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All of the analyses, findings and recommendations contained within this report are the exclusive property of the City of Coral Springs with offices located in Coral Springs, Florida.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research and Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the City of Coral Springs.

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1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results of a 2008 Business Satisfaction Survey conducted among business leaders (owners/senior managers) in the City of Coral Springs, Florida.

The survey was designed to provide business leader input on Coral Springs services, relationships with the City, views on local issues impacting business, meeting expectations, City codes, communications, business needs, taxes and other important issues.

The research study included a comprehensive telephone survey. Interviews were conducted among business leaders in the City of Coral Springs by phone. CRPP, working together with City of Coral Springs officials, designed the survey instrument to be used when calling local business leaders.

This report summarizes information collected from telephone surveys conducted February 5–15, 2008.

The survey instrument employed in the 2008 Business Satisfaction Survey included the following areas for investigation:

- Views on relationships with the City of Coral Springs;
- Perceptions of the current business atmosphere in Coral Springs;
- Views on local issues impacting business;
- Awareness, use and satisfaction with City services;
- Measuring the degree expectations are met;
- Perceptions of Coral Springs efforts to support business;
- Satisfaction with City codes and code enforcement;
- Opinions and use of specific communication channels;
- Impressions of local taxes;
- Chamber membership, awareness and satisfaction; and
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings for the residential telephone surveys - a narrative account of the data.

Section V is an Appendix to the report containing a crosstabulation table, a copy of the survey instrument, and the composite aggregate data.

METHODOLOGY

Using a quantitative research design, CRPP completed 249 interviews among business leaders throughout the City of Coral Springs.

All telephone interviews were conducted between February 5-15, 2008. Business leaders were contacted between 10:00 a.m. and 4:00 p.m. weekdays.

Survey input was provided by City of Coral Springs officials.

Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. And, placement of questions is carefully accomplished so that order has minimal impact. Survey questions in bold are tracking questions used in previous questionnaires.

CRPP utilized a stratified sample of businesses throughout Coral Springs roughly proportional to population distribution. This process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame.

One survey instrument was used to elicit information from all City of Coral Springs business leaders surveyed. Respondents qualified for the survey if they confirmed they were a business owner or a senior manager of their Coral Springs company.

Training of telephone researchers and pre-test of the survey instrument occurred on February 5, 2008.

All facets of the study were completed by CRPP's senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Completion rates are a critical aspect of any telephone survey research. Because one group of people might be easier to reach than another group, it is important that concentrated efforts are made to reach all groups to an equal degree. A high completion rate means that a high percentage of the respondents within the original sample were actually contacted, and the resulting sample is not biased toward one potential audience. CRPP maintained a 65% completion rate on all calls made during this 2007 Business Satisfaction Survey. And, a high completion rate, many times indicates an interest in the topic.

Statistically, a sample of 249 surveys represents a margin for error of +/-6.0% at a 95% confidence level.

In theory, a sample of City of Coral Springs business leaders will differ no more than +/- 6.0% than if all City of Coral Springs business leaders were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the large population values within plus or minus 6.0% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of “sampling error”. Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event, based on known probabilities.

Each qualified business within the City of Coral Springs had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

HIGHLIGHTS

ON PARTNERSHIP WITH THE CITY...

- Increasingly, business leaders are reporting their overall relationship with the City as “very good” or “good” – 88.8% in 2008. This is up from 72.9% in 2005, 76.0% in 2006 and 78.8% in 2007. When “don’t know” respondents are removed, those suggesting “very good” or “good” moves to 95.3%.
- When “don’t know” respondents are removed, more than three quarters of all 2008 respondents, 86.7%, indicated that the overall business atmosphere in Coral Springs was better than or did not change from two years ago. This number is consistent with 86.8% reported in 2007.

ON LOCAL ISSUES...

- While 50.6% of all respondents could not name any local issues of concern, some cited signage codes being too strict (15.7%), crime/safety (4.4%), road traffic is horrible (4.4%), taxes (3.6%), and a lot of the same/duplicate business/competition of businesses (0.4%).

ON COMMUNITY SERVICE SATISFACTION...

- Business leader respondents were asked if they used sixteen different City departments, programs or services. If they used each, they were asked to provide a rating. The average overall positive rating across all sixteen departments, programs or services in 2008 was 84.5%. This is about the same as 84.4% in 2005 but down slightly from 85.2% in 2006 and 88.3% in 2007 when fifteen departments, programs or services were rated.
- The two highest positive ratings recorded were for “Emergency Paramedics” (98.5%) and “Fire Department” (92.0%). The two lowest positive ratings were recorded for “Code Enforcement” (69.9%) and “Zoning” (73.7%).
- A majority of business leaders, 88.4% report the City of Coral Springs meets their expectations “always” (35.3%) or “most of the time” (53.1%).
- A large percent of survey respondents (85.5%) are suggesting they would recommend selecting the City to friends, family and co-workers. This is up from 82.4% in 2004 and 75.9% in 2005 but down slightly from 88.4% and 89.8% in 2006 and 2007 respectively.
- An impressive percent of business leaders surveyed, 97.0%, said Coral Springs Customer Service is “very good” or “good.”

- A large majority, 92.5%, of all respondents said the quality of City services is significantly higher, higher or met their expectations. However, 6.5% said City services fall below or significantly below their expectations.
- “Working on road conditions” received the highest positive rating, 84.9%, when respondents were asked how satisfied they would say they were with Coral Springs support for businesses.

ON CITY CODES...

- The average overall positive rating for eight different City Codes and Regulations was 77.9% in 2008 with the highest positive rating (85.9%) being recorded for “trash disposal regulations.”

ON COMMUNICATIONS...

- The number of visitors of the Coral Springs website, which had remained nearly unchanged over the previous three years (49.2% in 2007, 50.4% in 2006 and 54.4% in 2005), increased to 65.5% in 2008.
- The website continues to receive positive ratings (upper eighties and low nineties) for ease of navigation, informative content, and usefulness.
- A large percentage of respondents provided positive ratings for the City on communication with business owners and managers. In 2008, 87.6% provided a positive rating compared to 83.5%, 78.9%, 76.6% and 88.7% in 2004, 2005, 2006 and 2007 respectively.

ON TAXES...

- Concern over high taxes is high in 2008. Over one-third, 38.1% agreed with the following statement: “Taxes are too high for the quality of City services that I am receiving.”

ON COMPLAINTS/COMMENTS...

- Two-thirds, 67.5%, of respondents report they would know where to go or who to call if they had a complaint or comment to make about City services.

ON CHAMBER MEMBERSHIP...

- While three quarters of respondents, 64.7%, indicated they were not Chamber member, 19.7% said they were. Another 15.7% were “unsure.”
- Of this group, 83.7% said they were very or somewhat satisfied with their Chamber membership.
- A smaller percent, 56.7% said they were “very aware” (41.4%) or “somewhat aware” (15.2%) of membership benefits.

SUMMARY OF FINDINGS

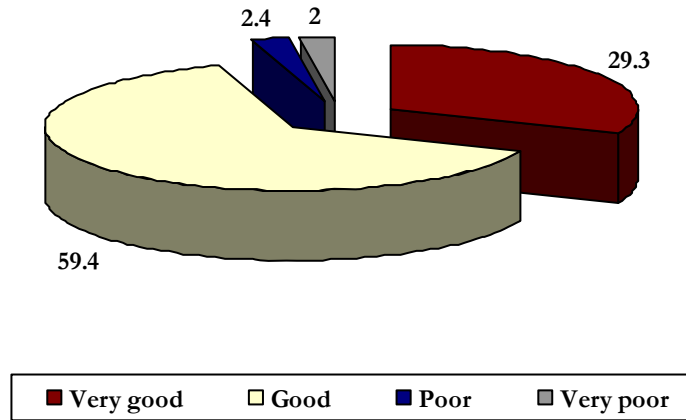
Readers are reminded that the following section summarizes statistics collected from surveys among 249 business leaders in the City of Coral Springs, Florida.

Results for 2008 are included within this report. For comparison purposes, and when available, these results are displayed along with like questions posed in 2004, 2005, 2006 and 2007.

Readers should also note that during the years 2004-2007, a scale of one through four was most commonly employed for specific questions. In 2008, a scale of one through ten was instituted. For comparison purposes, the four point scale references cumulative totals for top two points while the new ten point scale references cumulative totals for top four points (one through four).

PARTNERSHIP

More than three quarters of all business leaders surveyed, 88.8% (78.8% in 2007, 76.0% in 2006 and 72.9% in 2005), report their overall relationship with the City as very good or good. Some, 2.4%, suggested it was poor while 2.0% noted the relationship was very poor and 6.8% were unsure. When “don’t know” responses are removed from the data, those reporting very good or good is 95.3% (93.8% in 2007, 91.3% in 2006 and 87.6% in 2005).



The percent of business leaders suggesting the overall business atmosphere in Coral Springs today, compared to two years ago, was “better” or “no change but good” is up to 81.1% in 2008 from 76.0% in 2007.

When “don’t know” respondents are removed from the data, those suggesting the business atmosphere was “better” or “no change, but good” moves to 86.7%.

<i>Business atmosphere</i>	<i>2007</i>	<i>2007 w/o DKs</i>	<i>2008</i>	<i>2008 w/o DKs</i>
Better	34.4%	39.3	24.9	26.6
No change, but good	41.6	47.5	56.2	60.1
No change, and poor	3.2	3.7	4.0	4.3
Worse	8.4	9.6	8.4	9.0
Don't know	12.4	---	6.4	---
Total: Better/No change, but good	76.0	86.8	81.1	86.7

LOCAL ISSUES

In an open end format question, researchers asked respondents which issues in Coral Springs they are most concerned about. The following table presents the leading issues of concern.

Issues of Concern...	2007	2008
None	45.6%	50.6
Don't know	10.0	6.0
Signage codes/too strict	12.4	15.7
Taxes	9.2	3.6
A lot of the same/duplicate businesses/competition of businesses	2.8	0.4
Crime/safety/theft	2.4	4.4
Building permits	2.4	---
Road traffic is horrible/traffic congestion	2.4	4.4

Other issues, named less frequently are included in the composite aggregate data held within the appendix to this report.

COMMUNITY SERVICE SATISFACTION

Business leaders were asked if they used sixteen different City departments, programs or services. If the respondent used the service or department, researchers asked respondents to rate each using a scale.

In 2008, a scale of one to ten was used where one was very satisfied and ten was very dissatisfied. The table presents both use and the cumulative totals for the positive ratings of one through four on the ten point scale. All ratings are reported with “don’t know” responses removed.

Readers should note that when comparing the average positive ratings by year, five changes were made to the services/programs measured.

Community Services, Departments and Programs	2005 Use	2005 Positive Rating	2006 Use	2006 Positive Rating	2007 Use	2007 Positive Rating	2008 Use	2008 Positive Rating
Building Division Permits	42.6	81.3	41.2	81.8	42.0	77.2	33.3	69.9
Building Inspections	45.4	86.8	42.4	82.4	47.6	80.2	36.5	81.3
Zoning	26.7	78.8	24.0	75.9	29.2	75.0	22.9	75.0
Occupational License/ *Occupational License Business Tax	70.9	92.0	63.6	85.2	77.6	93.1	65.9	79.6
Code Enforcement	52.6	79.5	47.6	71.6	53.2	82.3	45.8	73.7
Fire Inspection	66.5	91.6	66.8	90.2	72.4	96.0	65.1	92.0
Emergency Paramedics	37.5	95.7	33.2	93.8	31.2	94.8	26.9	98.5
Police Department	64.5	89.5	61.6	86.8	59.2	91.8	52.6	89.3
Police Traffic Enforcement	57.8	83.4	39.6	85.6	44.8	90.9	37.8	87.2
City Hall (General)	51.8	94.6	41.2	89.7	50.0	95.9	44.2	89.9
Information Services	39.0	76.0	31.2	88.2	39.6	91.8	---	---
Business Department Call Center	---	---	---	---	---	---	23.3	82.8
Planning	31.9	71.3	25.2	82.0	27.6	83.3	21.7	88.9
Streets Maintenance and Drainage	54.2	77.2	46.0	87.5	61.6	87.4	---	---
Streets Maintenance	---	---	---	---	---	---	40.6	88.1
Streets Drainage	---	---	---	---	---	---	40.6	82.2
Waste Management Services	66.9	82.1	56.0	89.8	72.4	92.2	57.4	85.2
Water Billing	59.4	86.6	54.0	87.6	61.2	93.2	51.0	90.6
Average Positive Rating	---	84.4	---	85.2	---	88.3	---	84.5

* 2008 Wording

--- Question not asked

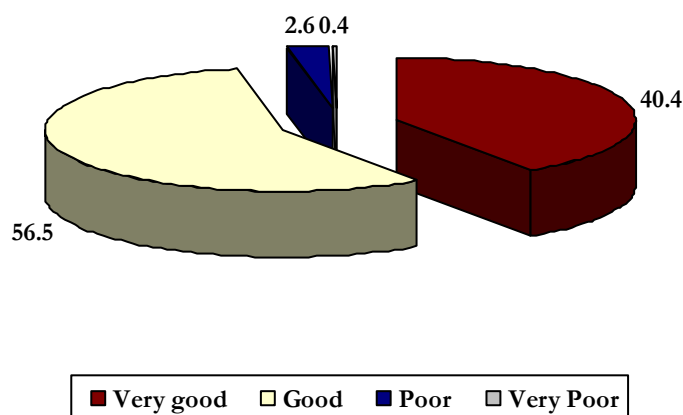
When asked to think about the services provided by the City of Coral Springs, respondents were asked if the City met their expectations. A large majority, 88.4%, of respondents reported the City of Coral Springs meets their expectations “always” (35.3%) or “most of the time” (53.1%).

<i>City services meet expectations...</i>	<i>2008 w/o DKs</i>
Always	35.3%
Most of the time	53.1
Sometimes	9.5
Seldom	1.2
Never	0.8
Total: Always/Most of the time	88.4

When thinking about the City of Coral Springs, 85.5% indicated they would be likely to recommend selecting the City to friends, family and co-workers. This is up from 82.4% and 75.9% in 2004 and 2005 and down slightly from 88.4% and 89.8%, in 2006 and 2007 respectively. Again, a ten point scale was employed in 2008 while four point scales were utilized in previous years.

And, overall, 97.0% of all business leaders surveyed, suggested Coral Springs customer service is very good (40.4%) or good (56.5%). Others mentioned poor (2.6%) or very poor (0.4%). This is up from 94.3%, 91.2%, 93.9% and 95.7% recorded in 2004, 2005, 2006 and 2007 respectively.

Please note in 2008 the phrasing changed from “excellent” to “very good.”



And, 93.5% of respondents said the quality of City services is significantly higher, higher or meets their expectations. This is up somewhat from 92.1% in 2005 and down somewhat from 96.6% in 2006 and 95.1% in 2007. The following table presents the results as collected without “don’t know” responses.

Expectations	2004	2005	2006	2007	2008
Significantly higher than your expectations	5.9%	10.0	10.1	6.5	7.8
Higher than your expectations	15.1	19.9	21.4	19.8	18.0
Expectations met	72.0	62.2	65.1	68.8	67.8
Below your expectations	5.4	7.5	3.4	4.5	5.7
Significantly below your expectations	1.7	0.4	0.0	0.4	0.8
<i>Top three boxes</i>	93.0	92.1	96.6	95.1	92.5

Respondents were asked to rate how satisfied they were with Coral Springs support for businesses in nine different areas. Satisfaction was measured using a scale of one to ten where one meant very satisfied and ten meant very dissatisfied. The following table presents the cumulative totals for ratings of one through four.

<i>Business support</i>	<i>2008 w/o DKs</i>
Working on road conditions	84.9%
City efforts to reduce neighborhood blight	83.3
Creating attractions/events to bring residents from surrounding towns to Coral Springs	79.4
Nighttime lighting so customers feel safe	79.2
Working on customer parking availability	79.1
Working on easing traffic congestion	76.4
Supporting business growth and development	74.4
Working to retain existing businesses in Coral Springs	74.0
Working to attract new businesses to Coral Springs	73.6
Average	78.3

CITY CODES

Respondents were asked to rate their satisfaction with eight different City codes and regulations.

In 2008, respondents used a scale of one to ten where one was very satisfied and ten was very dissatisfied. The following table depicts the cumulative positive ratings of one through four with “don’t know” responses removed.

Codes/Regulations	2005 Positive Rating	2006 Positive Rating	2007 Positive Rating	2008 Positive Rating
Building codes	75.4%	79.0	82.4	75.3
Zoning codes	68.3	76.3	84.3	78.9
Code enforcement	66.5	73.4	80.1	---
Landscaping codes	75.3	71.7	85.6	78.6
Requirement for proper business appearance maintenance	84.5	79.3	87.3	83.8
Current (“Revised” in 2006) business signage regulations	63.2	56.0	71.2	63.9
Business parking regulations	75.8	71.7	80.4	75.7
Trash disposal regulations	---	---	---	85.9
Color regulations	---	---	---	81.1
<i>Average Positive Rating</i>	72.7	72.5	81.6	77.9

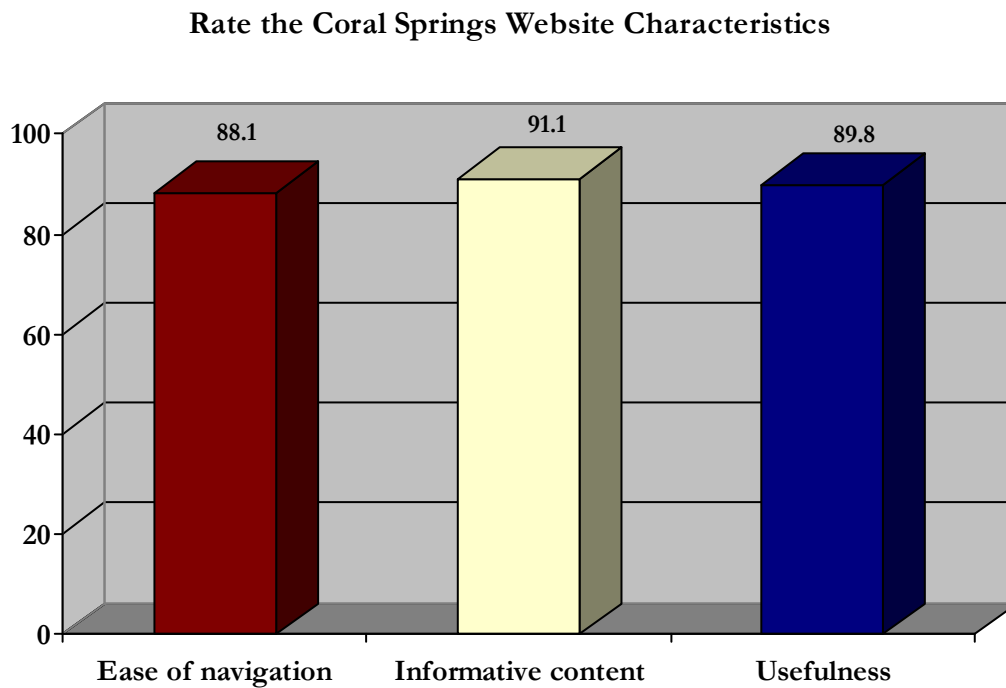
* Readers should recall the movement from a four point scale to a ten point scale in 2008. Additionally, two changes to the codes/regulations rated are displayed in the table above.

COMMUNICATIONS

Nearly two-thirds or all business leaders surveyed, 65.5%, report visiting the Coral Springs website. This is up from 32.2% in 2004, 54.4% in 2005 and 50.4% in 2006 and 49.2% in 2007.

Of this group, with “don’t know” responses removed, high ratings were recorded for ease of navigation 88.1% (82.1% in 2005, 89.5% in 2006 and 91.7% in 2007), informative content 91.1% (80.6% in 2005, 93.8% in 2006 and 92.4% in 2007) and usefulness 89.8% (75.4% in 2005, 93.9% in 2006 and 91.6% in 2007).

Please recall that a scale of one to ten was used in 2008.



A large group of site visitors, 71.2% (71.5% in 2007, 66.4% in 2006 and 69.9% in 2005), have used the site to retrieve information on City services.

According to respondents, the best way for the City to reach them includes direct mail (46.8%), and emails (22.5%). The results are presented in the following table.

Ways to Reach Respondents	2005	2006	2007	2008
Direct mail	46.8%	44.1	38.6	49.0
Website	7.2	6.4	5.0	9.2
Emails	22.5	20.9	22.8	42.6
City TV, Channel 25	2.0	1.0	1.7	1.2
Seminars / Workshop	0.3	0.7	0.8	0.4
Brochures	3.1	5.4	6.8	8.4
Personal calls	12.3	12.8	13.6	25.3
Newsletters	4.8	5.1	11.9	8.8
Phone	---	2.0	---	---
eHelp Desk	---	---	---	2.0

Overall, a large majority of all respondents, 87.6% provided a very good (26.7%) or good (60.9%) rating for the City's communication with business owners and managers. This is down slightly from 88.7% in 2007 but up from 83.5%, 78.9%, and 76.6% in 2004, 2005 and 2006 respectively.

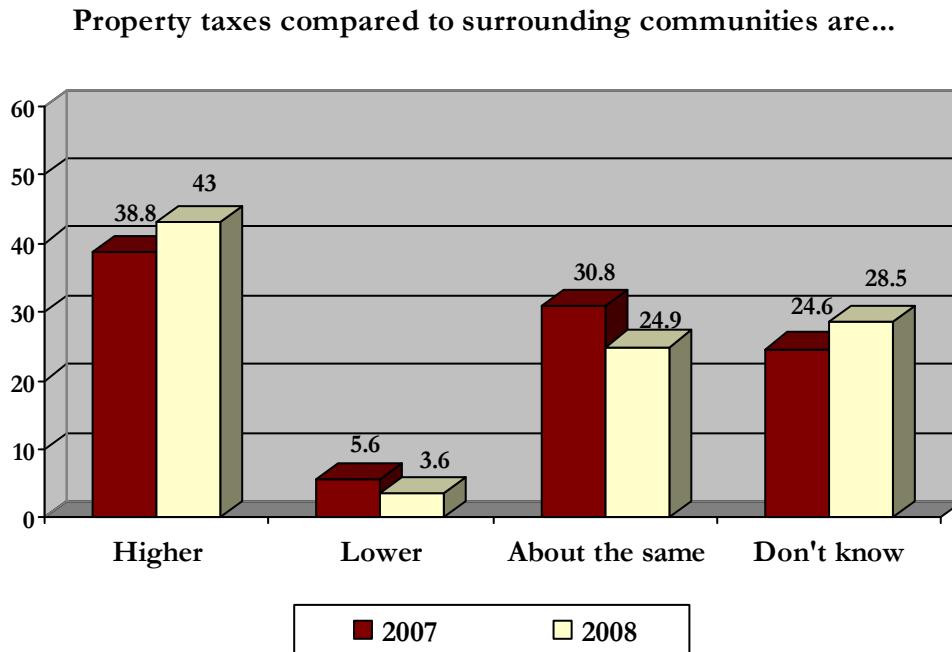
TAXES

Respondents were asked the following: “Based on all you know or have heard, are City of Coral Springs property taxes higher, lower, or about the same as surrounding communities?”

In 2008, nearly one-quarter, 24.9% of respondents reported believing their property taxes were about the same as surrounding areas. Another 43.0% of respondents reported Coral Springs property taxes were higher than surrounding communities. Only 3.6% report their taxes being lower while 28.5% were unsure.

In 2007, nearly two fifths of business leaders surveyed, 38.8% (36.0% in 2006 and 49.8% in 2005), suggested their taxes were higher than those in surrounding communities while 5.6% said they were lower and 30.8% thought they were about the same. Some, 24.6%, were unsure.

The following chart represents data as collected in 2007 and 2008.



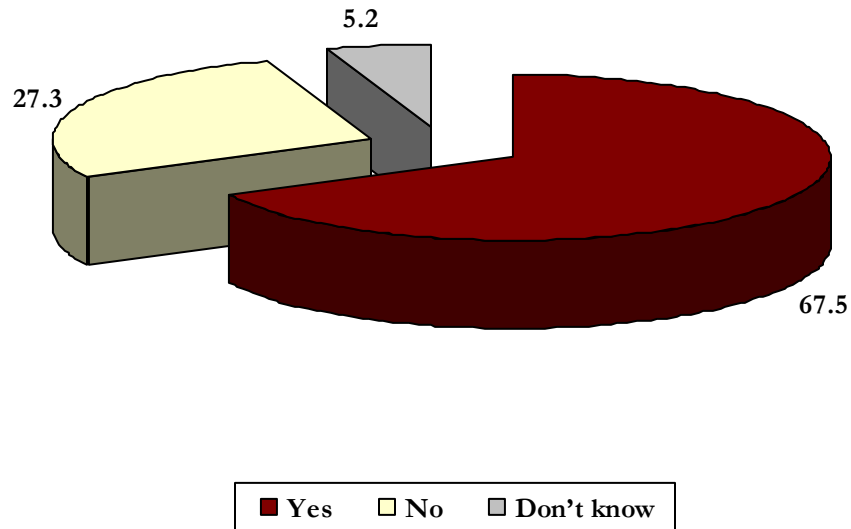
Regarding business taxes paid to Coral Springs, respondents were asked which of four statements best reflected how they feel about the tax. The following table presents the results.

Statements	2004	2005	2006	2007	2008
*Property taxes are too high for the quality of City services that I am receiving	20.4%	31.4	30.5	42.4	38.1
*Property taxes are high, but the City is providing more services at a higher quality than I expect	27.6	31.4	26.0	26.1	20.1
*Property taxes are just right for the amount and quality of City services that I am receiving	51.6	37.3	43.5	31.0	41.3
*Property taxes are too low for the amount and quality of City services that I am receiving	1.0	0.0	0.0	0.5	0.5
Bottom Three Boxes	79.2	68.7	69.5	57.6	61.9

* The word **Property** was added in 2008

COMPLAINTS/COMMENTS

Two-thirds, or 67.5% of respondents, report they would know where to go or who to call if they had a complaint or comment to make about City services.



DEMOGRAPHICS

Member of Chamber of Commerce	2004	2005	2006	2007	2008
Yes	12.1%	16.7	19.2	15.6	19.7

Satisfied with membership in the Chamber	2007	2008
Very satisfied	51.3%	59.2
Somewhat satisfied	38.5	24.5
Somewhat dissatisfied	2.6	2.0
Not at all satisfied	2.6	2.0
Don't know/unsure	5.1	12.2
Total satisfied	89.7	83.7
Total dissatisfied	5.2	4.0

Aware of the membership benefits in the Chamber?	2007	2008
Very aware	28.0%	41.4
Somewhat aware	25.7	15.2
Somewhat unaware	5.5	4.8
Not at all aware	27.1	33.8
Don't know/unsure	13.8	4.8
Total aware	53.7	56.7
Total unaware	32.6	38.6

How many full and part-time employees	2005	2006	2007	2008
Average	8.55	14.09	16.08	18.01

Approximate square footage	2005	2006	2007	2008
Average	2,516.66	15,188.33	6,346.39	9,909.05

Number of years in Coral Springs	2005	2006	2007	2008
Average	8.5 years	10.0 years	10.18 years	11.2 years

Is your business classified by the government as an MBE, WBE or SBE?	2008
Yes, MBE	2.0%
Yes, WBE	6.4
Yes, SBE	56.2
Combination	4.8
No	21.3
Don't know/unsure	9.2

Type of business	2005	2006	2007	2008
Eating/drinking	4.0%	6.4	5.2	7.2
*Retail	25.5	8.8	16.0	13.3
Small office	15.9	10.4	19.6	28.1
Real estate management	5.6	2.8	4.0	5.2
Real estate sales	2.8	3.6	4.0	2.8
Wholesale	1.2	1.6	1.2	0.4
Medical	6.8	8.8	5.2	4.4
Hotel	--	--	0.4	---
Auto dealer/gas station	2.8	1.6	2.4	2.0
Amusement/recreation	1.6	1.2	--	0.8
Grocer	1.2	3.2	0.4	0.4
Church	2.0	0.4	0.8	1.6
Agriculture	2.4	0.8	--	0.4
*Manufacturing	2.0	0.8	1.2	2.4
*Wholesale/distribution	2.4	0.4	2.0	1.6
*Something else	23.9	49.2	37.6	29.3

*For further delineation of these types of businesses please refer to the composite aggregate data in the appendix of this report.

Approximate annual revenue	2005	2006	2007	2008
Average	\$907,776.24	\$4,482,275	\$2,191,649	\$2,202,034

Sector	2005	2006	2007	2008
North side	32.3%	34.8	34.0	30.9
Center West	26.7	16.0	16.8	19.3
Southwest	9.2	15.2	15.6	9.6
Northeast	9.6	12.8	14.0	13.3
Town Center	16.3	12.8	13.6	13.7
Southeast	4.8	13.2	6.0	8.8
Refused	1.2	4.8	--	---

5 APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.