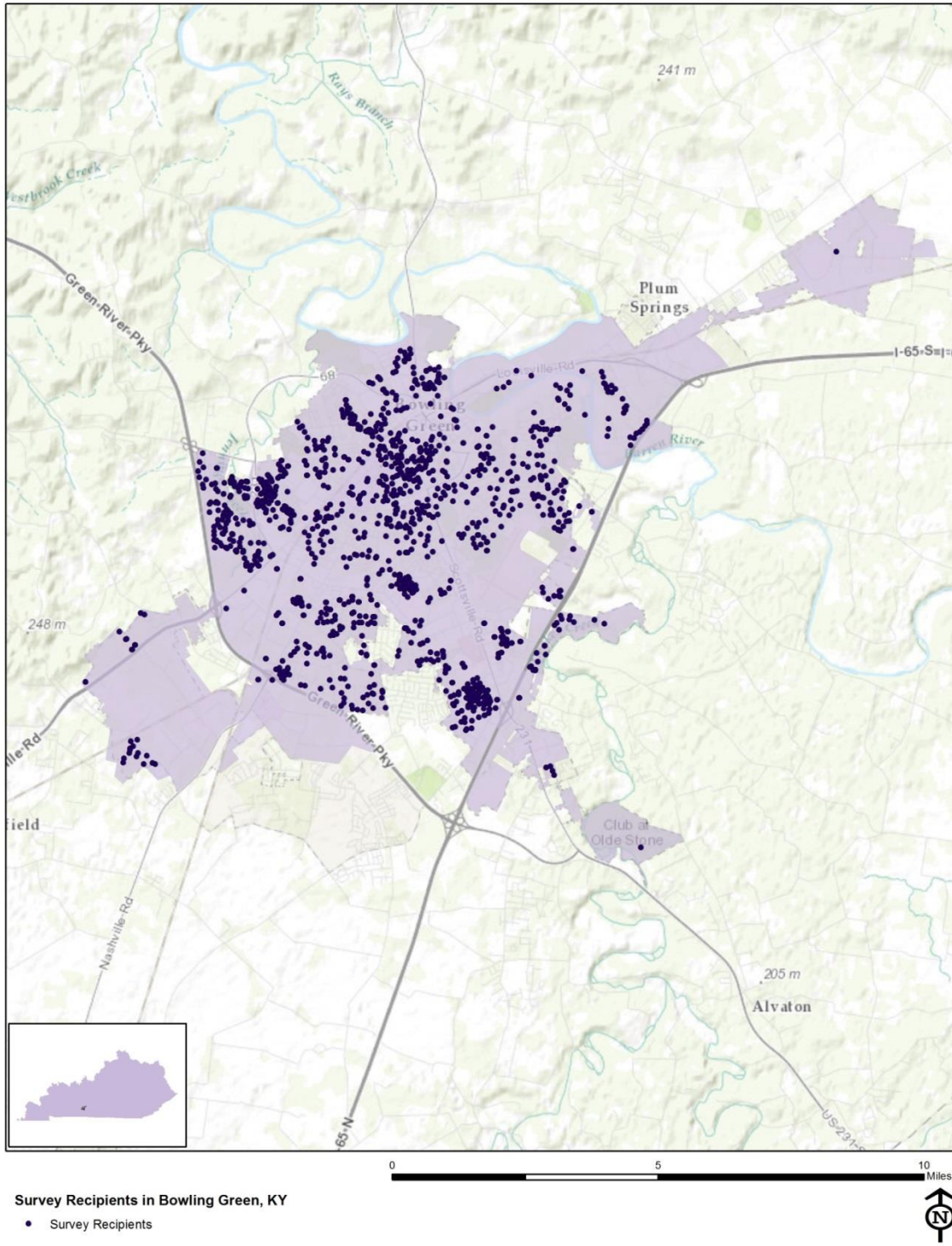
Survey Sampling

The 2016 administration of The NCS for Bowling Green utilized address-based sampling with online data collection. "Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Bowling Green were eligible to participate in the survey. A list of all households within the zip codes serving Bowling Green was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Bowling Green 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 (updated on a quarterly basis) and addresses located outside of the City of Bowling Green boundaries were removed from consideration.

To choose the 1,800 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introductory letter.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on July 1, 2016. The first mailing was a prenotification postcard announcing the upcoming survey and providing a URL to the web-based survey. The next mailing contained a letter from the City Manager inviting the household to participate with instructions directing the resident to complete the survey online. The final mailing was an additional postcard reminding residents to complete the online questionnaire. Completed surveys were collected over the following seven weeks.

About 8% of the 1,800 invitations mailed were returned because the housing unit was vacant or the postal service was unable to deliver the postcard as addressed. Of the remaining 1,662 households that received the invitation, 223 completed the survey, providing an overall response rate of 13%. Response rates for resident surveys utilizing address-based sampling with online data collection range from about 9% to 15%.

Confidence Intervals

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.¹

The margin of error for the City of Bowling Green survey is no greater than plus or minus seven percentage points around any given percent reported for the entire sample (223 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

NRC used Qualtrics, a web-based survey and analytics platform, to collect the data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

Upon receipt, completed surveys were automatically entered into an electronic dataset and assigned a unique identification number. A series of quality control checks are also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Bowling Green. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing type (attached or detached), race/ethnicity, sex and age. The results of the weighting scheme are presented in the following table.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 79: Bowling Green, KY 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	59%	38%	58%
Own home	41%	62%	42%
Detached unit	55%	65%	55%
Attached unit	45%	35%	45%
Race and Ethnicity			
White	79%	88%	80%
Not white	21%	12%	20%
Not Hispanic	95%	97%	98%
Hispanic	5%	3%	2%
Sex and Age			
Female	52%	52%	52%
Male	48%	48%	48%
18-34 years of age	45%	18%	44%
35-54 years of age	29%	39%	29%
55+ years of age	26%	43%	27%
Females 18-34	23%	8%	22%
Females 35-54	15%	22%	17%
Females 55+	15%	23%	13%
Males 18-34	23%	10%	23%
Males 35-54	14%	18%	12%
Males 55+	11%	20%	13%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). 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” and “good,” “very safe” and “somewhat safe,” “essential” and “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 Appendix A. 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.

Appendix D: Survey Materials

Dear Bowling Green Resident,

It won't take much of your time to make a big difference!

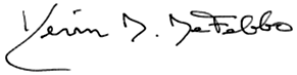
Your household has been randomly selected to participate in a survey about your community.

Please complete the survey online at:

www.n-r-c.com/survey/bowlinggreen2016.htm

Thank you for helping create a better City!

Sincerely,



Kevin DeFebbo
City Manager

Dear Bowling Green Resident,

It won't take much of your time to make a big difference!

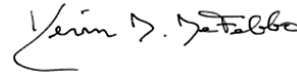
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City Manager

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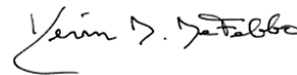
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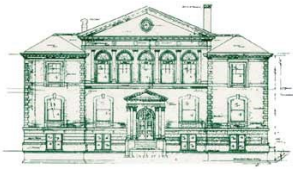
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City Manager

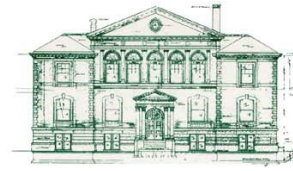


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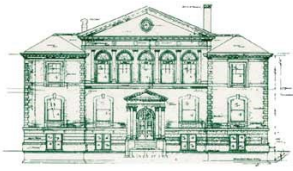


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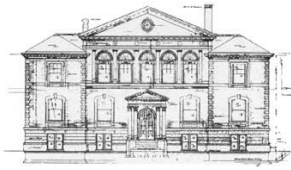


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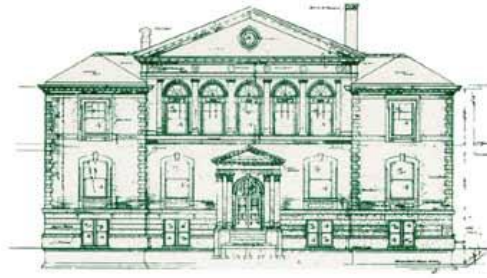
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DEBORAH JENKINS, CFE, CICA
Internal Auditor

MARILYN PARRIGIN,
Purchasing Agent

KIM LANCASTER
*Executive Assistant/
Public Information Officer*



KATIE SCHALLER, CMC, CKMC
Assistant City Manager/City Clerk

ASHLEY JACKSON, CKMC
Assistant City Clerk

LAURA HARRIS
*Graphic Designer/
Broadcasting Coordinator*

CITY OF BOWLING GREEN
F O U N D E D 1 7 9 8

KEVIN D. DeFEBBO
City Manager

July 2016

Dear City of Bowling Green Resident:

Please help us shape the future of Bowling Green! You have been selected at random to participate in the 2016 Bowling Green Citizen Survey.

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Bowling Green make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **Please complete the survey online at:**
www.n-r-c.com/survey/bowlinggreen2016.htm

If you have any questions about the survey please call 270-393-3642.

Thank you for your time and participation!

Sincerely,

A handwritten signature in cursive script that reads "Kevin D. DeFebbo".

Kevin DeFebbo
City Manager

1001 COLLEGE STREET
POST OFFICE BOX 430 • BOWLING GREEN • KY • 42102-0430
270.393.3000 • TTD PHONE NUMBER 1.800.545.1833 EXTENSION 330
FAX 270.393.3698 • www.bgky.org

Dear Bowling Green Resident,

Just a reminder – if you have not yet completed Bowling Green’s 2016 Community Survey, please do so.

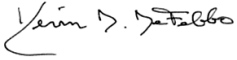
Your participation in this survey is very important – your answers will help the Bowling Green Board of Commissioners make decisions that affect your community.

Please complete the survey online at:

www.n-r-c.com/survey/bowlinggreen2016.htm

Thank you very much!

Sincerely,



Kevin DeFebbo
City Manager

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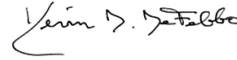
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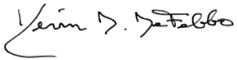
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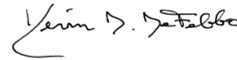
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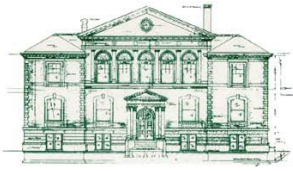
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Sincerely,



Kevin DeFebbo
City Manager



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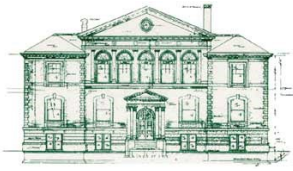


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The City of Bowling Green 2016 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Bowling Green:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Bowling Green as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Bowling Green as a place to raise children	1	2	3	4	5
Bowling Green as a place to work.....	1	2	3	4	5
Bowling Green as a place to visit	1	2	3	4	5
Bowling Green as a place to retire	1	2	3	4	5
The overall quality of life in Bowling Green.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Bowling Green as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Bowling Green	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Bowling Green	1	2	3	4	5
Overall "built environment" of Bowling Green (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Bowling Green	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Bowling Green.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Bowling Green	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Bowling Green to someone who asks	1	2	3	4	5
Remain in Bowling Green for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Bowling Green's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Bowling Green as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 Bowling Green.....	1	2	3	4	5
Ease of travel by public transportation in Bowling Green	1	2	3	4	5
Ease of travel by bicycle in Bowling Green.....	1	2	3	4	5
Ease of walking in Bowling Green	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Bowling Green	1	2	3	4	5
Overall appearance of Bowling Green	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
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

6. Please rate each of the following characteristics as they relate to Bowling Green as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Bowling Green	1	2	3	4	5
Overall quality of business and service establishments in Bowling Green	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Bowling Green	1	2	3	4	5
Opportunities to participate in social events and activities	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
Neighborliness of residents in Bowling Green	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Bowling Green (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Bowling Green	1	2
Reported a crime to the police in Bowling Green	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Bowling Green (in-person, phone, email or web) for help or information	1	2
Contacted Bowling Green elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Bowling Green?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Bowling Green recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Bowling Green public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Bowling Green	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Bowling Green	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like the City of Bowling Green Board of Commissioners or Warren County Fiscal Court, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting	1	2	3	4

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10. Please rate the quality of each of the following services in Bowling Green:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Bowling Green Police Department Services	1	2	3	4	5
Bowling Green Fire Department Services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	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
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	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
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Bowling Green TV Channel 4.....	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 such as open space, farmlands and greenbelts.....	1	2	3	4	5
Bowling Green open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Bowling Green employees (police, receptionists, planners, etc.).....	1	2	3	4	5
City of Bowling Green website	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Bowling Green.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Bowling Green government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Bowling Green	1	2	3	4	5
The overall direction that Bowling Green is taking	1	2	3	4	5
The job Bowling Green government does at welcoming citizen involvement ...	1	2	3	4	5
Overall confidence in Bowling Green 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
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Bowling Green community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Bowling Green	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Bowling Green	1	2	3	4
Overall “built environment” of Bowling Green (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Bowling Green	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Bowling Green.....	1	2	3	4
Sense of community.....	1	2	3	4

14. Please rate the following aspects of Bowling Green’s parks and recreation facilities:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don’t know</i>
Appearance of Bowling Green’s parks and recreation facilities	1	2	3	4	5
Range of activities available at Bowling Green’s parks and recreation facilities.....	1	2	3	4	5

15. Please rate the condition of residential and secondary roads within the city limits of Bowling Green (exclude state roads and federal highways that have route numbers, for example, U.S. 231 Scottsville Road, U.S. 31W Nashville Road, etc., which are not maintained by the City of Bowling Green).

- Excellent condition
- Good condition
- Fair condition
- Poor condition
- Don’t know/unsure

16. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information from the City of Bowling Green:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (www.bgky.org)	1	2	3
Bowling Green Blog	1	2	3
City’s Facebook page	1	2	3
City’s Twitter feed.....	1	2	3
City Enews	1	2	3
Local cable channel 4.....	1	2	3

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Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Bowling Green	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Bowling Green?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Bowling Green?

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

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

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