



2025 City of Sterling Heights Residential Survey Findings Report

**Presented to the City of Sterling Heights, MI
September 2025**



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Executive Summary

2025 City of Sterling Heights Residential Survey

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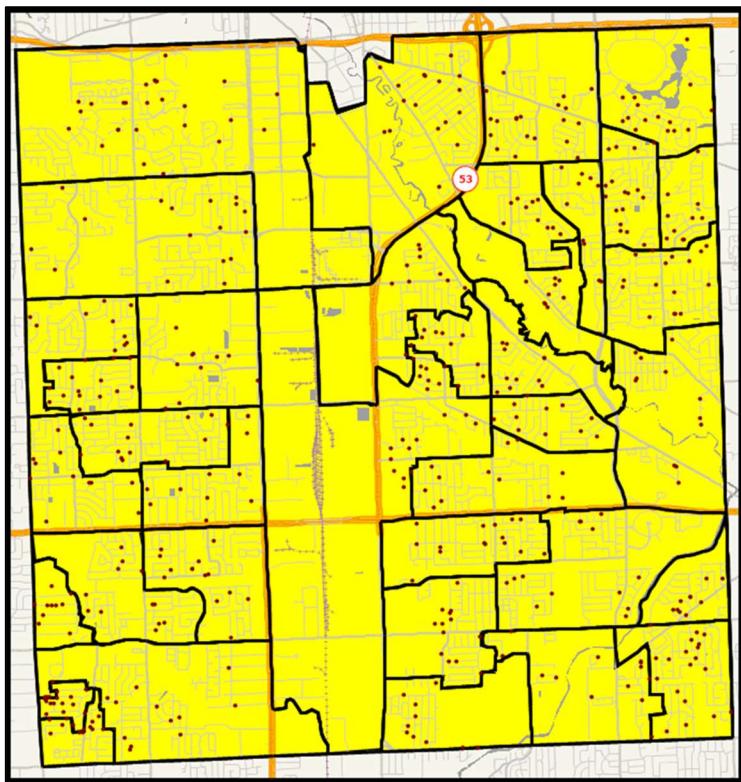


Purpose and Methodology

During July and August of 2025, ETC Institute administered a residential survey for the City of Sterling Heights. The purpose of the survey was to gather input from residents on service quality, priorities and overall performance. This is the third time ETC Institute has administered a community survey for the City of Sterling Heights; the first was conducted in 2017.

A seven-page survey was mailed to a random sample of households throughout the City of Sterling Heights. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to fill out the survey over the internet.

The goal was to receive at least 500 completed surveys. This goal was met, with a total of 522 households completing a survey. The results for the random sample of 522 households have a 95% level of confidence with a precision of at least $+/-4.3\%$. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online). To ensure that households throughout the City were well represented, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



Interpretation of “Don’t Know”

Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

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This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey and trends from 2017 and 2021 (Section 1)
- benchmarking data that show how the results for the City of Sterling Heights compare to other U.S. communities (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Major Findings

Satisfaction with Items That Influence Perceptions of the City. Eighty-three percent (83%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the City of Sterling Heights as a place to live; 78% were satisfied with the overall quality of life in the City, and 76% were satisfied with the overall image of the City. Residents were least satisfied with the City as a place to retire (56%).

Public Safety. Ninety-two percent (92%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of local fire protection; 90% were satisfied with how quickly fire department personnel respond to emergencies; 89% were satisfied with how quickly emergency medical personnel respond to emergencies, and 89% were satisfied with the overall quality of emergency medical services. Residents were least satisfied with the visibility of police in retail areas (52%).

Public Safety Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the public safety services that respondents feel are most important for the City to emphasize over the next two years are: 1) the visibility of police in neighborhoods, 2) the City's efforts to prevent crime, and 3) the enforcement of local traffic laws.

Perceptions of Safety. Most (96%) of the respondents, who had an opinion, felt "very safe" or "safe" in their neighborhood during the day, and 78% felt safe in commercial and retail areas of Sterling Heights during the day.

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Parks and Recreation Services and City Events. Ninety-one percent (91%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance and mowing of City parks; 90% were satisfied with the number of City parks; 82% were satisfied with park amenities; 84% were satisfied with the Music in the Park Concert Series, and 82% were satisfied with Nature Center services and programs. Residents were least satisfied with special recreation programs (61%).

Parks and Recreation Services/City Events That Should Receive the Most Emphasis. Based on the sum of their top three choices, the parks and recreation services/City events that respondents feel are most important for the City to emphasize over the next two years are: 1) park amenities, 2) Bike/Hike Trail System, and 3) maintenance and mowing of City parks.

Public Library Services. Eighty percent (80%) of respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with print collections at the public library; 78% were satisfied with reference services, and 73% were satisfied with audio/video collections. Residents were least satisfied with homebound/home delivery services (56%).

Public Library Services That Should Receive the Most Emphasis. Based on the sum of their top two choices, the public library services that respondents feel are most important for the City to emphasize over the next two years are: 1) programs for children and 2) programs for teens.

Code Enforcement. Forty-nine percent (49%) of the respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing the mowing of grass and weeds on commercial property; 50% were satisfied with enforcing the clean-up of litter/debris on residential property, and 53% were satisfied with enforcing the mowing of grass and weeds on residential property. Residents were least satisfied with enforcing exterior maintenance of rental properties (43%).

Code Enforcement Services That Should Receive the Most Emphasis. Based on the sum of their top two choices, the code enforcement services that respondents feel are most important for the City to emphasize over the next two years are: 1) enforcing clean-up of litter/debris on residential property and 2) enforcing mowing of grass and weed on residential property.

City Maintenance. Eighty-six percent (86%) of the respondents, who had an opinion, were satisfied (rating of 4 or 5 on a 5-point scale) with the maintenance of City buildings; 85% were satisfied with snow removal on major City streets; 75% were satisfied with the maintenance of traffic signals/signs; 75% were satisfied with mowing and trimming along City streets and other public areas, and 77% were satisfied with the cleanliness of streets and other public areas. Residents were least satisfied with the flow of traffic and congestion management (41%).

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City Maintenance Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the City maintenance services that respondents feel are most important to emphasize over the next two years are: 1) refuse, recycling, and yard waste removal, 2) overall flow of traffic and congestion management, and 3) maintenance of neighborhood streets.

City Leadership and Communication. Sixty-seven percent (67%) of respondents, who had an opinion, were satisfied (rating 4 or 5 on a 5-point scale) with the availability of information about programs and services; 64% were satisfied with efforts to keep them informed about local issues, and 61% were satisfied with the quality of the City's website. Residents were least satisfied with the level of involvement in local decision making (36%).

Customer Service. Thirty-three percent (33%) of respondents indicated they had called, e-mailed or visited the City with a question, problem, or complaint during the past year. Of those who had contacted the City, 81% who had an opinion felt it was "very easy" or "somewhat easy" to contact the person they needed to reach.

When those who interacted with City employees were asked how often the employees displayed various behaviors, 87% who had an opinion felt they were "always" or "usually" courteous and polite; 74% indicated the employees "always" or "usually" did what they said they would do in a timely manner; 80% felt the employees "always" or "usually" gave prompt, accurate and complete answer to questions, and 66% felt the employees "always" or "usually" helped them resolve an issue to their satisfaction.

Other Findings

- Aspects of living in Sterling Heights that residents like most include: quality of life amenities (43%), proximity to family/friends (42%), and affordable cost of living (39%).
- Things that would make residents consider leaving Sterling Heights include: congestion/traffic (51%), affordability (40%), and cost of living (39%).
- Reasons why respondents would recommend Sterling Heights to family or friends as a place to live include: quality of life amenities (45%), educational systems (36%), and affordable cost of living (32%).
- Respondents are most satisfied (rating "satisfied" or "very satisfied") with their neighborhood in regards to proximity to service providers (90%), parks (84%), and proximity to retail and entertainment (84%).

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- Most respondents (82%) either “agree” (22%) or “strongly agree” (60%) with the statement “I feel Sterling Heights is a community that provides vibrant and attractive areas with unique offerings and focal points as well a robust system of pathways and trails that connect residents to these areas.” Respondents also equally agree (82%) that “I feel Sterling Heights is a community that values sustainability.”
- Most residents (89%) who had an opinion “strongly agree” or “agree” with the statement, *“From my perception, I feel Sterling Heights is an inclusive community.”* Additionally, 26% who had an opinion felt race relations in the City have improved since they have lived in Sterling Heights; 51% felt it has stayed the same, and 23% believed race relations have worsened since they have lived in the City.

Trends

From 2021 to 2025, satisfaction ratings have **stayed the same or increased in 31 of the 75 areas that were assessed**. There have been significant increases (4% or more) in satisfaction in 10 of these areas. The areas that have shown significant increases since 2021 are listed in the table below.

Service	2025	2021	Difference	Category
Programs for children	75%	66%	9%	Public Library Services
Reference services	78%	70%	9%	Public Library Services
Prompt, accurate, & complete answers to questions	80%	73%	8%	City Customer Service
Print collections	80%	73%	7%	Public Library Services
Sterlingfest Art & Music Fair	83%	78%	5%	Parks & Recreation Services/City Events
Audio/video collections	73%	68%	4%	Public Library Services
Programs for adults	66%	62%	4%	Public Library Services
Snow removal on residential streets	67%	63%	4%	City Maintenance
Programs for teens	63%	60%	4%	Public Library Services
Snow removal on major City streets	85%	82%	4%	City Maintenance

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How Sterling Heights Compares to the North Central Region

Sterling Heights rated the same as or above the North Central regional average in 33 of the 41 areas that were assessed. The states that make up the North Central Region are Michigan, Indiana, Ohio and Pennsylvania. Sterling Heights rated significantly higher than the North Central regional average (4% or more above) in 25 of these areas. The areas in which Sterling Heights rated at least 15% above the North Central regional average are listed in the table below:

City Service	Sterling Heights	North Central Region	Difference	Category
As a place to live	83%	42%	41%	Perceptions of the Community
Overall quality of local police protection	88%	60%	28%	Public Safety
Overall image of the City	76%	49%	27%	Perceptions of the Community
How quickly police respond to emergencies	84%	61%	23%	Public Safety
The City's efforts to prevent crime	70%	48%	22%	Public Safety
In City parks & recreation facilities	79%	58%	21%	Feeling of Safety
Overall quality of City services	69%	48%	21%	Perceptions of the Community
The quality of the City's website	61%	41%	21%	City Leadership and Communication
Maintenance of City buildings	86%	66%	20%	City Maintenance
Value that you receive for your tax dollars & fees	54%	34%	20%	Perceptions of the Community
Snow removal on major City streets	85%	66%	20%	City Maintenance
Efforts to keep you informed about local issues	64%	47%	17%	City Leadership and Communication
In your neighborhood at night	81%	66%	15%	Feeling of Safety
Availability of info about programs & services	67%	51%	15%	City Leadership and Communication
Cleanliness of streets & other public areas	77%	62%	15%	City Maintenance
Overall quality of EMS	89%	75%	15%	Public Safety

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How Sterling Heights Compares to the National Average

Sterling Heights rated above the national average in 39 of the 41 areas that were assessed. The City rated significantly higher than the national average (4% or more above) in 33 of these areas. The areas in which Sterling Heights rated at least 15% above the national average are listed in the table below:

City Service	Sterling Heights	U.S.	Difference	Category
Overall quality of local police protection	88%	53%	35%	Public Safety
As a place to live	83%	49%	34%	Perceptions of the Community
Maintenance of City buildings	86%	56%	30%	City Maintenance
How quickly police respond to emergencies	84%	56%	28%	Public Safety
Snow removal on major City streets	85%	58%	27%	City Maintenance
In City parks & recreation facilities	79%	55%	24%	Feeling of Safety
Cleanliness of streets & other public areas	77%	53%	24%	City Maintenance
Overall image of the City	76%	53%	23%	Perceptions of the Community
The City's efforts to prevent crime	70%	49%	21%	Public Safety
Efforts to keep you informed about local issues	64%	43%	21%	City Leadership and Communication
Value that you receive for your tax dollars & fees	54%	33%	21%	Perceptions of the Community
Availability of info about programs & services	67%	46%	20%	City Leadership and Communication
Snow removal on residential streets	67%	47%	20%	City Maintenance
How quickly EMS respond	89%	69%	20%	Public Safety
Overall quality of City services	69%	49%	20%	Perceptions of the Community
In your neighborhood at night	81%	61%	20%	Feeling of Safety
Mowing & trimming along streets & other areas	75%	55%	19%	City Maintenance
The quality of the City's website	61%	42%	19%	City Leadership and Communication
Overall quality of EMS	89%	71%	19%	Public Safety
How quickly fire department personnel respond	90%	72%	18%	Public Safety
As a place to raise children	78%	61%	17%	Perceptions of the Community
Overall quality of local fire protection	92%	76%	16%	Public Safety
In your neighborhood during the day	96%	81%	15%	Feeling of Safety

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

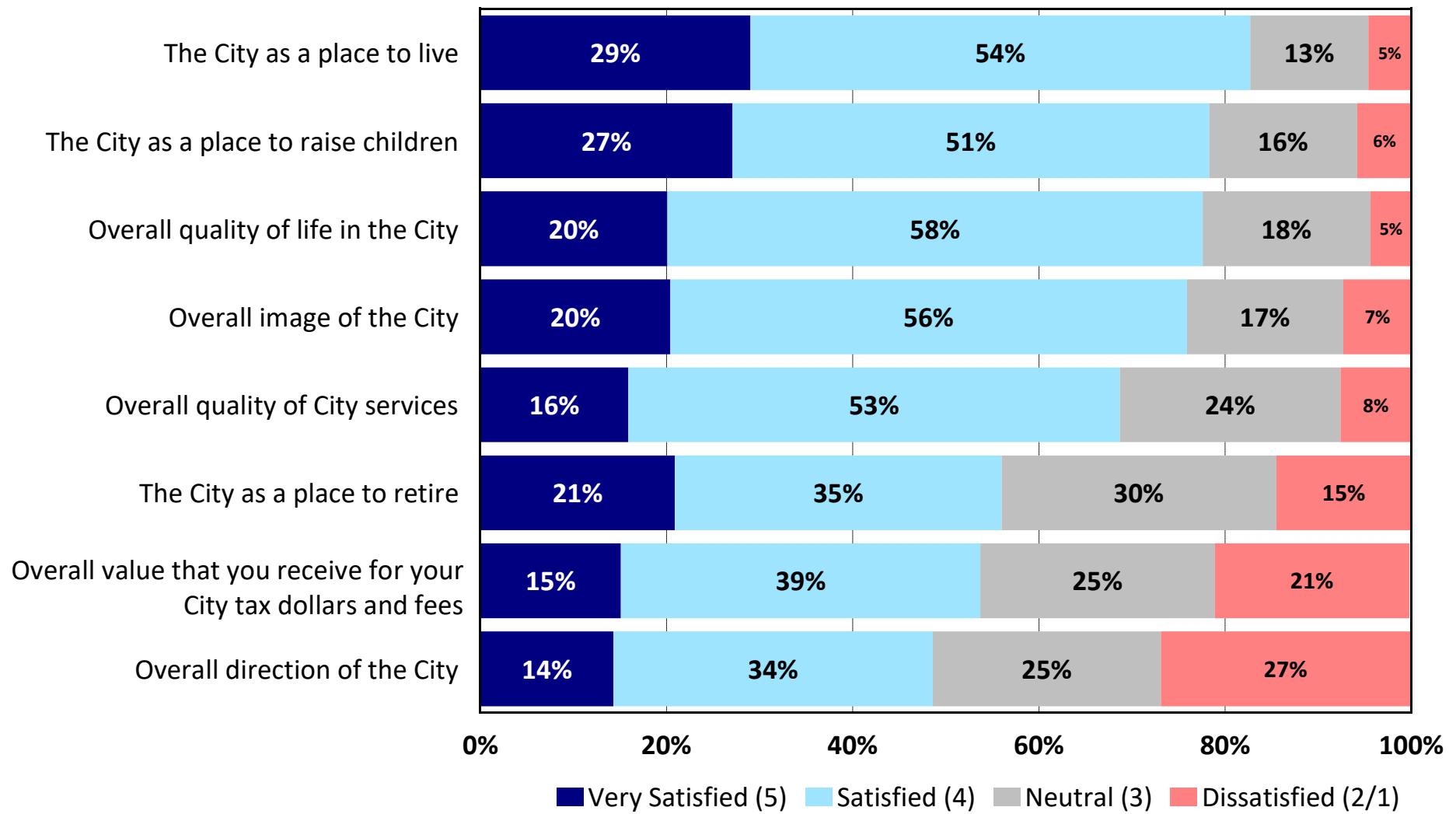
- **Priorities within Departments/Specific Areas:** This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area over the next two years are listed below:
 - **Public Safety:** Enforcement of local traffic laws, visibility of police in neighborhoods, and the City's efforts to prevent crime
 - **Parks and Recreation and City Events:** none of the parks and recreation and City events items were selected as a "high priority" for improvement
 - **Public Library Services:** none of the public library services were selected as a "high priority" for improvement
 - **Code Enforcement:** Enforcing clean-up of litter/debris on residential property, enforcing the mowing and trimming of grass and weeds on residential property, enforcing the exterior maintenance of commercial property in your neighborhood, enforcing the mowing and trimming of grass and weeds on commercial property, and enforcing the exterior maintenance of residential property in your neighborhood.
 - **City Maintenance:** Refuse, recycling, and yard waste removal, overflow of traffic and congestion management, maintenance of neighborhood streets and stormwater drainage system

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Charts and Graphs:

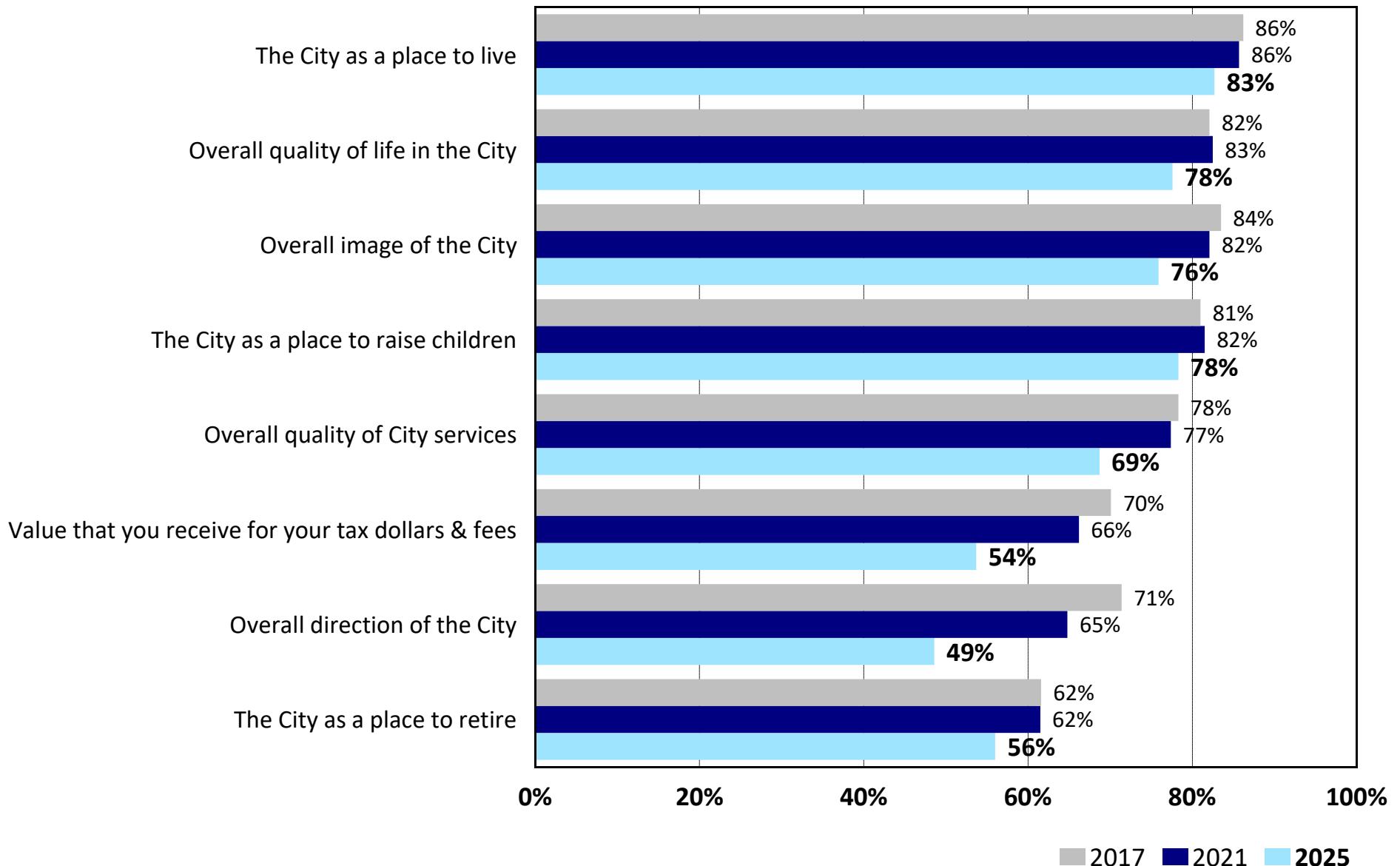
Q1. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



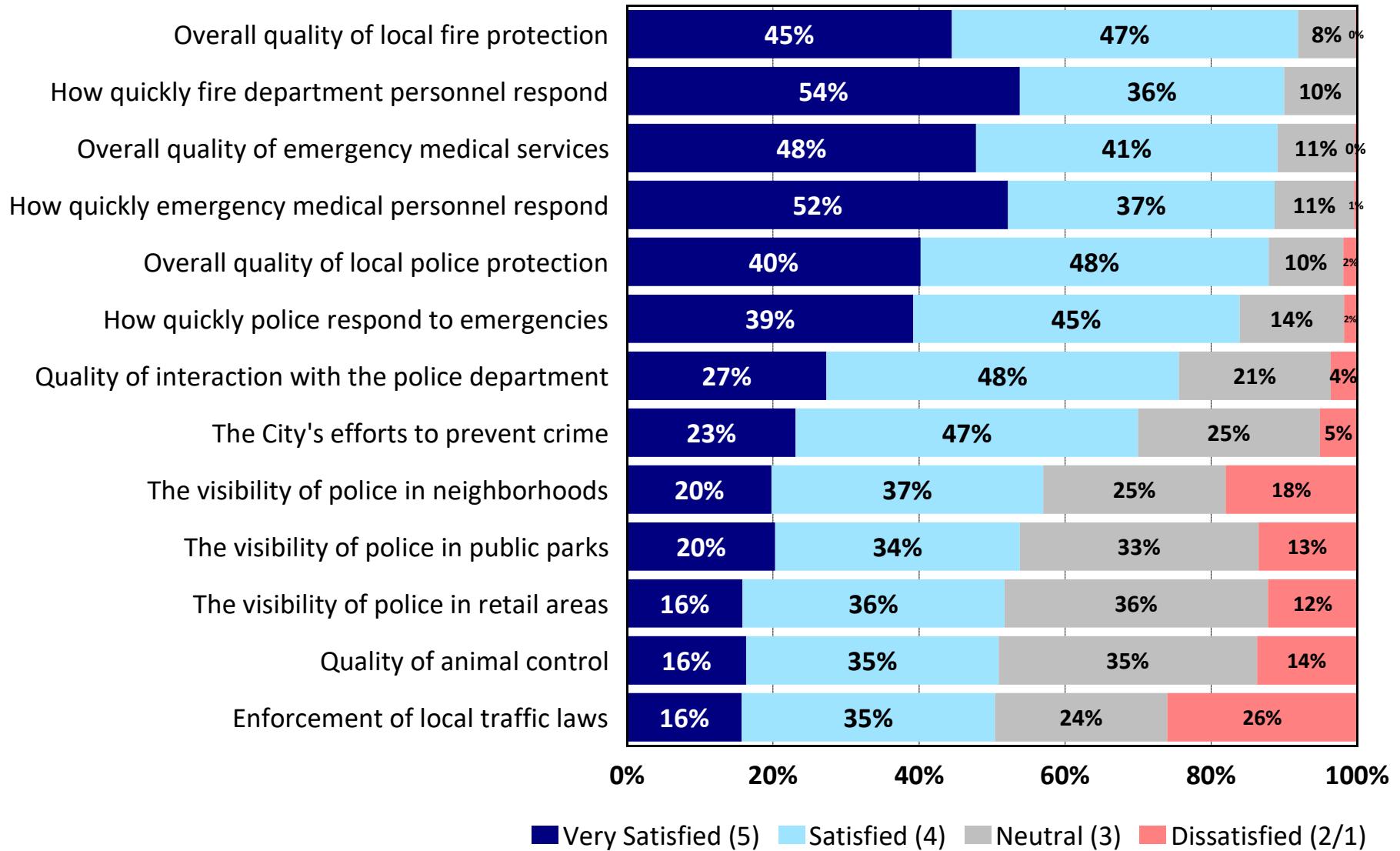
TRENDS: Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



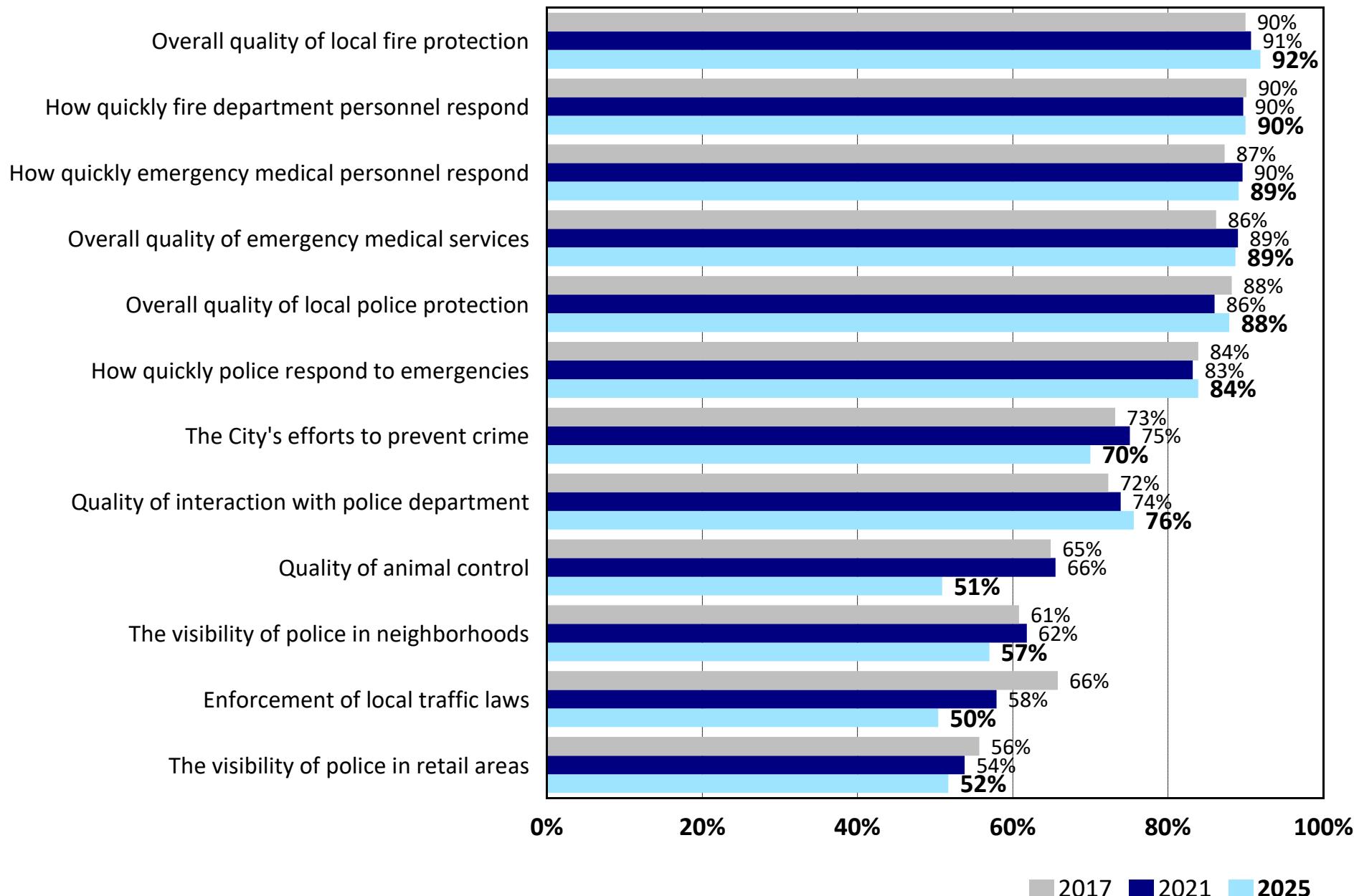
Q2. Satisfaction with Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



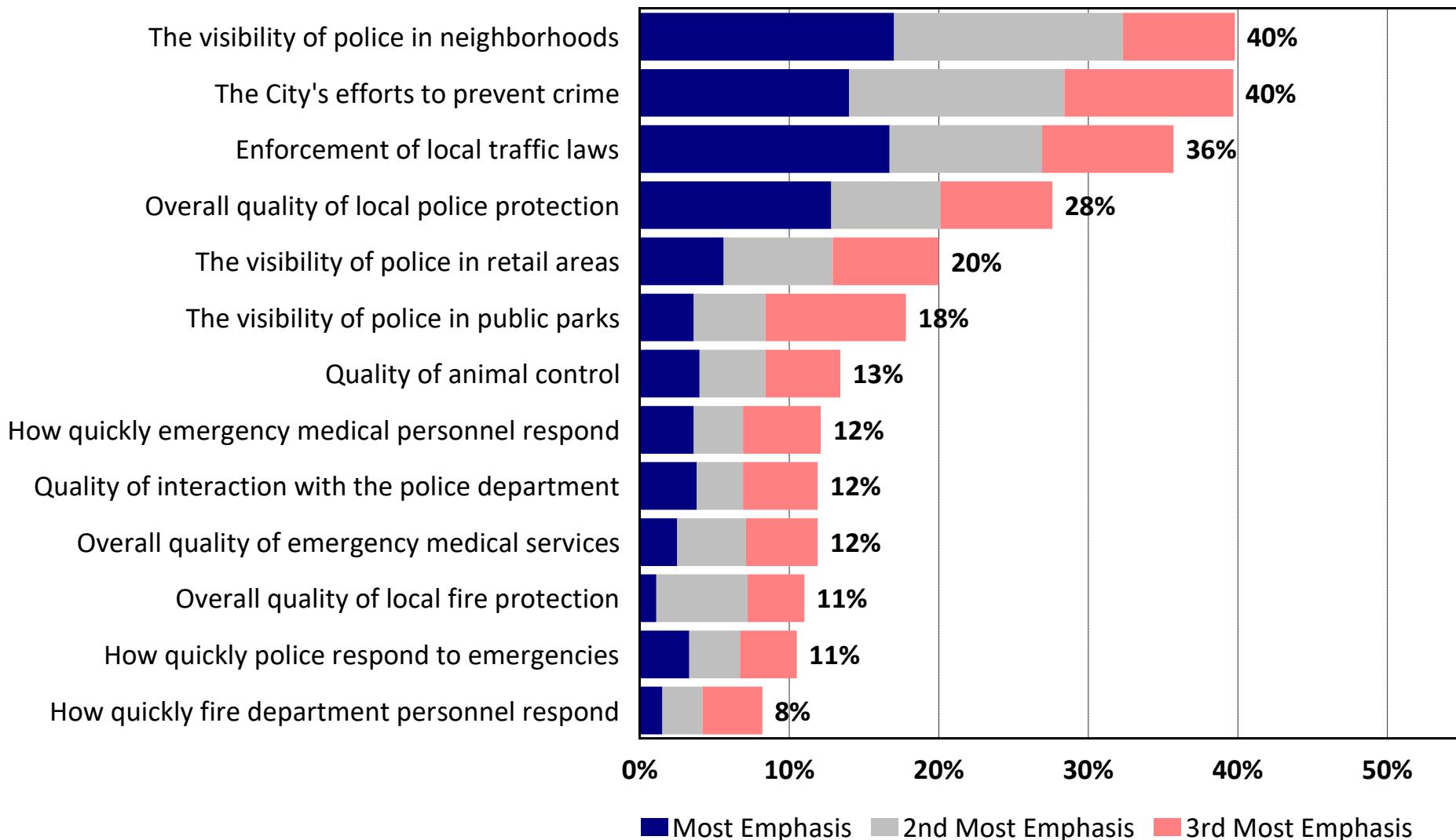
TRENDS: Satisfaction with Public Safety

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



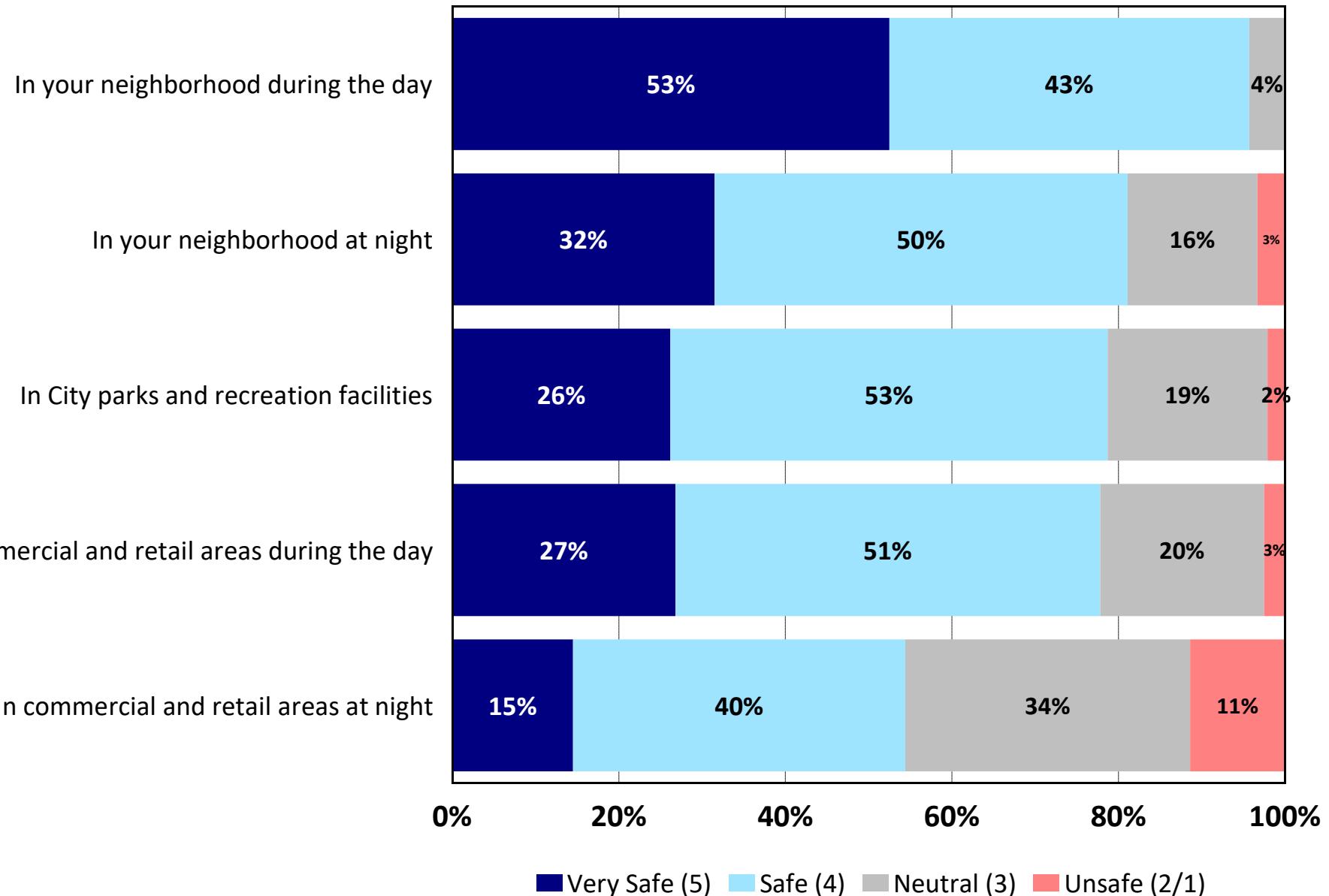
Q3. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



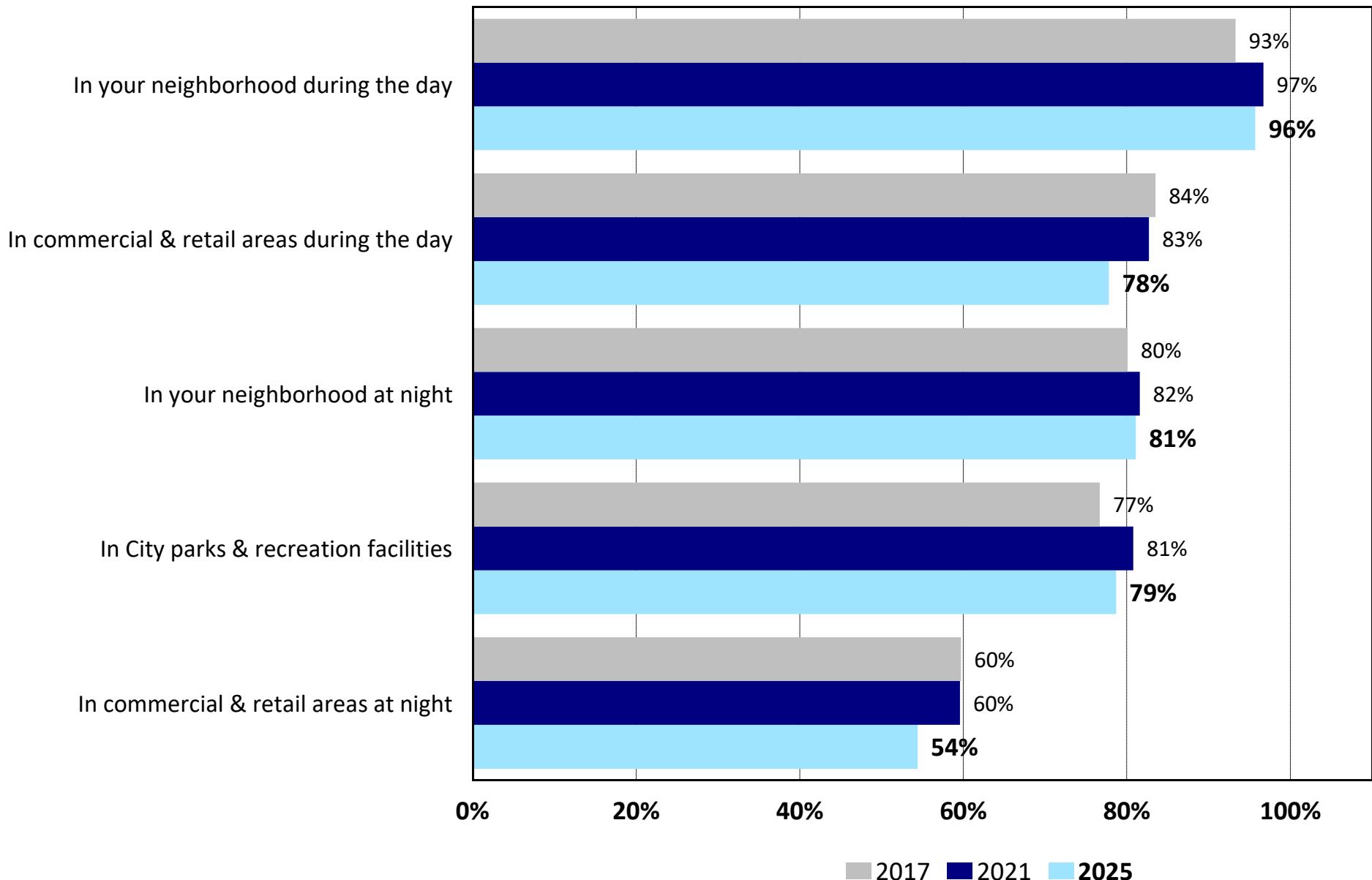
Q4. Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



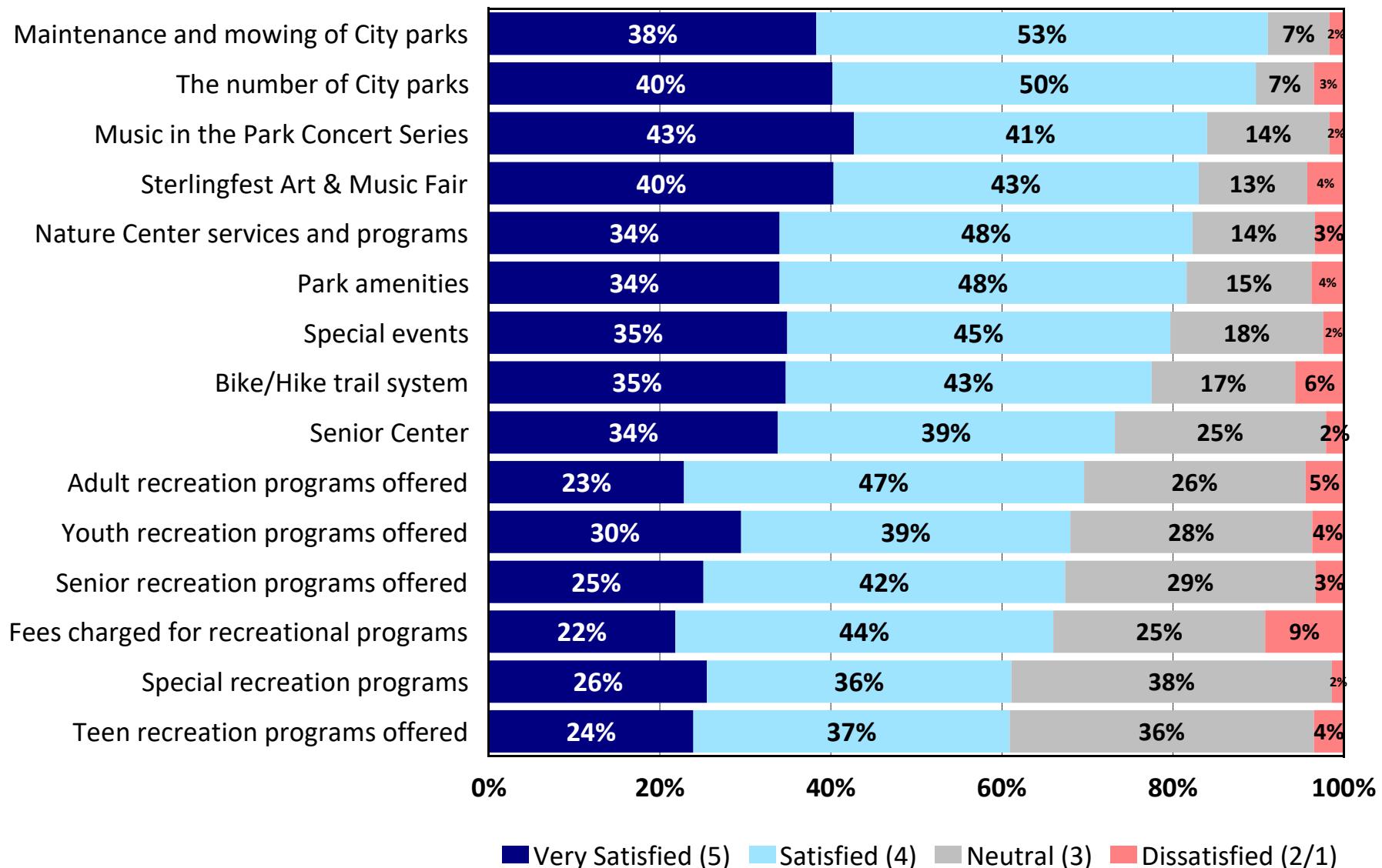
TRENDS: Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



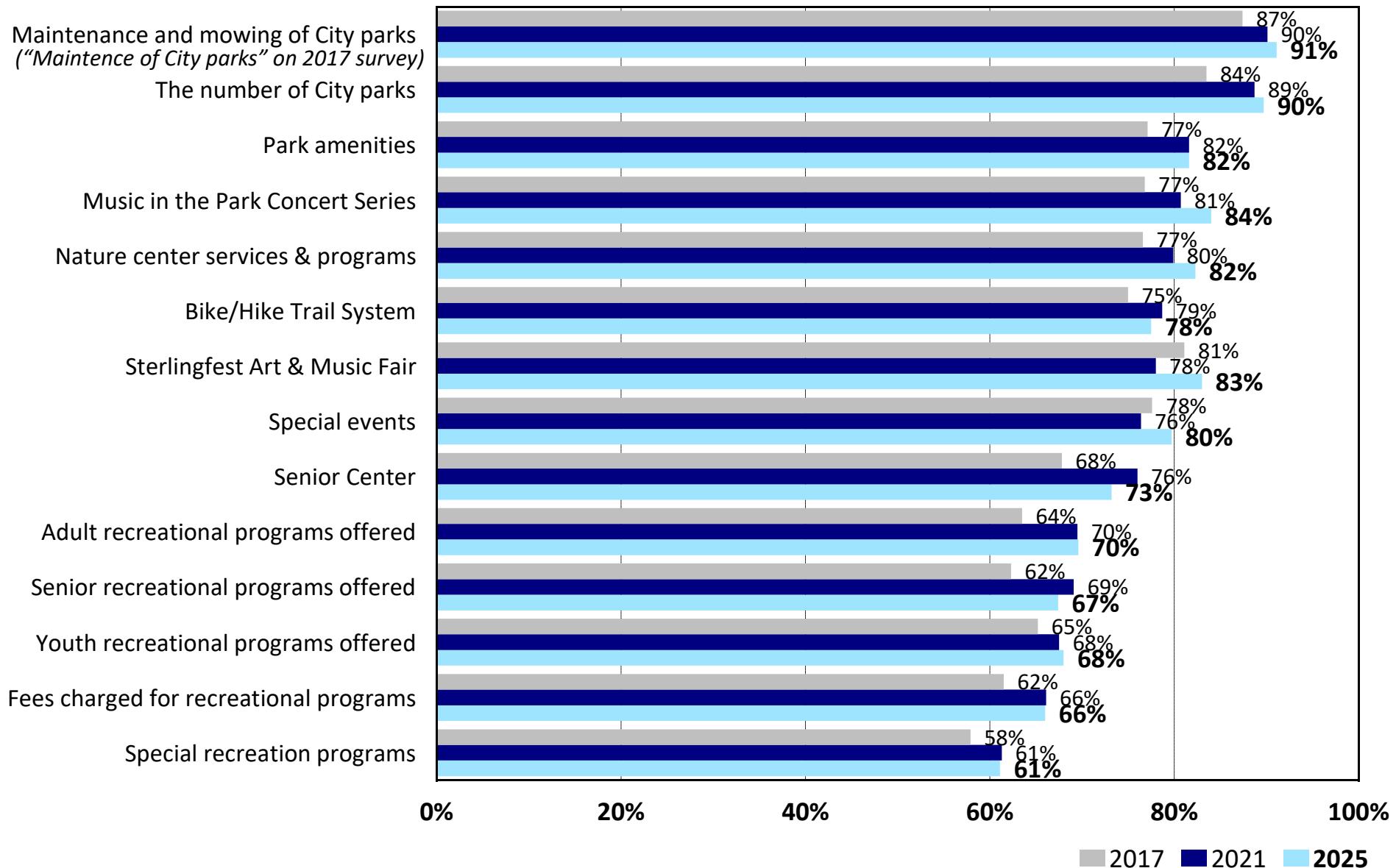
Q5. Satisfaction with Parks and Recreation Services and City Events

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



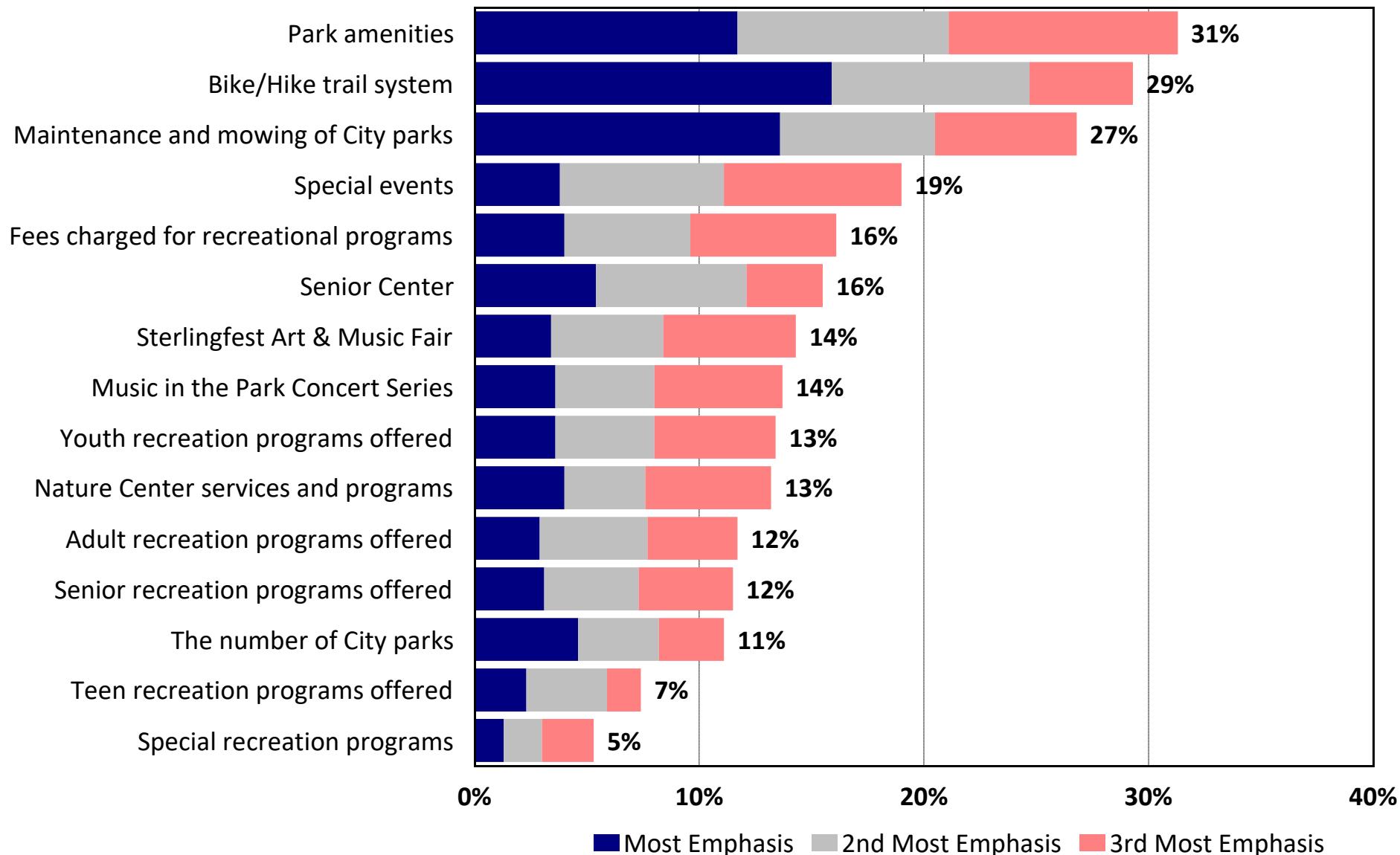
TRENDS: Satisfaction with Parks and Recreation Services and City Events

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



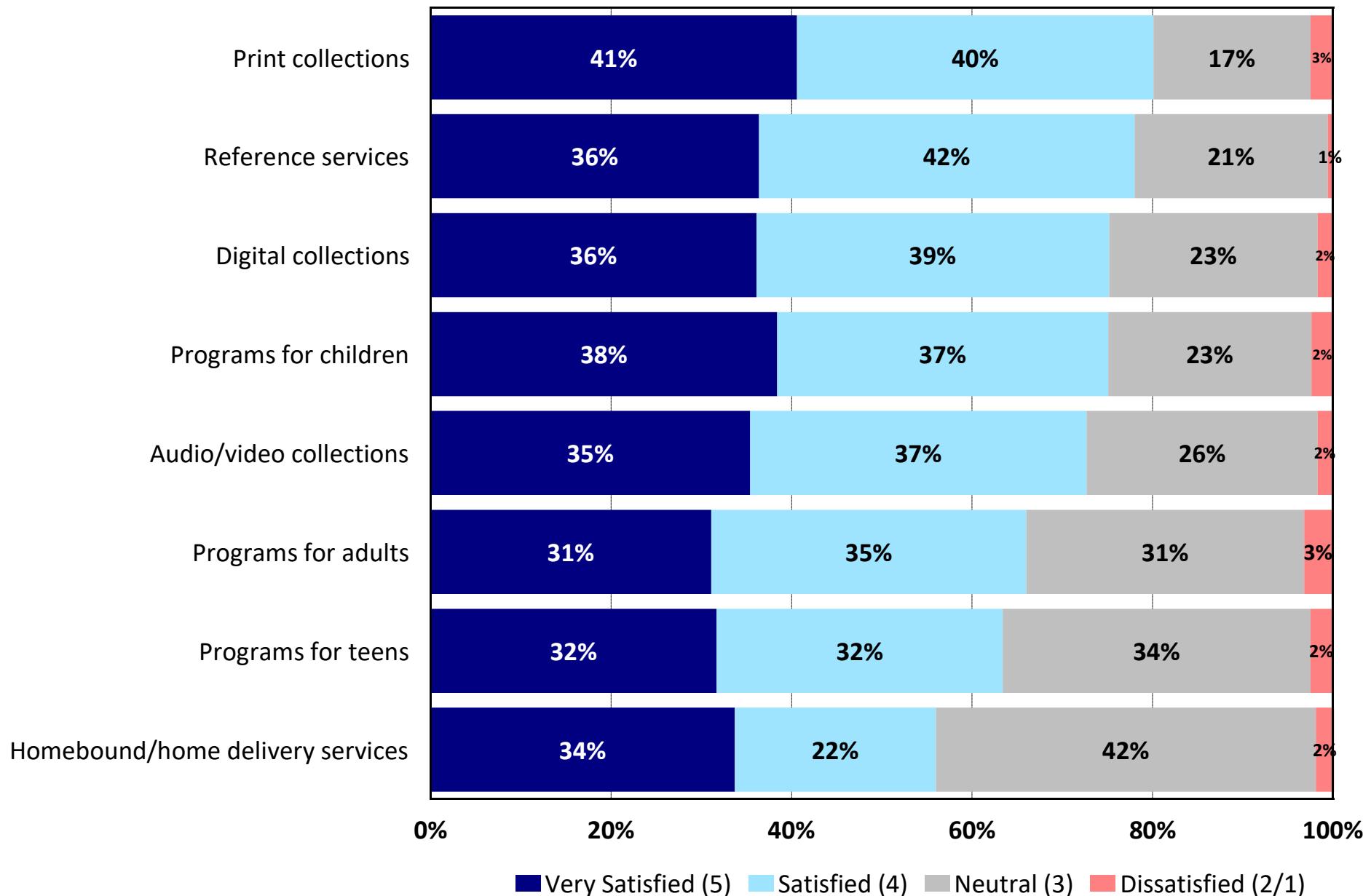
Q6. Parks & Recreation & City Events That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



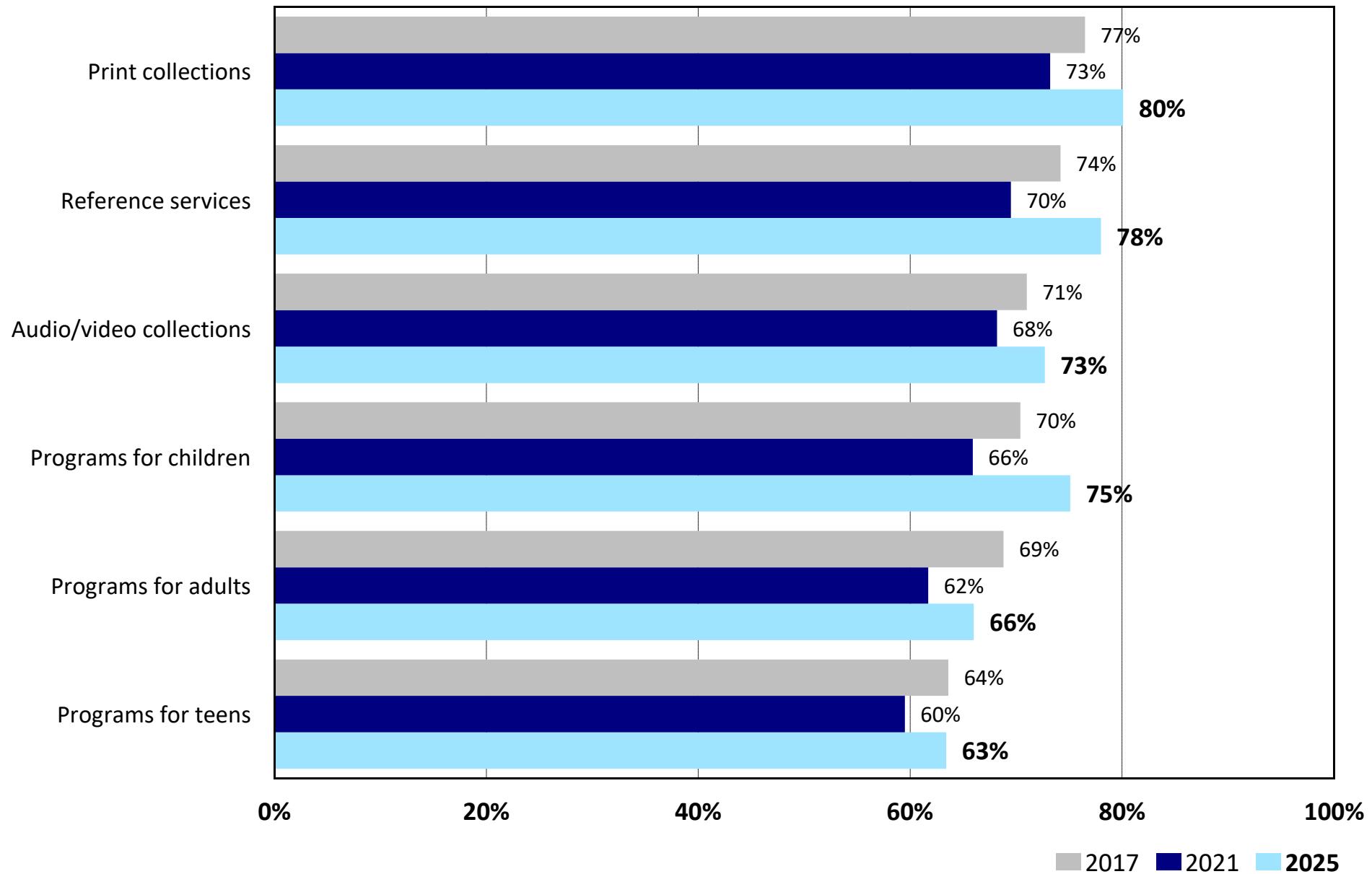
Q7. Satisfaction with Public Library Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



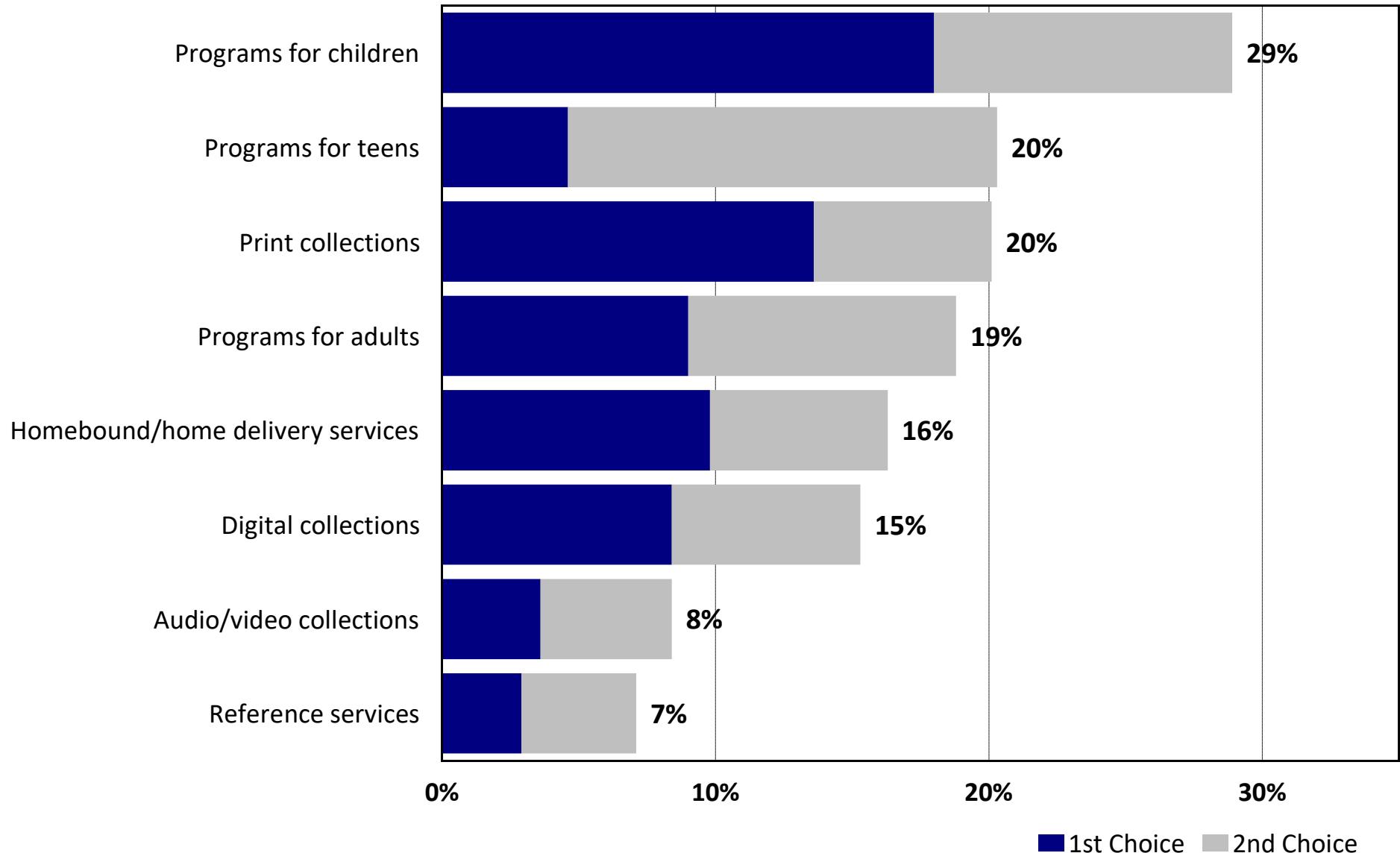
TRENDS: Satisfaction with Public Library Services

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



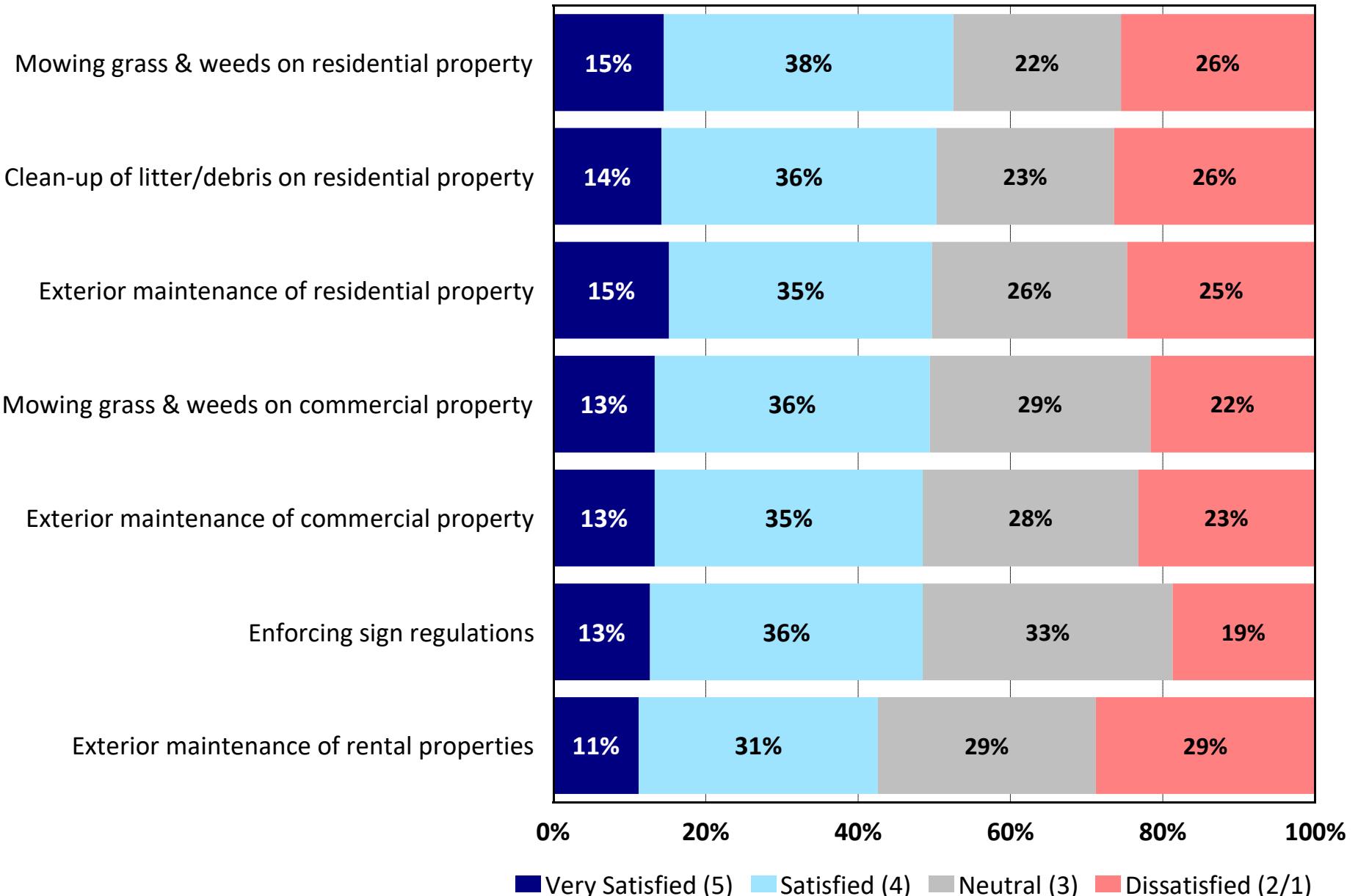
Q8. Library Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



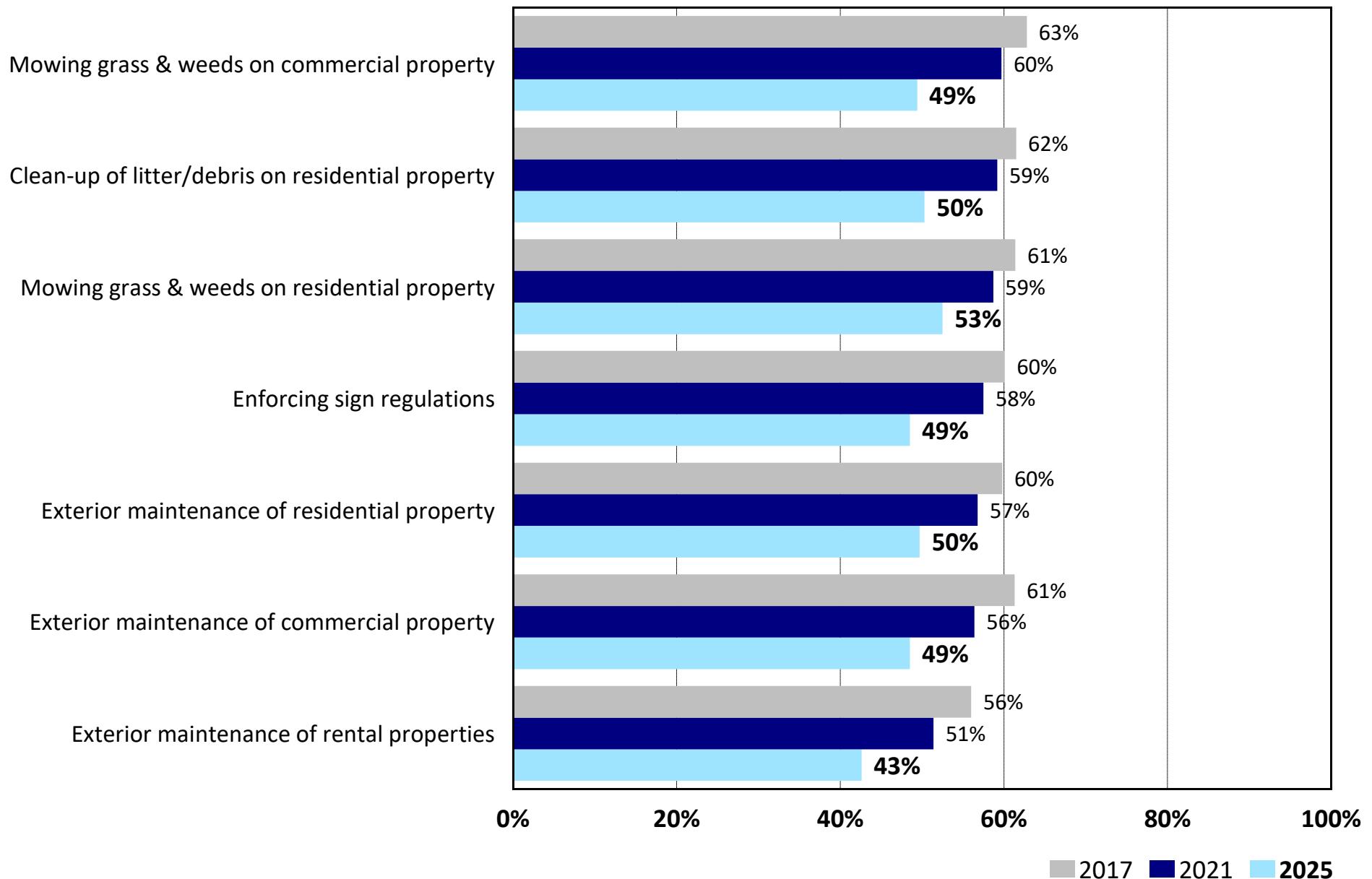
Q9. Satisfaction with Code Enforcement

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



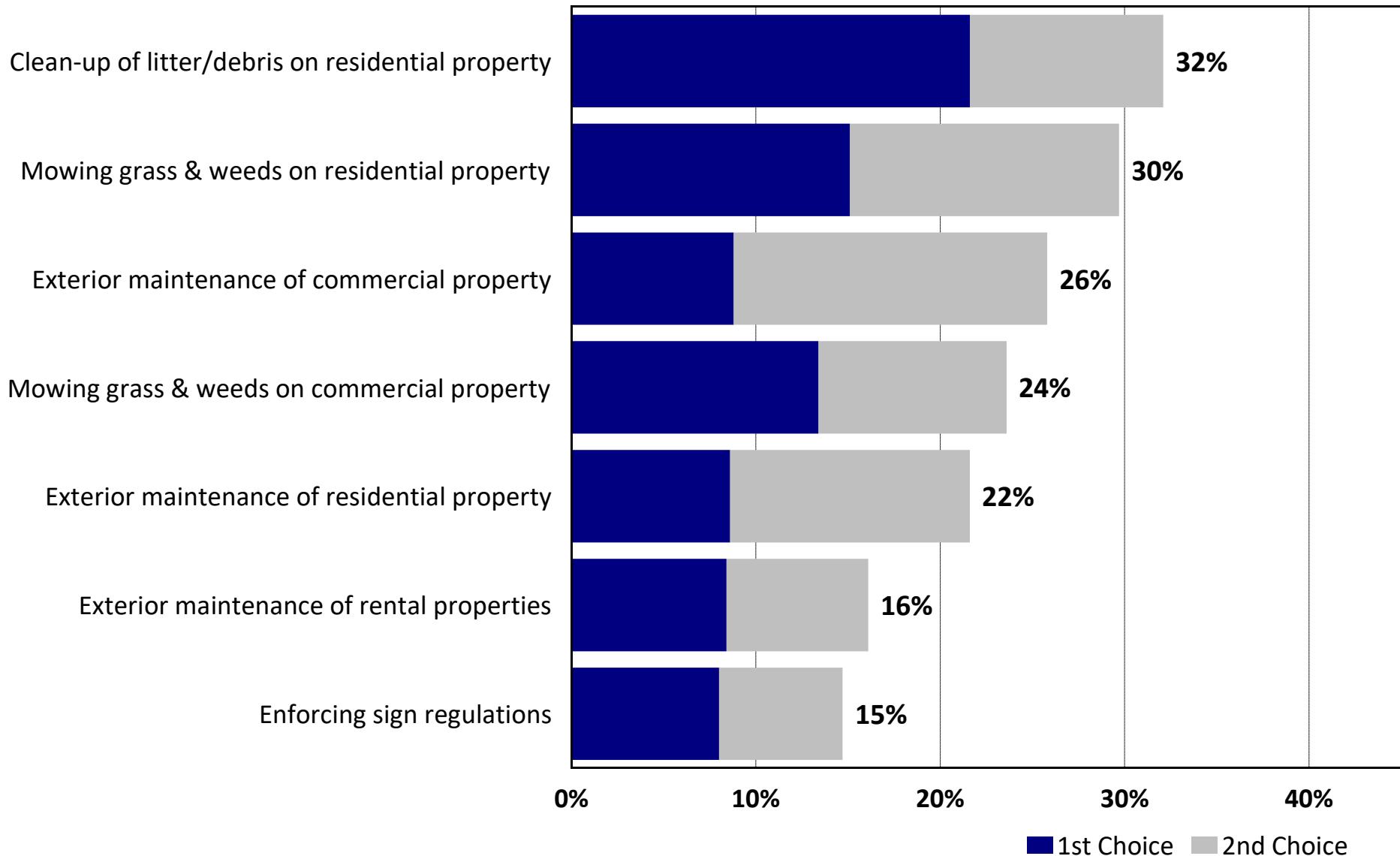
TRENDS: Satisfaction with Code Enforcement

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



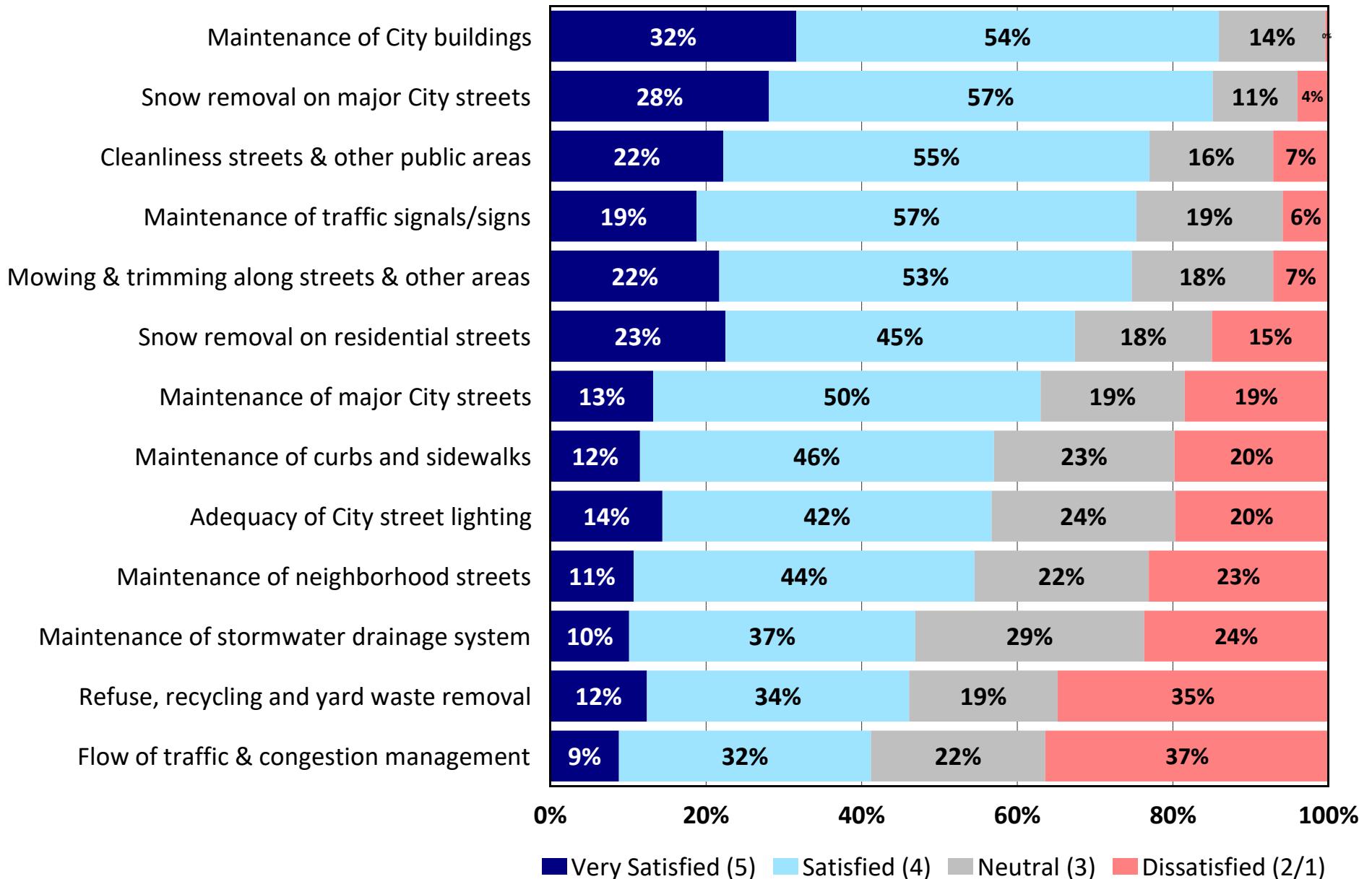
Q10. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



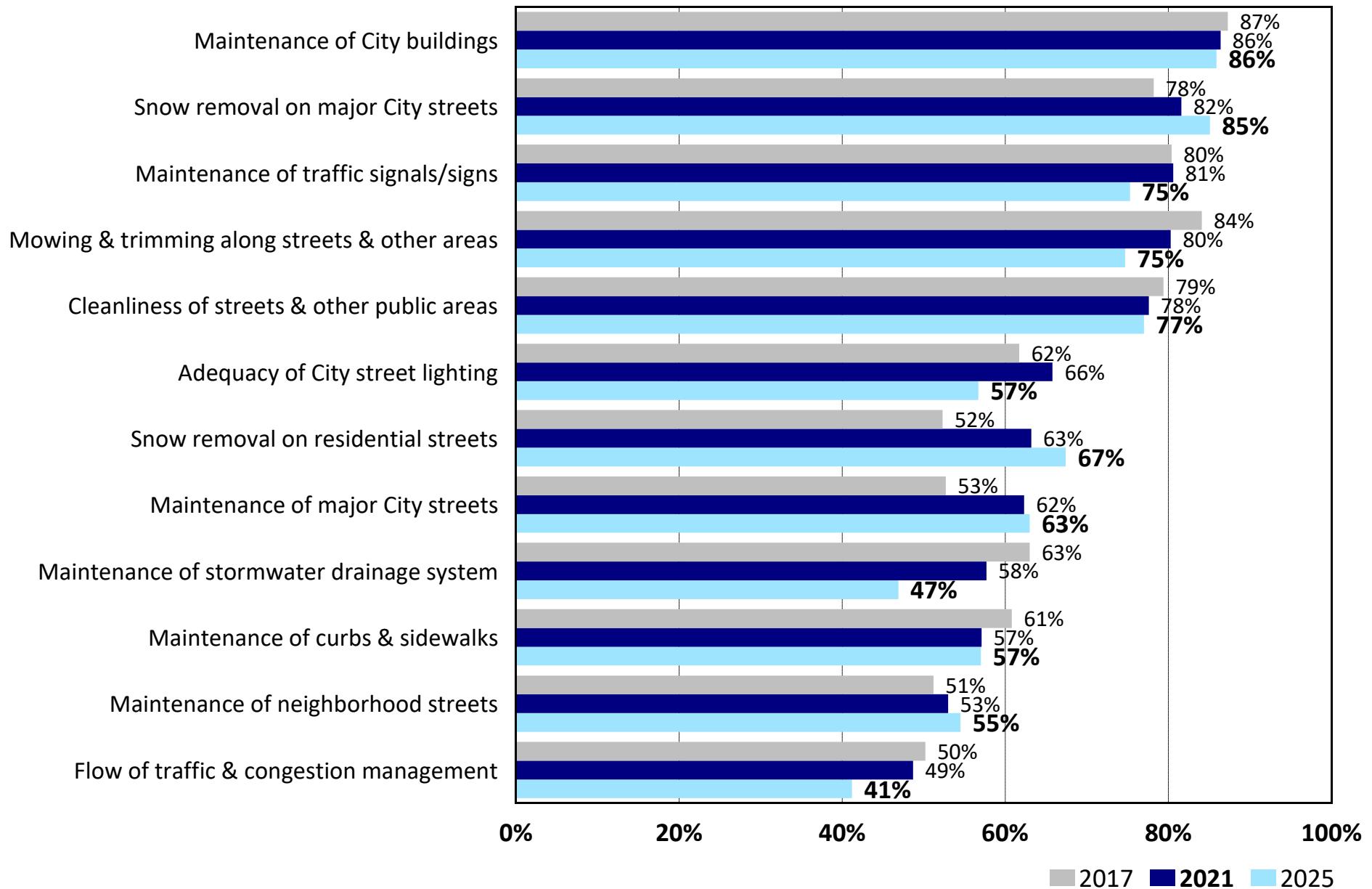
Q11. Satisfaction with City Maintenance

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



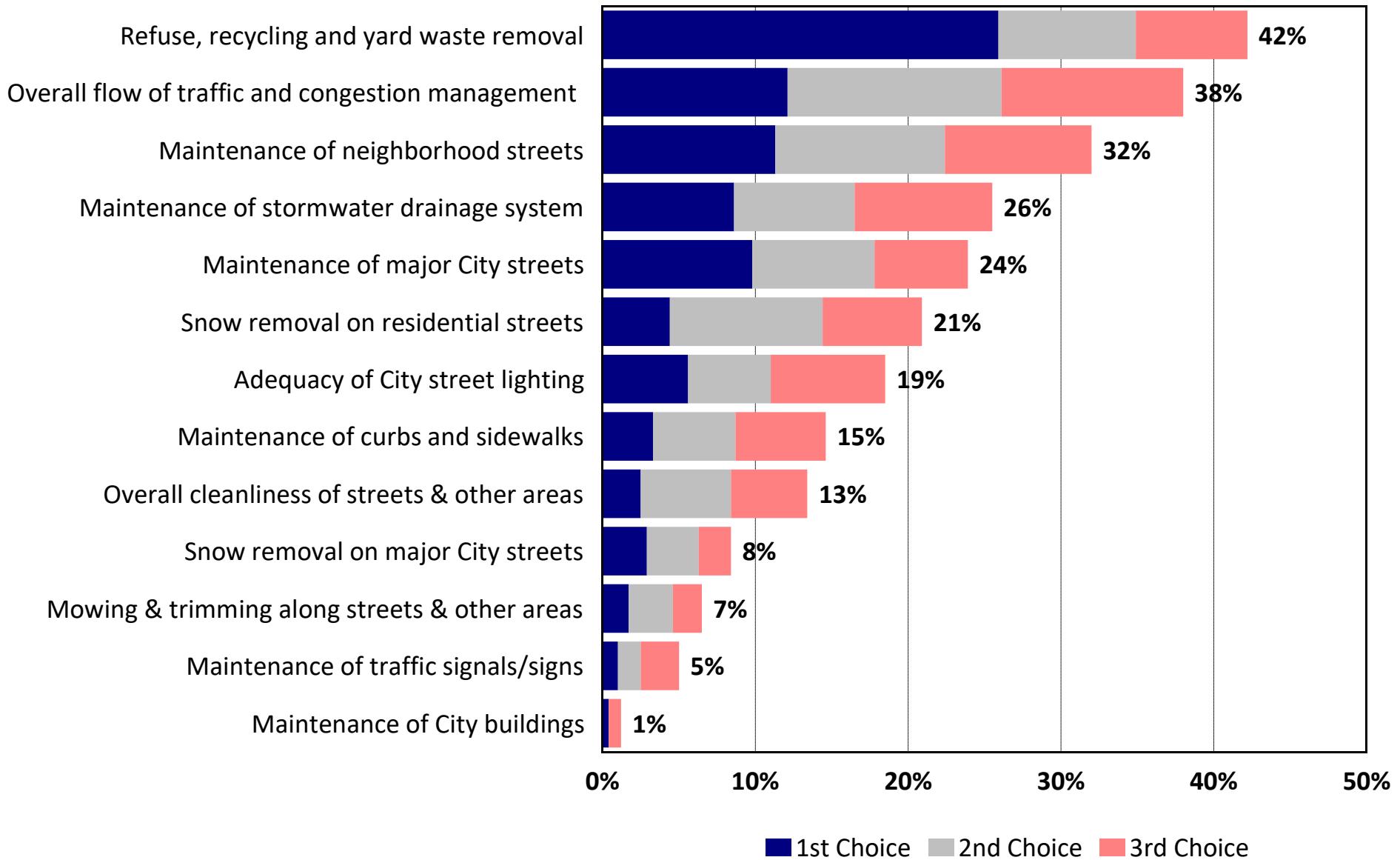
TRENDS: Satisfaction with City Maintenance

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



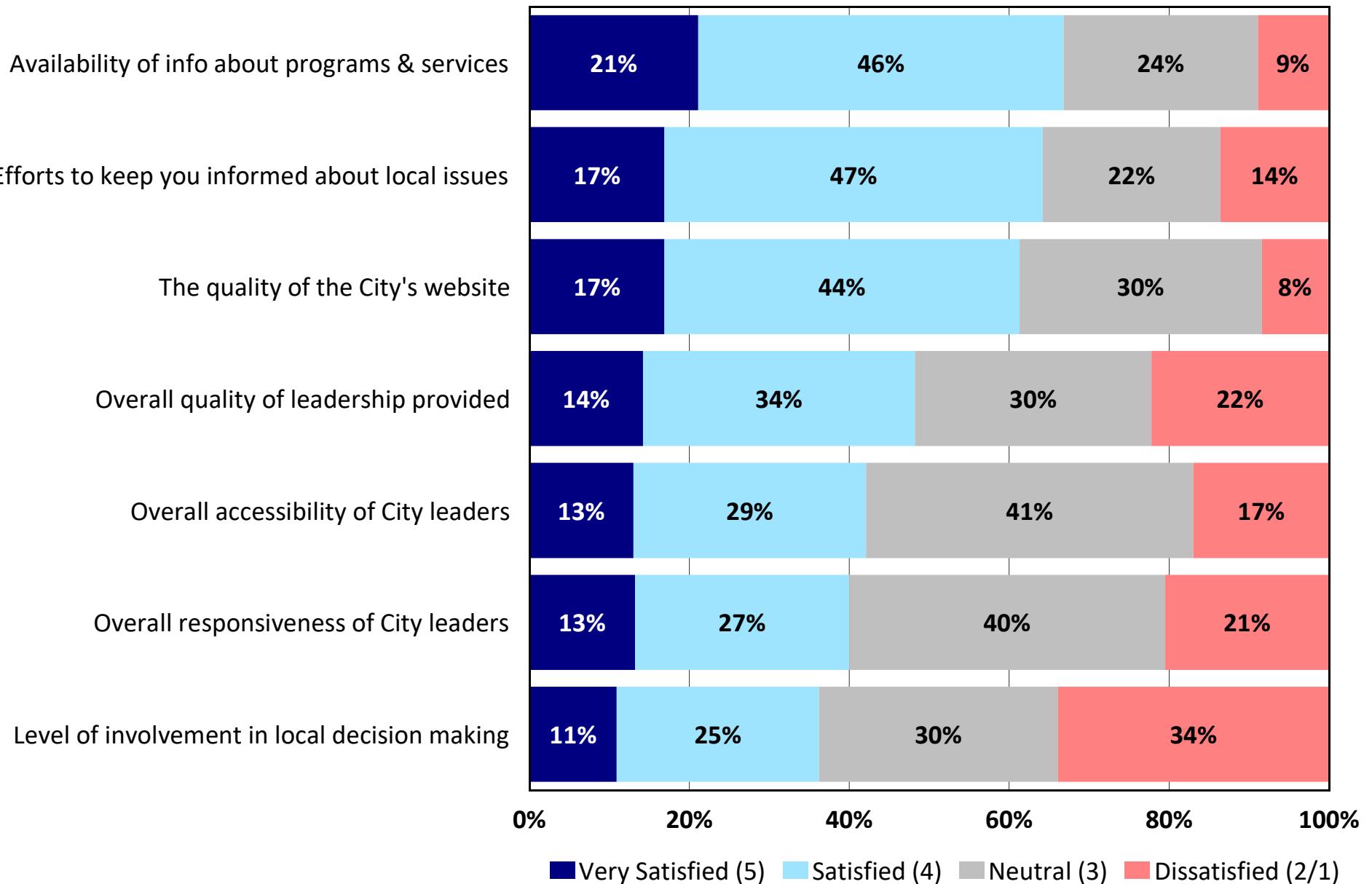
Q12. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



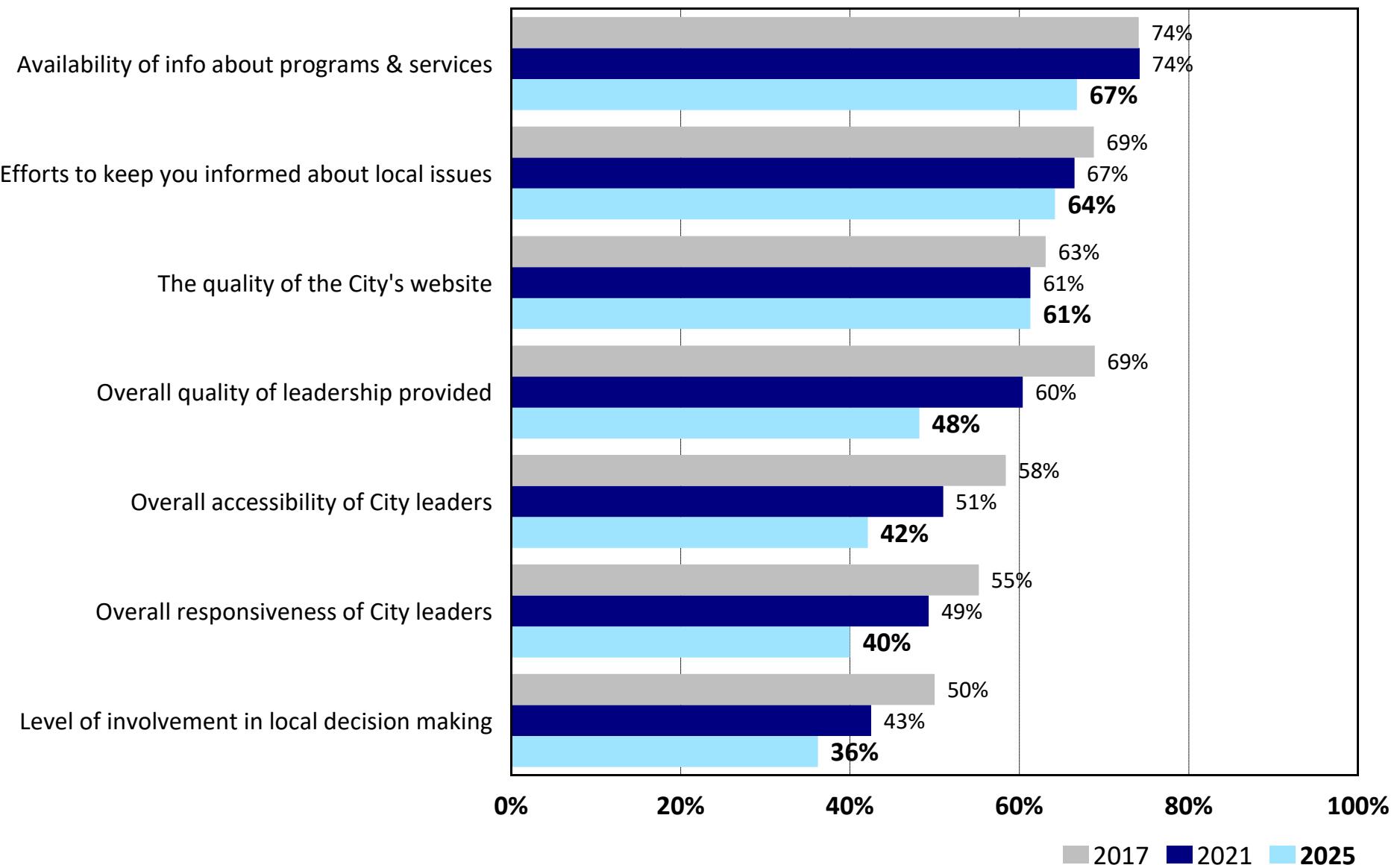
Q13. Satisfaction with City Leadership and Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



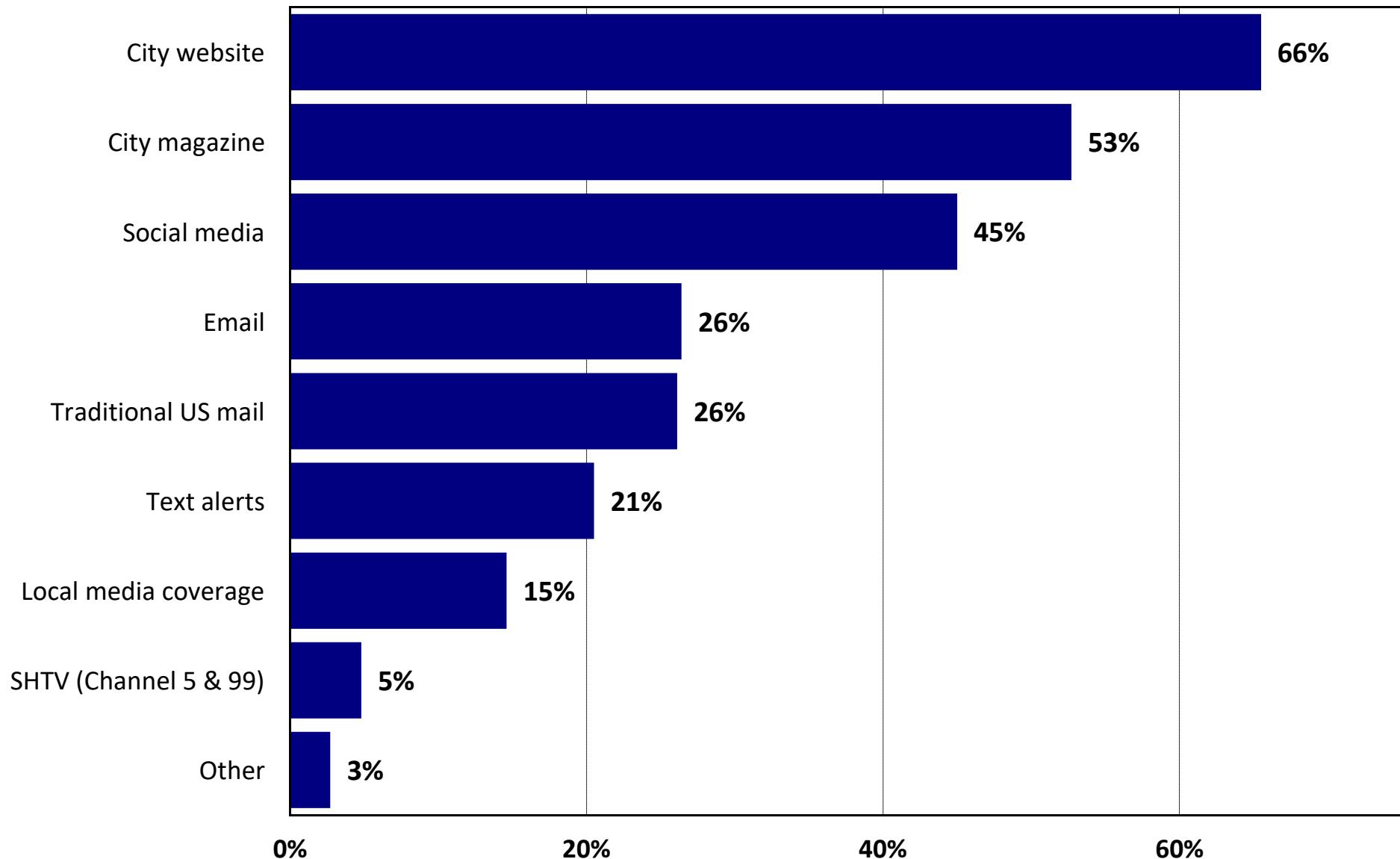
TRENDS: Satisfaction with City Leadership and Communication

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



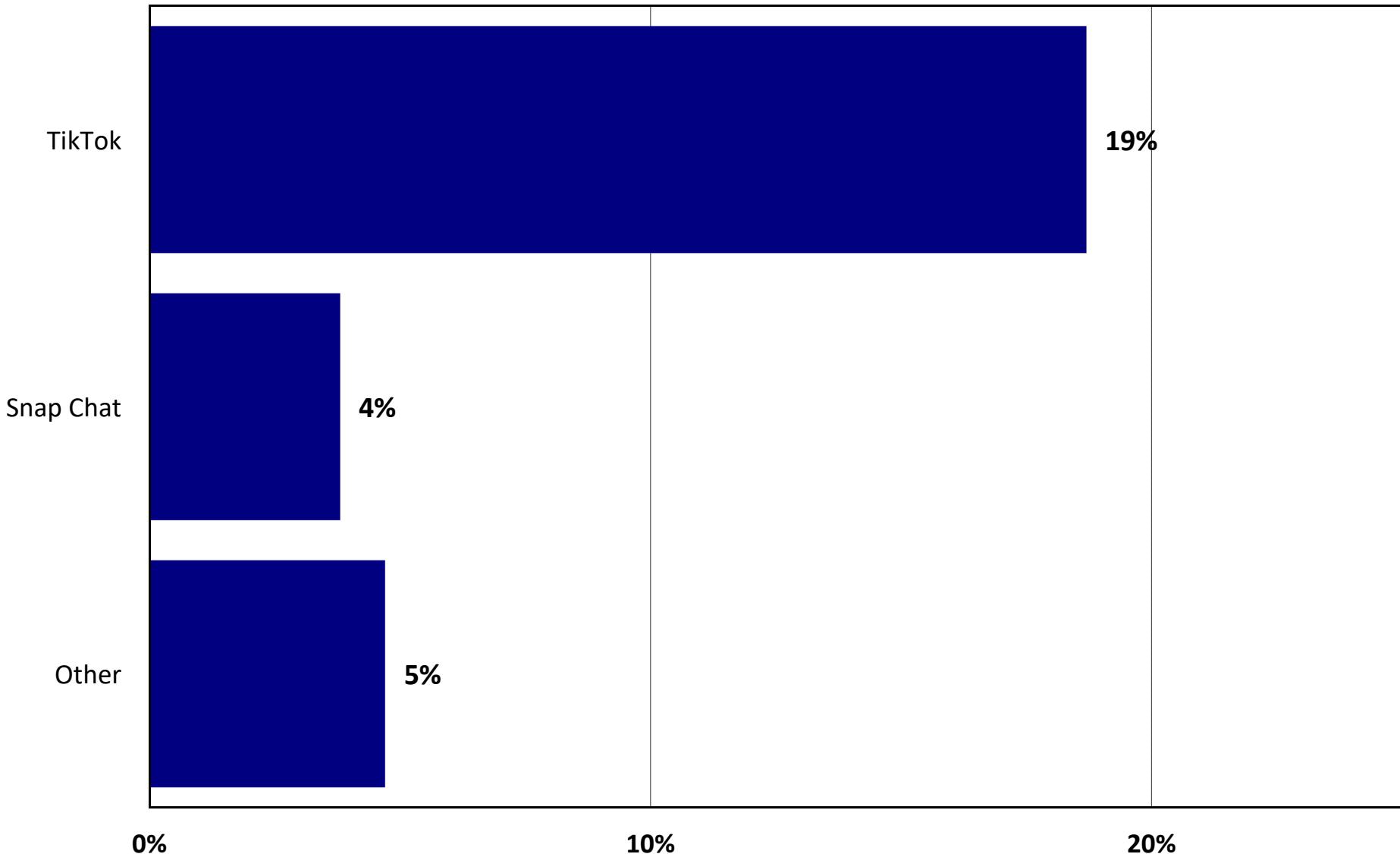
Q14. Methods Respondents Have Used to Get City-Related Information

by percentage of respondents (multiple choices could be made)



Q15. Communication Channels Respondents Think the City Should Be Using That It Currently Is Not

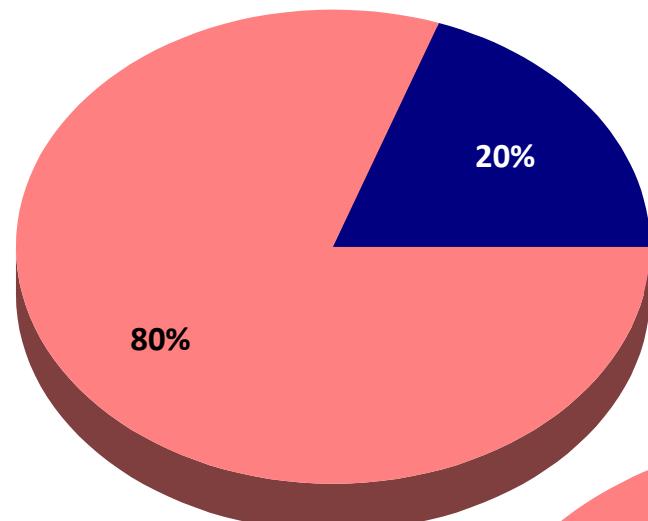
by percentage of respondents (multiple choices could be made)



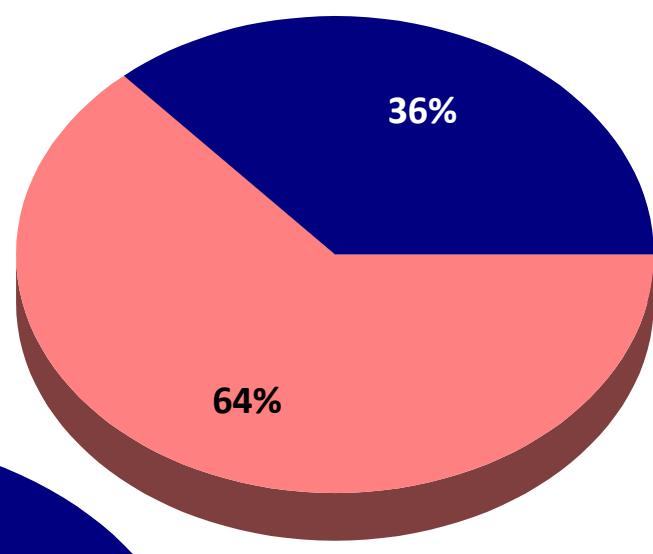
Q16. Have you called, e-mailed or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

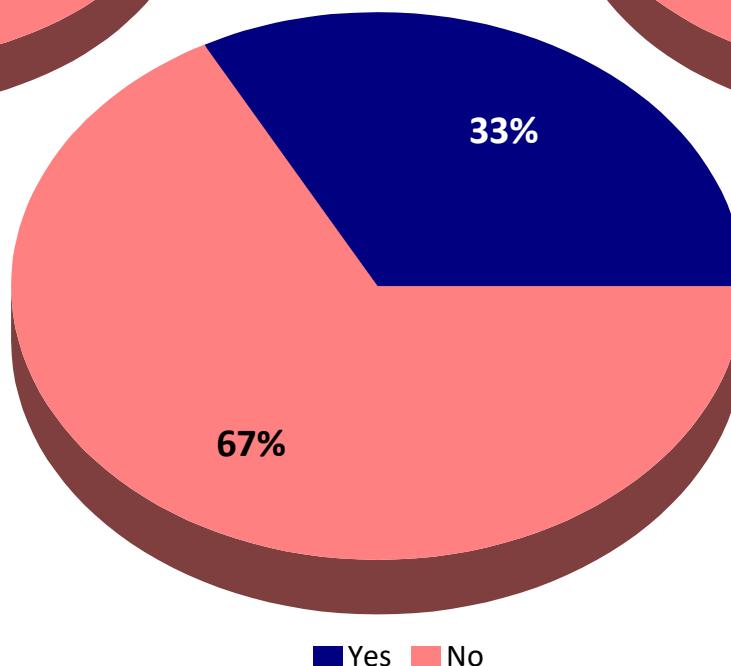
2021



2017

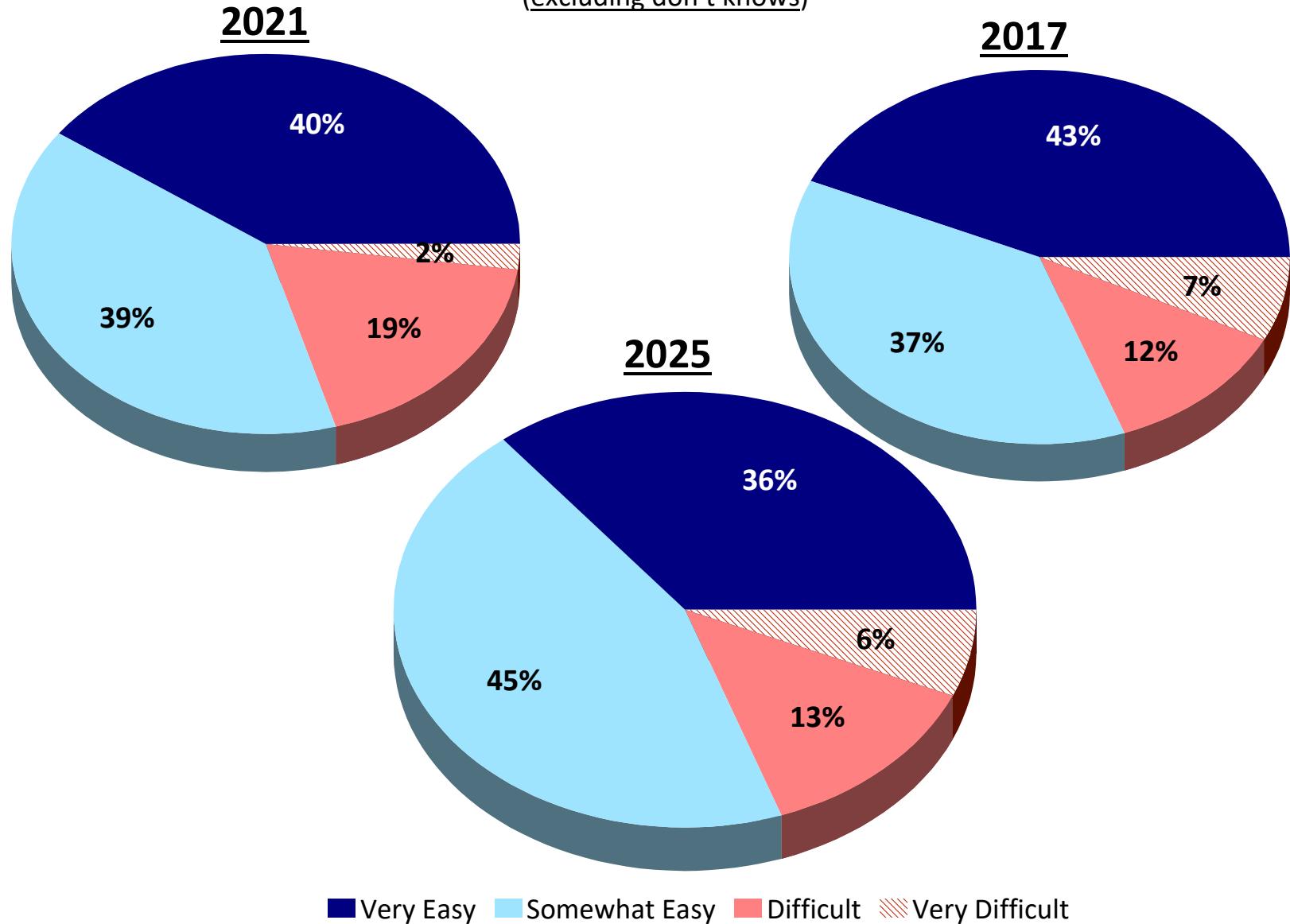


2025



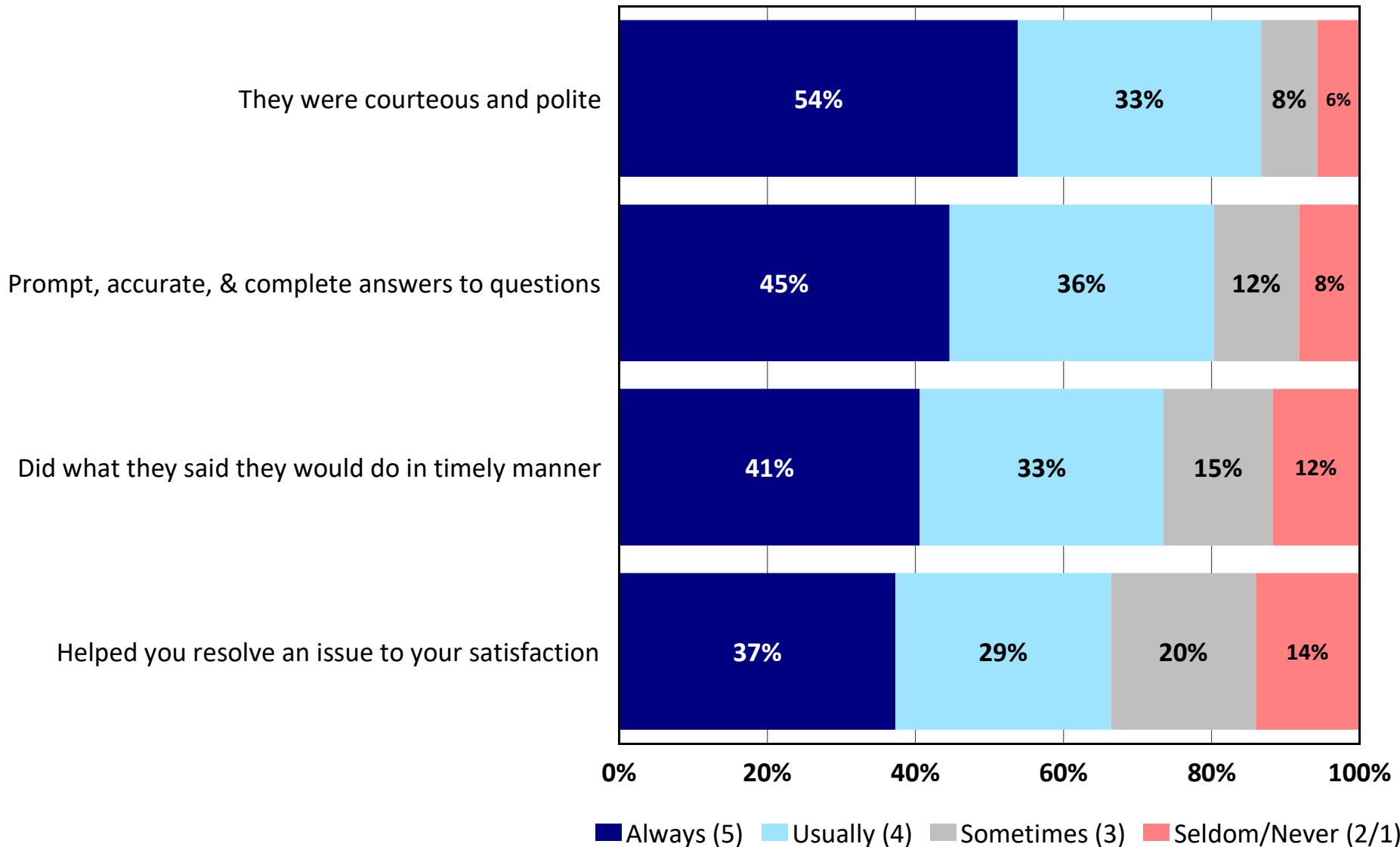
Q16a. How easy was it to contact the person you needed to reach?

by percentage of respondents who have called, e-mailed or visited the City in the past year
(excluding don't knows)



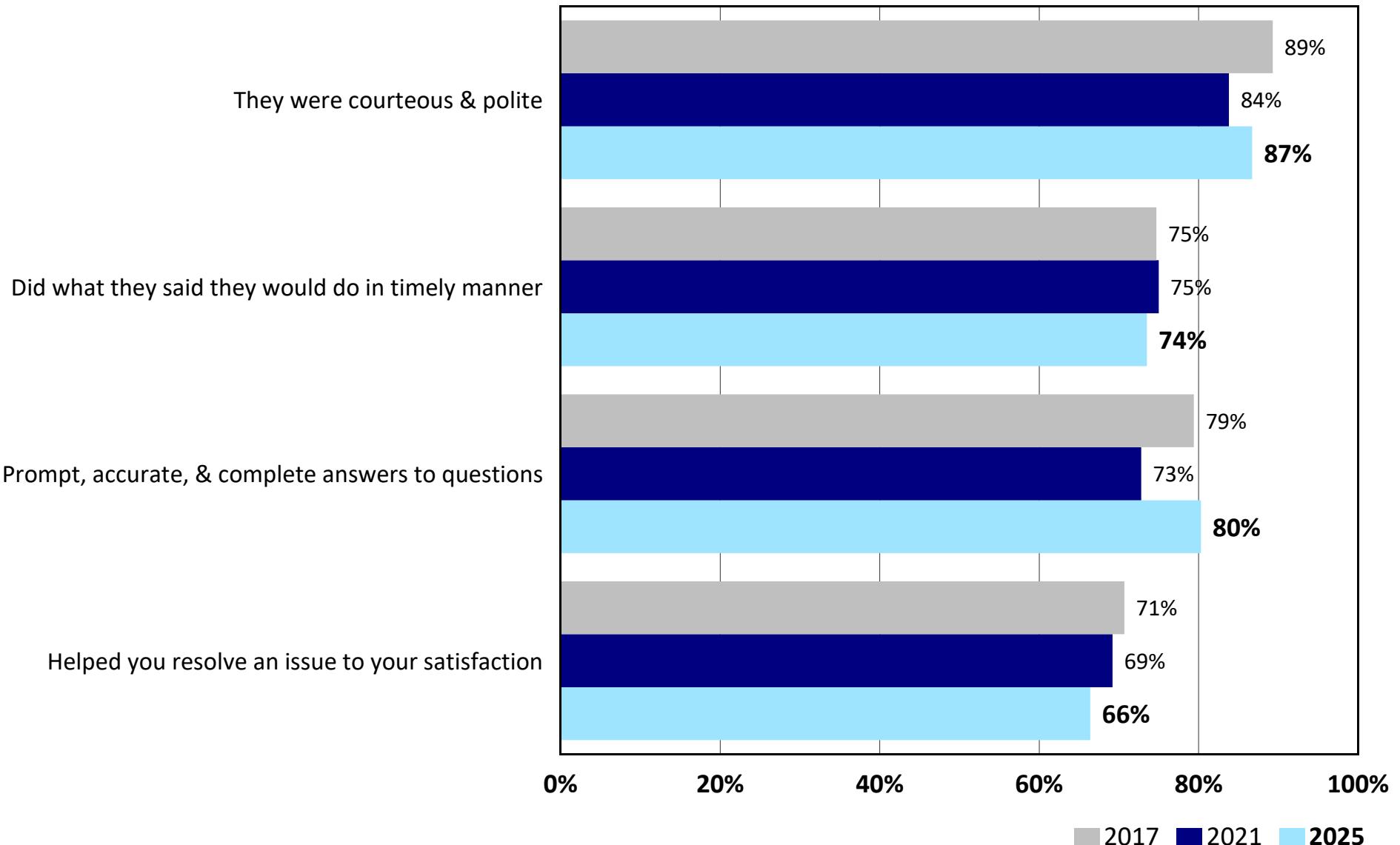
Q16b. How Often Employees Have Displayed Various Behaviors

by percentage of respondents who have contacted the city and rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



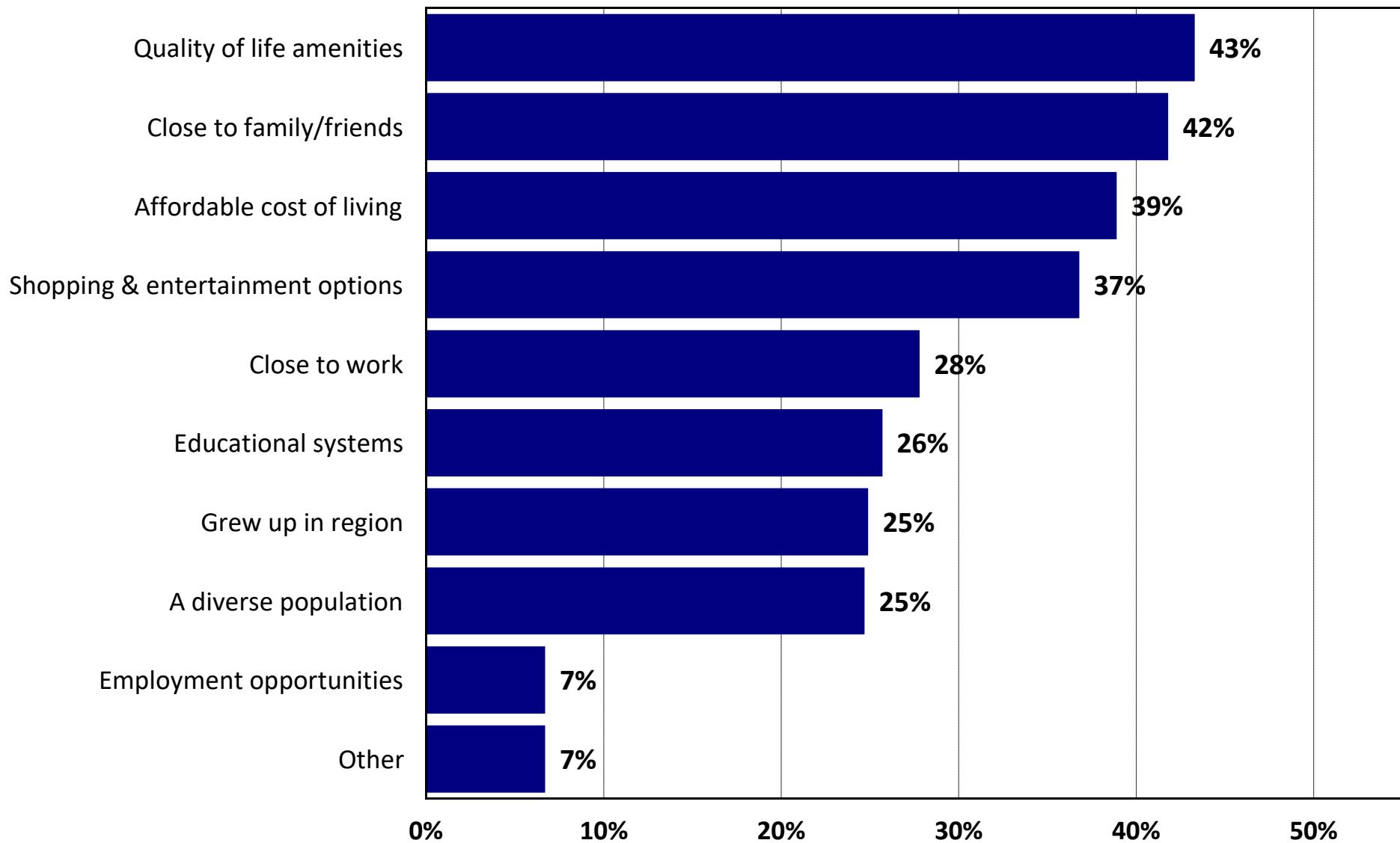
TRENDS: How Often Employees Have Displayed Various Behaviors

by percentage of respondents (multiple choices could be made)



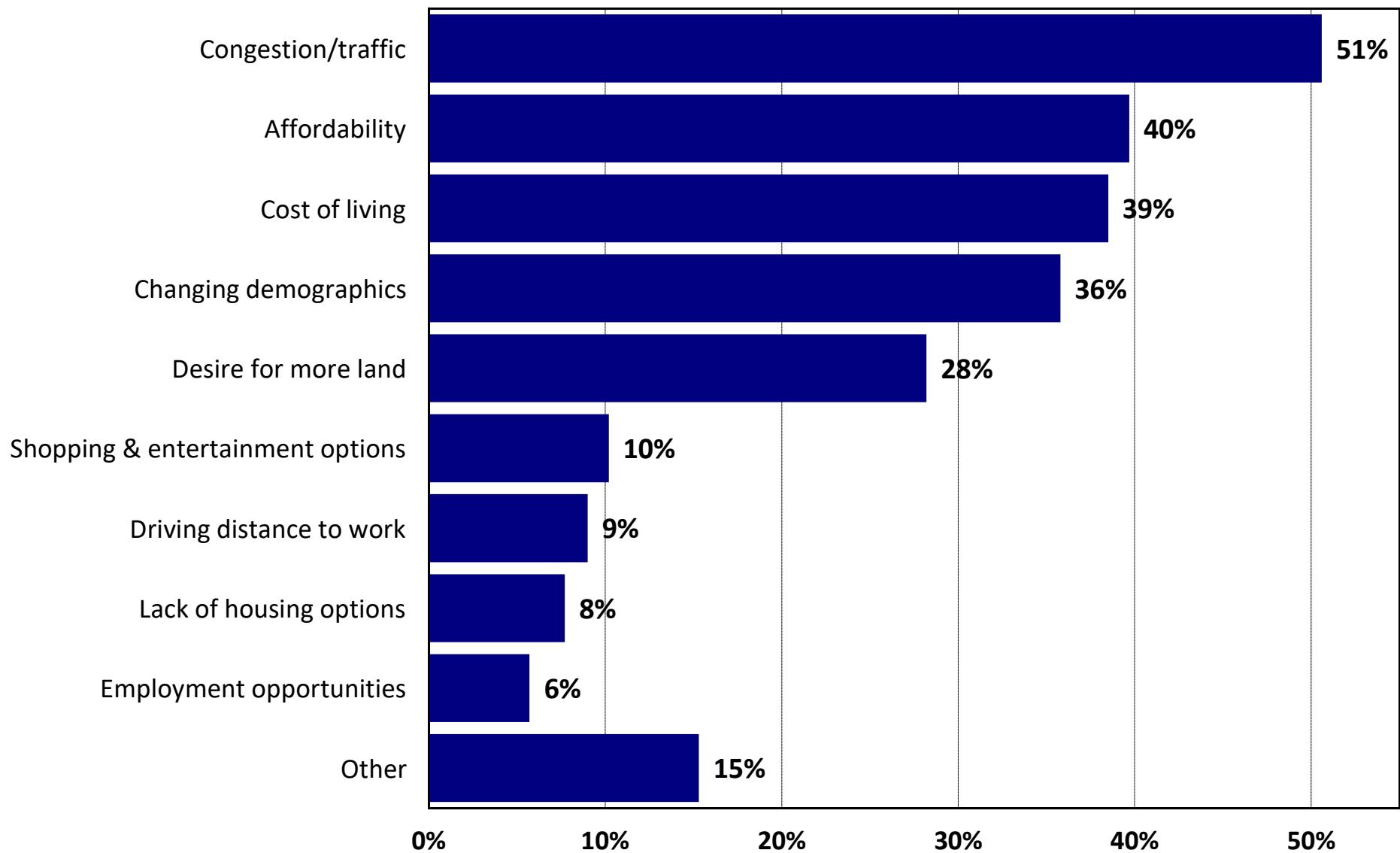
Q17. What do you like most about living in Sterling Heights?

by percentage of respondents (multiple choices could be made)



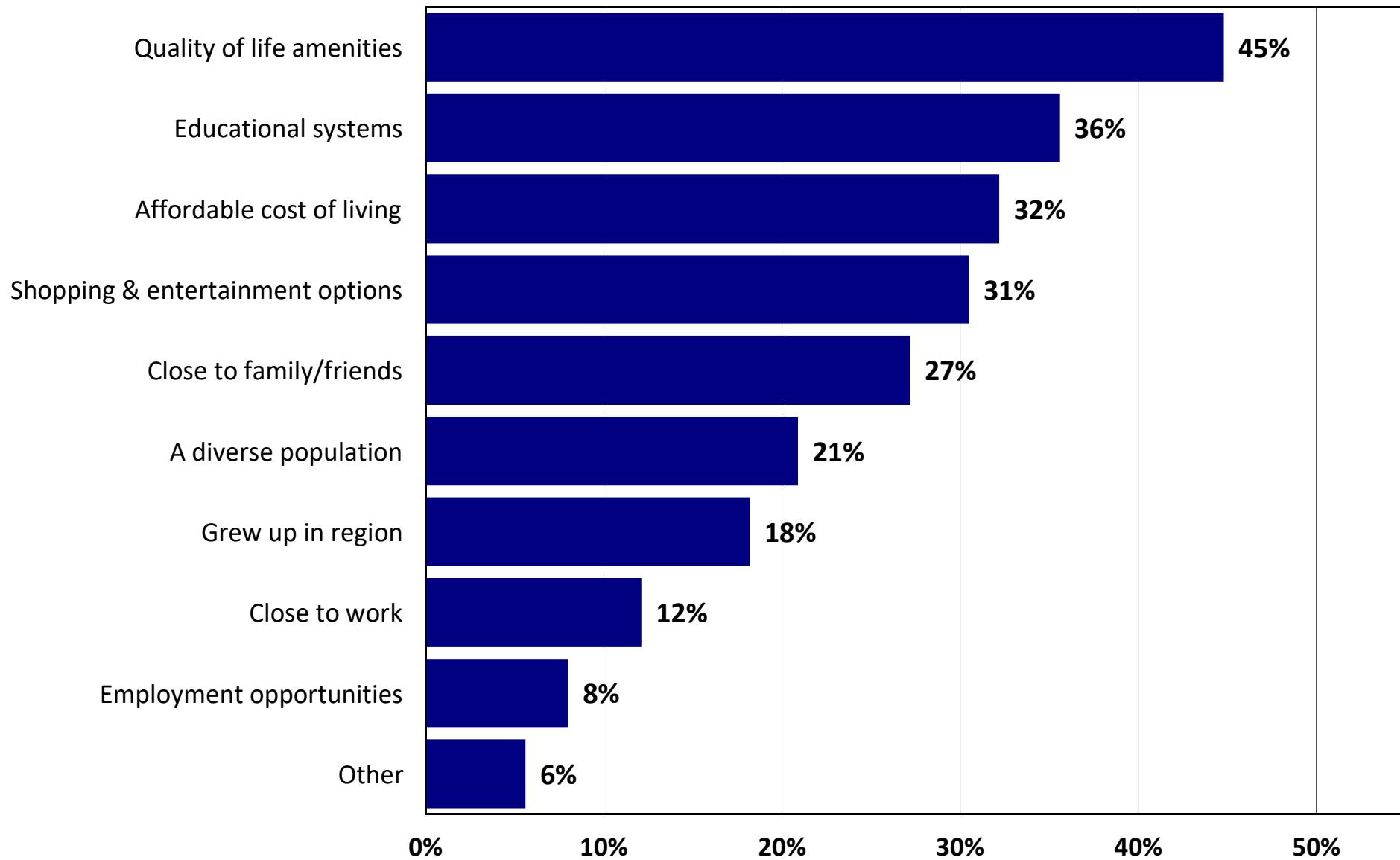
Q18. Things That Would Make Respondents Consider Leaving Sterling Heights

by percentage of respondents (up to three choices could be made)



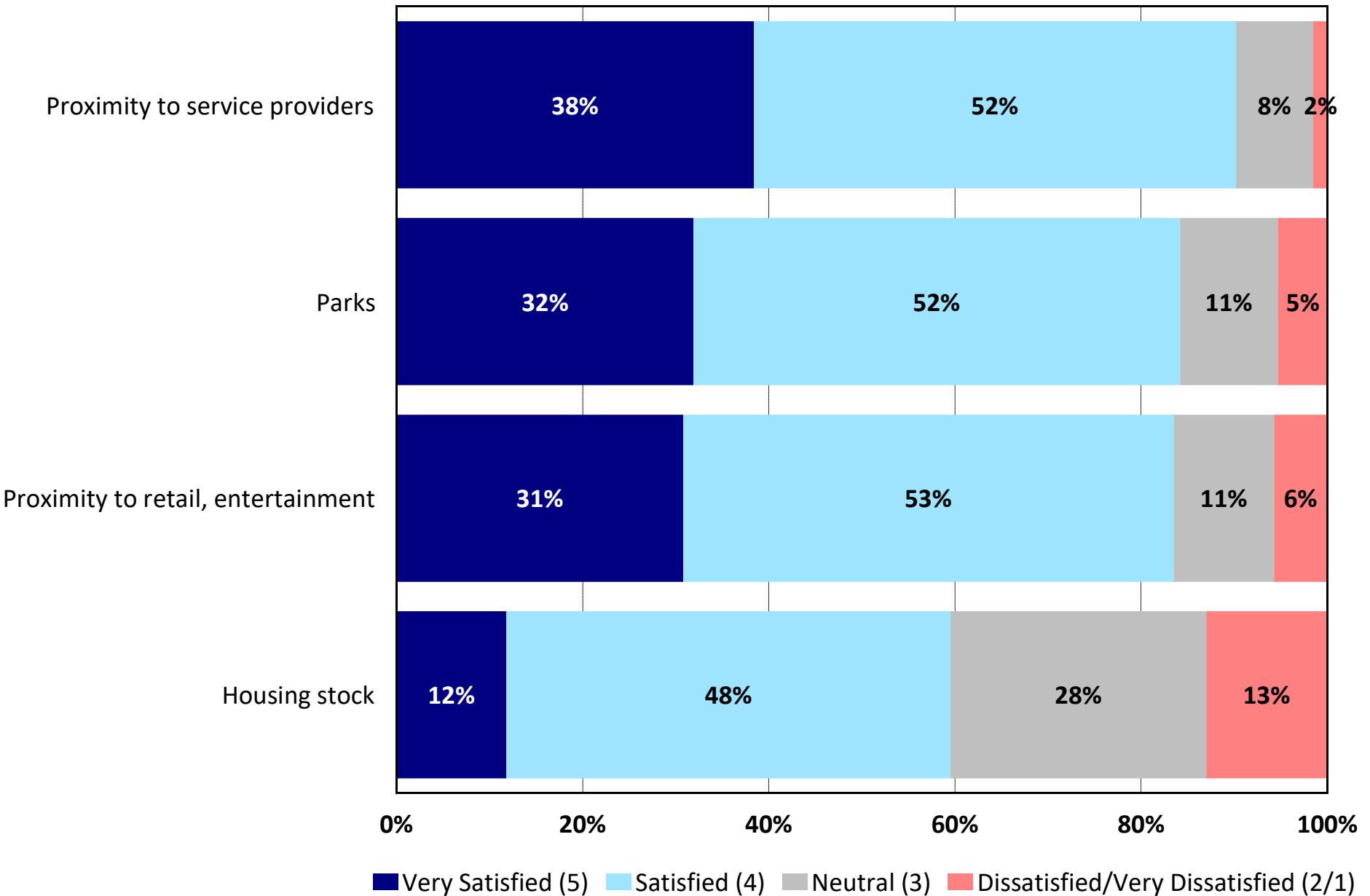
Q19. Reasons Why Respondents Would Recommend Sterling Heights to Family or Friends as a Place to Live

by percentage of respondents (multiple choices could be made)



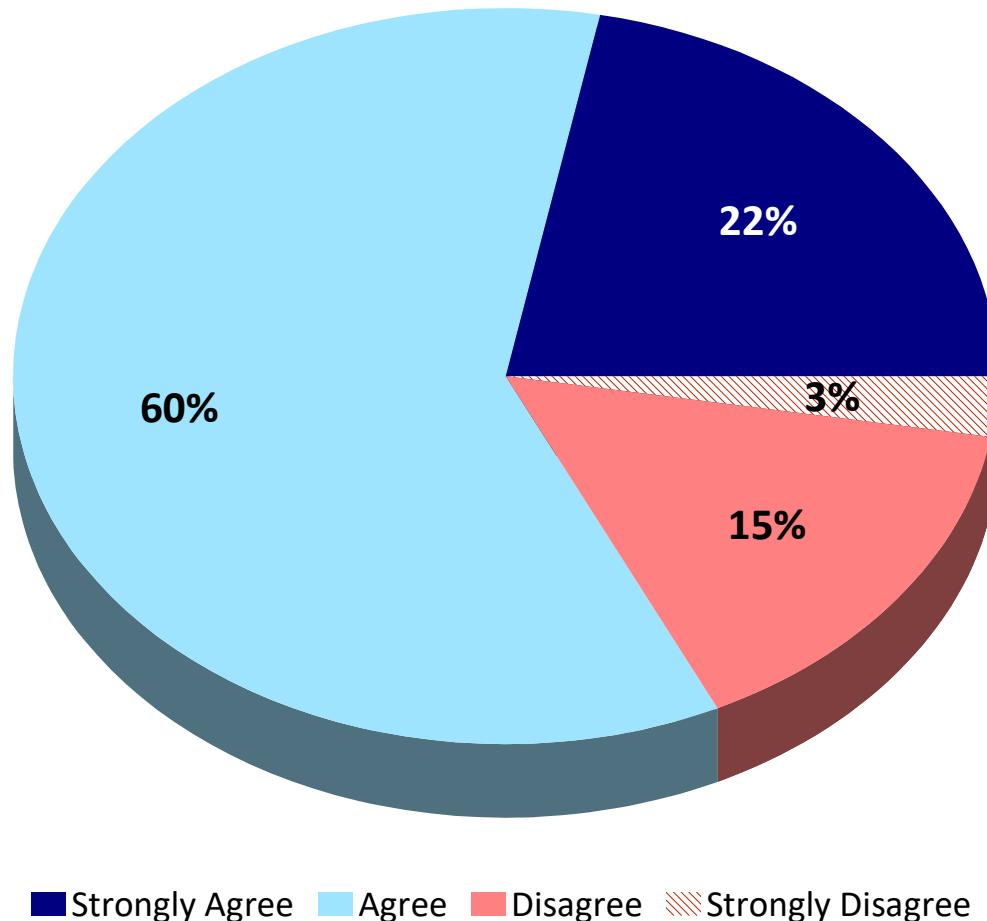
Q20. Satisfaction with Aspects of Neighborhood

by percentage of respondents (excluding don't knows)



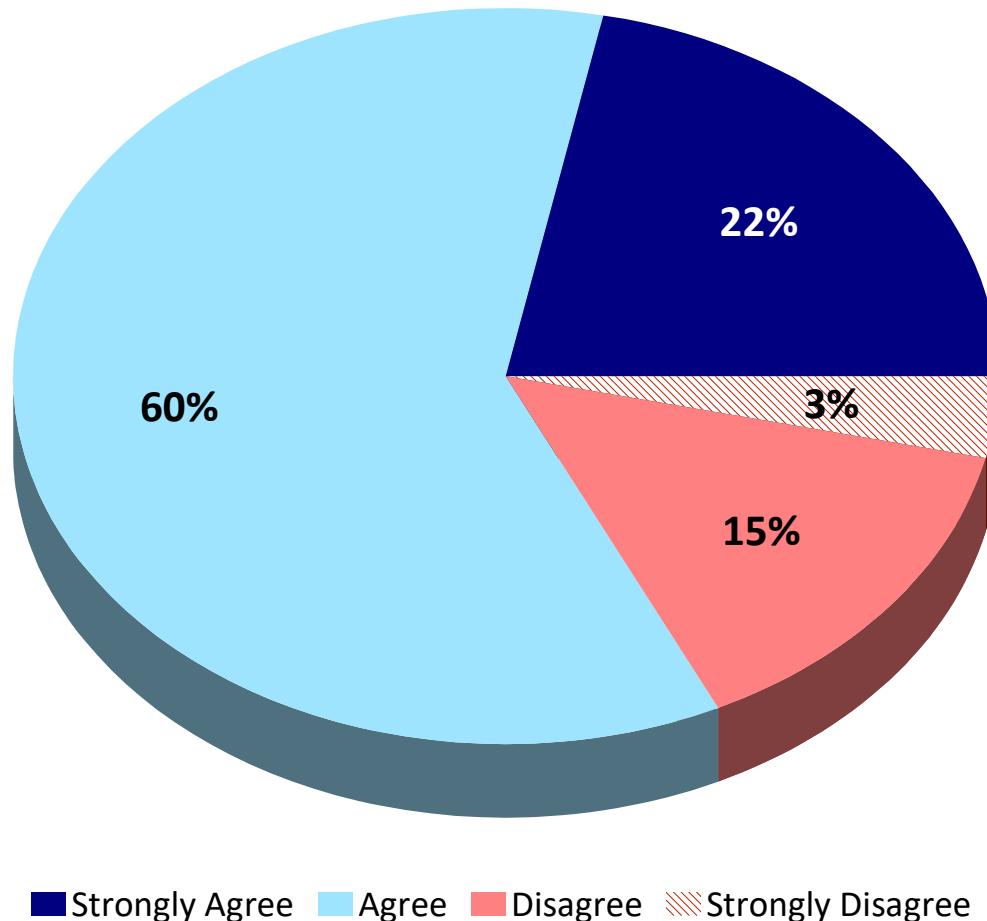
Q21. Agreement With the Statement: “I feel Sterling Heights is a community that provides vibrant and attractive areas with unique offerings and focal points as well a robust system of pathways and trails that connect residents to these areas.”

by percentage of respondents (excluding don't knows)



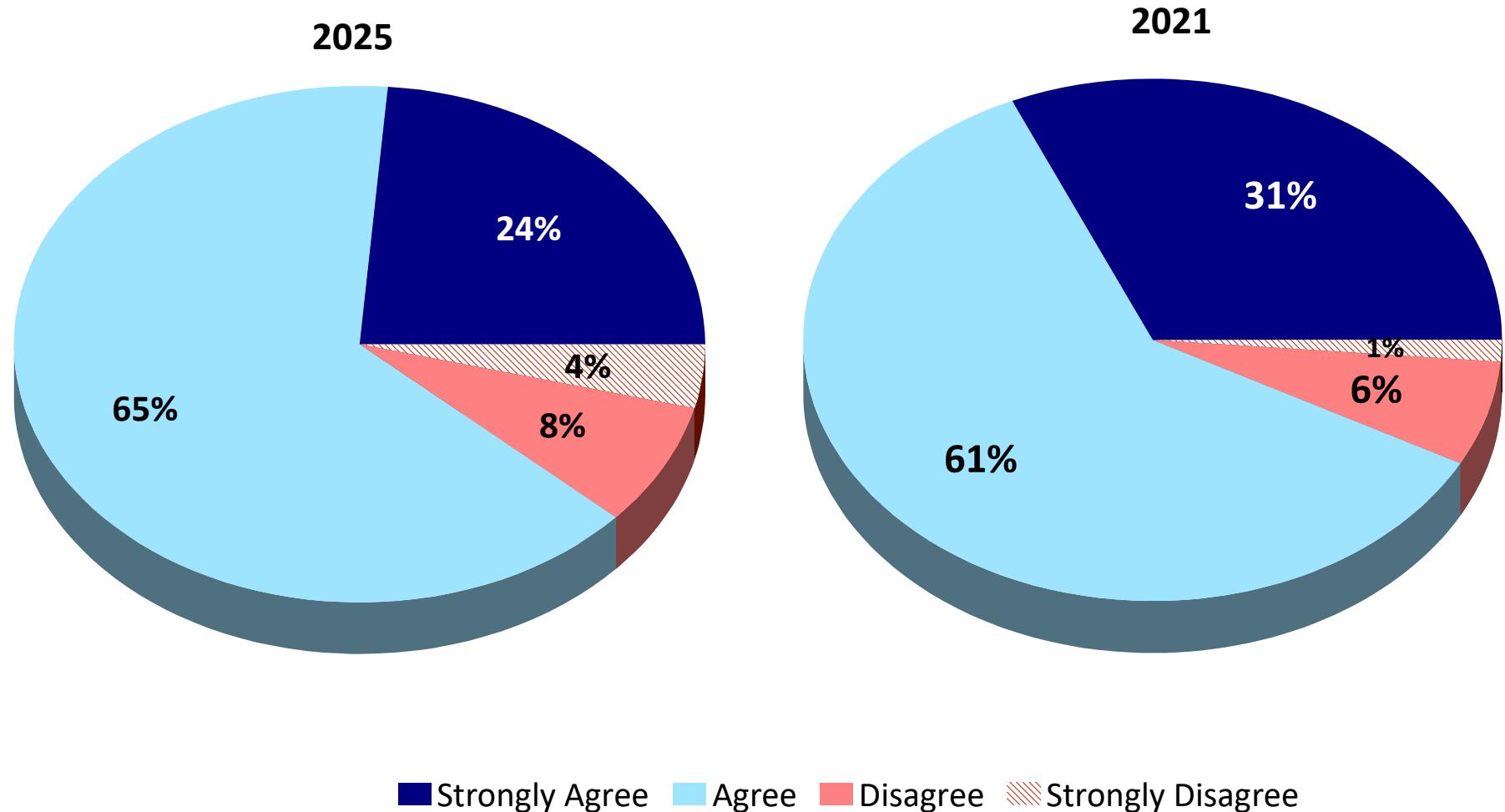
Q22. Agreement With the Statement: “I feel Sterling Heights is a community that values sustainability.”

by percentage of respondents (excluding don't knows)



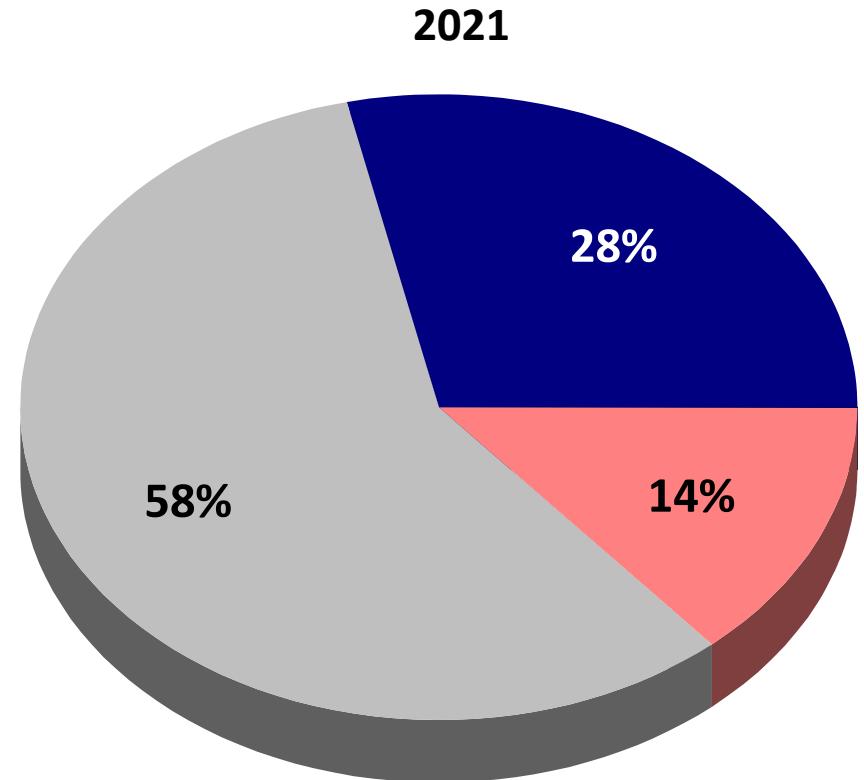
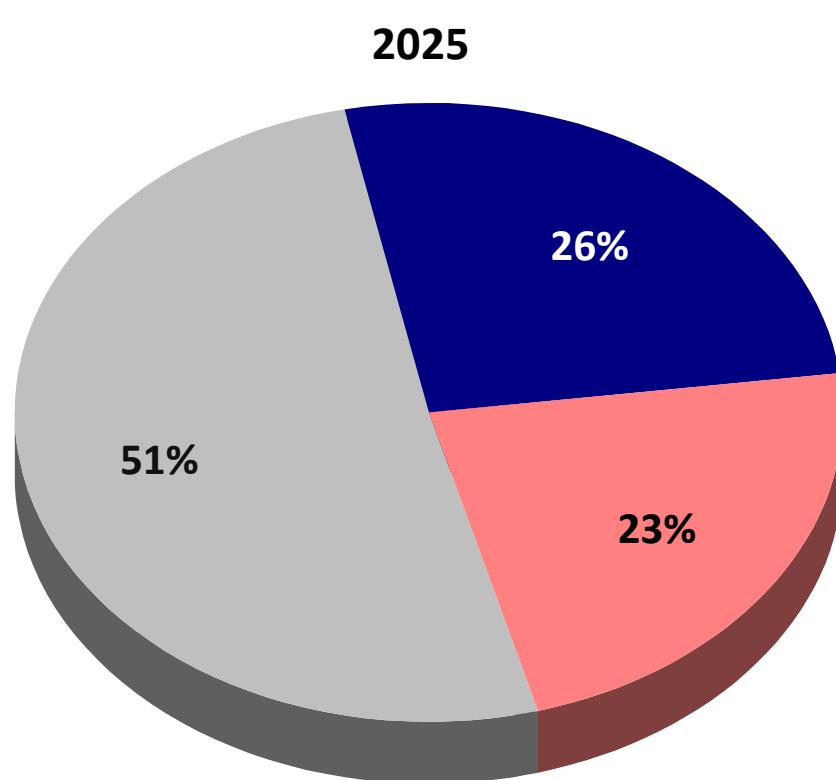
Q23. Agreement With the Statement: “From my perception, I feel Sterling Heights is an inclusive community.”

by percentage of respondents (excluding don't knows)



Q24. How Respondents Feel Race Relations in the City Have Changed

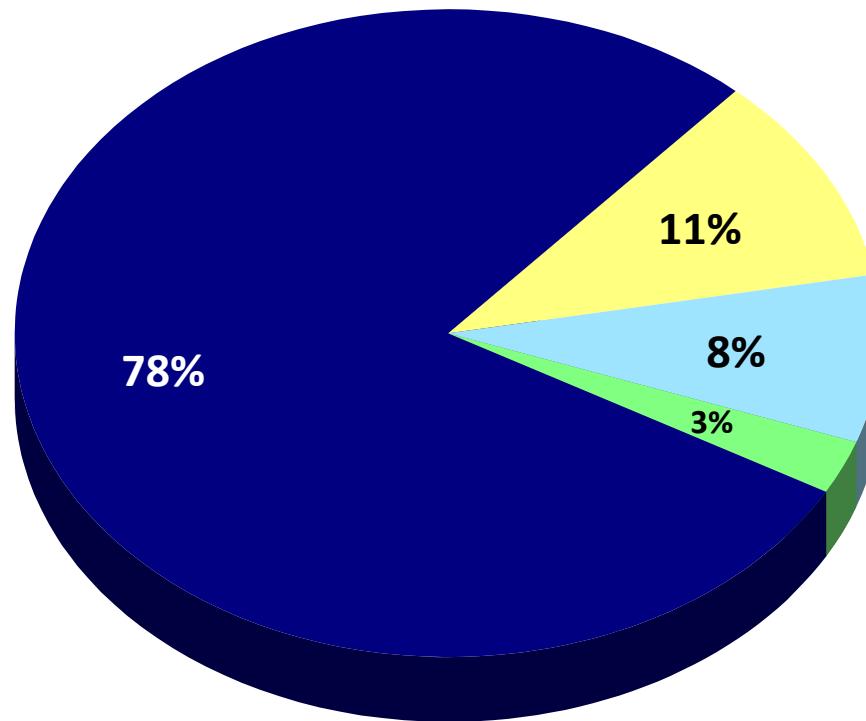
by percentage of respondents (excluding don't knows)



■ Improved ■ Stayed the same ■ Worsened

Q26. Demographics: Approximately how many years have you lived in the City of Sterling Heights?

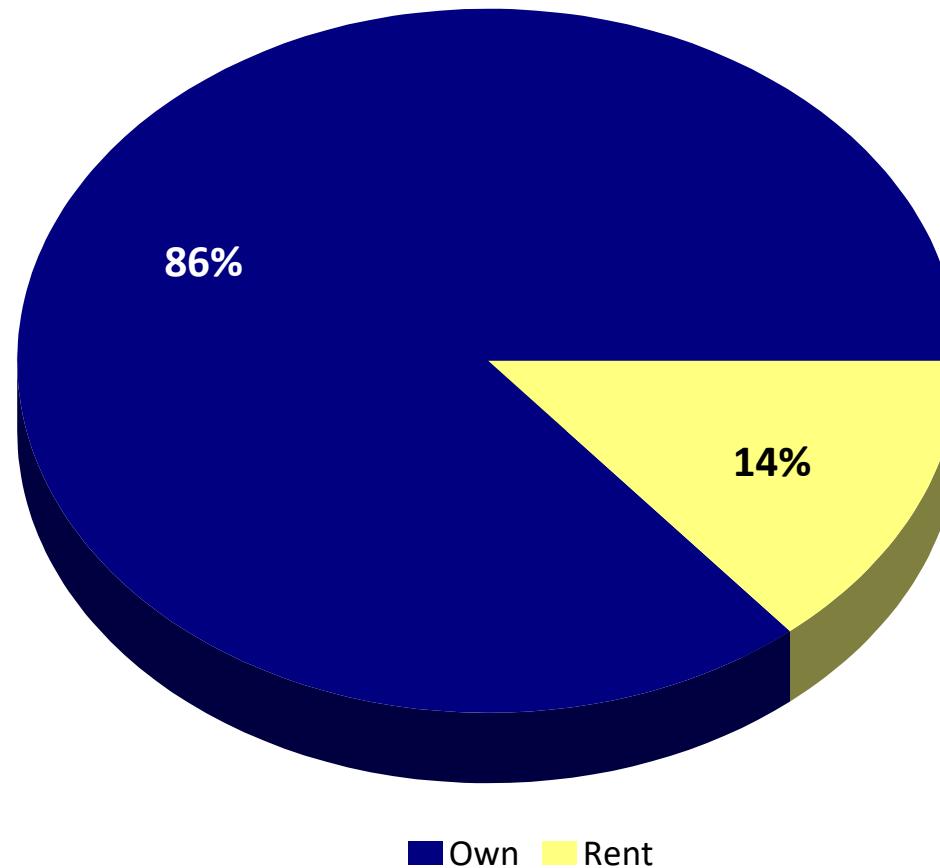
by percentage of respondents (excluding not provided)



■ Less than 1 year ■ 1-5 years ■ 6-10 years ■ More than 10 years

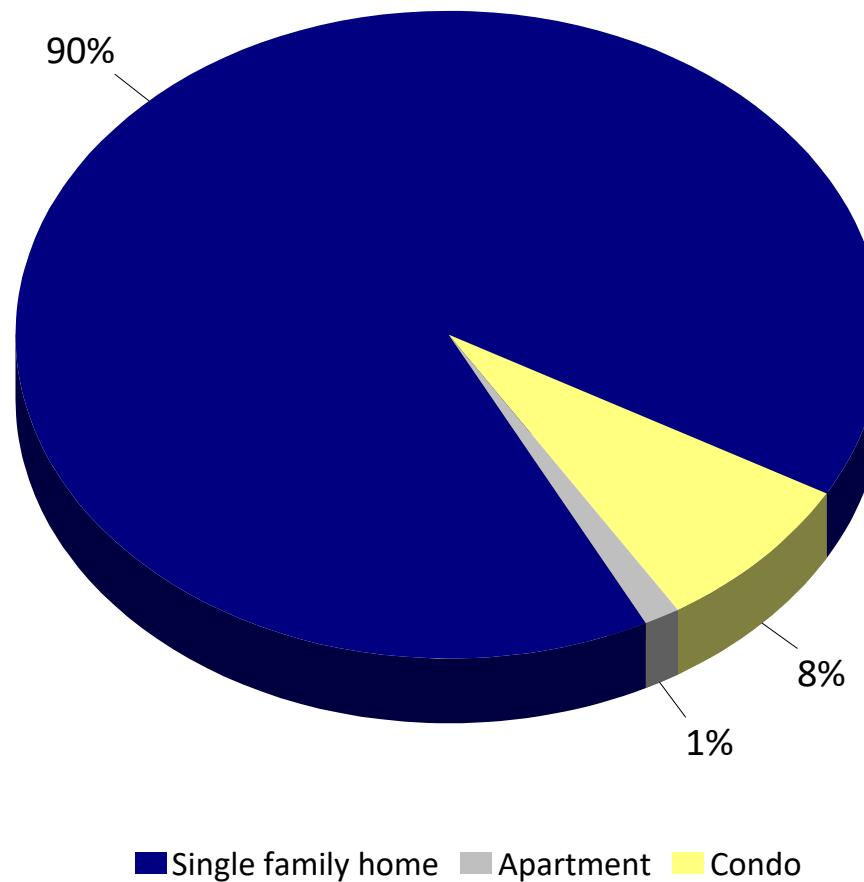
Q27. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding not provided)



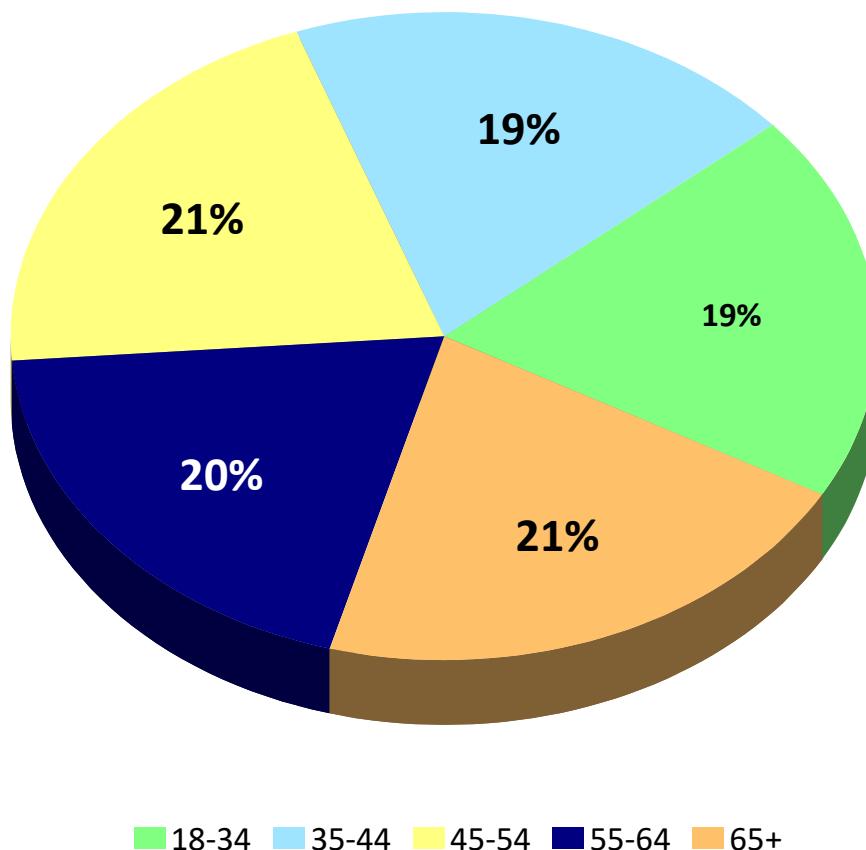
Q28. Demographics: In what type of residence do you live?

by percentage of respondents (excluding not provided)



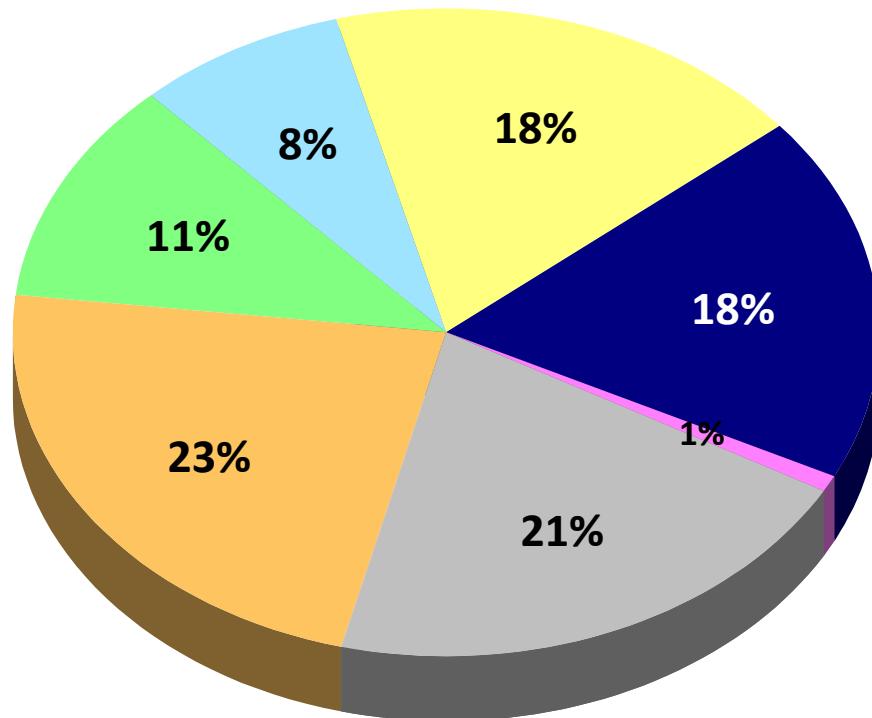
Q29. Demographics: What is your age?

by percentage of respondents (excluding not provided)



Q30. Demographics: What is the highest level of education completed by a member of your household?

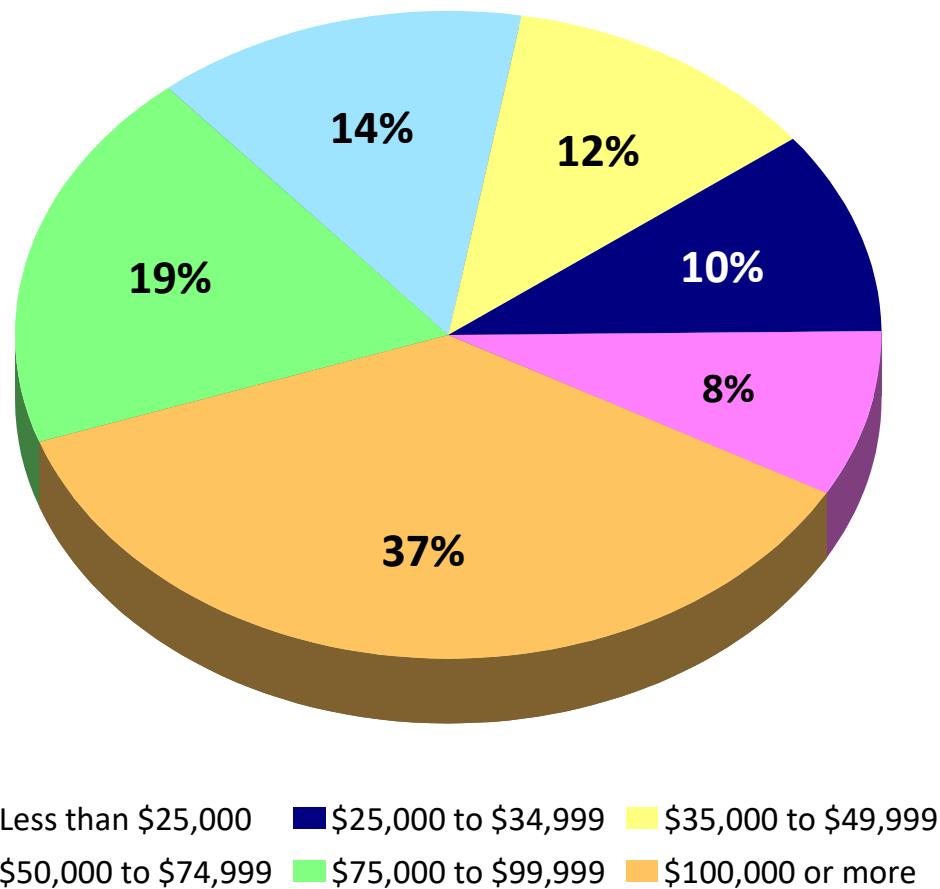
by percentage of respondents (excluding not provided)



- Less than high school graduate
- High school diploma or GED
- Some college
- Vocational/technical
- Associate's degree
- Bachelor's degree
- Graduate/professional degree

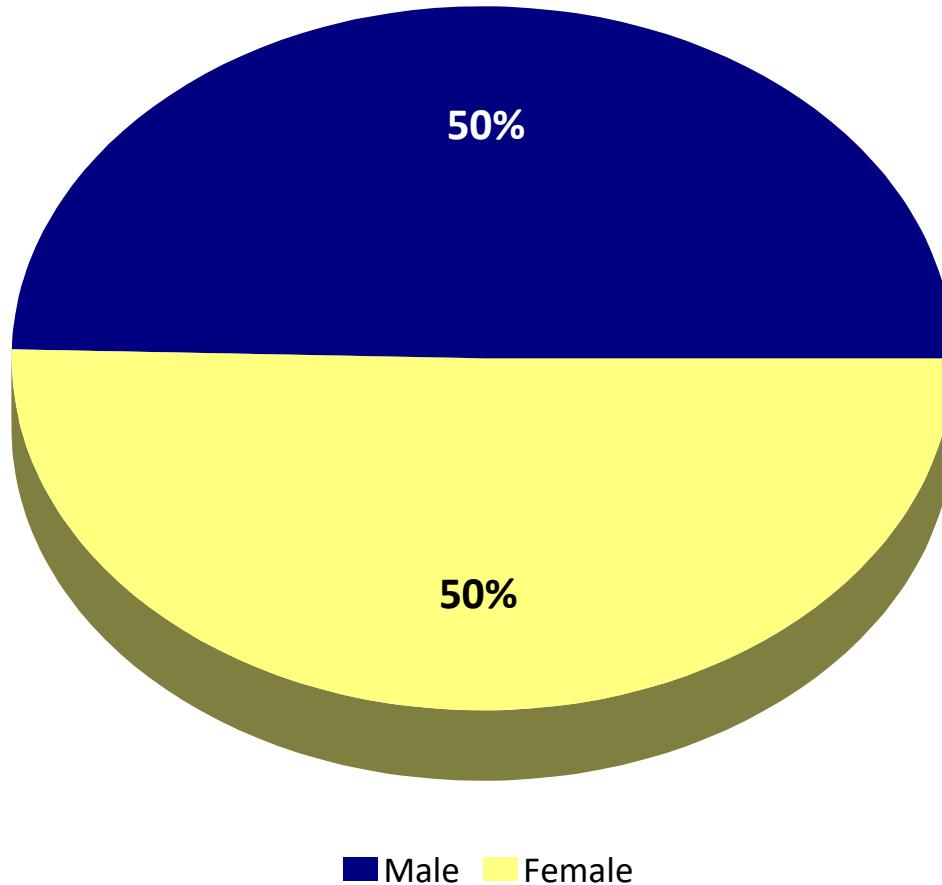
Q31. Demographics: Annual Household Income

by percentage of respondents (excluding not provided)



Q32. Demographics: What is your gender?

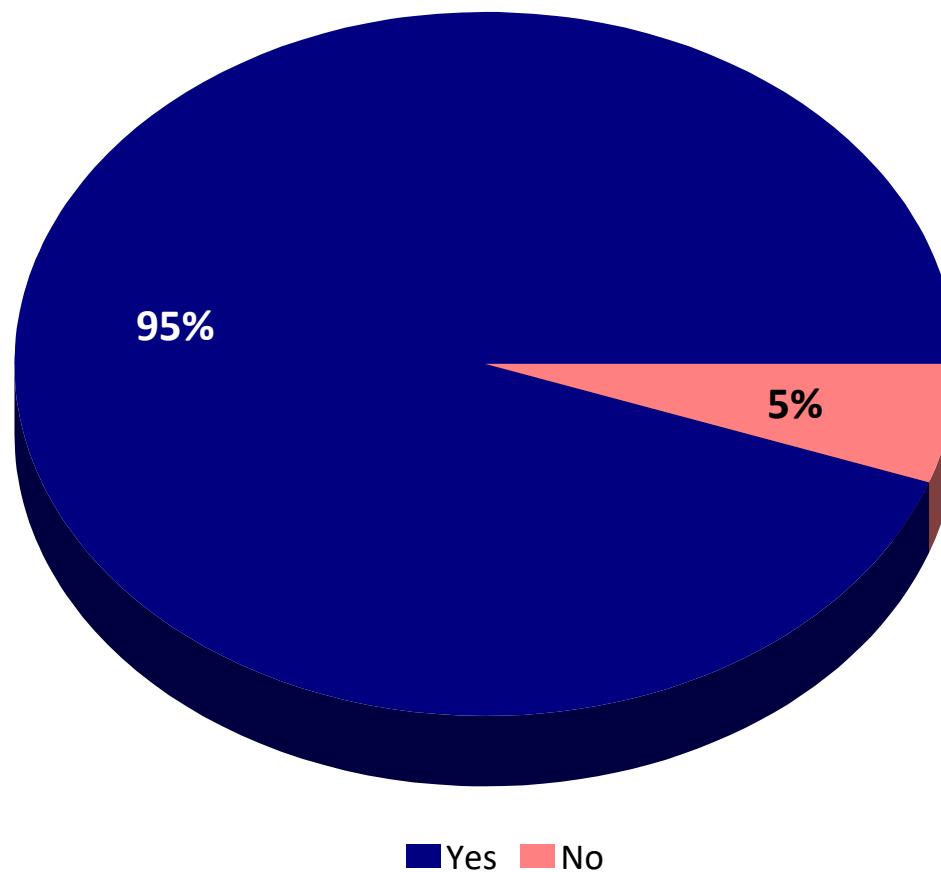
by percentage of respondents (excluding not provided)



0.2% of respondents preferred to self-describe, 0.4% of respondents chose non-binary

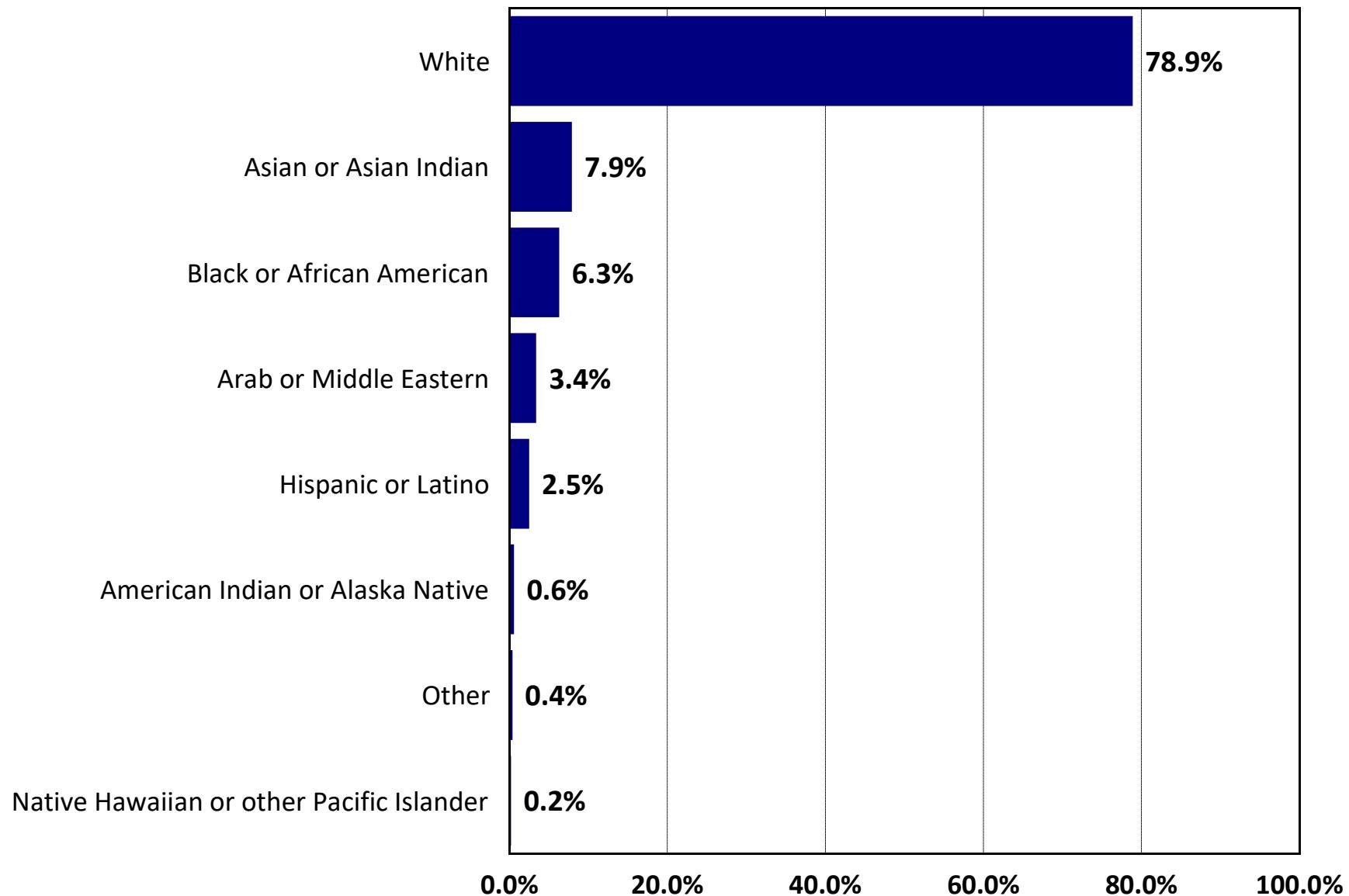
Q33. Demographics: Is English the primary language spoken in your home?

by percentage of respondents (excluding not provided)



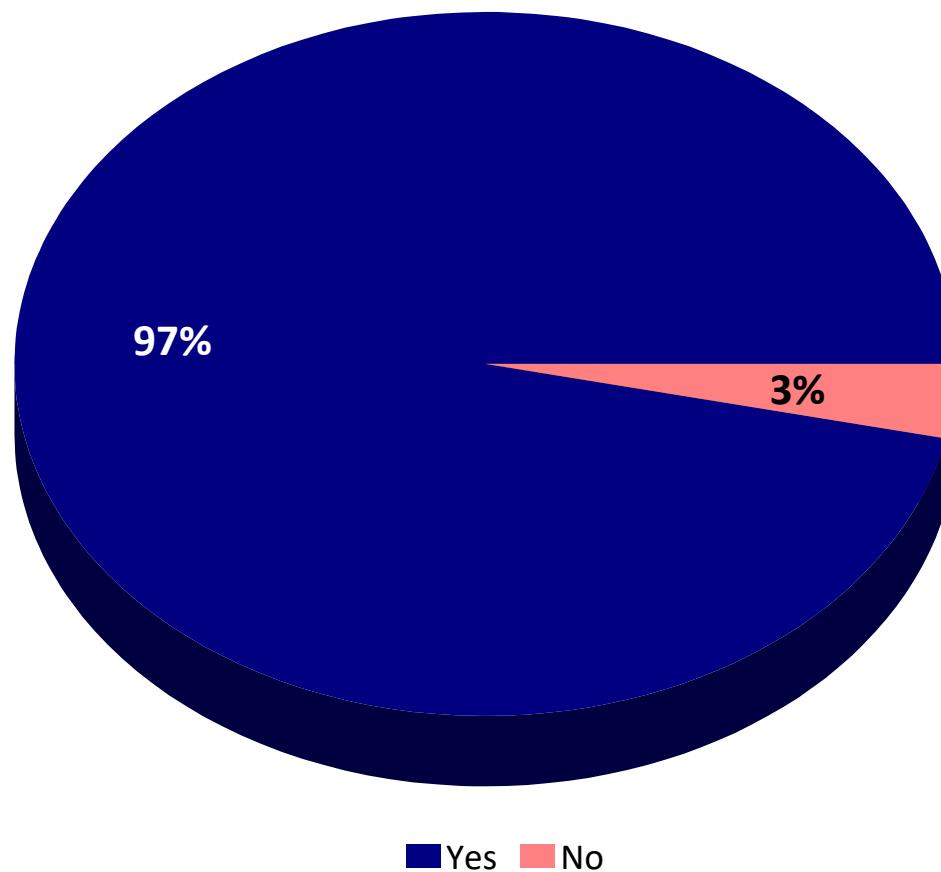
Q34. Demographics: What is your ethnic origin?

by percentage of respondents (multiple choices could be made)



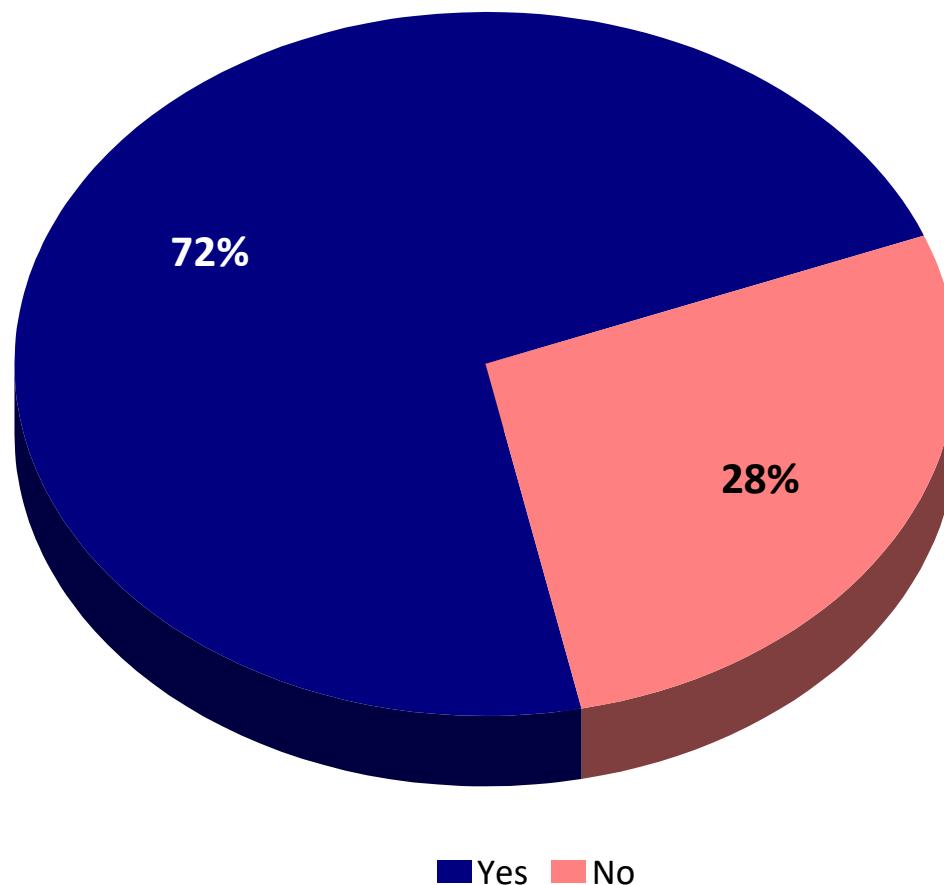
Q35. Demographics: Are you registered to vote in Sterling Heights?

by percentage of respondents (excluding not provided)



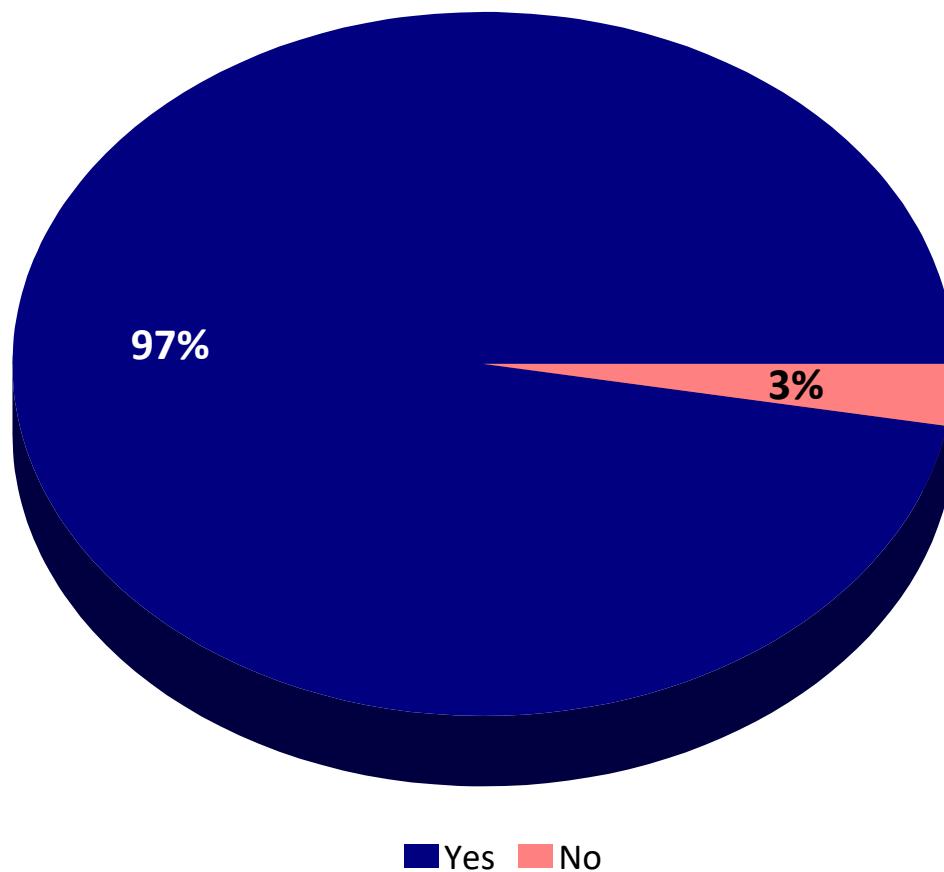
Q36. Demographics: Are you currently employed?

by percentage of respondents (excluding not provided)



Q37. Demographics: Do you currently have access to broadband data (or hi-speed internet access)?

by percentage of respondents (excluding not provided)



2

Benchmarking Analysis

Benchmarking



Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders use statistically-valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the North Central Region. The North Central region includes Indiana, Michigan, Ohio, and Pennsylvania.

The charts on the following pages show how the results for Sterling Heights compares to the national average and the North Central average. The dark blue bar shows the results for Sterling Heights. The red bar shows the North Central average from communities that administered the *DirectionFinder®* survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

The charts on the following pages exclude the "don't know" responses to aid in data comparison.

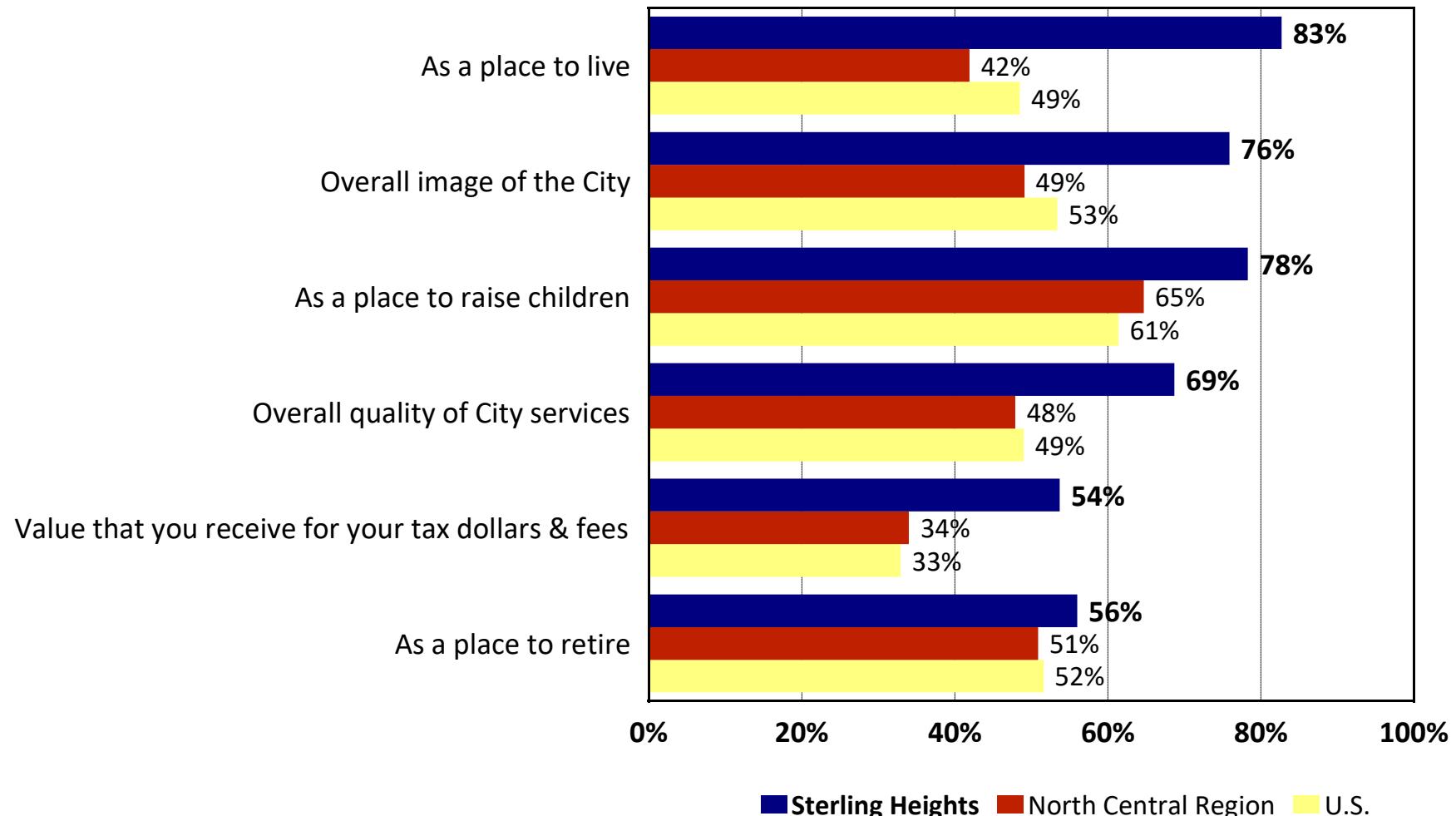
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Sterling Heights, Michigan is not authorized without written consent from ETC Institute.

Satisfaction with Issues that Influence Perceptions of the Community

Sterling Heights vs. North Central Region vs. the U.S.

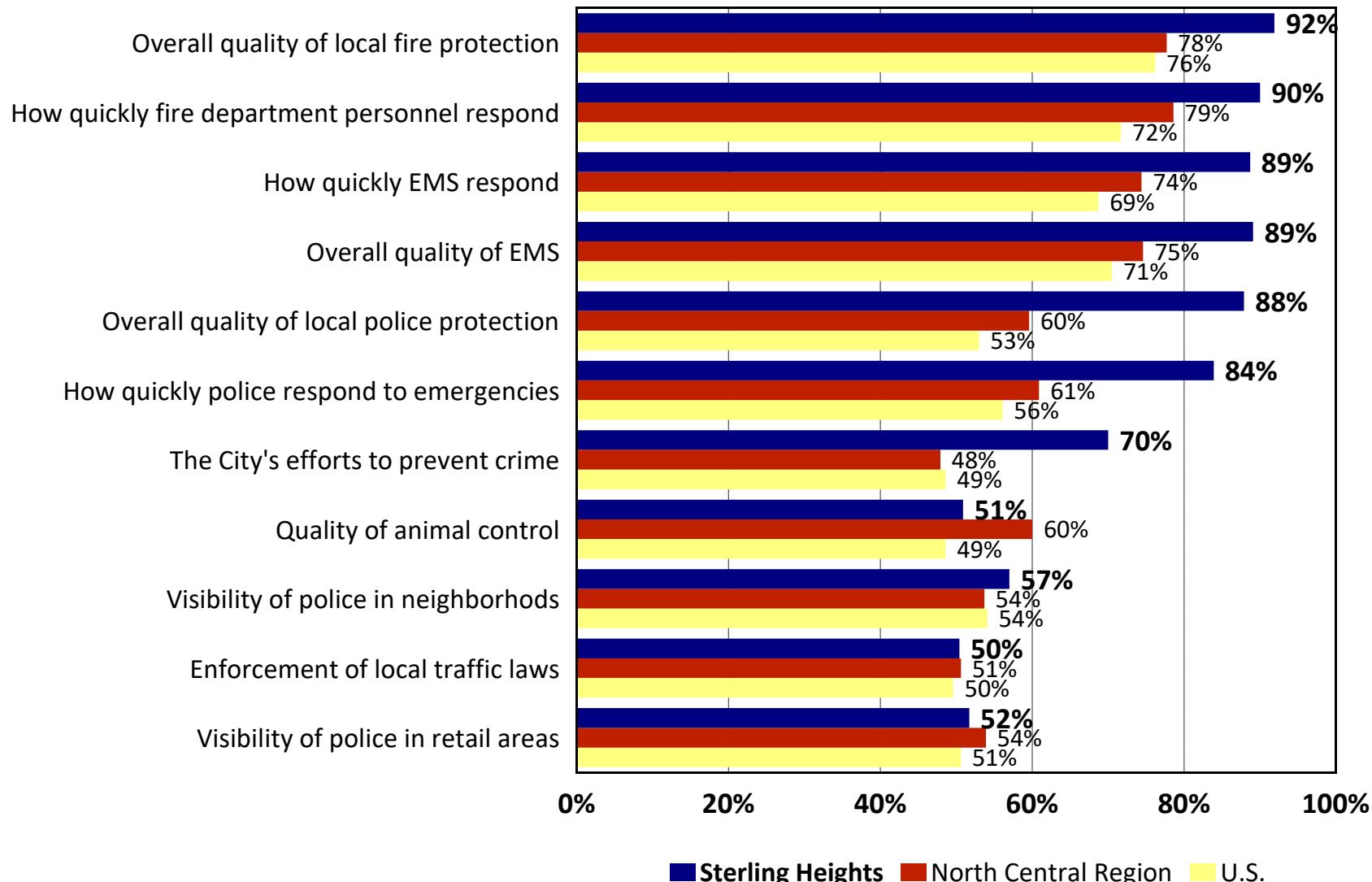
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Public Safety

Sterling Heights vs. North Central Region vs. the U.S.

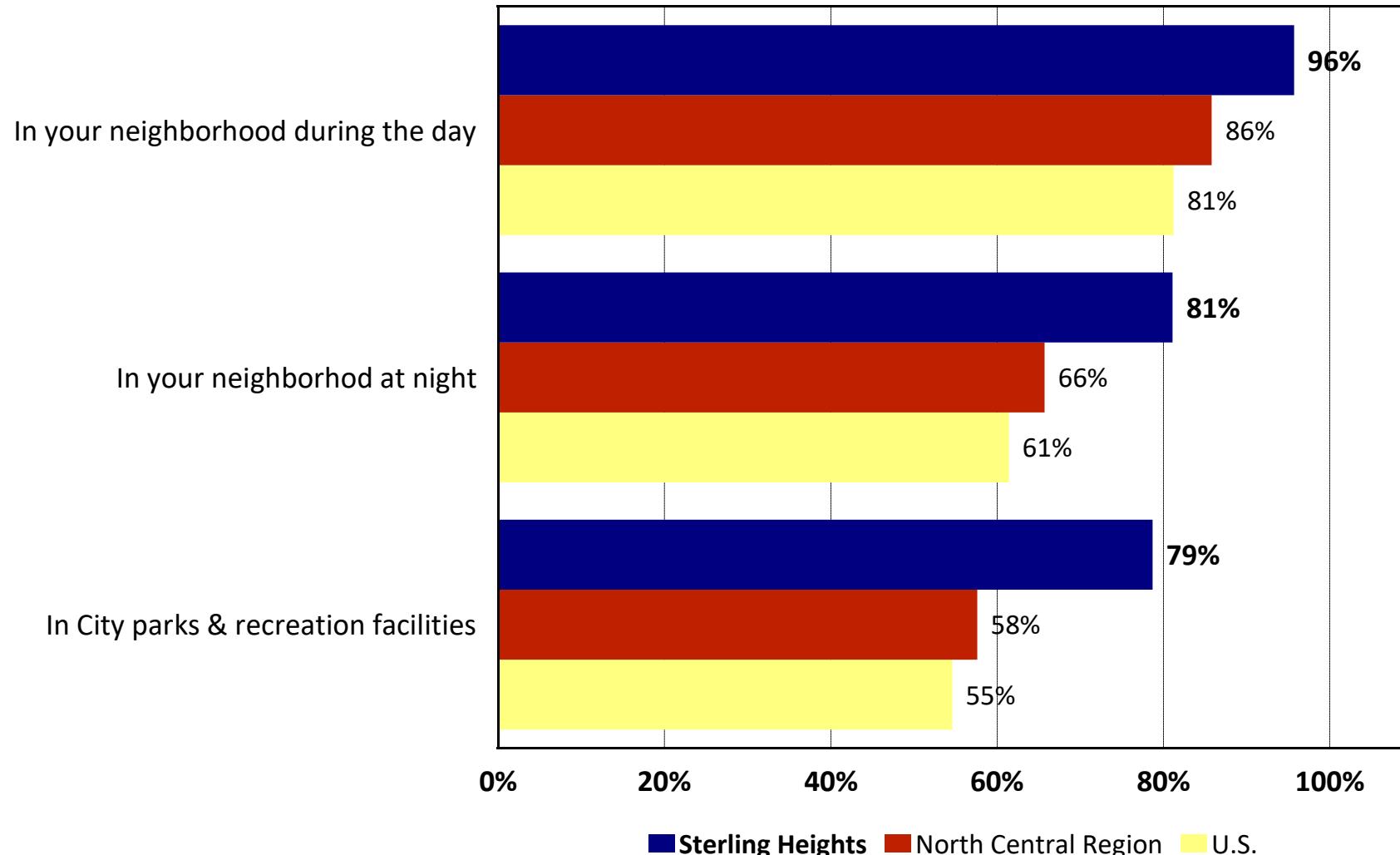
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Feeling of Safety in Various Situations

Sterling Heights vs. North Central Region vs. the U.S.

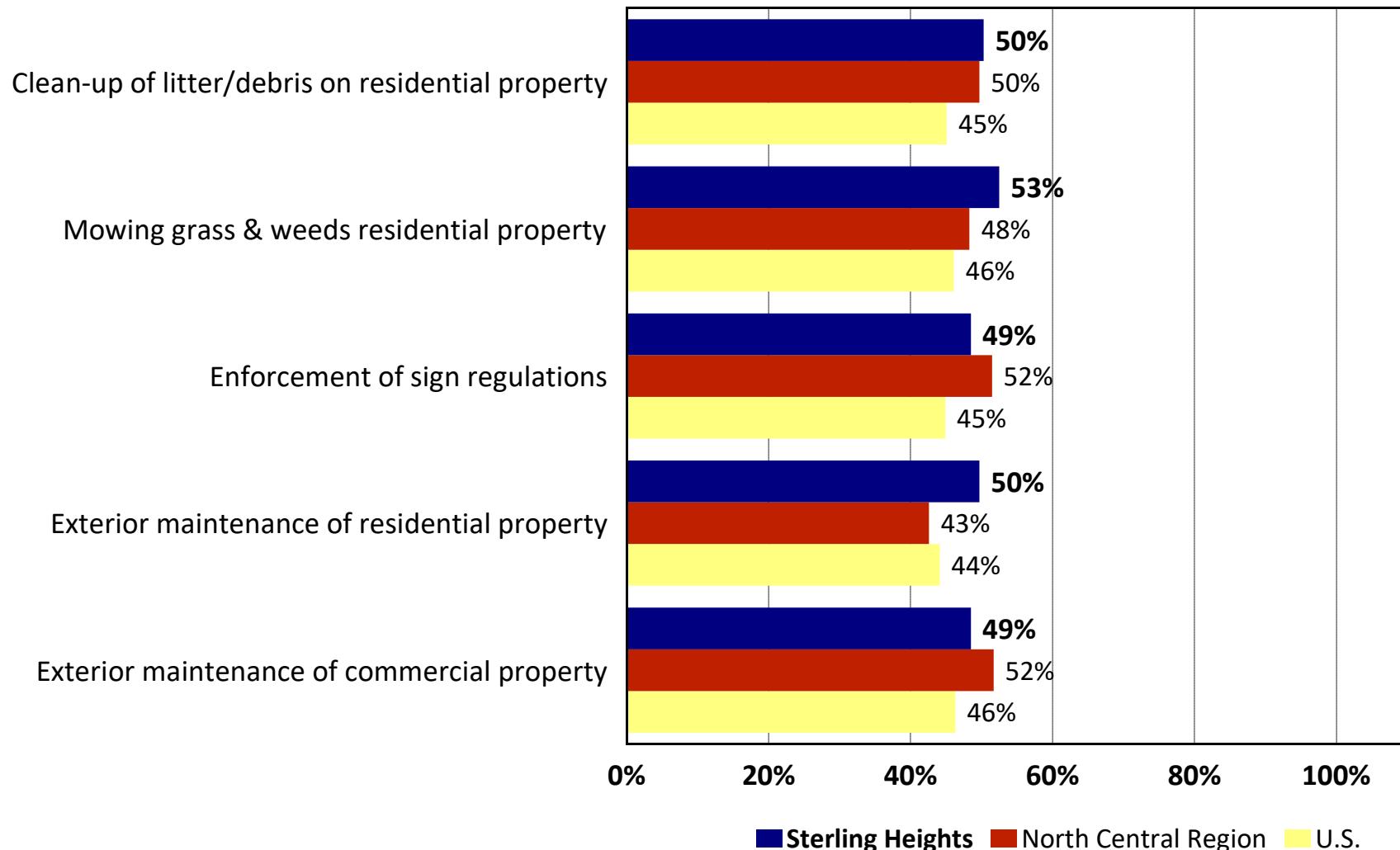
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Code Enforcement

Sterling Heights vs. North Central Region vs. the U.S.

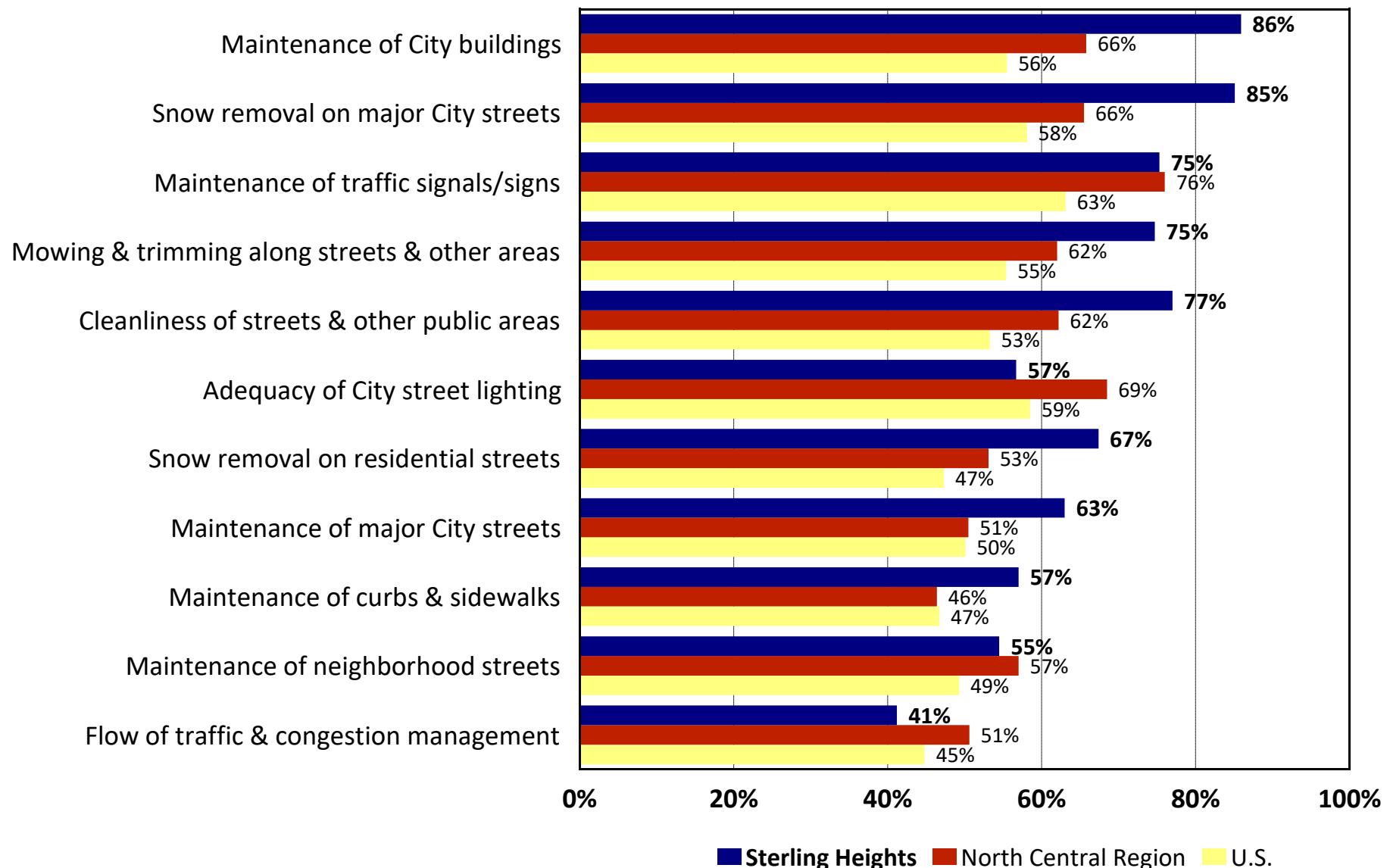
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Maintenance

Sterling Heights vs. North Central Region vs. the U.S.

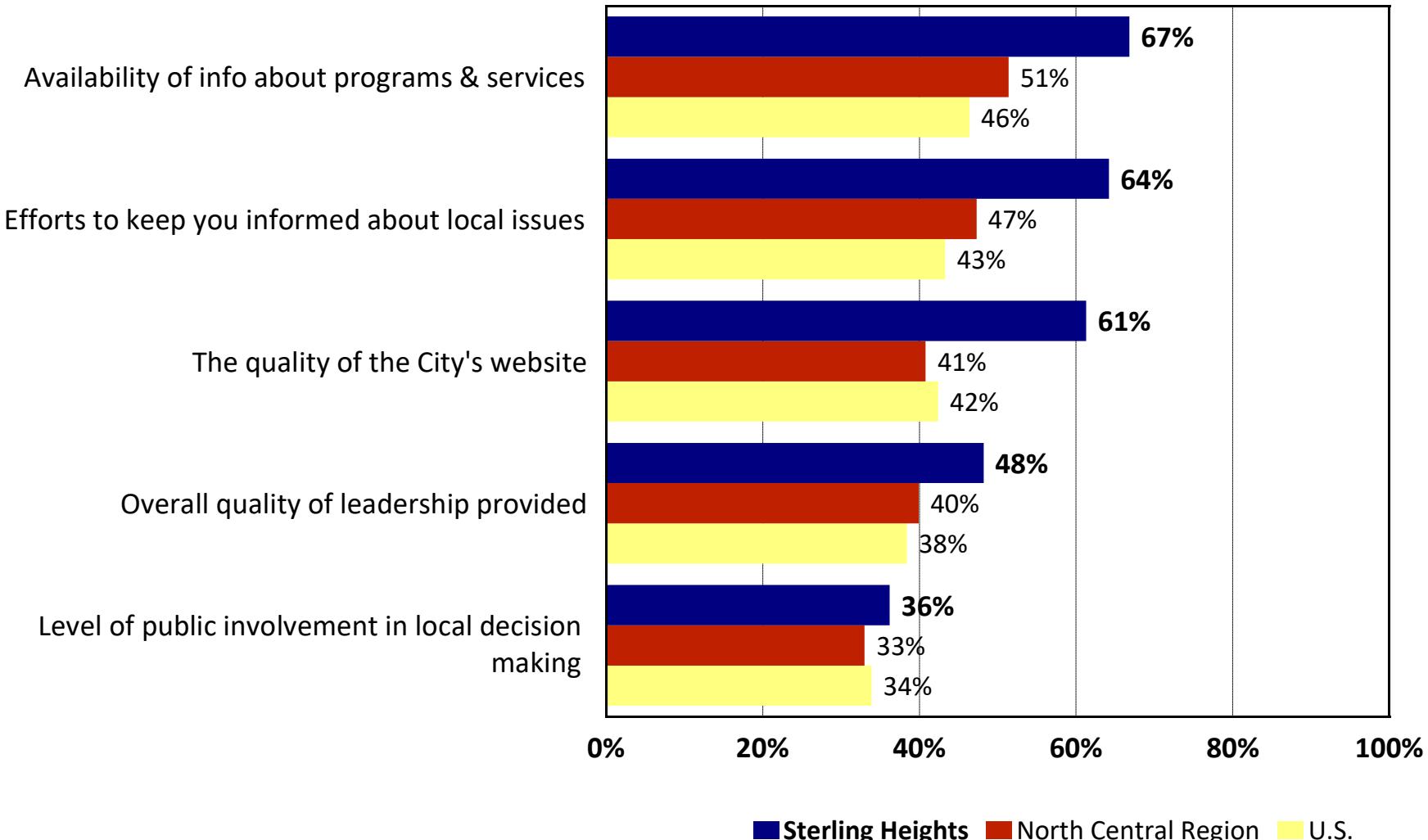
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with City Leadership and Communication

Sterling Heights vs. North Central Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



3

Importance-Satisfaction Analysis

Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the public safety services that were most important to their household. More than one-third (39.8%) of the respondent households selected "*visibility of police in neighborhoods*" as one of the most important services to emphasize over the next two years.

With regard to satisfaction, 57% of respondents surveyed rated "*visibility of police in neighborhoods*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied"), excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 43% was multiplied by 38.2% (1-0.57). This calculation yielded an I-S rating of 0.1711, which ranked second out of thirteen categories of public safety services analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($I-S > 0.20$)
- Increase Current Emphasis ($I-S = 0.10 - 0.20$)
- Maintain Current Emphasis ($I-S < 0.10$)

The results for the City of Sterling Heights are provided on the following pages.

Importance-Satisfaction Analysis Ratings

2025 City of Sterling Heights Residential Survey

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Enforcement of local traffic laws	35.7%	3	50.4%	13	0.1771	1
The visibility of police in neighborhoods	39.8%	1	57.0%	1	0.1711	2
The City's efforts to prevent crime	39.7%	2	70.0%	8	0.1191	3
Medium Priority (I-S < 0.10)						
The visibility of police in retail areas	20.0%	5	51.7%	11	0.0966	4
The visibility of police in public parks	17.8%	6	53.8%	10	0.0822	5
Quality of animal control	13.4%	7	50.9%	12	0.0658	6
Overall quality of local police protection	27.6%	4	87.9%	5	0.0334	7
Overall quality of public interaction with the police department	11.9%	9	75.6%	7	0.0290	8
How quickly police respond to emergencies	10.5%	12	83.9%	6	0.0169	9
How quickly emergency medical personnel respond to emergencies	12.1%	8	88.7%	4	0.0137	10
Overall quality of emergency medical services	11.9%	10	89.1%	3	0.0130	11
Overall quality of local fire protection	11.0%	11	91.9%	1	0.0089	12
How quickly fire department personnel respond to emergencies	8.2%	13	90.0%	2	0.0082	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Analysis Ratings

2025 City of Sterling Heights Residential Survey

Parks and Recreation and City Events

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (I-S < 0.10)						
Bike/Hike trail system	29.3%	2	77.5%	8	0.0659	1
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	31.3%	1	81.6%	6	0.0576	2
Fees charged for recreational programs	16.1%	5	66.0%	13	0.0547	3
Youth recreation programs offered	13.4%	9	68.0%	11	0.0429	4
Senior Center	15.5%	6	73.2%	9	0.0415	5
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	19.0%	4	79.7%	7	0.0386	6
Senior recreation programs offered	11.5%	12	67.4%	12	0.0375	7
Adult recreation programs offered	11.7%	11	69.6%	10	0.0356	8
Teen recreation programs offered	7.4%	14	60.9%	15	0.0289	9
Sterlingfest Art & Music Fair	14.3%	7	83.0%	4	0.0243	10
Maintenance and mowing of City parks	26.8%	3	91.1%	1	0.0239	11
Nature Center services and programs	13.2%	10	82.3%	5	0.0234	12
Music in the Park Concert Series	13.7%	8	84.0%	3	0.0219	13
Special recreation programs	5.3%	15	61.1%	14	0.0206	14
The number of City parks	11.1%	13	89.7%	2	0.0114	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Analysis Ratings

2025 City of Sterling Heights Residential Survey

Public Library Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (I-S < 0.10)						
Programs for teens	20.3%	2	63.4%	7	0.0743	1
Programs for children	28.9%	1	75.1%	4	0.0720	2
Homebound/home delivery services	16.3%	5	56.0%	8	0.0717	3
Programs for adults	18.8%	4	66.0%	6	0.0639	4
Print collections	20.1%	3	80.1%	1	0.0400	5
Digital collections	15.3%	6	75.2%	3	0.0379	6
Audio/video collections	8.4%	7	72.7%	5	0.0229	7
Reference services	7.1%	8	78.0%	2	0.0156	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Analysis Ratings

2025 Sterling Heights Residential Survey

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Enforcing the clean-up of litter and debris on residential property	32.1%	1	50.3%	2	0.1595	1
Enforcing the mowing and trimming of grass and weeds on residential property	29.7%	2	52.5%	1	0.1411	2
Enforcing the exterior maintenance of commercial property in your neighborhood	25.8%	3	49.4%	4	0.1305	3
Enforcing the mowing and trimming of grass and weeds on commercial property	23.6%	4	48.5%	5	0.1215	4
Enforcing the exterior maintenance of residential property in your neighborhood	21.6%	5	49.7%	3	0.1086	5
Medium Priority (I-S < 0.10)						
Enforcing the exterior maintenance of rental properties in your neighborhood	16.1%	6	42.6%	7	0.0924	6
Enforcing sign regulations	14.7%	7	48.5%	6	0.0757	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Analysis Ratings

2025 Sterling Heights Residential Survey

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Refuse, recycling and yard waste removal	42.2%	1	46.1%	12	0.2275	1
Overall flow of traffic and congestion management in Sterling Heights	38.0%	2	41.2%	13	0.2234	2
High Priority (I-S = 0.10-0.20)						
Maintenance of neighborhood streets	32.0%	3	54.5%	10	0.1456	3
Maintenance of stormwater drainage system	25.5%	4	46.9%	11	0.1354	4
Medium Priority (I-S < 0.10)						
Maintenance of major City streets	23.9%	5	63.0%	7	0.0884	5
Adequacy of City street lighting	18.5%	6	56.7%	9	0.0801	6
Maintenance of curbs and sidewalks	14.6%	8	57.0%	8	0.0628	7
Snow removal on residential streets	10.9%	10	67.4%	6	0.0355	8
Overall cleanliness of City streets and other public areas	13.4%	9	77.0%	3	0.0308	9
Snow removal on major City streets	15.0%	7	85.1%	2	0.0224	10
Mowing and trimming along City streets and other public areas	6.5%	11	74.7%	5	0.0164	11
Maintenance of traffic signals/signs	5.0%	12	75.3%	4	0.0124	12
Maintenance of City buildings, such as City Hall	4.6%	13	85.9%	1	0.0065	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

4

Tabular Data

Q1. Overall Perception. Some items that may influence your perception of the City of Sterling Heights are listed below. Please rate each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall image of City	20.3%	55.2%	16.7%	6.5%	0.8%	0.6%
Q1-2. Overall value that you receive for your City tax dollars & fees	14.9%	38.1%	24.9%	15.3%	5.4%	1.3%
Q1-3. Overall quality of City services	15.7%	52.1%	23.4%	6.9%	0.6%	1.3%
Q1-4. City as a place to live	28.9%	53.4%	12.6%	4.0%	0.6%	0.4%
Q1-5. City as a place to raise children	24.5%	46.4%	14.4%	5.0%	0.4%	9.4%
Q1-6. City as a place to retire	19.2%	32.2%	27.0%	9.4%	3.8%	8.4%
Q1-7. Overall quality of life in City	19.9%	57.1%	17.8%	4.0%	0.4%	0.8%
Q1-8. Overall direction of City	14.0%	33.5%	23.9%	18.0%	8.2%	2.3%

(WITHOUT "DON'T KNOW")

Q1. Overall Perception. Some items that may influence your perception of the City of Sterling Heights are listed below. Please rate each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall image of City	20.4%	55.5%	16.8%	6.6%	0.8%
Q1-2. Overall value that you receive for your City tax dollars & fees	15.1%	38.6%	25.2%	15.5%	5.4%
Q1-3. Overall quality of City services	15.9%	52.8%	23.7%	7.0%	0.6%
Q1-4. City as a place to live	29.0%	53.7%	12.7%	4.0%	0.6%
Q1-5. City as a place to raise children	27.1%	51.2%	15.9%	5.5%	0.4%
Q1-6. City as a place to retire	20.9%	35.1%	29.5%	10.3%	4.2%
Q1-7. Overall quality of life in City	20.1%	57.5%	18.0%	4.1%	0.4%
Q1-8. Overall direction of City	14.3%	34.3%	24.5%	18.4%	8.4%

Q2. Public Safety. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of local police protection	39.5%	46.7%	10.0%	1.5%	0.4%	1.9%
Q2-2. Visibility of police in neighborhoods	19.2%	36.0%	24.1%	16.3%	1.1%	3.3%
Q2-3. Visibility of police in retail areas	14.6%	33.1%	33.3%	10.0%	1.3%	7.7%
Q2-4. Visibility of police in public parks	18.0%	29.7%	28.9%	9.8%	2.1%	11.5%
Q2-5. City's efforts to prevent crime	21.6%	44.1%	23.4%	3.8%	1.0%	6.1%
Q2-6. How quickly police respond to emergencies	29.9%	34.1%	10.9%	1.1%	0.2%	23.8%
Q2-7. Enforcement of local traffic laws	14.6%	32.2%	21.8%	16.9%	7.3%	7.3%
Q2-8. Overall quality of public interaction with police department	23.4%	41.4%	17.8%	1.9%	1.1%	14.4%
Q2-9. Quality of animal control	11.9%	25.3%	25.9%	6.9%	3.1%	27.0%
Q2-10. Overall quality of local fire protection	38.7%	41.2%	6.9%	0.2%	0.0%	13.0%
Q2-11. How quickly fire department personnel respond to emergencies	40.4%	27.2%	7.5%	0.0%	0.0%	24.9%
Q2-12. Overall quality of emergency medical services	38.1%	33.0%	8.4%	0.2%	0.0%	20.3%
Q2-13. How quickly emergency medical personnel respond to emergencies	39.5%	27.6%	8.2%	0.4%	0.0%	24.3%

(WITHOUT "DON'T KNOW")**Q2. Public Safety. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of local police protection	40.2%	47.7%	10.2%	1.6%	0.4%
Q2-2. Visibility of police in neighborhoods	19.8%	37.2%	25.0%	16.8%	1.2%
Q2-3. Visibility of police in retail areas	15.8%	35.9%	36.1%	10.8%	1.5%
Q2-4. Visibility of police in public parks	20.3%	33.5%	32.7%	11.0%	2.4%
Q2-5. City's efforts to prevent crime	23.1%	46.9%	24.9%	4.1%	1.0%
Q2-6. How quickly police respond to emergencies	39.2%	44.7%	14.3%	1.5%	0.3%
Q2-7. Enforcement of local traffic laws	15.7%	34.7%	23.6%	18.2%	7.9%
Q2-8. Overall quality of public interaction with police department	27.3%	48.3%	20.8%	2.2%	1.3%
Q2-9. Quality of animal control	16.3%	34.6%	35.4%	9.4%	4.2%
Q2-10. Overall quality of local fire protection	44.5%	47.4%	7.9%	0.2%	0.0%
Q2-11. How quickly fire department personnel respond to emergencies	53.8%	36.2%	9.9%	0.0%	0.0%
Q2-12. Overall quality of emergency medical services	47.8%	41.3%	10.6%	0.2%	0.0%
Q2-13. How quickly emergency medical personnel respond to emergencies	52.2%	36.5%	10.9%	0.5%	0.0%

Q3. Which THREE of the public safety items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. Top choice	Number	Percent
Overall quality of local police protection	67	12.8 %
Visibility of police in neighborhoods	89	17.0 %
Visibility of police in retail areas	29	5.6 %
Visibility of police in public parks	19	3.6 %
City's efforts to prevent crime	73	14.0 %
How quickly police respond to emergencies	17	3.3 %
Enforcement of local traffic laws	87	16.7 %
Overall quality of public interaction with police department	20	3.8 %
Quality of animal control	21	4.0 %
Overall quality of local fire protection	6	1.1 %
How quickly fire department personnel respond to emergencies	8	1.5 %
Overall quality of emergency medical services	13	2.5 %
How quickly emergency medical personnel respond to emergencies	19	3.6 %
<u>None chosen</u>	54	10.3 %
Total	522	100.0 %

Q3. Which THREE of the public safety items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. 2nd choice	Number	Percent
Overall quality of local police protection	38	7.3 %
Visibility of police in neighborhoods	80	15.3 %
Visibility of police in retail areas	38	7.3 %
Visibility of police in public parks	25	4.8 %
City's efforts to prevent crime	75	14.4 %
How quickly police respond to emergencies	18	3.4 %
Enforcement of local traffic laws	53	10.2 %
Overall quality of public interaction with police department	16	3.1 %
Quality of animal control	23	4.4 %
Overall quality of local fire protection	32	6.1 %
How quickly fire department personnel respond to emergencies	14	2.7 %
Overall quality of emergency medical services	24	4.6 %
How quickly emergency medical personnel respond to emergencies	17	3.3 %
<u>None chosen</u>	69	13.2 %
Total	522	100.0 %

Q3. Which THREE of the public safety items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q3. 3rd choice</u>	Number	Percent
Overall quality of local police protection	39	7.5 %
Visibility of police in neighborhoods	39	7.5 %
Visibility of police in retail areas	37	7.1 %
Visibility of police in public parks	49	9.4 %
City's efforts to prevent crime	59	11.3 %
How quickly police respond to emergencies	20	3.8 %
Enforcement of local traffic laws	46	8.8 %
Overall quality of public interaction with police department	26	5.0 %
Quality of animal control	26	5.0 %
Overall quality of local fire protection	20	3.8 %
How quickly fire department personnel respond to emergencies	21	4.0 %
Overall quality of emergency medical services	25	4.8 %
How quickly emergency medical personnel respond to emergencies	27	5.2 %
<u>None chosen</u>	88	16.9 %
Total	522	100.0 %

(SUM OF TOP 3 RESPONSES)

Q3. Which THREE of the public safety items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q3. Top choice</u>	Number	Percent
Overall quality of local police protection	144	27.6 %
Visibility of police in neighborhoods	208	39.8 %
Visibility of police in retail areas	104	19.9 %
Visibility of police in public parks	93	17.8 %
City's efforts to prevent crime	207	39.7 %
How quickly police respond to emergencies	55	10.5 %
Enforcement of local traffic laws	186	35.6 %
Overall quality of public interaction with police department	62	11.9 %
Quality of animal control	70	13.4 %
Overall quality of local fire protection	58	11.1 %
How quickly fire department personnel respond to emergencies	43	8.2 %
Overall quality of emergency medical services	62	11.9 %
How quickly emergency medical personnel respond to emergencies	63	12.1 %
<u>None chosen</u>	54	10.3 %
Total	1409	

Q4. Perceptions of Safety. Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations.

(N=522)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In your neighborhood during the day	51.9%	42.7%	4.0%	0.2%	0.0%	1.1%
Q4-2. In your neighborhood at night	31.2%	49.2%	15.5%	2.9%	0.4%	0.8%
Q4-3. In City parks & recreation facilities	24.3%	48.7%	17.8%	1.5%	0.4%	7.3%
Q4-4. In commercial & retail areas of City during the day	26.2%	50.0%	19.3%	2.5%	0.0%	1.9%
Q4-5. In commercial & retail areas of City at night	13.6%	37.5%	32.2%	10.0%	0.8%	5.9%

(WITHOUT "DON'T KNOW")

Q4. Perceptions of Safety. Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=522)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In your neighborhood during the day	52.5%	43.2%	4.1%	0.2%	0.0%
Q4-2. In your neighborhood at night	31.5%	49.6%	15.6%	2.9%	0.4%
Q4-3. In City parks & recreation facilities	26.2%	52.5%	19.2%	1.7%	0.4%
Q4-4. In commercial & retail areas of City during the day	26.8%	51.0%	19.7%	2.5%	0.0%
Q4-5. In commercial & retail areas of City at night	14.5%	39.9%	34.2%	10.6%	0.8%

Q5. Parks and Recreation and City Events. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance & mowing of City parks	35.4%	48.9%	6.7%	1.3%	0.2%	7.5%
Q5-2. Number of City parks	38.3%	47.1%	6.5%	2.5%	0.8%	4.8%
Q5-3. Bike/hike trail system	31.2%	38.5%	15.1%	3.8%	1.3%	10.0%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	30.8%	43.1%	13.2%	2.7%	0.8%	9.4%
Q5-5. Nature Center services & programs	26.8%	38.1%	11.3%	1.9%	0.8%	21.1%
Q5-6. Senior Center	22.0%	25.7%	16.1%	1.1%	0.2%	34.9%
Q5-7. Music in the Park Concert series	35.4%	34.3%	11.9%	1.1%	0.2%	17.0%
Q5-8. Youth recreation programs offered	18.2%	23.8%	17.4%	1.5%	0.8%	38.3%
Q5-9. Teen recreation programs offered	13.0%	20.1%	19.3%	1.3%	0.6%	45.6%
Q5-10. Adult recreation programs offered	16.5%	33.9%	18.8%	2.9%	0.4%	27.6%
Q5-11. Senior recreation programs offered	15.9%	26.8%	18.6%	1.7%	0.4%	36.6%
Q5-12. Special recreation programs	13.4%	18.8%	19.7%	0.6%	0.2%	47.3%
Q5-13. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	30.3%	38.9%	15.5%	1.9%	0.2%	13.2%
Q5-14. Sterlingfest Art & Music Fair	35.8%	37.9%	11.3%	2.5%	1.3%	11.1%
Q5-15. Fees charged for recreational programs	17.2%	34.9%	19.5%	5.9%	1.3%	21.1%

(WITHOUT "DON'T KNOW")

Q5. Parks and Recreation and City Events. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance & mowing of City parks	38.3%	52.8%	7.2%	1.4%	0.2%
Q5-2. Number of City parks	40.2%	49.5%	6.8%	2.6%	0.8%
Q5-3. Bike/hike trail system	34.7%	42.8%	16.8%	4.3%	1.5%
Q5-4. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	34.0%	47.6%	14.6%	3.0%	0.8%
Q5-5. Nature Center services & programs	34.0%	48.3%	14.3%	2.4%	1.0%
Q5-6. Senior Center	33.8%	39.4%	24.7%	1.8%	0.3%
Q5-7. Music in the Park Concert series	42.7%	41.3%	14.3%	1.4%	0.2%
Q5-8. Youth recreation programs offered	29.5%	38.5%	28.3%	2.5%	1.2%
Q5-9. Teen recreation programs offered	23.9%	37.0%	35.6%	2.5%	1.1%
Q5-10. Adult recreation programs offered	22.8%	46.8%	25.9%	4.0%	0.5%
Q5-11. Senior recreation programs offered	25.1%	42.3%	29.3%	2.7%	0.6%
Q5-12. Special recreation programs	25.5%	35.6%	37.5%	1.1%	0.4%
Q5-13. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	34.9%	44.8%	17.9%	2.2%	0.2%
Q5-14. Sterlingfest Art & Music Fair	40.3%	42.7%	12.7%	2.8%	1.5%
Q5-15. Fees charged for recreational programs	21.8%	44.2%	24.8%	7.5%	1.7%

Q6. Which THREE of the Parks and Recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. Top choice	Number	Percent
Maintenance & mowing of City parks	71	13.6 %
Number of City parks	24	4.6 %
Bike/hike trail system	83	15.9 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	61	11.7 %
Nature Center services & programs	21	4.0 %
Senior Center	28	5.4 %
Music in the Park Concert series	19	3.6 %
Youth recreation programs offered	19	3.6 %
Teen recreation programs offered	12	2.3 %
Adult recreation programs offered	15	2.9 %
Senior recreation programs offered	16	3.1 %
Special recreation programs	7	1.3 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	20	3.8 %
Sterlingfest Art & Music Fair	18	3.4 %
Fees charged for recreational programs	21	4.0 %
<u>None chosen</u>	87	16.7 %
Total	522	100.0 %

Q6. Which THREE of the Parks and Recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. 2nd choice	Number	Percent
Maintenance & mowing of City parks	36	6.9 %
Number of City parks	19	3.6 %
Bike/hike trail system	46	8.8 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	49	9.4 %
Nature Center services & programs	19	3.6 %
Senior Center	35	6.7 %
Music in the Park Concert series	23	4.4 %
Youth recreation programs offered	23	4.4 %
Teen recreation programs offered	19	3.6 %
Adult recreation programs offered	25	4.8 %
Senior recreation programs offered	22	4.2 %
Special recreation programs	9	1.7 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	38	7.3 %
Sterlingfest Art & Music Fair	26	5.0 %
Fees charged for recreational programs	29	5.6 %
<u>None chosen</u>	104	19.9 %
Total	522	100.0 %

Q6. Which THREE of the Parks and Recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. 3rd choice</u>	Number	Percent
Maintenance & mowing of City parks	33	6.3 %
Numbe of City parks	15	2.9 %
Bike/hike trail system	24	4.6 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	53	10.2 %
Nature Center services & programs	29	5.6 %
Senior Center	18	3.4 %
Music in the Park Concert series	30	5.7 %
Youth recreation programs offered	28	5.4 %
Teen recreation programs offered	8	1.5 %
Adult recreation programs offered	21	4.0 %
Senior recreation programs offered	22	4.2 %
Special recreation programs	12	2.3 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	41	7.9 %
Sterlingfest Art & Music Fair	31	5.9 %
Fees charged for recreational programs	34	6.5 %
<u>None chosen</u>	123	23.6 %
Total	522	100.0 %

(SUM OF TOP 3 RESPONSES)

Q6. Which THREE of the Parks and Recreation and events items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q6. Top choice</u>	Number	Percent
Maintenance & mowing of City parks	140	26.8 %
Numbe of City parks	58	11.1 %
Bike/hike trail system	153	29.3 %
Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	163	31.2 %
Nature Center services & programs	69	13.2 %
Senior Center	81	15.5 %
Music in the Park Concert series	72	13.8 %
Youth recreation programs offered	70	13.4 %
Teen recreation programs offered	39	7.5 %
Adult recreation programs offered	61	11.7 %
Senior recreation programs offered	60	11.5 %
Special recreation programs	28	5.4 %
Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	99	19.0 %
Sterlingfest Art & Music Fair	75	14.4 %
Fees charged for recreational programs	84	16.1 %
<u>None chosen</u>	87	16.7 %
Total	1339	

Q7. Public Library Services. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Print collections	27.8%	27.0%	11.9%	1.7%	0.0%	31.6%
Q7-2. Audio/video collections	20.9%	22.0%	15.1%	0.8%	0.2%	41.0%
Q7-3. Digital collections	20.7%	22.4%	13.2%	1.0%	0.0%	42.7%
Q7-4. Reference services	21.5%	24.5%	12.6%	0.4%	0.0%	41.0%
Q7-5. Homebound/home delivery services	13.0%	8.6%	16.3%	0.6%	0.2%	61.3%
Q7-6. Programs for children	21.3%	20.3%	12.5%	1.1%	0.2%	44.6%
Q7-7. Programs for teens	14.9%	14.9%	16.1%	1.1%	0.0%	52.9%
Q7-8. Programs for adults	17.2%	19.3%	17.0%	1.5%	0.2%	44.6%

(WITHOUT "DON'T KNOW")

Q7. Public Library Services. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Print collections	40.6%	39.5%	17.4%	2.5%	0.0%
Q7-2. Audio/video collections	35.4%	37.3%	25.6%	1.3%	0.3%
Q7-3. Digital collections	36.1%	39.1%	23.1%	1.7%	0.0%
Q7-4. Reference services	36.4%	41.6%	21.4%	0.6%	0.0%
Q7-5. Homebound/home delivery services	33.7%	22.3%	42.1%	1.5%	0.5%
Q7-6. Programs for children	38.4%	36.7%	22.5%	2.1%	0.3%
Q7-7. Programs for teens	31.7%	31.7%	34.1%	2.4%	0.0%
Q7-8. Programs for adults	31.1%	34.9%	30.8%	2.8%	0.3%

Q8. Which TWO of the Library items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q8. Top choice	Number	Percent
Print collections	71	13.6 %
Audio/video collections	19	3.6 %
Digital collections	44	8.4 %
Reference services	15	2.9 %
Homebound/home delivery services	51	9.8 %
Programs for children	94	18.0 %
Programs for teens	24	4.6 %
Programs for adults	47	9.0 %
<u>None chosen</u>	157	30.1 %
Total	522	100.0 %

Q8. Which TWO of the Library items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years?

Q8. 2nd choice	Number	Percent
Print collections	34	6.5 %
Audio/video collections	25	4.8 %
Digital collections	36	6.9 %
Reference services	22	4.2 %
Homebound/home delivery services	34	6.5 %
Programs for children	57	10.9 %
Programs for teens	82	15.7 %
Programs for adults	51	9.8 %
<u>None chosen</u>	181	34.7 %
Total	522	100.0 %

(SUM OF TOP 2 RESPONSES)

Q8. Which TWO of the Library items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next two years? (top 2)

Q8. Top choice	Number	Percent
Print collections	105	20.1 %
Audio/video collections	44	8.4 %
Digital collections	80	15.3 %
Reference services	37	7.1 %
Homebound/home delivery services	85	16.3 %
Programs for children	151	28.9 %
Programs for teens	106	20.3 %
Programs for adults	98	18.8 %
<u>None chosen</u>	157	30.1 %
Total	863	

Q9. Code Enforcement. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Enforcing cleanup of litter & debris on residential property	13.2%	33.5%	21.6%	15.9%	8.6%	7.1%
Q9-2. Enforcing mowing & trimming of grass & weeds on residential property	13.6%	35.6%	20.7%	14.4%	9.6%	6.1%
Q9-3. Enforcing mowing & trimming of grass & weeds on commercial property	12.3%	32.4%	26.1%	13.8%	7.5%	8.0%
Q9-4. Enforcing exterior maintenance of residential property in your neighborhood	14.0%	31.8%	23.6%	14.4%	8.4%	7.9%
Q9-5. Enforcing exterior maintenance of commercial property in your neighborhood	11.9%	32.2%	25.9%	13.0%	6.1%	10.9%
Q9-6. Enforcing exterior maintenance of rental properties in your neighborhood	9.2%	25.9%	23.6%	13.0%	10.7%	17.6%
Q9-7. Enforcing sign regulations	10.0%	28.0%	25.7%	9.4%	5.2%	21.8%

(WITHOUT "DON'T KNOW")**Q9. Code Enforcement. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Enforcing cleanup of litter & debris on residential property	14.2%	36.1%	23.3%	17.1%	9.3%
Q9-2. Enforcing mowing & trimming of grass & weeds on residential property	14.5%	38.0%	22.0%	15.3%	10.2%
Q9-3. Enforcing mowing & trimming of grass & weeds on commercial property	13.3%	35.2%	28.3%	15.0%	8.1%
Q9-4. Enforcing exterior maintenance of residential property in your neighborhood	15.2%	34.5%	25.6%	15.6%	9.1%
Q9-5. Enforcing exterior maintenance of commercial property in your neighborhood	13.3%	36.1%	29.0%	14.6%	6.9%
Q9-6. Enforcing exterior maintenance of rental properties in your neighborhood	11.2%	31.4%	28.6%	15.8%	13.0%
Q9-7. Enforcing sign regulations	12.7%	35.8%	32.8%	12.0%	6.6%

Q10. Which TWO of the code enforcement items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. Top choice	Number	Percent
Enforcing cleanup of litter & debris on residential property	113	21.6 %
Enforcing mowing & trimming of grass & weeds on residential property	79	15.1 %
Enforcing mowing & trimming of grass & weeds on commercial property	70	13.4 %
Enforcing exterior maintenance of residential property in your neighborhood	45	8.6 %
Enforcing exterior maintenance of commercial property in your neighborhood	46	8.8 %
Enforcing exterior maintenance of rental properties in your neighborhood	44	8.4 %
Enforcing sign regulations	42	8.0 %
<u>None chosen</u>	83	15.9 %
Total	522	100.0 %

Q10. Which TWO of the code enforcement items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 2nd choice	Number	Percent
Enforcing cleanup of litter & debris on residential property	55	10.5 %
Enforcing mowing & trimming of grass & weeds on residential property	76	14.6 %
Enforcing mowing & trimming of grass & weeds on commercial property	53	10.2 %
Enforcing exterior maintenance of residential property in your neighborhood	68	13.0 %
Enforcing exterior maintenance of commercial property in your neighborhood	89	17.0 %
Enforcing exterior maintenance of rental properties in your neighborhood	40	7.7 %
Enforcing sign regulations	35	6.7 %
<u>None chosen</u>	106	20.3 %
Total	522	100.0 %

(SUM OF TOP 2 RESPONSES)

Q10. Which TWO of the code enforcement items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q10. Top choice	Number	Percent
Enforcing cleanup of litter & debris on residential property	168	32.2 %
Enforcing mowing & trimming of grass & weeds on residential property	155	29.7 %
Enforcing mowing & trimming of grass & weeds on commercial property	123	23.6 %
Enforcing exterior maintenance of residential property in your neighborhood	113	21.6 %
Enforcing exterior maintenance of commercial property in your neighborhood	135	25.9 %
Enforcing exterior maintenance of rental properties in your neighborhood	84	16.1 %
Enforcing sign regulations	77	14.8 %
<u>None chosen</u>	83	15.9 %
Total	938	

Q11. City Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of major City streets	13.0%	49.0%	18.2%	11.1%	7.1%	1.5%
Q11-2. Maintenance of neighborhood streets	10.5%	43.1%	22.0%	17.0%	5.7%	1.5%
Q11-3. Maintenance of curbs & sidewalks	11.3%	44.8%	22.8%	15.1%	4.4%	1.5%
Q11-4. Maintenance of traffic signals/signs	18.2%	54.8%	18.2%	3.6%	2.1%	3.1%
Q11-5. Adequacy of City street lighting	14.0%	41.2%	23.0%	12.3%	6.9%	2.7%
Q11-6. Maintenance of City buildings, such as City Hall	28.7%	49.4%	12.5%	0.2%	0.2%	9.0%
Q11-7. Snow removal on major City streets	27.6%	55.9%	10.7%	2.9%	1.0%	1.9%
Q11-8. Snow removal on residential streets	21.8%	43.5%	17.0%	11.7%	2.9%	3.1%
Q11-9. Mowing & trimming along City streets & other public areas	21.1%	51.3%	17.6%	5.6%	1.3%	3.1%
Q11-10. Overall cleanliness of City streets & other public areas	21.6%	53.4%	15.5%	5.4%	1.5%	2.5%
Q11-11. Overall flow of traffic & congestion management in Sterling Heights	8.6%	31.6%	21.8%	25.5%	10.2%	2.3%
Q11-12. Maintenance of stormwater drainage system	9.4%	34.3%	27.4%	16.1%	5.9%	6.9%
Q11-13. Refuse, recycling & yard waste removal	12.1%	32.8%	18.6%	17.0%	16.9%	2.7%

(WITHOUT "DON'T KNOW")**Q11. City Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of major City streets	13.2%	49.8%	18.5%	11.3%	7.2%
Q11-2. Maintenance of neighborhood streets	10.7%	43.8%	22.4%	17.3%	5.8%
Q11-3. Maintenance of curbs & sidewalks	11.5%	45.5%	23.2%	15.4%	4.5%
Q11-4. Maintenance of traffic signals/signs	18.8%	56.5%	18.8%	3.8%	2.2%
Q11-5. Adequacy of City street lighting	14.4%	42.3%	23.6%	12.6%	7.1%
Q11-6. Maintenance of City buildings, such as City Hall	31.6%	54.3%	13.7%	0.2%	0.2%
Q11-7. Snow removal on major City streets	28.1%	57.0%	10.9%	2.9%	1.0%
Q11-8. Snow removal on residential streets	22.5%	44.9%	17.6%	12.1%	3.0%
Q11-9. Mowing & trimming along City streets & other public areas	21.7%	53.0%	18.2%	5.7%	1.4%
Q11-10. Overall cleanliness of City streets & other public areas	22.2%	54.8%	15.9%	5.5%	1.6%
Q11-11. Overall flow of traffic & congestion management in Sterling Heights	8.8%	32.4%	22.4%	26.1%	10.4%
Q11-12. Maintenance of stormwater drainage system	10.1%	36.8%	29.4%	17.3%	6.4%
Q11-13. Refuse, recycling & yard waste removal	12.4%	33.7%	19.1%	17.5%	17.3%

Q12. Which THREE of the City maintenance items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. Top choice	Number	Percent
Maintenance of major City streets	51	9.8 %
Maintenance of neighborhood streets	59	11.3 %
Maintenance of curbs & sidewalks	17	3.3 %
Maintenance of traffic signals/signs	5	1.0 %
Adequacy of City street lighting	29	5.6 %
Maintenance of City buildings, such as City Hall	2	0.4 %
Snow removal on major City streets	15	2.9 %
Snow removal on residential streets	23	4.4 %
Mowing & trimming along City streets, parks, & other public areas	9	1.7 %
Overall cleanliness of City streets & other public areas	13	2.5 %
Overall flow of traffic & congestion management in Sterling Heights	63	12.1 %
Maintenance of stormwater drainage system	45	8.6 %
Refuse, recycling & yard waste removal	135	25.9 %
<u>None chosen</u>	56	10.7 %
Total	522	100.0 %

Q12. Which THREE of the City maintenance items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
Maintenance of major City streets	42	8.0 %
Maintenance of neighborhood streets	58	11.1 %
Maintenance of curbs & sidewalks	28	5.4 %
Maintenance of traffic signals/signs	8	1.5 %
Adequacy of City street lighting	28	5.4 %
Snow removal on major City streets	18	3.4 %
Snow removal on residential streets	52	10.0 %
Mowing & trimming along City streets, parks, & other public areas	15	2.9 %
Overall cleanliness of City streets & other public areas	31	5.9 %
Overall flow of traffic & congestion management in Sterling Heights	73	14.0 %
Maintenance of stormwater drainage system	41	7.9 %
Refuse, recycling & yard waste removal	47	9.0 %
<u>None chosen</u>	81	15.5 %
Total	522	100.0 %

Q12. Which THREE of the City maintenance items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 3rd choice	Number	Percent
Maintenance of major City streets	32	6.1 %
Maintenance of neighborhood streets	50	9.6 %
Maintenance of curbs & sidewalks	31	5.9 %
Maintenance of traffic signals/signs	13	2.5 %
Adequacy of City street lighting	39	7.5 %
Maintenance of City buildings, such as City Hall	4	0.8 %
Snow removal on major City streets	11	2.1 %
Snow removal on residential streets	34	6.5 %
Mowing & trimming along City streets, parks, & other public areas	10	1.9 %
Overall cleanliness of City streets & other public areas	26	5.0 %
Overall flow of traffic & congestion management in Sterling Heights	62	11.9 %
Maintenance of stormwater drainage system	47	9.0 %
Refuse, recycling & yard waste removal	38	7.3 %
<u>None chosen</u>	125	23.9 %
Total	522	100.0 %

(SUM OF TOP 3 RESPONSES)

Q12. Which THREE of the City maintenance items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q12. Top choice	Number	Percent
Maintenance of major City streets	125	23.9 %
Maintenance of neighborhood streets	167	32.0 %
Maintenance of curbs & sidewalks	76	14.6 %
Maintenance of traffic signals/signs	26	5.0 %
Adequacy of City street lighting	96	18.4 %
Maintenance of City buildings, such as City Hall	6	1.1 %
Snow removal on major City streets	44	8.4 %
Snow removal on residential streets	109	20.9 %
Mowing & trimming along City streets, parks, & other public areas	34	6.5 %
Overall cleanliness of City streets & other public areas	70	13.4 %
Overall flow of traffic & congestion management in Sterling Heights	198	37.9 %
Maintenance of stormwater drainage system	133	25.5 %
Refuse, recycling & yard waste removal	220	42.1 %
<u>None chosen</u>	56	10.7 %
Total	1360	

Q13. City Leadership and Communication. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Overall quality of leadership provided	12.8%	30.8%	26.8%	12.3%	7.9%	9.4%
Q13-2. Overall accessibility of City leaders	10.0%	22.2%	31.2%	7.9%	5.2%	23.6%
Q13-3. Overall responsiveness of City leaders	9.8%	19.7%	29.1%	9.6%	5.6%	26.2%
Q13-4. Availability of information about City programs & services	19.2%	41.4%	22.0%	5.7%	2.3%	9.4%
Q13-5. City's efforts to keep you informed about local issues	15.7%	44.1%	20.7%	9.8%	2.9%	6.9%
Q13-6. Level of public involvement in local decision making	9.2%	21.5%	25.3%	18.2%	10.5%	15.3%
Q13-7. Quality of City's website	15.1%	39.8%	27.2%	5.6%	1.9%	10.3%

(WITHOUT "DON'T KNOW")

Q13. City Leadership and Communication. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Overall quality of leadership provided	14.2%	34.0%	29.6%	13.5%	8.7%
Q13-2. Overall accessibility of City leaders	13.0%	29.1%	40.9%	10.3%	6.8%
Q13-3. Overall responsiveness of City leaders	13.2%	26.8%	39.5%	13.0%	7.5%
Q13-4. Availability of information about City programs & services	21.1%	45.7%	24.3%	6.3%	2.5%
Q13-5. City's efforts to keep you informed about local issues	16.9%	47.3%	22.2%	10.5%	3.1%
Q13-6. Level of public involvement in local decision making	10.9%	25.3%	29.9%	21.5%	12.4%
Q13-7. Quality of City's website	16.9%	44.4%	30.3%	6.2%	2.1%

Q14. In the past year, which methods have you used most often to get City-related information from the City of Sterling Heights??

Q14. Which methods have you used most often to get

City related information in past year

	Number	Percent
Traditional US mail	136	26.1 %
City magazine	275	52.7 %
City website	342	65.5 %
Email	138	26.4 %
SHTV (Channel 5 & 99)	25	4.8 %
Social media (Facebook, X, YouTube, Instagram)	235	45.0 %
Local media coverage	76	14.6 %
Text alerts	107	20.5 %
Other	14	2.7 %
Total	1348	

Q15. What communication channels should we be using that we currently are not?

Q15. What communication channels should we be using that we currently are not

	Number	Percent
Snapchat	9	3.8 %
TikTok	44	18.7 %
Other	11	4.7 %
Total	64	

Q16. Have you called, emailed, or submitted a ticket through See Click Fix, or visited the City with a question, problem, or complaint during the past year?

Q16. Have you called, emailed, or submitted a ticket through See Click Fix, or visited City with a question, problem, or complaint during past year

	Number	Percent
Yes	171	32.8 %
No	351	67.2 %
Total	522	100.0 %

Q16a. (If YES to Question 16) How easy was it to contact the person you needed to reach?

Q16a. How easy was it to contact the person you needed to reach

	Number	Percent
Very easy	56	32.7 %
Easy	70	40.9 %
Difficult	21	12.3 %
Very difficult	10	5.8 %
Don't know	14	8.2 %
Total	171	100.0 %

(WITHOUT "DON'T KNOW")

Q16a. (If YES to Question 16) How easy was it to contact the person you needed to reach? (without "don't know")

Q16a. How easy was it to contact the person you needed to reach

	Number	Percent
Very easy	56	35.7 %
Easy	70	44.6 %
Difficult	21	13.4 %
Very difficult	10	6.4 %
Total	157	100.0 %

Q16b. (If YES to Question 16) For each item below, please rate how often the employees you have contacted during the past year have displayed the customer service described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=171)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q16b-1. They were courteous & polite	49.7%	30.4%	7.0%	2.9%	2.3%	7.6%
Q16b-2. They gave prompt, accurate, & complete answers to questions	40.9%	32.7%	10.5%	4.7%	2.9%	8.2%
Q16b-3. They did what they said they would do in a timely manner	36.8%	29.8%	13.5%	4.1%	6.4%	9.4%
Q16b-4. They helped you resolve an issue to your satisfaction	34.5%	26.9%	18.1%	5.3%	7.6%	7.6%

(WITHOUT "DON'T KNOW")

Q16b. (If YES to Question 16) For each item below, please rate how often the employees you have contacted during the past year have displayed the customer service described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=171)

	Always	Usually	Sometimes	Seldom	Never
Q16b-1. They were courteous & polite	53.8%	32.9%	7.6%	3.2%	2.5%
Q16b-2. They gave prompt, accurate, & complete answers to questions	44.6%	35.7%	11.5%	5.1%	3.2%
Q16b-3. They did what they said they would do in a timely manner	40.6%	32.9%	14.8%	4.5%	7.1%
Q16b-4. They helped you resolve an issue to your satisfaction	37.3%	29.1%	19.6%	5.7%	8.2%

Q17. What do you like most about living in Sterling Heights?

Q17. What do you like most about living in Sterling Heights

	Number	Percent
Grew up in region	130	24.9 %
Close to work	145	27.8 %
Employment opportunities	35	6.7 %
Quality of life amenities	226	43.3 %
Educational systems	134	25.7 %
Close to family/friends	218	41.8 %
Affordable cost of living	203	38.9 %
Shopping & entertainment options	192	36.8 %
A diverse population	129	24.7 %
Other	35	6.7 %
Total	1447	

Q18. Please indicate up to THREE things that would make you consider leaving Sterling Heights.

Q18. What would make you consider leaving Sterling Heights

	Number	Percent
Congestion/traffic	264	50.6 %
Affordability	207	39.7 %
Cost of living	201	38.5 %
Driving distance to work	47	9.0 %
Employment opportunities	30	5.7 %
Changing demographics	187	35.8 %
Lack of housing options	40	7.7 %
Shopping & entertainment options	53	10.2 %
Desire for more land	147	28.2 %
Other	80	15.3 %
Total	1256	

Q19. Why would you recommend Sterling Heights as a place to live to your friends or family?

Q19. Why would you recommend Sterling Heights as a place to live to your friends or family

	Number	Percent
Grew up in region	95	18.2 %
Close to work	63	12.1 %
Employment opportunities	42	8.0 %
Quality of life amenities	234	44.8 %
Educational systems	186	35.6 %
Close to family/friends	142	27.2 %
Affordable cost of living	168	32.2 %
Shopping & entertainment options	159	30.5 %
A diverse population	109	20.9 %
Other	29	5.6 %
Total	1227	

Q20. Please rate your satisfaction with the following aspects of your neighborhood on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Housing stock (type, quality, & price of available housing in your neighborhood)	10.7%	43.5%	25.1%	8.4%	3.4%	8.8%
Q20-2. Parks (size, accessibility & amenities, of parks in your neighborhood)	30.8%	50.6%	10.2%	4.2%	1.0%	3.3%
Q20-3. Proximity to retail, entertainment (convenience of stores, entertainment venues you utilize)	30.1%	51.3%	10.5%	4.4%	1.1%	2.5%
Q20-4. Proximity to service providers like schools, hospitals, doctors, dentists, salons (convenience of service providers you utilize)	37.4%	50.4%	8.0%	1.3%	0.2%	2.7%

(WITHOUT "DON'T KNOW")

Q20. Please rate your satisfaction with the following aspects of your neighborhood on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=522)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Housing stock (type, quality, & price of available housing in your neighborhood)	11.8%	47.7%	27.5%	9.2%	3.8%
Q20-2. Parks (size, accessibility & amenities, of parks in your neighborhood)	31.9%	52.3%	10.5%	4.4%	1.0%
Q20-3. Proximity to retail, entertainment (convenience of stores, entertainment venues you utilize)	30.8%	52.7%	10.8%	4.5%	1.2%
Q20-4. Proximity to service providers like schools, hospitals, doctors, dentists, salons (convenience of service providers you utilize)	38.4%	51.8%	8.3%	1.4%	0.2%

Q21. The City's Visioning 2040 Plan includes creating spaces that provide relaxation, leisure, and the development of social connections, which can reduce feelings of loneliness and isolation. These spaces also contribute to a sense of belonging and can be crucial for building and maintaining social capital within a community. Please rate your level of agreement with the following statement: "I feel Sterling Heights is a community that provides vibrant and attractive areas with unique offerings and focal points as well a robust system of pathways and trails that connect residents to these areas."

Q21. I feel Sterling Heights is a community that provides vibrant & attractive areas with unique offerings & focal points as well a robust system of pathways & trails that connect residents to these areas

	Number	Percent
Strongly agree	104	19.9 %
Agree	283	54.2 %
Disagree	73	14.0 %
Strongly disagree	12	2.3 %
Don't know	50	9.6 %
Total	522	100.0 %

(WITHOUT "DON'T KNOW")

Q21. The City's Visioning 2040 Plan includes creating spaces that provide relaxation, leisure, and the development of social connections, which can reduce feelings of loneliness and isolation. These spaces also contribute to a sense of belonging and can be crucial for building and maintaining social capital within a community. Please rate your level of agreement with the following statement: "I feel Sterling Heights is a community that provides vibrant and attractive areas with unique offerings and focal points as well a robust system of pathways and trails that connect residents to these areas." (without "don't know")

Q21. I feel Sterling Heights is a community that provides vibrant & attractive areas with unique offerings & focal points as well a robust system of pathways & trails that connect residents to these areas

	Number	Percent
Strongly agree	104	22.0 %
Agree	283	60.0 %
Disagree	73	15.5 %
Strongly disagree	12	2.5 %
Total	472	100.0 %

Q22. The City is committed to making sure we are a community that is exceptionally maintained, sustainable and environmentally responsible. Please rate your level of agreement with the following statement: "I feel Sterling Heights is a community that values sustainability."

Q22. I feel Sterling Heights is a community that values sustainability

	Number	Percent
Strongly agree	101	19.3 %
Agree	277	53.1 %
Disagree	67	12.8 %
Strongly disagree	16	3.1 %
Don't know	61	11.7 %
Total	522	100.0 %

(WITHOUT "DON'T KNOW")

Q22. The City is committed to making sure we are a community that is exceptionally maintained, sustainable and environmentally responsible. Please rate your level of agreement with the following statement: "I feel Sterling Heights is a community that values sustainability." (without "don't know")

Q22. I feel Sterling Heights is a community that values sustainability

	Number	Percent
Strongly agree	101	21.9 %
Agree	277	60.1 %
Disagree	67	14.5 %
Strongly disagree	16	3.5 %
Total	461	100.0 %

Q23. The City is committed to being an inclusive community where all residents feel welcome, accepted, respected and safe in Sterling Heights. Please rate your level of agreement with the following statement: "From my perception, I feel Sterling Heights is an inclusive community."

Q23. From my perception, I feel Sterling Heights is an inclusive community	Number	Percent
Strongly agree	110	21.1 %
Agree	299	57.3 %
Disagree	36	6.9 %
Strongly disagree	18	3.4 %
<u>Don't know</u>	59	11.3 %
Total	522	100.0 %

(WITHOUT "DON'T KNOW")

Q23. The City is committed to being an inclusive community where all residents feel welcome, accepted, respected and safe in Sterling Heights. Please rate your level of agreement with the following statement: "From my perception, I feel Sterling Heights is an inclusive community." (without "don't know")

Q23. From my perception, I feel Sterling Heights is an inclusive community	Number	Percent
Strongly agree	110	23.8 %
Agree	299	64.6 %
Disagree	36	7.8 %
<u>Strongly disagree</u>	18	3.9 %
Total	463	100.0 %

Q24. Since you've lived in Sterling Heights, do you feel race relations in the City have improved, stayed the same or worsened?

Q24. What do you think of race relations in City	Number	Percent
Improved	107	20.5 %
Stayed the same	208	39.8 %
Worsened	93	17.8 %
<u>Don't know</u>	114	21.8 %
Total	522	100.0 %

(WITHOUT "DON'T KNOW")

Q24. Since you've lived in Sterling Heights, do you feel race relations in the City have improved, stayed the same or worsened? (without "don't know")

Q24. What do you think of race relations in City	Number	Percent
Improved	107	26.2 %
Stayed the same	208	51.0 %
Worsened	93	22.8 %
Total	408	100.0 %

Q26. Approximately how many years have you lived in the City of Sterling Heights?

Q26. How many years have you lived in City of Sterling Heights	Number	Percent
Less than 1 year	14	2.7 %
1-5 years	42	8.0 %
6-10 years	55	10.5 %
10+ years	405	77.6 %
<u>Not provided</u>	6	1.1 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q26. Approximately how many years have you lived in the City of Sterling Heights? (without "not provided")**

Q26. How many years have you lived in City of Sterling Heights	Number	Percent
Less than 1 year	14	2.7 %
1-5 years	42	8.1 %
6-10 years	55	10.7 %
10+ years	405	78.5 %
Total	516	100.0 %

Q27. Do you own or rent your current residence?

Q27. Do you own or rent your current residence	Number	Percent
Own	443	84.9 %
Rent	72	13.8 %
<u>Not provided</u>	7	1.3 %
Total	522	100.0 %

(WITHOUT "DON'T KNOW")**Q27. Do you own or rent your current residence? (without "not provided")**

Q27. Do you own or rent your current residence	Number	Percent
Own	443	86.0 %
Rent	72	14.0 %
Total	515	100.0 %

Q28. In what type of residence do you live?

Q28. In what type of residence do you live	Number	Percent
Single family home	465	89.1 %
Manufactured/mobile home	3	0.6 %
Apartment	7	1.3 %
Condominium	42	8.0 %
Other	1	0.2 %
<u>Not provided</u>	4	0.8 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q28. In what type of residence do you live? (without "not provided")**

<u>Q28. In what type of residence do you live</u>	Number	Percent
Single family home	465	89.8 %
Manufactured/mobile home	3	0.6 %
Apartment	7	1.4 %
Condominium	42	8.1 %
<u>Other</u>	1	0.2 %
Total	518	100.0 %

Q28-6. Other:

<u>Q28-6. Other</u>	Number	Percent
Townhouse	1	100.0 %
Total	1	100.0 %

Q29. What is your age?

<u>Q29. Your age</u>	Number	Percent
18-34	98	18.8 %
35-44	97	18.6 %
45-54	105	20.1 %
55-64	100	19.2 %
65+	107	20.5 %
<u>Not provided</u>	15	2.9 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q29. What is your age? (without "not provided")**

<u>Q29. Your age</u>	Number	Percent
18-34	98	19.3 %
35-44	97	19.1 %
45-54	105	20.7 %
55-64	100	19.7 %
65+	107	21.1 %
Total	507	100.0 %

Q30. What is the highest level of education completed by a member of your household?

<u>Q30. Highest level of education completed by a member of your household</u>	Number	Percent
Less than high school graduate	4	0.8 %
High school diploma or GED	87	16.7 %
Some college	86	16.5 %
Vocational/technical	38	7.3 %
Associate's degree	54	10.3 %
Bachelor's degree	110	21.1 %
Graduate/professional degree	99	19.0 %
<u>Not provided</u>	44	8.4 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q30. What is the highest level of education completed by a member of your household? (without "not provided")**

Q30. Highest level of education completed by a member of your household	Number	Percent
Less than high school graduate	4	0.8 %
High school diploma or GED	87	18.2 %
Some college	86	18.0 %
Vocational/technical	38	7.9 %
Associate's degree	54	11.3 %
Bachelor's degree	110	23.0 %
<u>Graduate/professional degree</u>	99	20.7 %
Total	478	100.0 %

Q31. Please estimate your total annual household income.

Q31. Your total annual household income	Number	Percent
Less than \$25K	34	6.5 %
\$25K-\$34,999	42	8.0 %
\$35K-\$49,999	50	9.6 %
\$50K-\$74,999	57	10.9 %
\$75K-\$99,999	79	15.1 %
\$100K+	152	29.1 %
<u>Not provided</u>	108	20.7 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q31. Please estimate your total annual household income. (without "not provided")**

Q31. Your total annual household income	Number	Percent
Less than \$25K	34	8.2 %
\$25K-\$34,999	42	10.1 %
\$35K-\$49,999	50	12.1 %
\$50K-\$74,999	57	13.8 %
\$75K-\$99,999	79	19.1 %
<u>\$100K+</u>	152	36.7 %
Total	414	100.0 %

Q32. What is your gender?

Q32. Your gender	Number	Percent
Male	252	48.3 %
Female	256	49.0 %
Non-binary	2	0.4 %
Prefer to self-describe	1	0.2 %
<u>Not provided</u>	11	2.1 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q32. What is your gender? (without "not provided")**

<u>Q32. Your gender</u>	Number	Percent
Male	252	49.3 %
Female	256	50.1 %
Non-binary	2	0.4 %
Prefer to self-describe	1	0.2 %
Total	511	100.0 %

Q32-4. Self-describe your gender:

<u>Q32-4. Self-describe your gender</u>	Number	Percent
Transmale	1	100.0 %
Total	1	100.0 %

Q33. Is English the primary language spoken in your home?

<u>Q33. Is English the primary language spoken in your home</u>	Number	Percent
Yes	479	91.8 %
No	27	5.2 %
<u>Not provided</u>	16	3.1 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q33. Is English the primary language spoken in your home? (without "not provided")**

<u>Q33. Is English the primary language spoken in your home</u>	Number	Percent
Yes	479	94.7 %
<u>No</u>	27	5.3 %
Total	506	100.0 %

Q34. What is your ethnic origin?

<u>Q34. Your ethnic origin</u>	Number	Percent
Asian or Asian Indian	41	7.9 %
Black or African American	33	6.3 %
American Indian or Alaska Native	3	0.6 %
White	412	78.9 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic or Latino	13	2.5 %
Arab or Middle Eastern	18	3.4 %
<u>Other</u>	2	0.4 %
Total	523	

Q34-8. Self-describe your ethnic origin:

<u>Q34-8. Self-describe your ethnic origin</u>	Number	Percent
Polish	1	50.0 %
<u>Italian</u>	1	50.0 %
Total	2	100.0 %

Q35. Are you registered to vote in Sterling Heights?

<u>Q35. Are you registered to vote in Sterling Heights</u>	Number	Percent
Yes	503	96.4 %
No	17	3.3 %
<u>Not provided</u>	2	0.4 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q35. Are you registered to vote in Sterling Heights? (without "not provided")**

<u>Q35. Are you registered to vote in Sterling Heights</u>	Number	Percent
Yes	503	96.7 %
No	17	3.3 %
Total	520	100.0 %

Q36. Are you currently employed?

<u>Q36. Are you currently employed</u>	Number	Percent
Yes	361	69.2 %
No	138	26.4 %
<u>Not provided</u>	23	4.4 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q36. Are you currently employed? (without "not provided")**

<u>Q36. Are you currently employed</u>	Number	Percent
Yes	361	72.3 %
No	138	27.7 %
Total	499	100.0 %

Q37. Do you currently have access to broadband data (or hi-speed internet access)?

<u>Q37. Do you currently have access to broadband data or hi-speed internet access</u>	Number	Percent
Yes	501	96.0 %
No	14	2.7 %
<u>Not provided</u>	7	1.3 %
Total	522	100.0 %

(WITHOUT "NOT PROVIDED")**Q37. Do you currently have access to broadband data (or hi-speed internet access)? (without "not provided")**

<u>Q37. Do you currently have access to broadband data or hi-speed internet access</u>	Number	Percent
Yes	501	97.3 %
No	14	2.7 %
Total	515	100.0 %



Survey Instrument

July 2025

Dear Sterling Heights Resident:

We're reaching out to ask for your input on an important community survey. Your household was randomly selected to participate, and your feedback will help shape the future of our city.

We want to know how satisfied you are with the services the City provides and how we can better meet the needs of our residents. Your perspective is invaluable and will help ensure that the City's priorities reflect what matters most to our community.

We understand your time is valuable, and we truly appreciate you taking a few moments to complete the survey. Every response plays an important role in guiding decisions about City services, programs, and planning efforts. Your input will also help the City Council evaluate how well we're delivering on the community's shared vision for Sterling Heights.

Please complete the survey online at sterlingheightssurvey.org or return the paper version in the enclosed postage-paid envelope. We kindly ask that you submit your responses within the next week. ETC Institute is conducting the survey on our behalf, and all responses will remain confidential. Results will be shared with the City in September.

If you have any questions, feel free to contact Community Relations at (586) 446-2471 or email cityhall@sterlingheights.gov.

Thank you for taking the time to share your thoughts and help us continue building a stronger Sterling Heights.

Sincerely,



Michael C. Taylor, Mayor
City of Sterling Heights

*Scan to complete
survey online.*



Si tiene preguntas acerca de la encuesta y no habla Ingles, por favor llame al 1-844-811-0411. Gracias

هاتفك ورقم اسمك وترك 1-844-811-0411 بالرقم الاتصال يرجى العربية، باللغة الاستطلاع في المشاركة



2025 City of Sterling Heights Residential Survey

Please complete this important survey if you are an adult (age 18 or older) in the household. City leaders will use your input to determine how well the community's needs are being met. The survey will take approximately 10 minutes to complete. When you are finished, please return it in the postage-paid envelope provided. Your responses will remain confidential. If you have questions about this survey, please contact Community Relations at the city of Sterling Heights at (586) 446-2470 or by e-mail at cityhall@sterlingheights.gov. Thank you!

1. Overall Perception. Some items that may influence your perception of the City of Sterling Heights are listed below. Please rate each item on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall image of the City	5	4	3	2	1	9
2. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall quality of City services	5	4	3	2	1	9
4. The City as a place to live	5	4	3	2	1	9
5. The City as a place to raise children	5	4	3	2	1	9
6. The City as a place to retire	5	4	3	2	1	9
7. Overall quality of life in the City	5	4	3	2	1	9
8. Overall direction of the City	5	4	3	2	1	9

2. Public Safety. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of local police protection	5	4	3	2	1	9
02. The visibility of police in neighborhoods	5	4	3	2	1	9
03. The visibility of police in retail areas	5	4	3	2	1	9
04. The visibility of police in public parks	5	4	3	2	1	9
05. The City's efforts to prevent crime	5	4	3	2	1	9
06. How quickly police respond to emergencies	5	4	3	2	1	9
07. Enforcement of local traffic laws	5	4	3	2	1	9
08. Overall quality of public interaction with the police department	5	4	3	2	1	9
09. Quality of animal control	5	4	3	2	1	9
10. Overall quality of local fire protection	5	4	3	2	1	9
11. How quickly fire department personnel respond to emergencies	5	4	3	2	1	9
12. Overall quality of emergency medical services	5	4	3	2	1	9
13. How quickly emergency medical personnel respond to emergencies	5	4	3	2	1	9

3. Which THREE of the public safety items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 2.]

1st: _____ 2nd: _____ 3rd: _____

4. Perceptions of Safety. Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In City parks and recreation facilities	5	4	3	2	1	9
4. In commercial and retail areas of the City during the day	5	4	3	2	1	9
5. In commercial and retail areas of the City at night	5	4	3	2	1	9

5. Parks and Recreation and City Events. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance and mowing of City parks	5	4	3	2	1	9
02. The number of City parks	5	4	3	2	1	9
03. Bike/Hike trail system	5	4	3	2	1	9
04. Park amenities (picnic tables, shelters, playgrounds, sports fields/courts, etc.)	5	4	3	2	1	9
05. Nature Center services and programs	5	4	3	2	1	9
06. Senior Center	5	4	3	2	1	9
07. Music in the Park Concert Series	5	4	3	2	1	9
08. Youth recreation programs offered	5	4	3	2	1	9
09. Teen recreation programs offered	5	4	3	2	1	9
10. Adult recreation programs offered	5	4	3	2	1	9
11. Senior recreation programs offered	5	4	3	2	1	9
12. Special recreation programs	5	4	3	2	1	9
13. Special events (A Sterling Christmas, Sterling Frights, Cultural Exchange, Memorial Day Parade)	5	4	3	2	1	9
14. Sterlingfest Art & Music Fair	5	4	3	2	1	9
15. Fees charged for recreational programs	5	4	3	2	1	9

6. Which THREE of the parks and recreation and events items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 5.]

1st: _____ 2nd: _____ 3rd: _____

7. **Public Library Services.** For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Print collections	5	4	3	2	1	9
2. Audio/video collections	5	4	3	2	1	9
3. Digital collections	5	4	3	2	1	9
4. Reference services	5	4	3	2	1	9
5. Homebound/home delivery services	5	4	3	2	1	9
6. Programs for children	5	4	3	2	1	9
7. Programs for teens	5	4	3	2	1	9
8. Programs for adults	5	4	3	2	1	9

8. **Which TWO of the Library items listed above do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 7.]**

1st: _____ 2nd: _____

9. **Code Enforcement.** For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the clean-up of litter and debris on residential property	5	4	3	2	1	9
2. Enforcing the mowing and trimming of grass and weeds on residential property	5	4	3	2	1	9
3. Enforcing the mowing and trimming of grass and weeds on commercial property	5	4	3	2	1	9
4. Enforcing the exterior maintenance of residential property in your neighborhood	5	4	3	2	1	9
5. Enforcing the exterior maintenance of commercial property in your neighborhood	5	4	3	2	1	9
6. Enforcing the exterior maintenance of rental properties in your neighborhood	5	4	3	2	1	9
7. Enforcing sign regulations	5	4	3	2	1	9

10. **Which TWO of the code enforcement items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 9.]**

1st: _____ 2nd: _____

11. City Maintenance. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of major City streets	5	4	3	2	1	9
02. Maintenance of neighborhood streets	5	4	3	2	1	9
03. Maintenance of curbs and sidewalks	5	4	3	2	1	9
04. Maintenance of traffic signals/signs	5	4	3	2	1	9
05. Adequacy of City street lighting	5	4	3	2	1	9
06. Maintenance of City buildings, such as City Hall	5	4	3	2	1	9
07. Snow removal on major City streets	5	4	3	2	1	9
08. Snow removal on residential streets	5	4	3	2	1	9
09. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
10. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
11. Overall flow of traffic and congestion management in Sterling Heights	5	4	3	2	1	9
12. Maintenance of stormwater drainage system	5	4	3	2	1	9
13. Refuse, recycling and yard waste removal	5	4	3	2	1	9

12. Which THREE of the city maintenance items do you think should receive the MOST EMPHASIS from City leaders over the next two years? [Write in your answers below using the numbers from the list in Question 11.]

1st: _____ 2nd: _____ 3rd: _____

13. City Leadership and Communication. For each of the following, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of leadership provided	5	4	3	2	1	9
2. Overall accessibility of City leaders	5	4	3	2	1	9
3. Overall responsiveness of City leaders	5	4	3	2	1	9
4. The availability of information about City programs and services	5	4	3	2	1	9
5. The City's efforts to keep you informed about local issues	5	4	3	2	1	9
6. The level of public involvement in local decision making	5	4	3	2	1	9
7. The quality of the City's website	5	4	3	2	1	9

14. In the past year, which methods have you used most often to get City-related information from the City of Sterling Heights? [Check all that apply.]

(1) Traditional U.S. Mail (6) Social Media (Facebook, X, YouTube, Instagram)
 (2) City Magazine (7) Local Media Coverage
 (3) City Website (8) Text Alerts
 (4) Email (9) Other: _____
 (5) SHTV (Channel 5 & 99)

15. What communication channels should we be using that we currently are not? [Check all that apply.]

(1) Snapchat (2) TikTok (3) Other: _____

16. Have you called, e-mailed, or submitted a ticket through See Click Fix, or visited the City with a question, problem, or complaint during the past year?

(1) Yes [Answer Question 16a-b.] (2) No [Go to Question 17.]

16a. How easy was it to contact the person you needed to reach?

(4) Very easy (2) Difficult (9) Don't know
 (3) Easy (1) Very difficult

16b. For each item below, please rate how often the employees you have contacted during the past year have displayed the customer service described on a scale of 1 to 5, where 5 means "Always," and 1 means "Never."

Behavior of Employees	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They were courteous and polite	5	4	3	2	1	9
2. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. They did what they said they would do in a timely manner	5	4	3	2	1	9
4. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

17. What do you like most about living in Sterling Heights? [Check all that apply.]

<input type="checkbox"/> (01) Grew up in region	<input type="checkbox"/> (06) Close to family/friends
<input type="checkbox"/> (02) Close to work	<input type="checkbox"/> (07) Affordable cost of living
<input type="checkbox"/> (03) Employment opportunities	<input type="checkbox"/> (08) Shopping and entertainment options
<input type="checkbox"/> (04) Quality of life amenities	<input type="checkbox"/> (09) A diverse population
<input type="checkbox"/> (05) Educational systems	<input type="checkbox"/> (10) Other: _____

18. Please indicate up to THREE things that would make you consider leaving Sterling Heights. [Check up to 3 choices.]

<input type="checkbox"/> (01) Congestion/Traffic	<input type="checkbox"/> (06) Changing demographics
<input type="checkbox"/> (02) Affordability	<input type="checkbox"/> (07) Lack of housing options
<input type="checkbox"/> (03) Cost of living	<input type="checkbox"/> (08) Shopping and entertainment options
<input type="checkbox"/> (04) Driving distance to work	<input type="checkbox"/> (09) Desire for more land
<input type="checkbox"/> (05) Employment opportunities	<input type="checkbox"/> (10) Other: _____

19. Why would you recommend Sterling Heights as a place to live to your friends or family? [Check all that apply.]

<input type="checkbox"/> (01) Grew up in region	<input type="checkbox"/> (06) Close to family/friends
<input type="checkbox"/> (02) Close to work	<input type="checkbox"/> (07) Affordable cost of living
<input type="checkbox"/> (03) Employment opportunities	<input type="checkbox"/> (08) Shopping and entertainment options
<input type="checkbox"/> (04) Quality of life amenities	<input type="checkbox"/> (09) A diverse population
<input type="checkbox"/> (05) Educational systems	<input type="checkbox"/> (10) Other: _____

20. Please rate your satisfaction with the following aspects of your neighborhood on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Housing stock (type, quality, and price of available housing in your neighborhood)	5	4	3	2	1	9
2. Parks (size, accessibility and amenities, of the parks in your neighborhood)	5	4	3	2	1	9
3. Proximity to retail, entertainment (convenience of the stores, entertainment venues you utilize)	5	4	3	2	1	9
4. Proximity to service providers like schools, hospitals, doctors, dentists, salons (convenience of the service providers you utilize)	5	4	3	2	1	9

21. The City's Visioning 2040 Plan includes creating spaces that provide relaxation, leisure, and the development of social connections, which can reduce feelings of loneliness and isolation. These spaces also contribute to a sense of belonging and can be crucial for building and maintaining social capital within a community. Please rate your level of agreement with the following statement:

"I feel Sterling Heights is a community that provides vibrant and attractive areas with unique offerings and focal points as well a robust system of pathways and trails that connect residents to these areas."

(4) Strongly agree (2) Disagree (9) Don't know
 (3) Agree (1) Strongly disagree

22. The City is committed to making sure we are a community that is exceptionally maintained, sustainable and environmentally responsible. Please rate your level of agreement with the following statement:

"I feel Sterling Heights is a community that values sustainability."

(4) Strongly agree (2) Disagree (9) Don't know
 (3) Agree (1) Strongly disagree

23. The City is committed to being an inclusive community where all residents feel welcome, accepted, respected and safe in Sterling Heights. Please rate your level of agreement with the following statement:

"From my perception, I feel Sterling Heights is an inclusive community."

(4) Strongly agree (2) Disagree (9) Don't know
 (3) Agree (1) Strongly disagree

24. Since you've lived in Sterling Heights, do you feel race relations in the City have improved, stayed the same or worsened?

(3) Improved (2) Stayed the same (1) Worsened (9) Don't know

25. Is there anything else the City of Sterling Heights should be doing, or anything not addressed in this survey you would like city leaders to know?

26. Approximately how many years have you lived in the City of Sterling Heights?

(1) Less than 1-year (2) 1-5 years (3) 6-10 years (4) More than 10 years

27. **Do you own or rent your current residence?** (1) Own (2) Rent

28. **In what type of residence do you live?**
 (1) Single family home (3) Duplex (5) Condominium
 (2) Manufactured/mobile home (4) Apartment (6) Other: _____

29. **What is your age?** _____ years

30. **What is the highest level of education completed by a member of your household?**
 (1) Less than high school graduate (5) Associate's Degree
 (2) High school diploma or GED (6) Bachelor's Degree
 (3) Some college (7) Graduate/Professional Degree
 (4) Vocational/technical

31. **Please estimate your total annual household income:**
 (1) Less than \$25,000 (3) \$35,000 - \$49,999 (5) \$75,000 - \$99,999
 (2) \$25,000 - \$34,999 (4) \$50,000 - \$74,999 (6) \$100,000 or more

32. **What is your gender?**
 (1) Male (3) Non-binary
 (2) Female (4) Prefer to self-describe: _____

33. **Is English the primary language spoken in your home?** (1) Yes (2) No

34. **What is your ethnic origin? [Check all that apply.]**
 (01) Asian or Asian Indian (05) Native Hawaiian or other Pacific Islander
 (02) Black or African American (06) Hispanic or Latino
 (03) American Indian or Alaska Native (07) Arab or Middle Eastern
 (04) White (99) Other: _____

35. **Are you registered to vote in Sterling Heights?** (1) Yes (2) No

36. **Are you currently employed?** (1) Yes (2) No

37. **Do you currently have access to broadband data (or hi-speed internet access)?**
 (1) Yes (2) No

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify the level of satisfaction with City services in your area. If your address is not correct, please provide the correct information. Thank you.