

Customer Lifecycle, LLC

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2025 Community Survey Quantitative Report



Prepared for:

***Bolingbrook
Park District***

September 5, 2025

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Background and Methodology

Background

- The Bolingbrook Park District (BPD) is a local taxing body separate from the Village of Bolingbrook.
- BPD provides park and recreation services to the Bolingbrook community.
- BPD's mission statement is to “provide world-class park and recreational services in a fiscally responsible manner to enhance the community's quality of life.”
- Roughly every three to five years, BPD conducts community-wide surveys to ensure it delivers on the community's needs and expectations.
- Customer Lifecycle (CLC) has been pleased to conduct this research in 2010, 2016, 2020, and 2025.
- Results from 2013 were gathered by an outsourced strategic planning initiative.
- Wherever possible, historical data is included in this report.



Objectives

- Primary objectives of the research include measuring...
 - Constituent perceptions of customer friendliness and service
 - Awareness of/knowledge about current programs and facilities
 - Awareness that BPD and the Village are separate entities
 - Constituent views on the value of tax dollars being spent by BPD
 - Needs and wants of the diverse Bolingbrook community
- Additional objectives for 2025 include...
 - Dropping the exploration of the impact of COVID-19 since the pandemic has passed
 - Continuing the index to measure drivers of constituent engagement with BPD programs and facilities
 - Adding questions about additional Park features such as pickle ball, racquet ball, cricket, and the splash pad, as well as additional recreational programs
 - Determining the optimal length of time for Park programs to run
 - Exploring which, among several, future facility enhancements are most appealing



Methodology

- To meet these objectives, CLC conducted a two-phase research plan.
- Qualitative interviews were conducted in Spring of 2025 and were already reported.
- Quantitative survey invitations were emailed and mailed out to constituents in June/July 2025.
- 10K invitations were mailed, along with 2 rounds of reminders.
- Surveys were conducted online using BPD's Qualtrics platform with survey length of just over 20 minutes.
- All results from 2025, 2020, 2016, and 2010 were analyzed in SPSS to identify significant differences.
- 373 responses from 2025, 483 from 2020, 428 from 2016, and 422 from 2010 are included in this report.
- Responses were analyzed by each of these groups:
 - Wave over wave
 - Gender
 - Race/Ethnicity
 - Region of Bolingbrook
 - Satisfaction with Key Metrics
 - Overall satisfaction with BPD
 - Use BPD in future
 - Recommend BPD to others
 - Satisfaction with value received

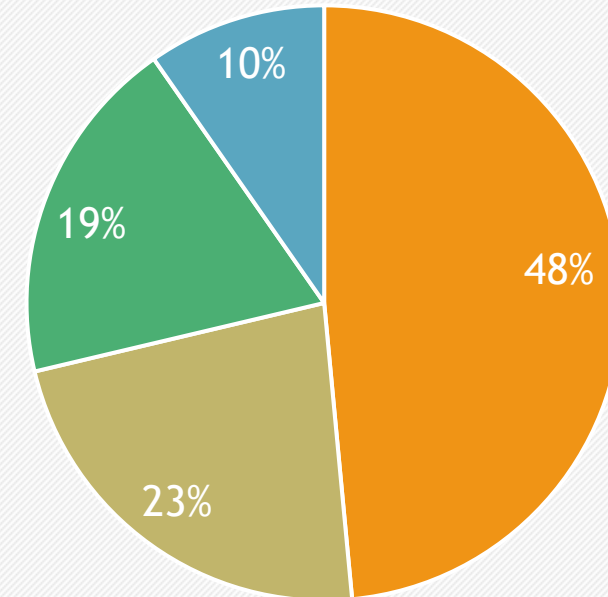


Executive Summary, Engagement

Results Overview—Executive Summary

- As part of 2020's analysis, CLC created an **index of constituent engagement**
- Using regression analysis and correlations, four key drivers of resident engagement were identified
 - Overall satisfaction with BPD
 - Likelihood of using BPD in the future
 - Likelihood of recommending BPD to others
 - Frequency of use of BPD facilities
- This same analysis was replicated for the 2025 results.

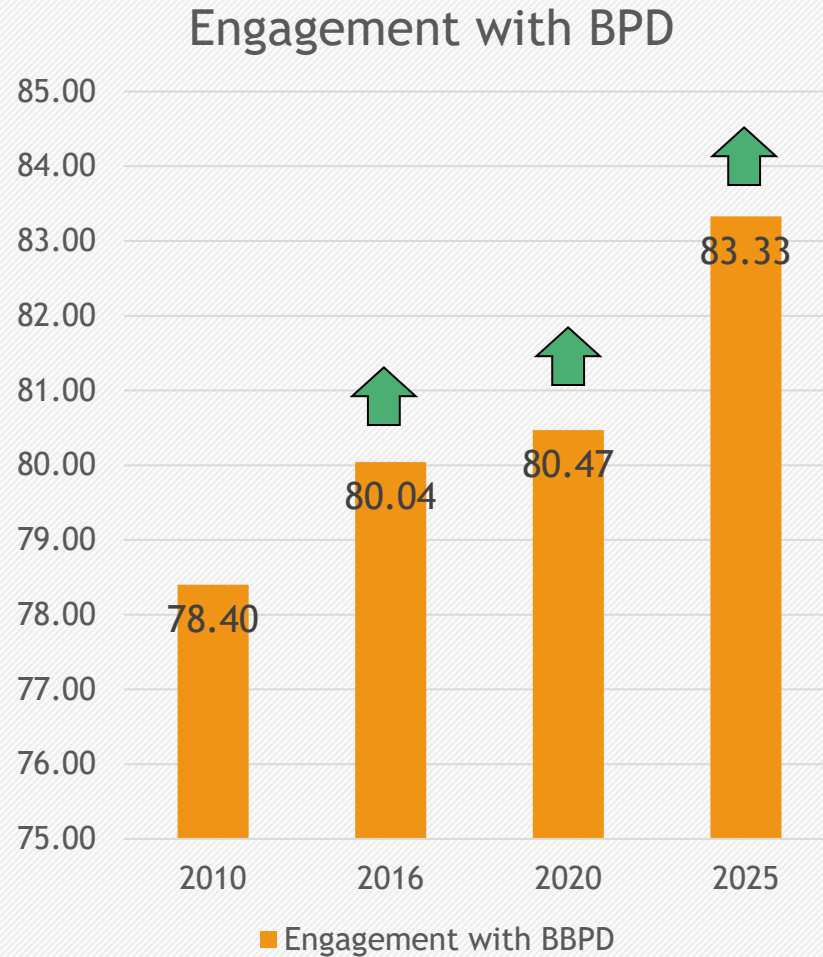
Drivers of Resident Engagement



■ Satisfaction ■ Use BPD in future
■ Recommend BPD ■ Frequency of Use



Results Overview—Executive Summary: Engagement Index



- Engagement with BPD has risen significantly over the course of the last fifteen years, with a particularly large jump over the last five years.
- Engagement for 2016, 2020, and 2025 is significantly higher than it was in 2010.



Executive Summary, Key Findings and Recommendations

Key Findings

- Engagement and Satisfaction Trends
 - Resident engagement with BPD has increased significantly over 15 years, peaking in recent years.
 - However, satisfaction with likelihood to use, recommend, and value for tax dollars declined since 2020.
 - Awareness that BPD is separate from the Village is nearly 60%, correlating with higher engagement.
 - Safety perceptions and meeting family needs have decreased, and residents report less satisfaction with staff and recreation programs.
- Facility Usage and Improvement Priorities
 - Monthly use remains high for parks and biking/hiking paths, while tennis, cricket and spray pads see low demand.
 - Picnic areas and the Lifestyles Fitness Center require the most improvement, with secondary focus on Annerino Community Center and Pelican Harbor.
 - Satisfaction is highest for the Bolingbrook Recreation and Aquatic Complex and lowest for competitive athletic fields.



Findings

Program Appeal, Scheduling, and Registration

Residents desire improvements in program appeal, costs, scheduling, and ease of registration.

Adult and senior programs, community/social events, fitness, and pop-up social events are most appealing.

Evening and weekend programming in aquatics, fitness, and social events could boost registrations.

Drop-in and pop-up programs are increasingly popular with demographic differences influencing program interests.

- Longitudinal Trends in Usage and Satisfaction
 - Usage of Pelican Harbor Aquatic parks, Lifestyles/BRAC, and recreational programs has declined since 2016.
 - Golf, dining at Ashbury's, and tennis court use have also decreased.
 - Satisfaction with instructor professionalism, safety, and facility cleanliness has improved since 2010, but ease of registration has declined since 2016.
 - Residents are more willing to pay higher taxes for BPD needs.



Findings

New Facilities and Program Preference

New BPD park facilities have low current usage, indicating a need for better communication.

Adult trips are appealing to one-third of residents, while golf appeals to just over 10%.

Residents prefer adult-themed parks and favor program durations of 4-6 weeks.

• Demographics of Survey Respondents

- Two-thirds of respondents are female, half are aged 56 or older, and one in four have children at home, mostly school-age.
- Two-thirds are married, predominantly white, with 70% holding at least a bachelor's degree.
- Most have lived in Bolingbrook up to 30 years, with 75% residing in West Bolingbrook and over 90% owning their homes.



Recommendations

Improve Facility Satisfaction

Focus on enhancing the Lifestyles Fitness Center, picnic areas, Annerino Community Center, and Pelican Harbor, as these have been identified as needing the most improvement.

Maintain high satisfaction levels for the Bolingbrook Recreation & Aquatic Complex.

Increase Program Appeal and Accessibility

Enhance the appeal, costs, and scheduling of programs, especially for adult and senior programming, community/social events, fitness, and pop-up social events.

Offer more evening and weekend programming in aquatics, fitness, and social events to boost registrations.

Boost Resident Engagement and Satisfaction

- Address the decline in satisfaction with BPD staff and recreation programs by improving overall recreational programs and staff interactions.
- Increase awareness that BPD is a separate entity from the Village of Bolingbrook, as this correlates with higher engagement.

Enhance Safety and Family Needs

- Improve safety perceptions and meet the needs of families with kids as these have decreased.
- Provide more competitive programs and pop-up events to meet resident demands.



Recommendations

Promote New Facilities and Programs

Increase communication about new BPD park facilities to drive interest and usage.

Focus on adult-themed parks and ensure program durations of 4-6 weeks, as these are preferred by residents

Optimize Registration Processes

Improve ease of registration for programs and ensure the safety of facilities where programs are held.

Address the decline in satisfaction with the ease of registration compared to previous years.

- By implementing these action plans, BPD can enhance resident engagement, satisfaction, and overall experience with its facilities and programs.
- If you need more detailed recommendations or further assistance, feel free to ask Customer Lifecycle, LLC for additional guidance.

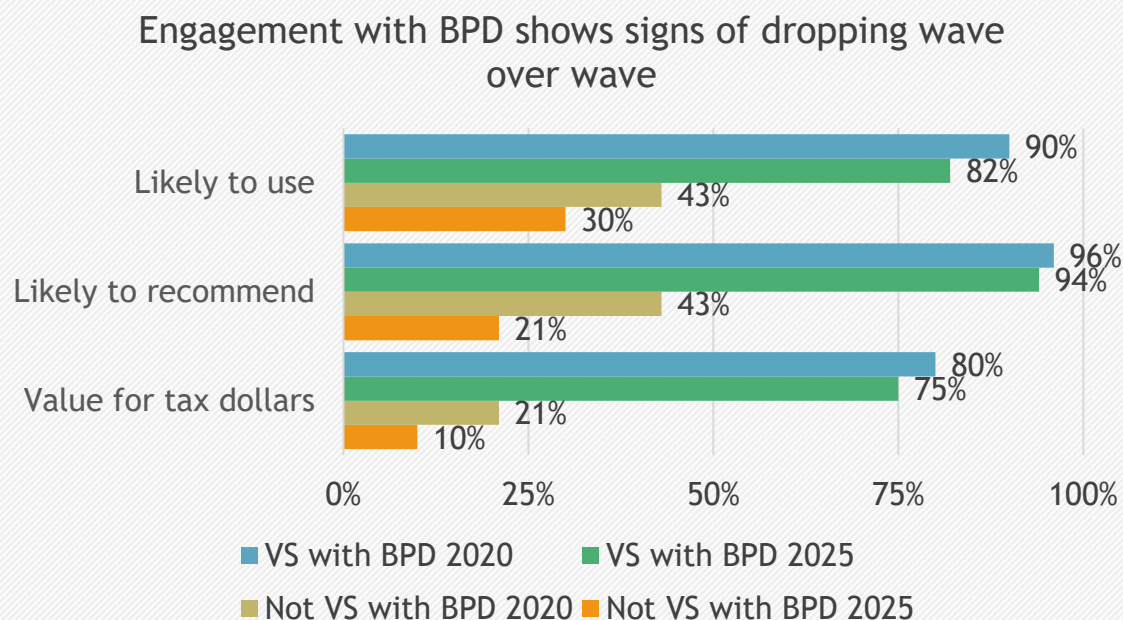
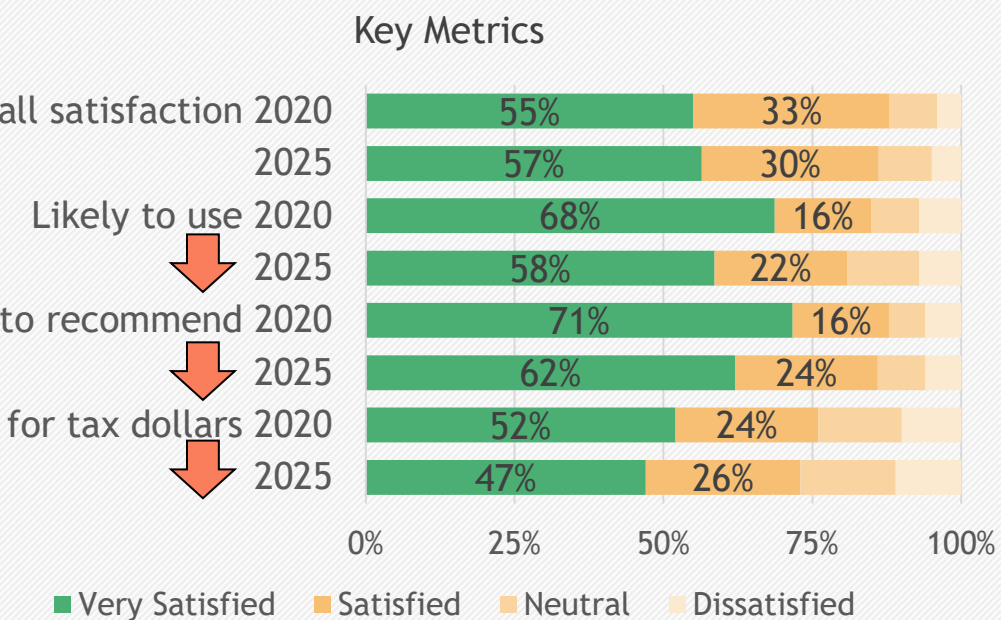


2025 Results

Bolingbrook residents remain highly engaged with BPD, satisfaction has dropped significantly since 2020 for Likely to Use, Likely to Recommend, and Value for Tax Dollars

Only 6 in 10 are very likely to recommend BPD, down from 7 in 10 in 2020

Among residents who are very satisfied with BPD overall (2025 results vs 2020 results) ...



How would you rate your overall satisfaction with the Bolingbrook Park District? (n=483 in 2020, n=373 in 2025)
 How likely are you to use Bolingbrook Park District facilities and programs in the future? (n=483 in 2020, n= 373 in 2025)
 How likely is it that you would recommend the Bolingbrook Park District to others that you know? (n=483 in 2020, n=373 in 2025)
 How satisfied are you with the value you receive for your tax dollars and any additional money you spend on BPD facilities and programs? (n=483 in 2020, n=373 in 2025)



Results are significantly higher or lower than results from the prior wave



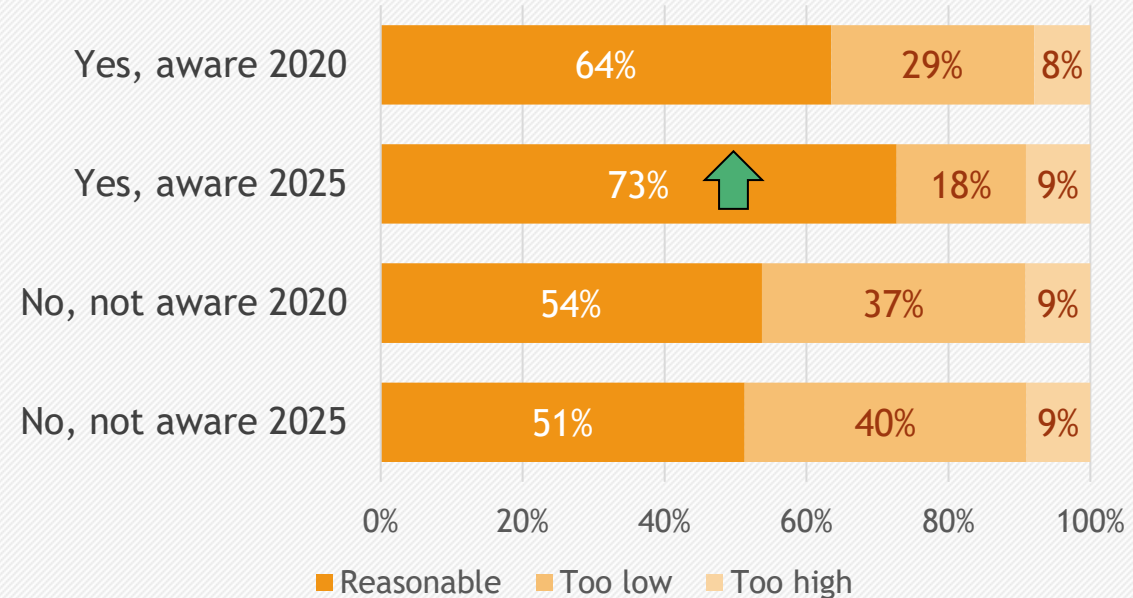
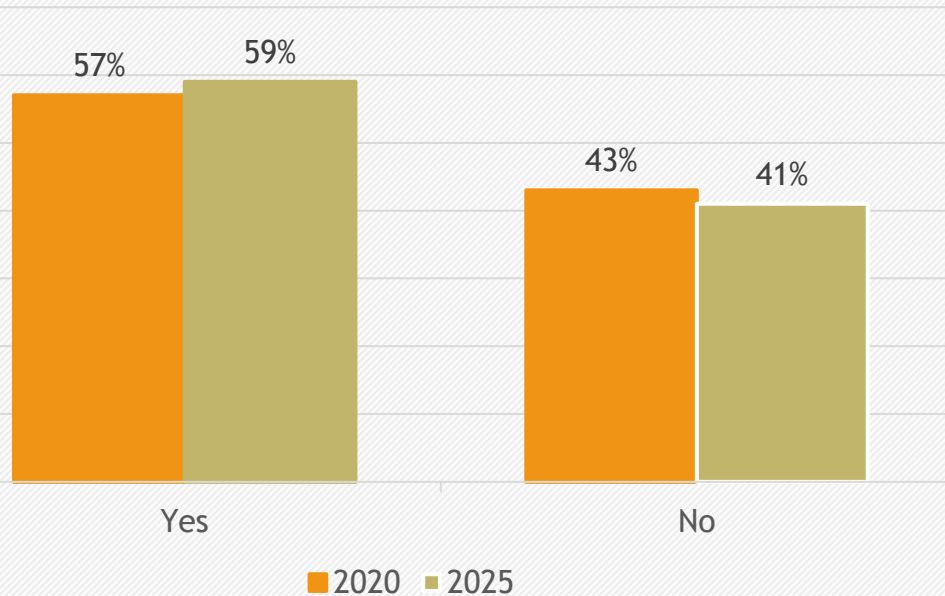
Residents continue to believe their tax dollars spent on BPD are reasonable

Only 6 in 10 residents are aware that BPD is a separate entity from the Village

Those who are aware are significantly more likely to...

Only 4 in 10 are unaware

View tax dollars as reasonable



Are you aware that the BPD is a separate entity from the Village of Bolingbrook? (n=483 in 2020, n=373 in 2025)

For every dollar you pay in property taxes about 6 cents are paid to the Park District. In your opinion, is this amount...? (n=483 in 2020, n=373 in 2025)

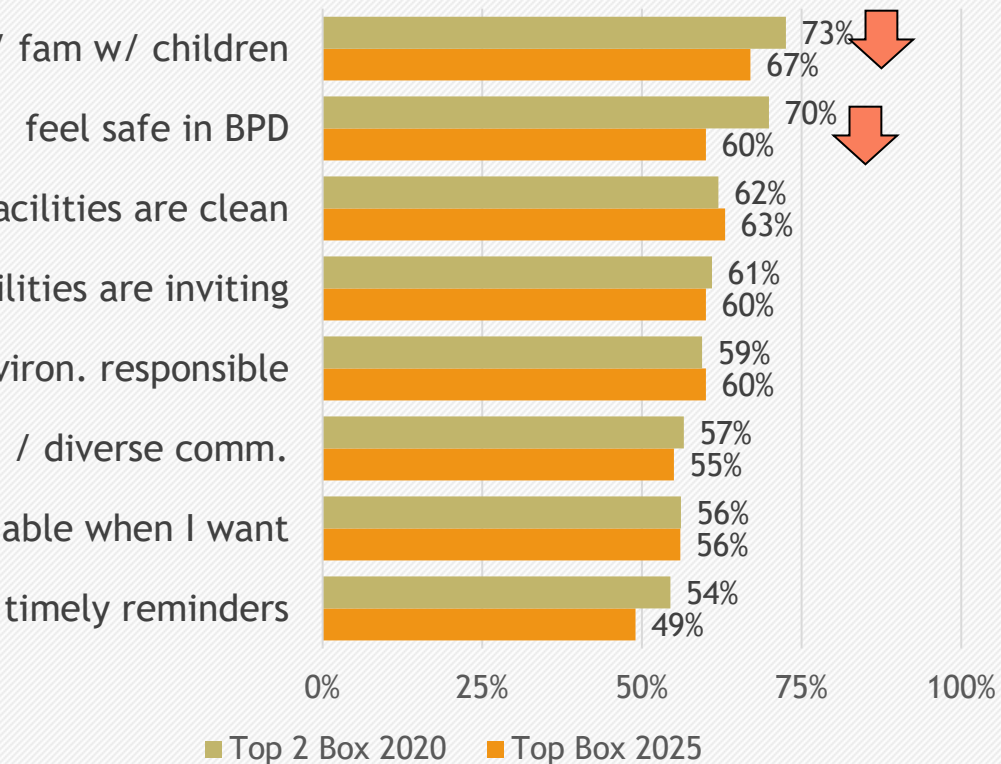


Results are significantly higher or lower than results from the prior wave

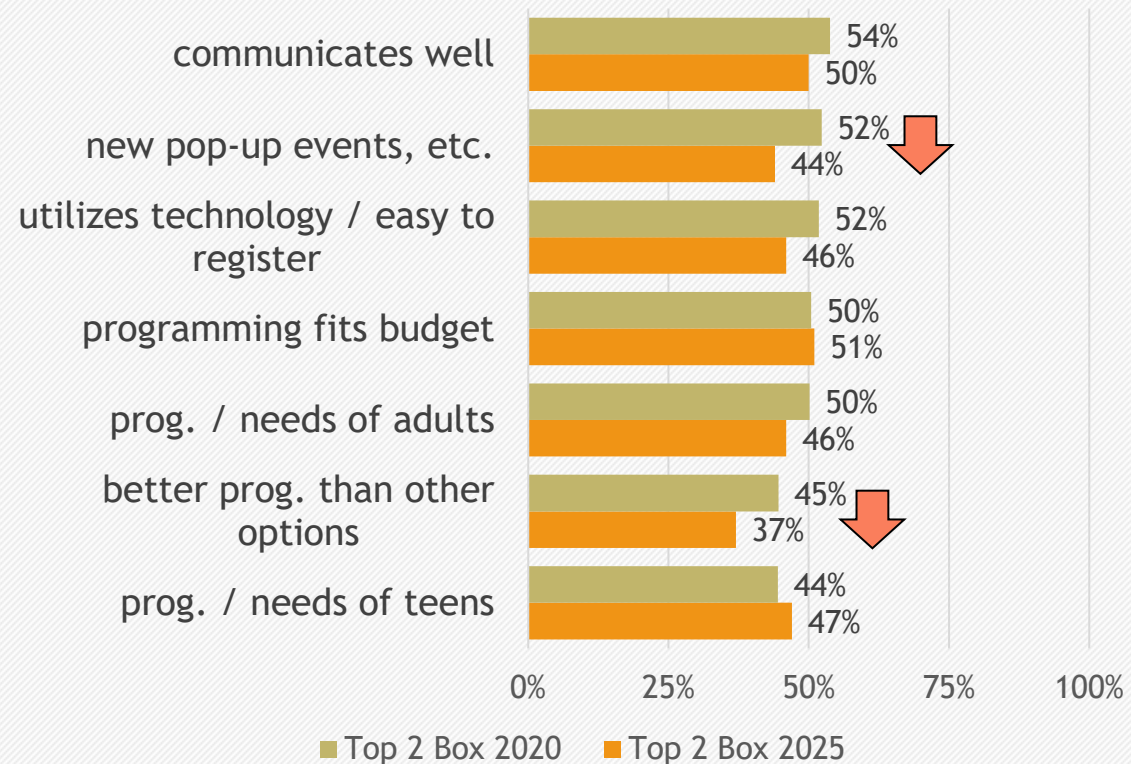


ent attitudes about BPD remain very positive, but challenges are appearing

ents are less likely to agree that BPD
ts needs of families with kids and that
feel safe in BPD



BPD needs to improve availability of pop-up
events and provide more competitive
programs versus other options



What extent do you agree with each of these statements about the BPD? (n=483 in 2020, n=373 in 2025)

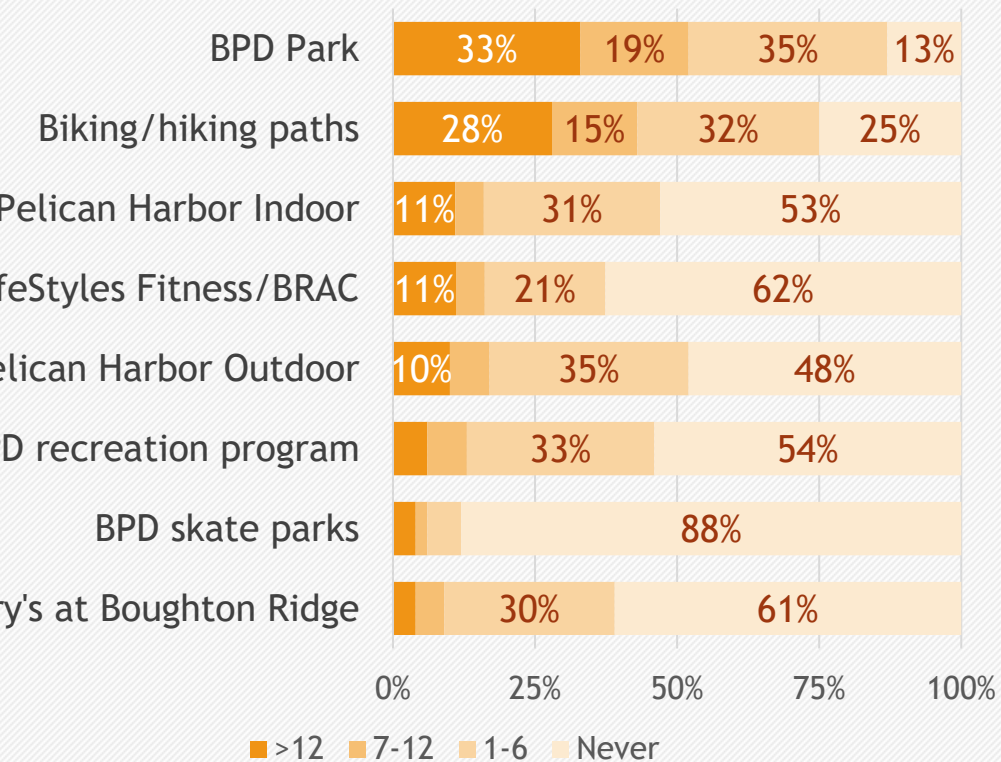


Results are significantly higher or lower than results from the prior wave

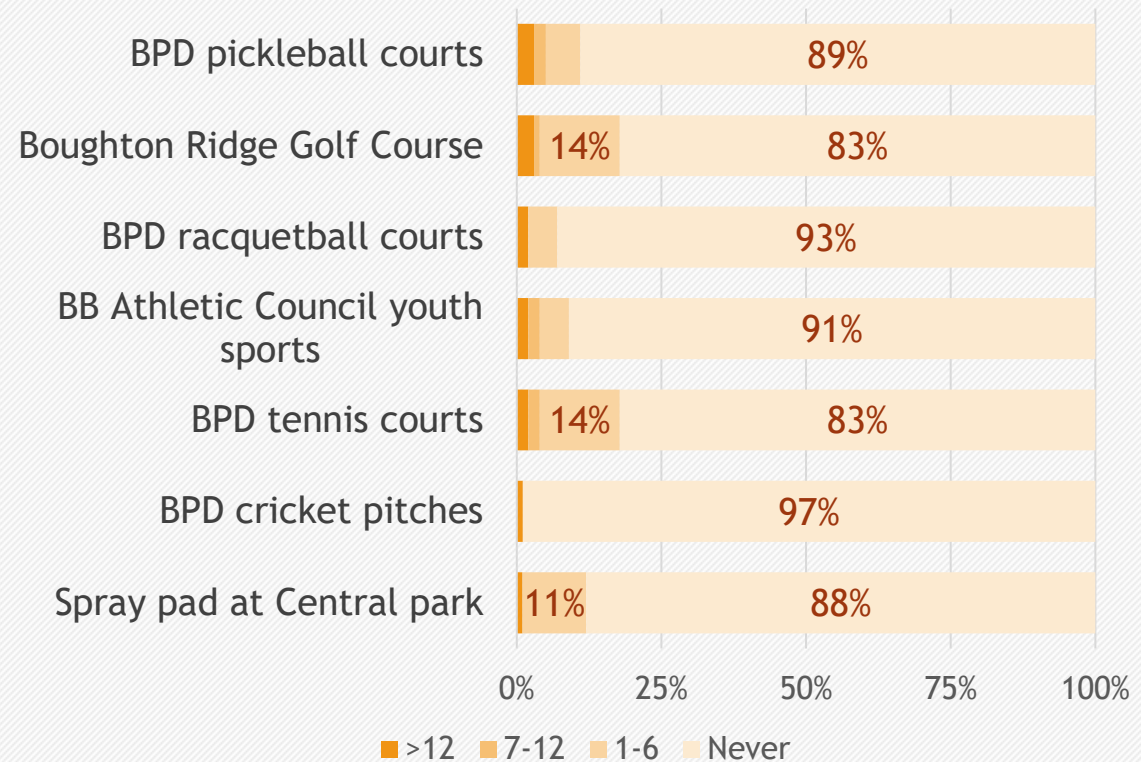


Residents continue to be actively engaged in several features of the BPD

Swimming and biking/hiking paths continue to be used at least every month or more



Tennis courts, cricket pitches, and the spray pad are in low demand

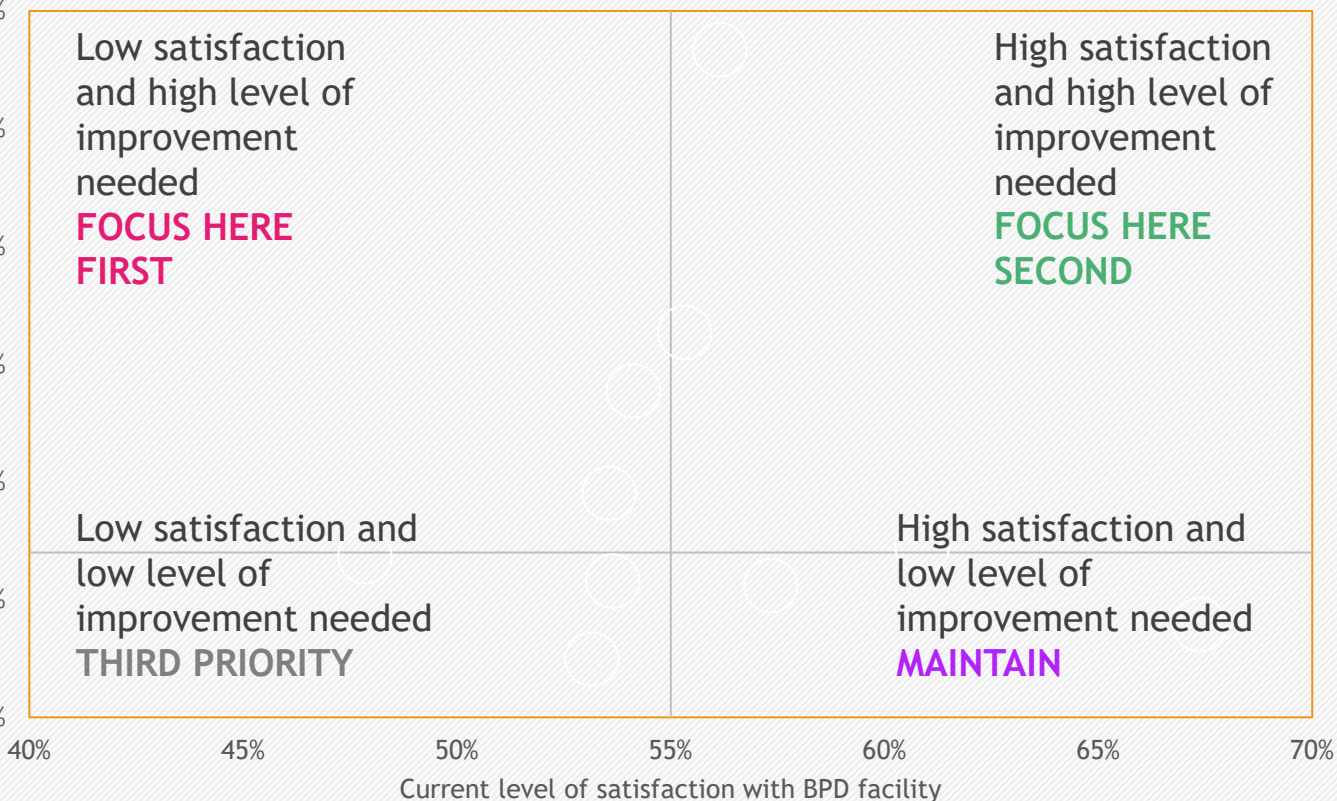


During the past year, how frequently have you or a member of your household...? (2025 n=349) Percentages of < 10 points are rounded.



How to interpret strategy grids

Which BPD facilities should we prioritize?



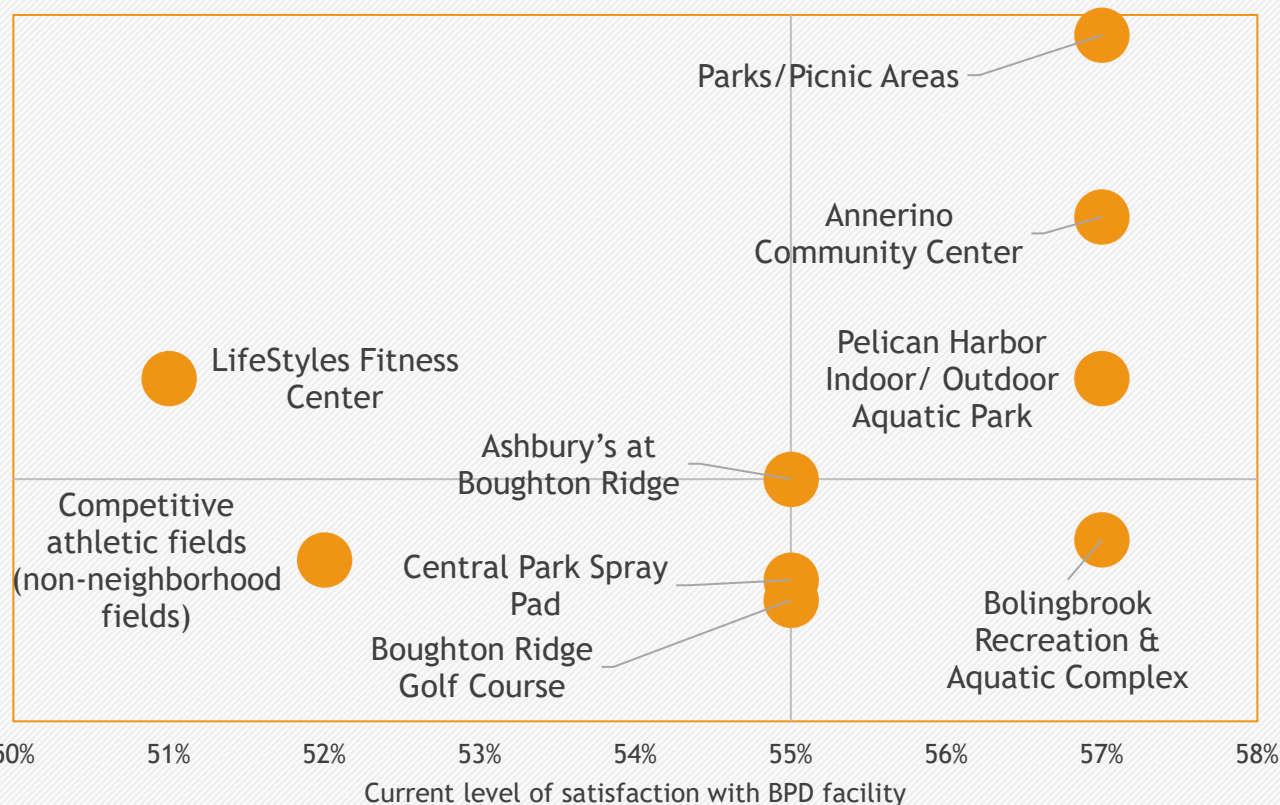
- Strategy grids plot two variables against each other
- This chart combines stated satisfaction with BPD facilities with stated needs for improvement for those same BPD facilities
- The location of the dots in the chart indicate the priority level for action steps for that BPD facility

How would you rate your overall experience with each of these Park District facilities? (2025 n=192, excluding responses of not sure)
Please select the facility that needs to be improved the most? (n=349)
The chart is drawn at the median for both axes.



Lifestyles Fitness Center improvements are highly desired; the center has the best levels of satisfaction among all the facilities mentioned

Which BPD facilities should we prioritize?



How would you rate your overall experience with each of these Park District facilities? (2025 n=192, excluding responses of not sure)
Please select the facility that needs to be improved the most? (n=349)
This chart is drawn at the median for both axes.

- Picnic areas need the most improvement among all the facilities mentioned.
- Secondary priorities are the Annerino Community Center and Pelican Harbor.
- Residents are most satisfied with the Bolingbrook Recreation & Aquatic Complex.
- They are less satisfied with the competitive athletic fields; however, these are not high on the improvements needed list in the community's opinion
- Satisfaction ratings for Ashbury's at Boughton Ridge, Central Park spray pad, and Boughton Ridge Golf Course are middling with residents reporting little levels of improvement needed

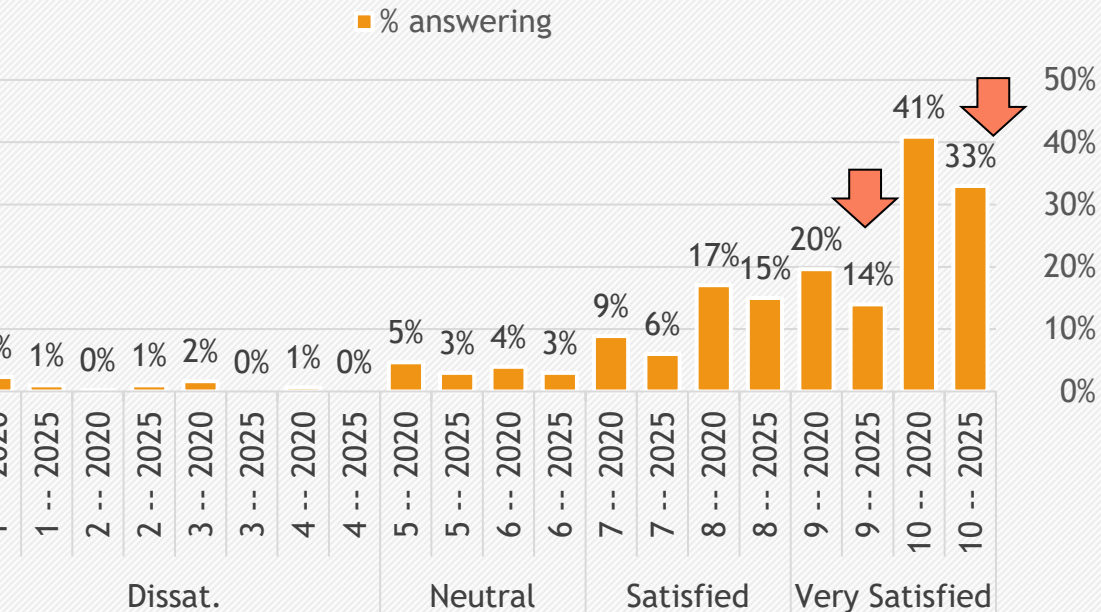


Residents are significantly less pleased with both BPD staff and recreation programs in 2025 compared to 2020, especially regarding overall recreational programs

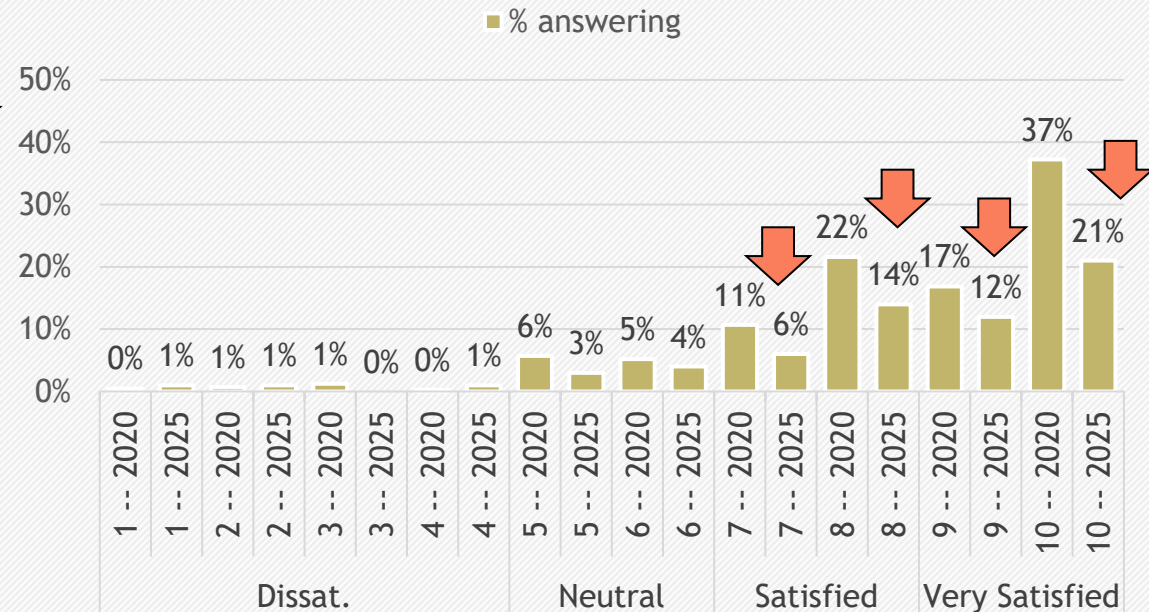
More than 5 in 10 are satisfied with BPD staff in 2025 versus more than 6 in 10 in 2020

Recreation Programs' ratings have declined significantly since 2020

Park District Staff



Overall Recreation Programs



How would you rate your overall experience with Park District Staff? (n=483 in 2020, n=282 in 2025, not including 67 residents who answered not sure)

How would you rate your overall experience with Overall Recreation Programs? (n=483 in 2020, n=283 in 2025, not including 116 residents who answered not sure)

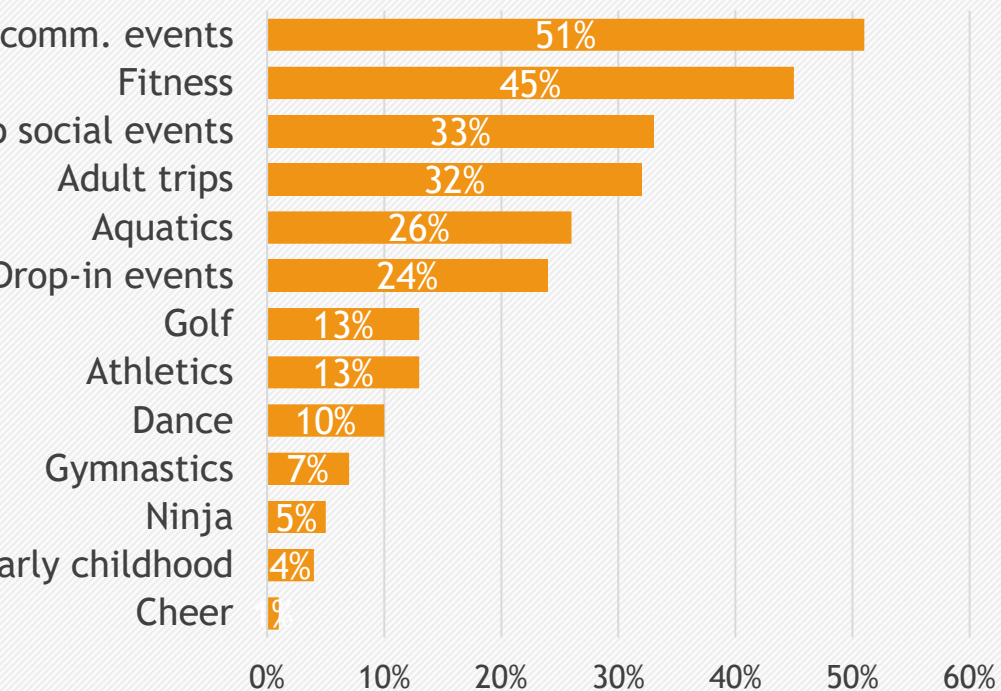


Results are significantly higher or lower than results from the prior wave



Students are looking forward to enjoying special community events and pop-up social events, along with fitness activities

Community/social events, fitness, and pop-up social events are the most appealing programs



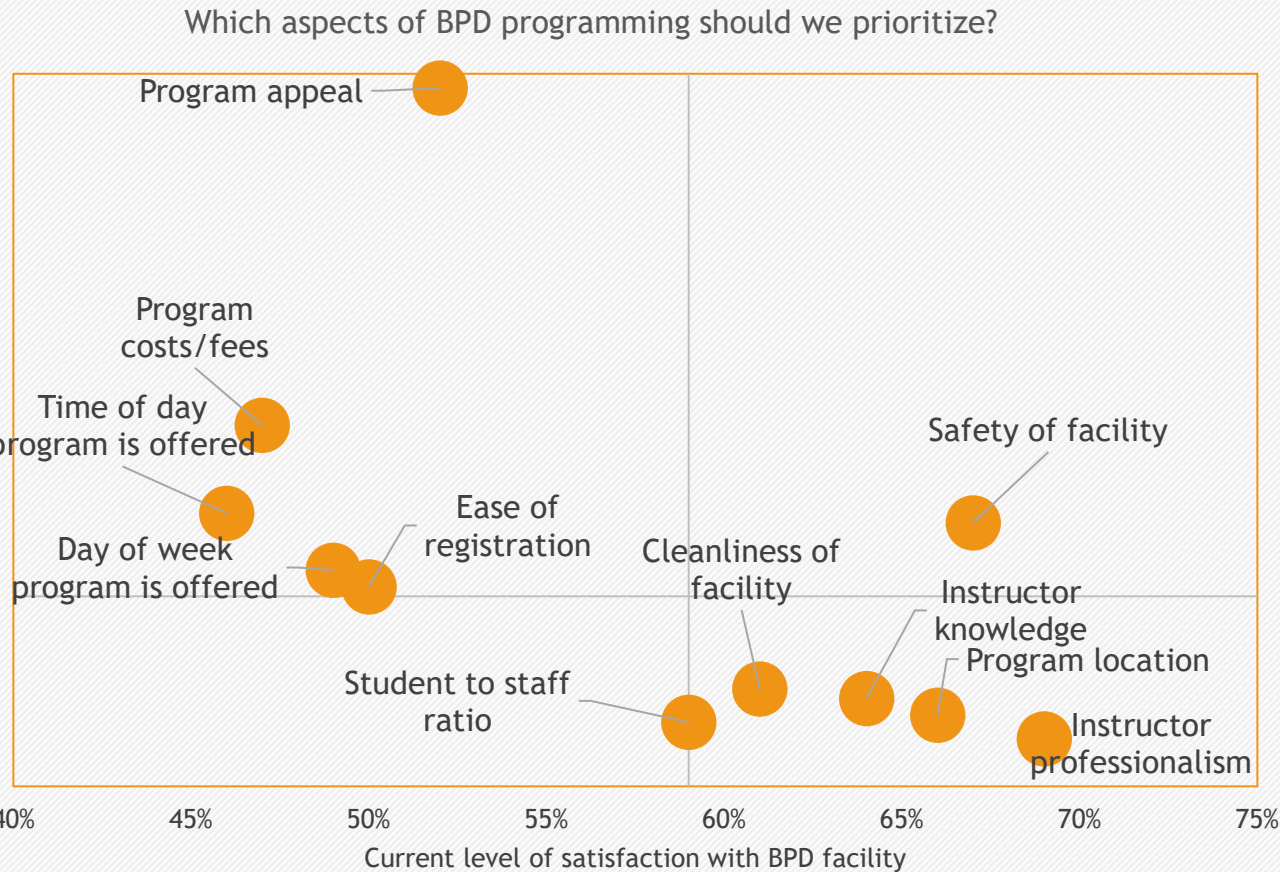
Different groups have different interests which may influence marketing images

- **Women** are significantly more interested than men in pop-up social events (39% vs. 24%).
- **Men** are significantly more interested than women in athletics (20% vs. 12%) and golf (26% vs. 7%).
- **Hispanics** are significantly more interested than whites in early childhood programming (20% vs. 1%).

Which **three** of the following types of recreation programs most eager to register? (2025 n=321) Multiple responses allowed; responses will total more than 100%.



significant improvements are needed in program appeal, program costs/fees, and scheduling of programs (for both time of day and day of week)



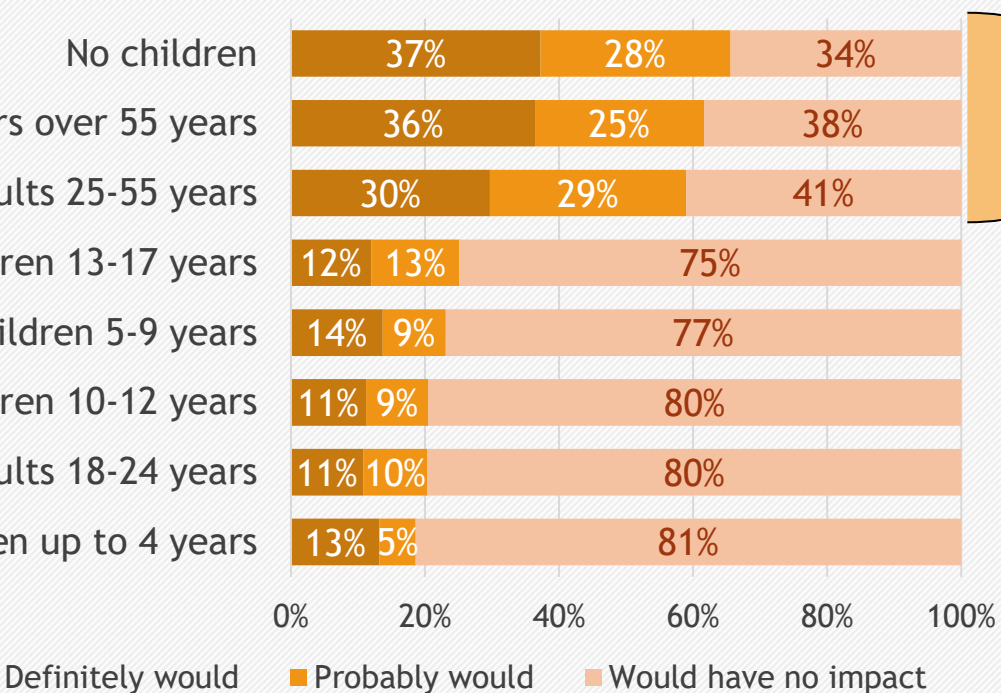
- Improvements in **ease of registration for programs** is also needed.
- Secondary priorities involve ensuring the **safety of the facilities** where programs are held.
- Residents are very pleased with the **instructor professionalism and knowledge, program locations, cleanliness of the facilities, and the student to staff ratios.**

How would you rate your overall satisfaction with each of these BPD items as they are now? (2025 n=239, excluding responses of Not sure)
Please rank the following items based on their impact on your likelihood to sign up for the program? % ranking #1 in importance reported for impact (2025 n=296)
Items drawn at the median for both axes.

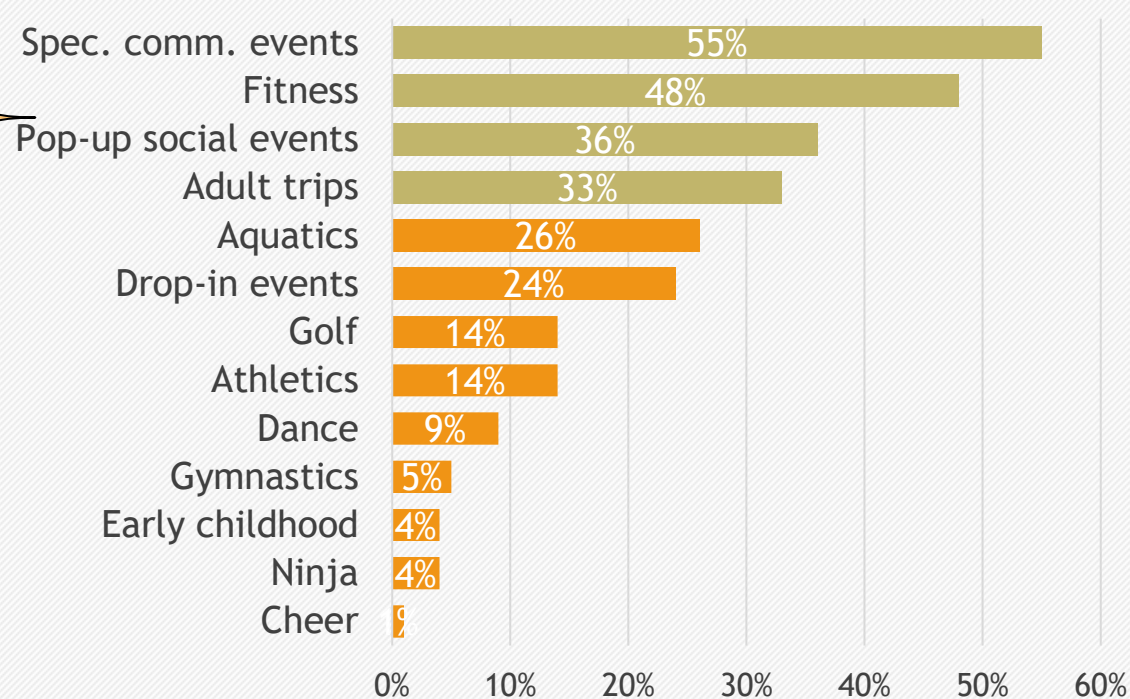


Adult/senior programming involving special community events, fitness, pop-up social events, and adult trips are likely to lead to more registrations among residents

Residents are definitely/probably likely to register for programming for adults, seniors and programs not involving children



Among those interested in programming for adults, seniors, and programs without children, they are most interested in...

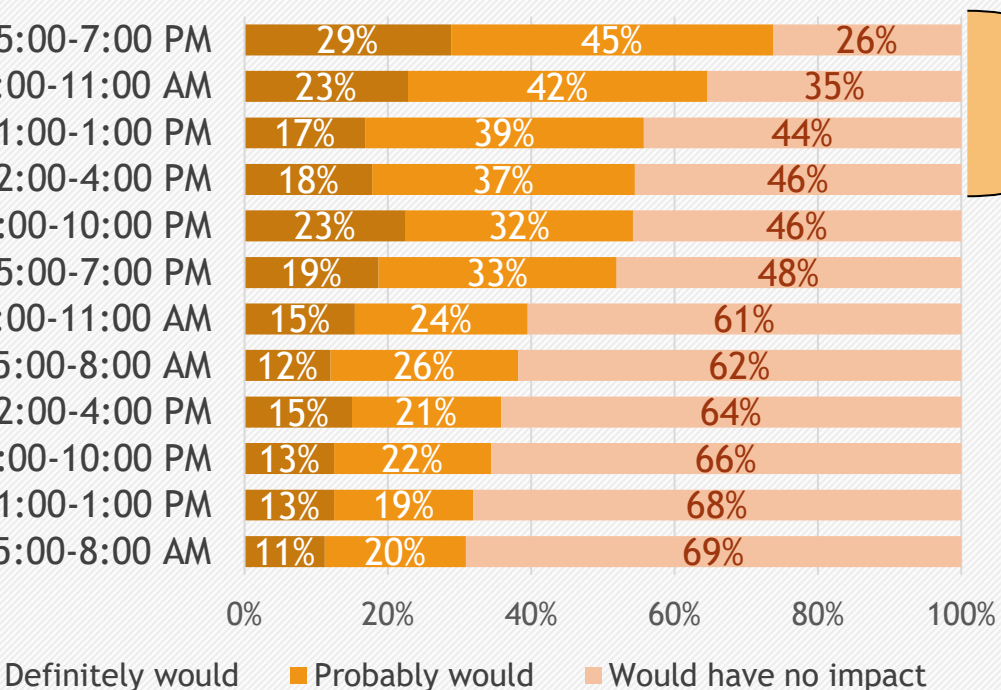


When asked about programming by age group, how much impact would each of the following have on your decision to register for programming through the BPD (2025 n=251-263 with responses of Not sure removed)
Which three of the following types of recreation programs most eager to register? (2025 n=215-230 filtered for definitely would or probably would have for adults 25+ or no children) Multiple responses allowed; responses will add to more than 100%.

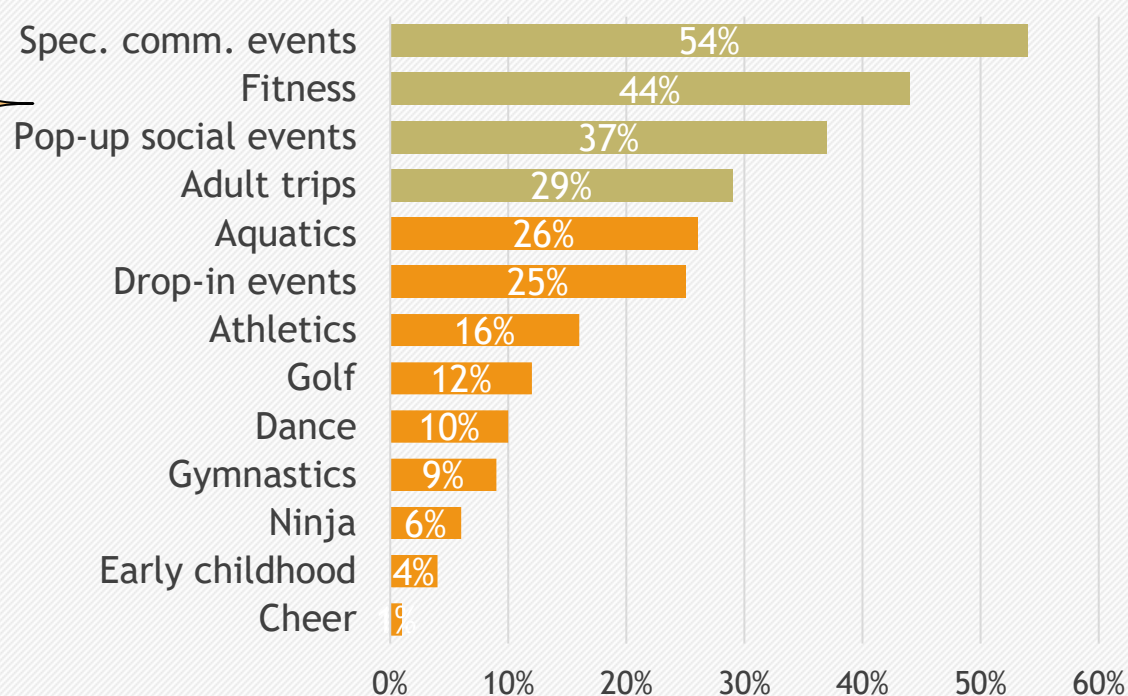


ing/weekend programming involving aquatics, fitness, and community/social nts could lead to more registrations

nts are definitely/probably likely to register for
mming on weeknights/weekend mornings



If interested in programming for M-F evenings 5:00-7:00
or WE 9:00-4:00, they are interested in...



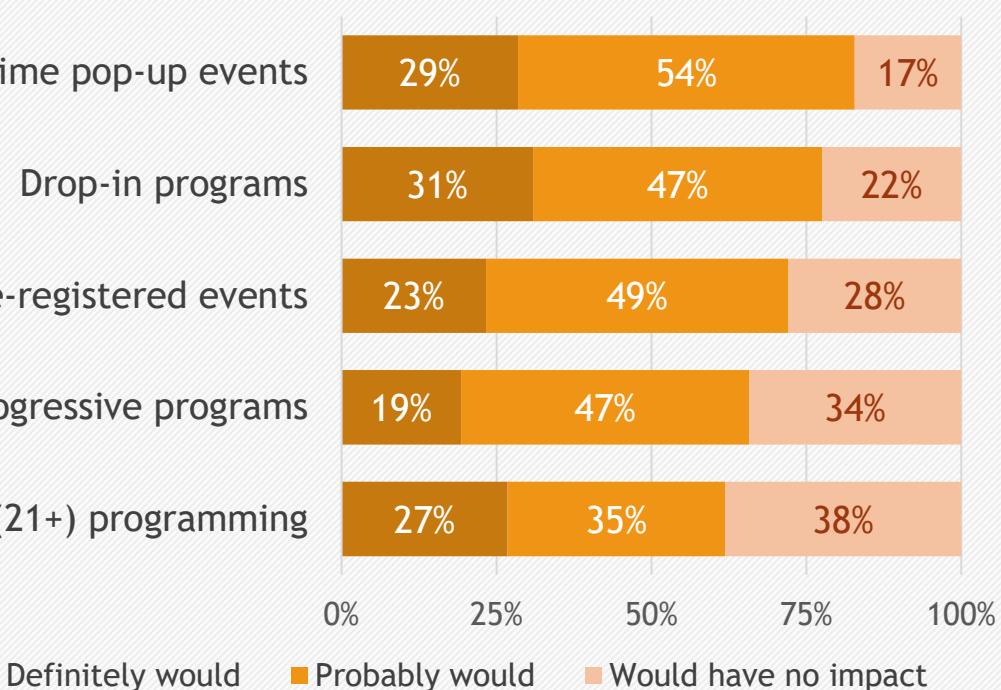
Asking about availability of programming, how much impact would each of the following have on your decision to register for programming through the BPD going forward? (2025 n=234 with responses of not sure removed)

Which **three** of the following types of recreation programs most eager to register for? (2025 n=234 filtered for interested in programming M-F 5:00-7:00 or WE 9:00-4:00) Multiple selections allowed; responses will add to more than 100%.



Students are likely to register for events that are unique or spontaneous like pop-ups or drop-ins

Students would probably/definitely register for pop or drop-in programs



Different groups have different interests which may influence marketing images

- **Women** are significantly more likely than men to definitely register for progressive programs (25% vs. 8%).
- **African Americans and Hispanics** are significantly more likely than whites to definitely register for progressive programs (39% and 42% vs. 13%).
- **African Americans** are significantly more likely than whites to definitely register for pre-registered events (48% vs. 19%).
- **Hispanics** are significantly more likely than whites to definitely register for adults only programs (52% vs. 23%).

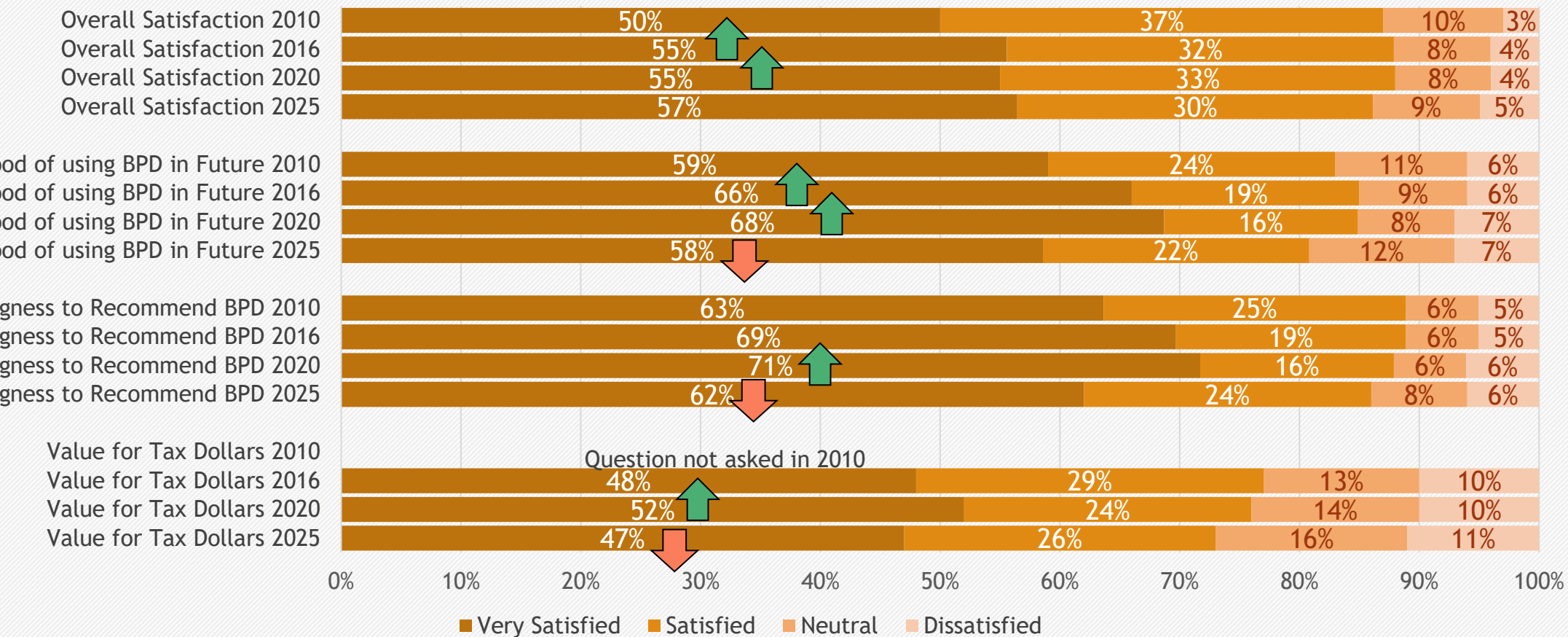
When asked about type of programming, how much impact would each of the following have on your decision to register for programming through the BPD going forward? (2025 n=243- including responses of Not sure)



Trending to Prior Waves of Research

idents' overall satisfaction with BPD is stable, but ratings for likelihood of using, willingness to recommend, value for tax dollars have dropped significantly since 2020

Key Metrics Wave over Wave



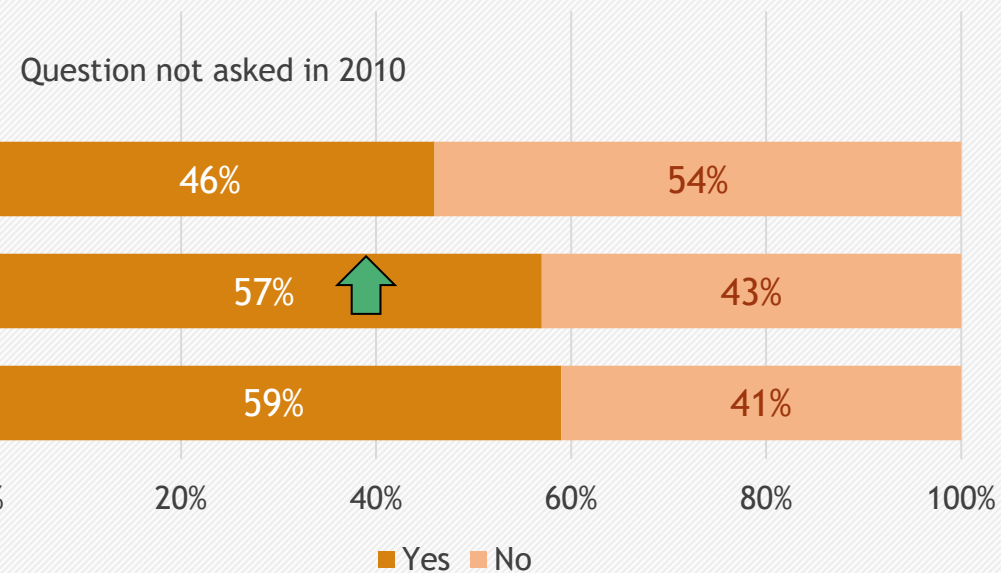
Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=373



Residents seem more willing to pay more in taxes to make sure BPD gets what it needs

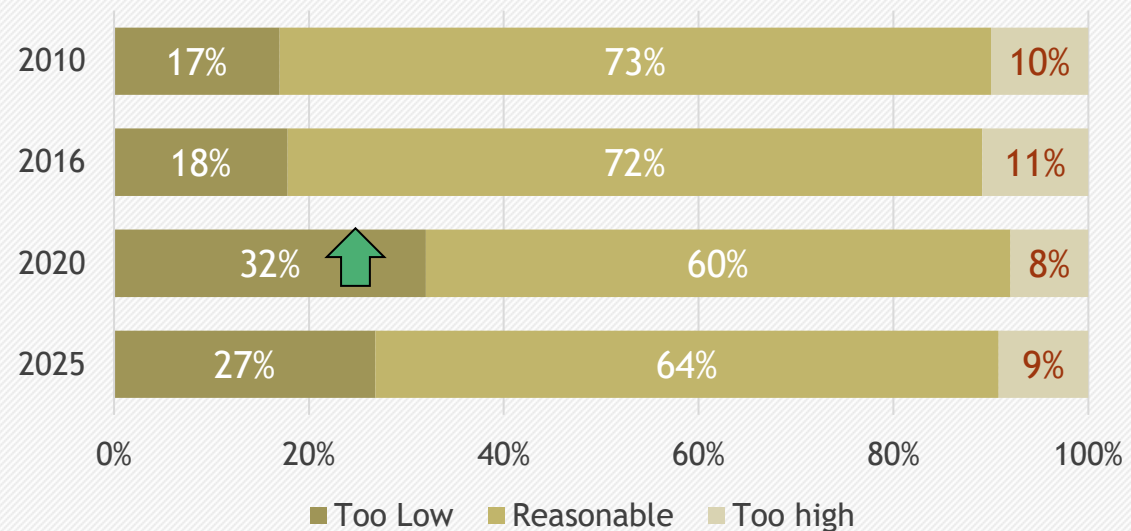
Residents are much more likely to be aware that the Park District is a separate entity

Are you aware that the Bolingbrook Park District is a separate entity from the Village of Bolingbrook?



Residents are more likely to say taxes paid to BPD are too low vs. prior years

For every dollar you pay in property taxes, about 5 cents are paid to the Park District. In your opinion, is this amount...

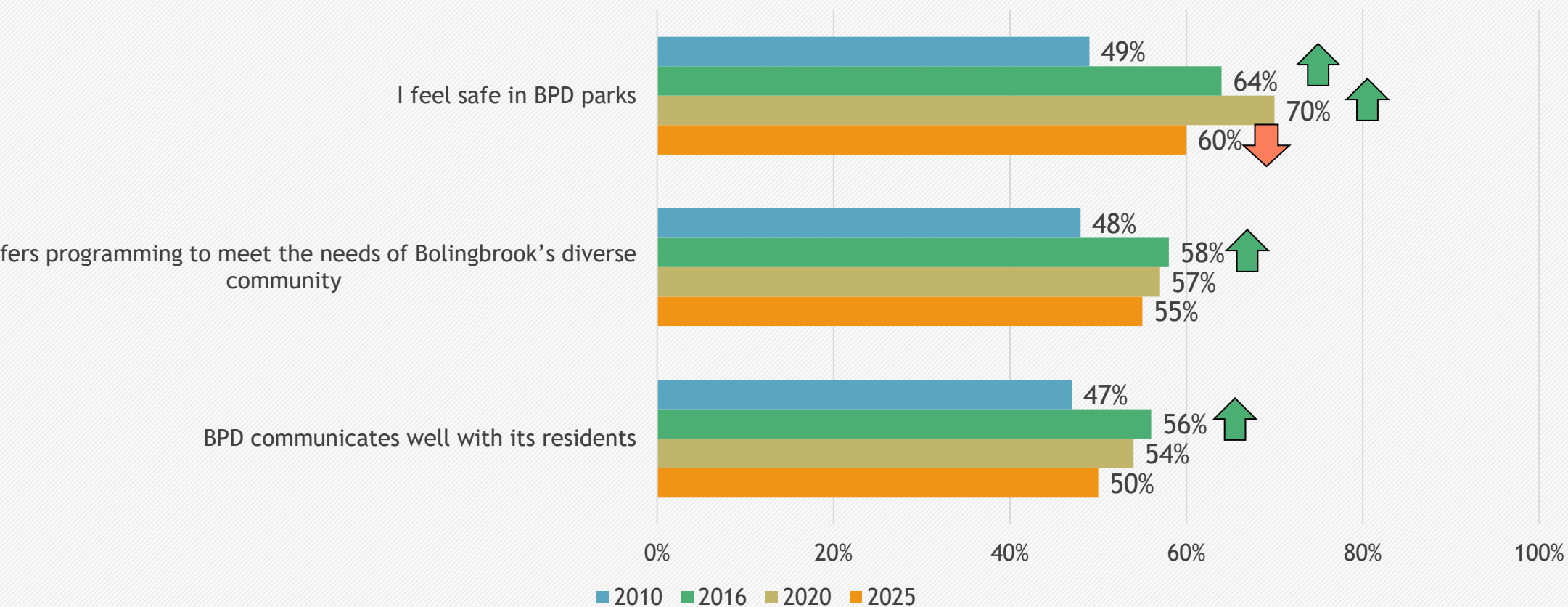


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=373



Ident perceptions of safety in BPD parks has declined significantly in 2025 after long increases in 2016 and 2020

To what extent would you say you agree with each of these statements about Bolingbrook Park District? (% saying top 2 box)

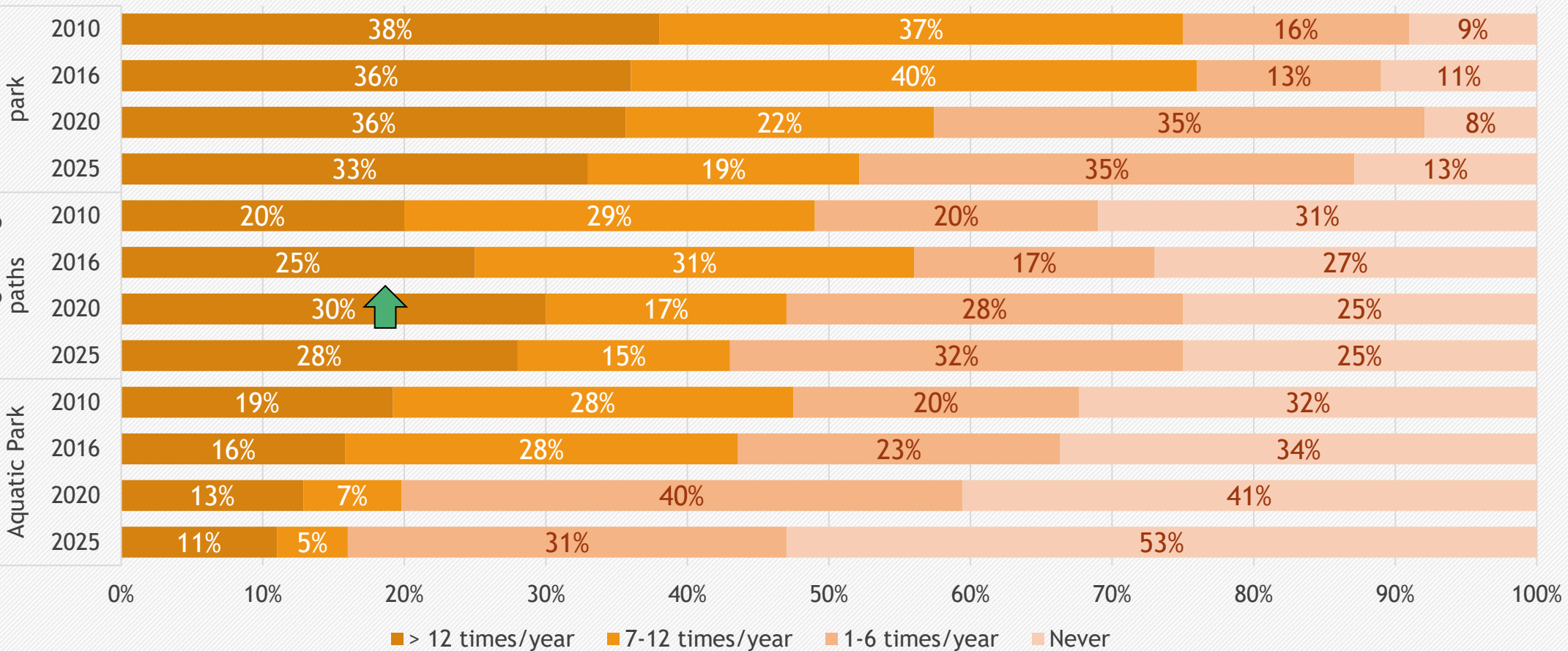


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=373



idents are visiting BPD parks somewhat less frequently while using a BPD
 ng/hiking path remains popular; Pelican Harbor Aquatic Park is growing less popular

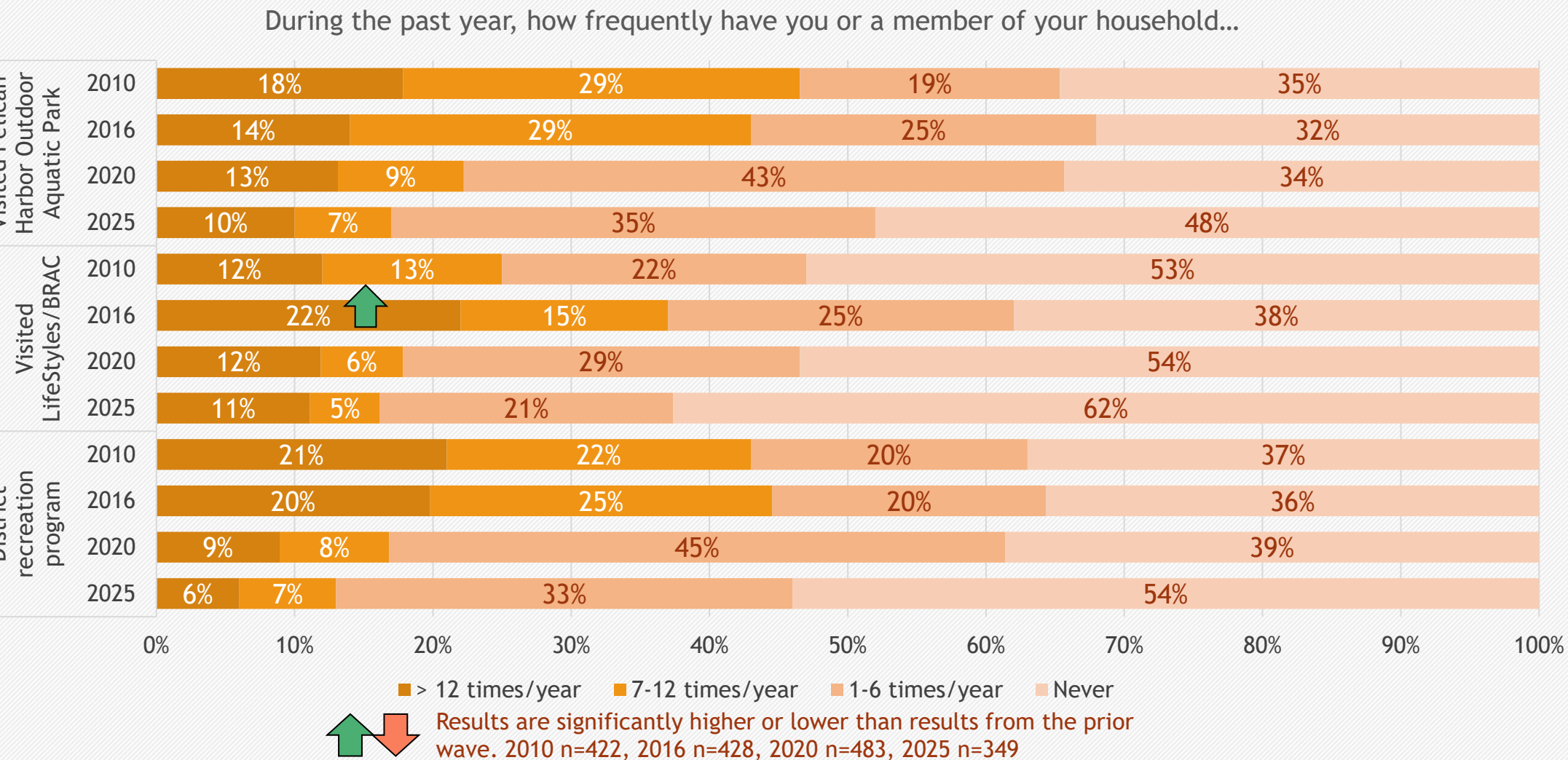
During the past year, how frequently have you or a member of your household...



Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=349

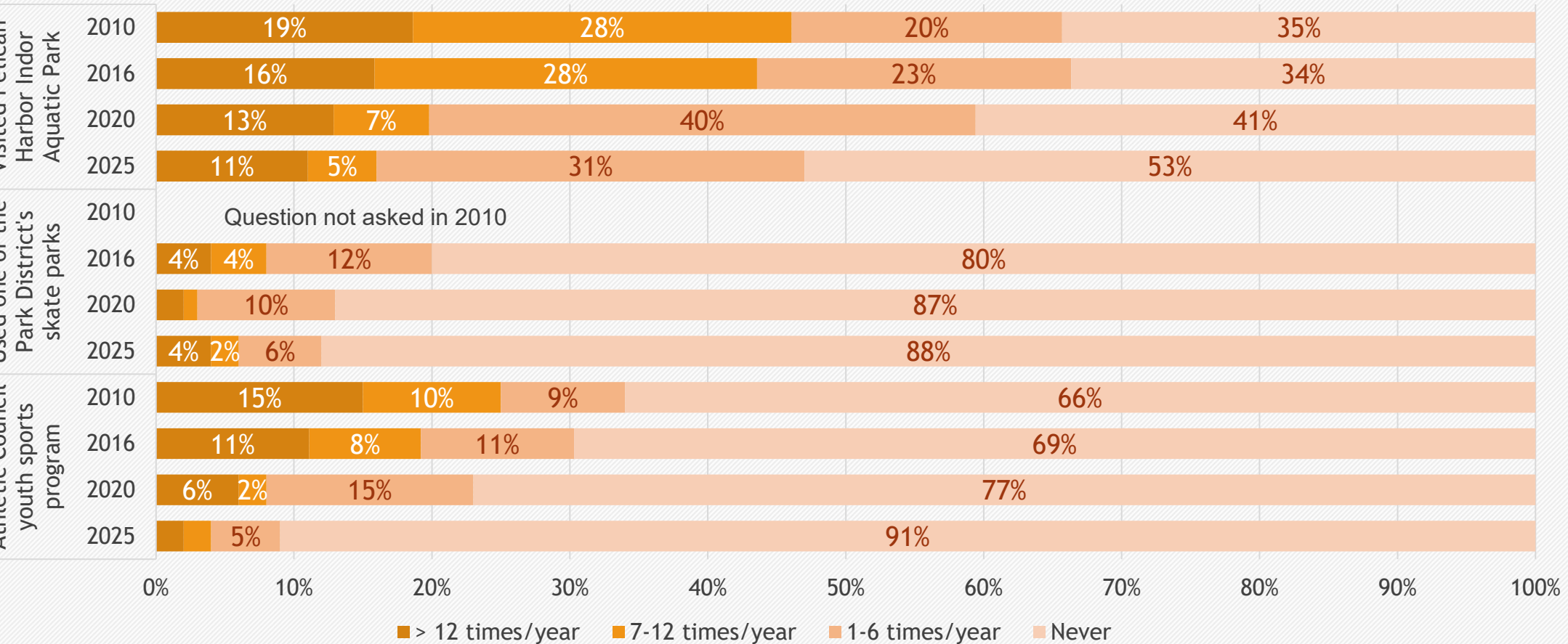


Usage of Pelican Harbor Outdoor Aquatic Park, Lifestyles/BRAC, and BPD recreational programs are all showing declines since 2020 and especially since 2016 and 2010



Usage of Pelican Harbor Indoor Aquatic Park, BPD skate parks, and Bolingbrook Athletic Council youth sports programs are all showing directional declines since 2020

During the past year, how frequently have you or a member of your household...

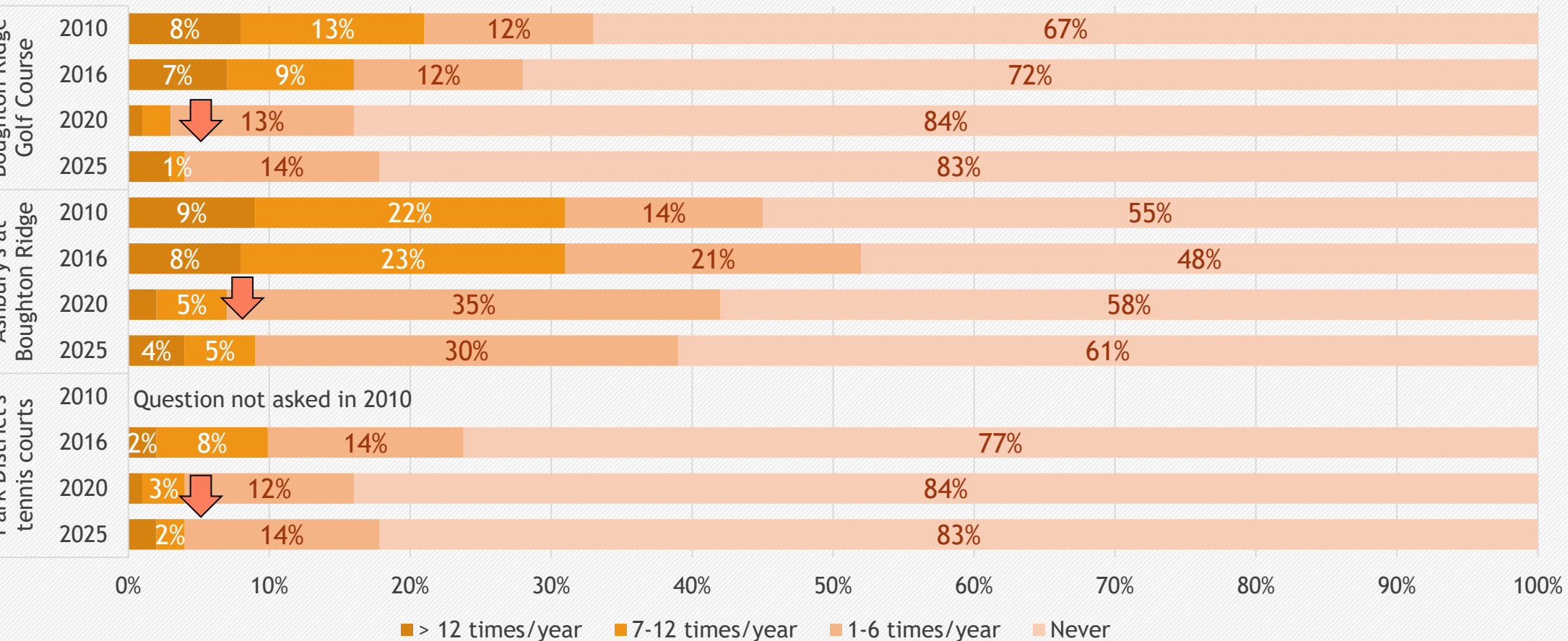


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=349



idents are much less likely to play golf at Boughton Ridge, dine at Ashbury's, or the BPD tennis courts than they were in years past

During the past year, how frequently have you or a member of your household...

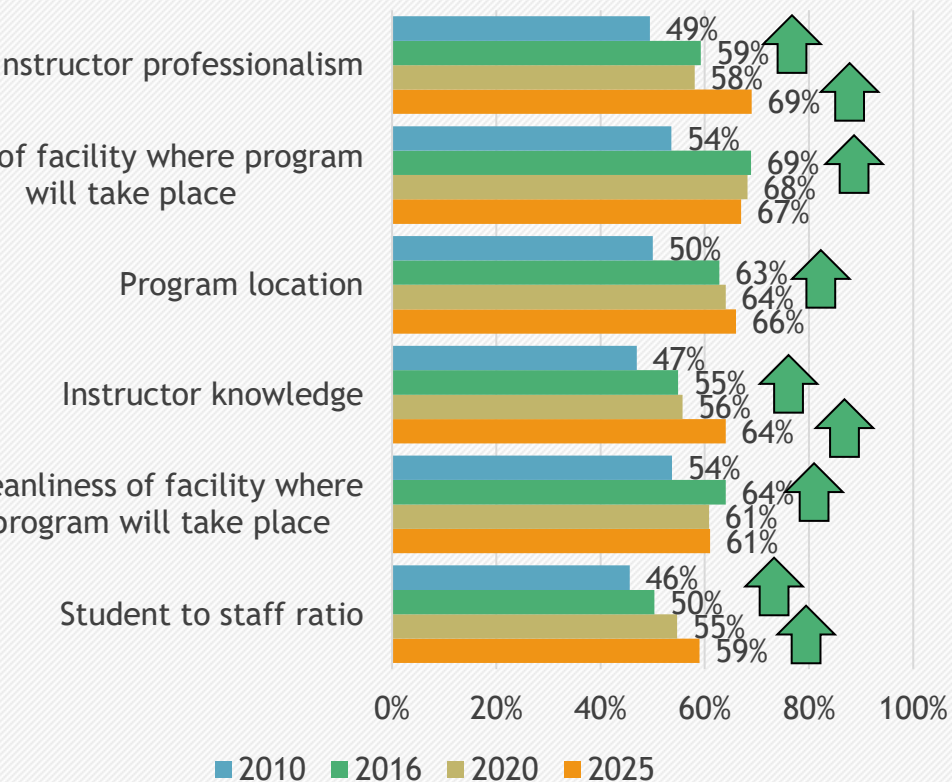


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=349

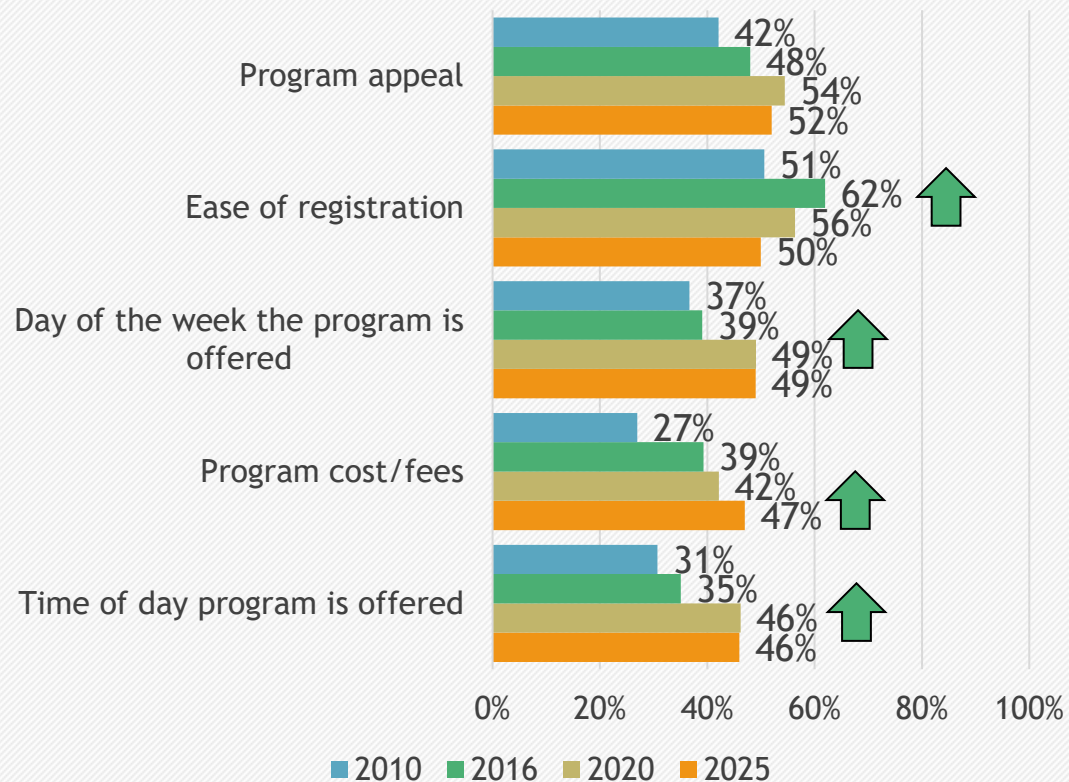


Students are significantly more satisfied with instructor professionalism, locations, instructor knowledge, cleanliness, and student to staff ratios versus 2020

How would you rate your overall experience with each of these BPD items as they are now? (% saying top 2 box)



How would you rate your overall experience with each of these BPD items as they are now? (% saying top 2 box)

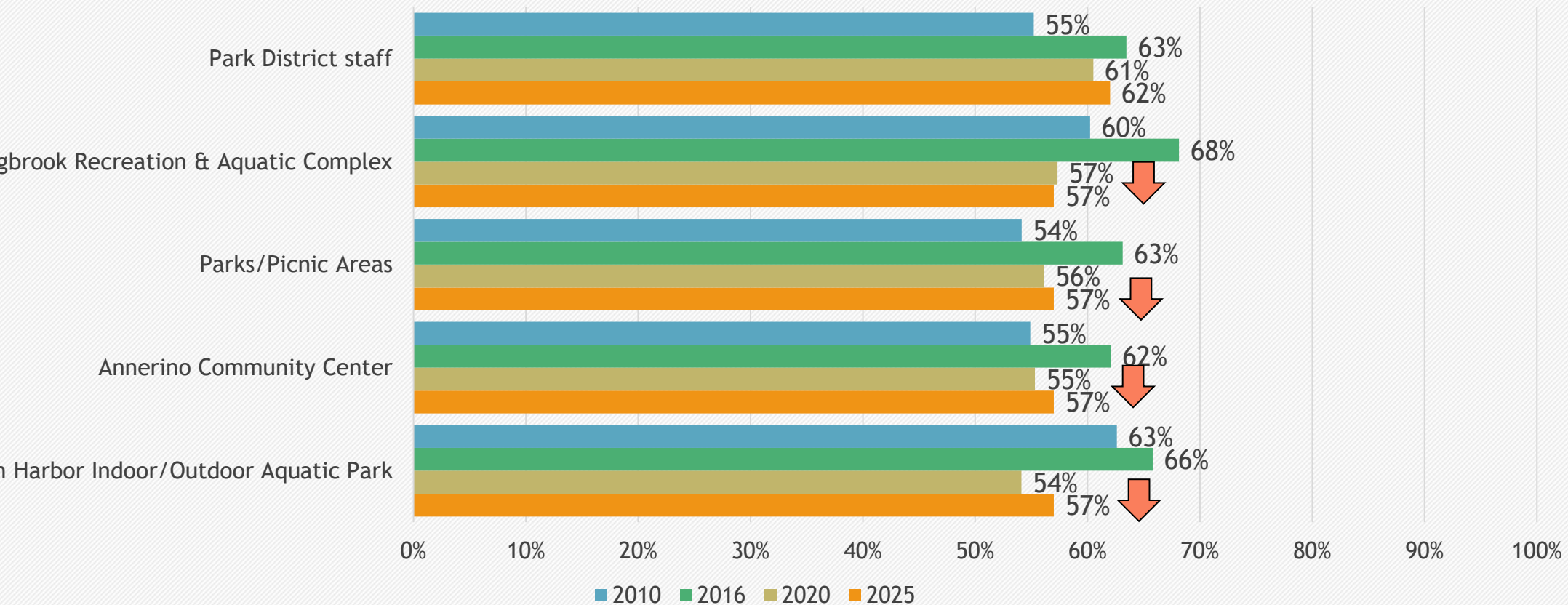


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=349



Overall satisfaction with BPD facilities continues to be high, residents are less satisfied in BRAC, the Parks/picnic areas, Annerino, and Pelican Harbor vs. 2016 results

How would you rate your overall experience with these Park District facilities, staff, and overall recreation programs? (% saying top 2 box)

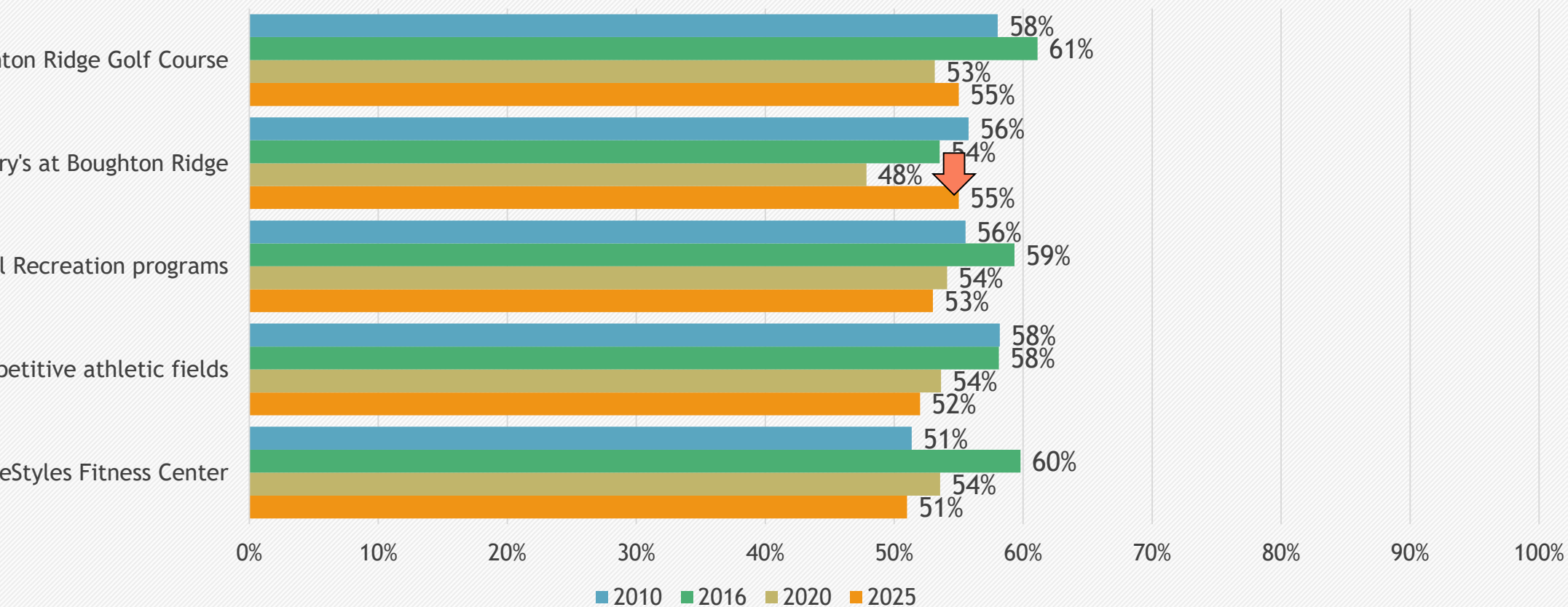


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=192-282 with responses of not sure and no experience removed



Overall satisfaction with BPD facilities continues to be high, residents are growing less satisfied with each of these facilities versus the high ratings received in 2016. Broughton's ratings have seen improvement in 2025 compared to 2020.

How would you rate your overall experience with these Park District facilities, staff, and overall recreation programs? (% saying top 2 box)

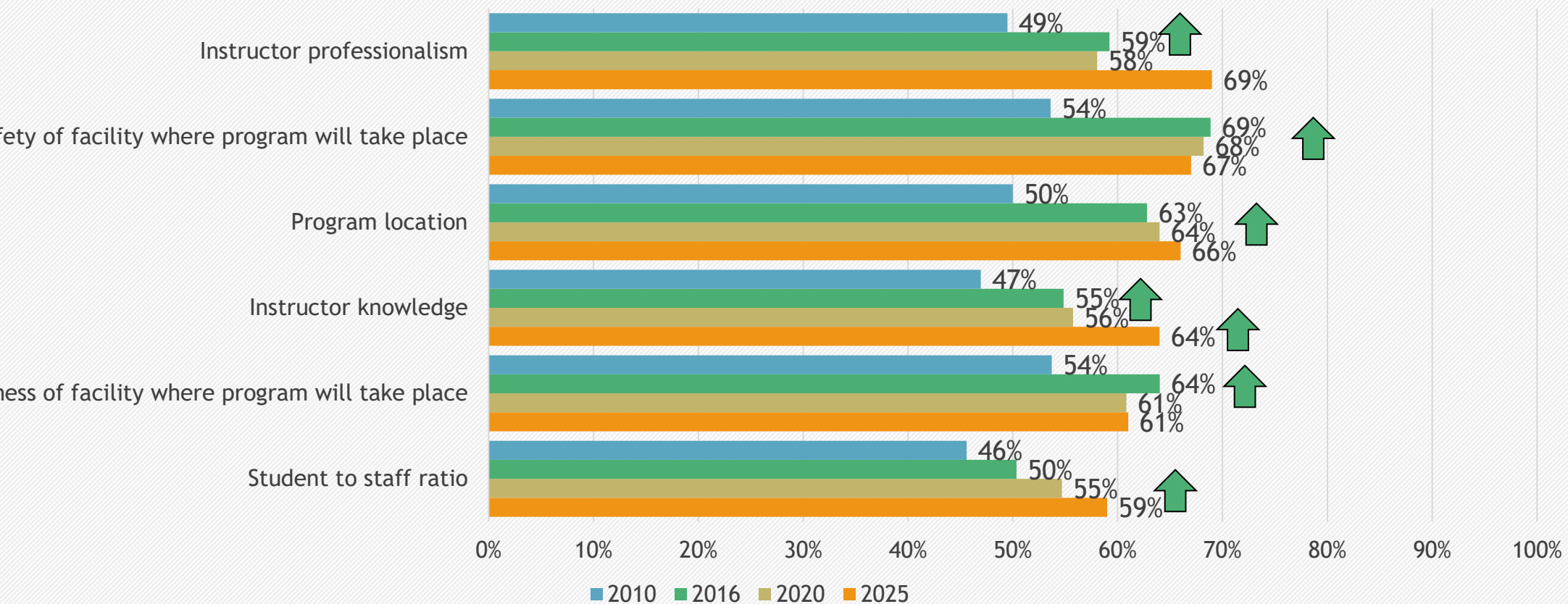


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=192-282 with responses of not sure and no experience removed



Students are significantly more satisfied with instructor knowledge and professionalism, safety, locations, cleanliness, and student to staff ratios since 2010

How would you rate your overall experience with each of these BPD items as they are now?
(% saying top 2 box)

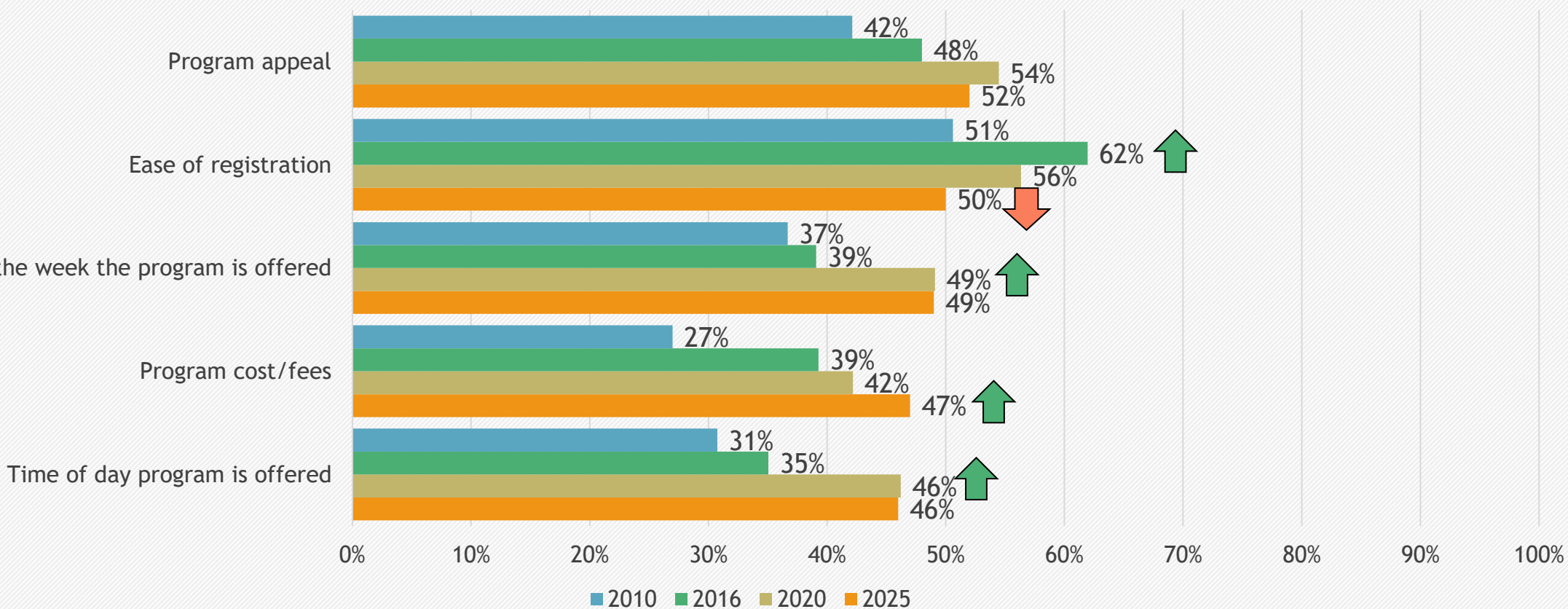


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=165-239 with responses of not sure and no experience removed



Students are significantly less satisfied with ease of registration compared to the highest rating in 2016; ratings on scheduling of programs and their costs/fees are holding steady

How would you rate your overall experience with each of these BPD items as they are now? (% saying top 2 box)

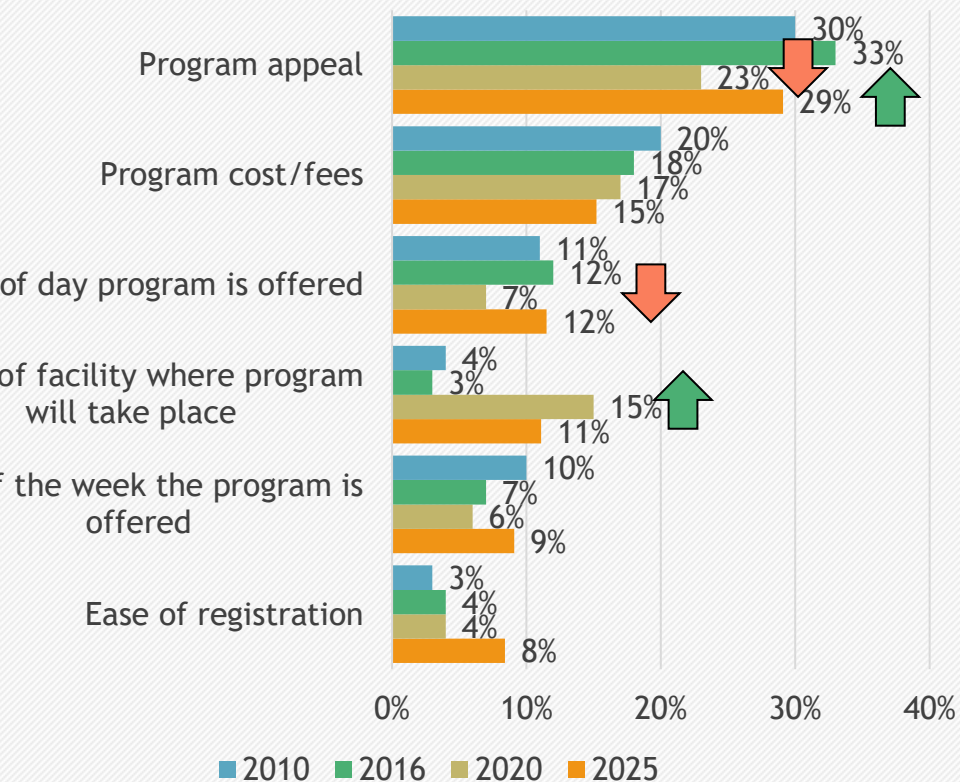


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=165-239 with responses of not sure and no experience removed

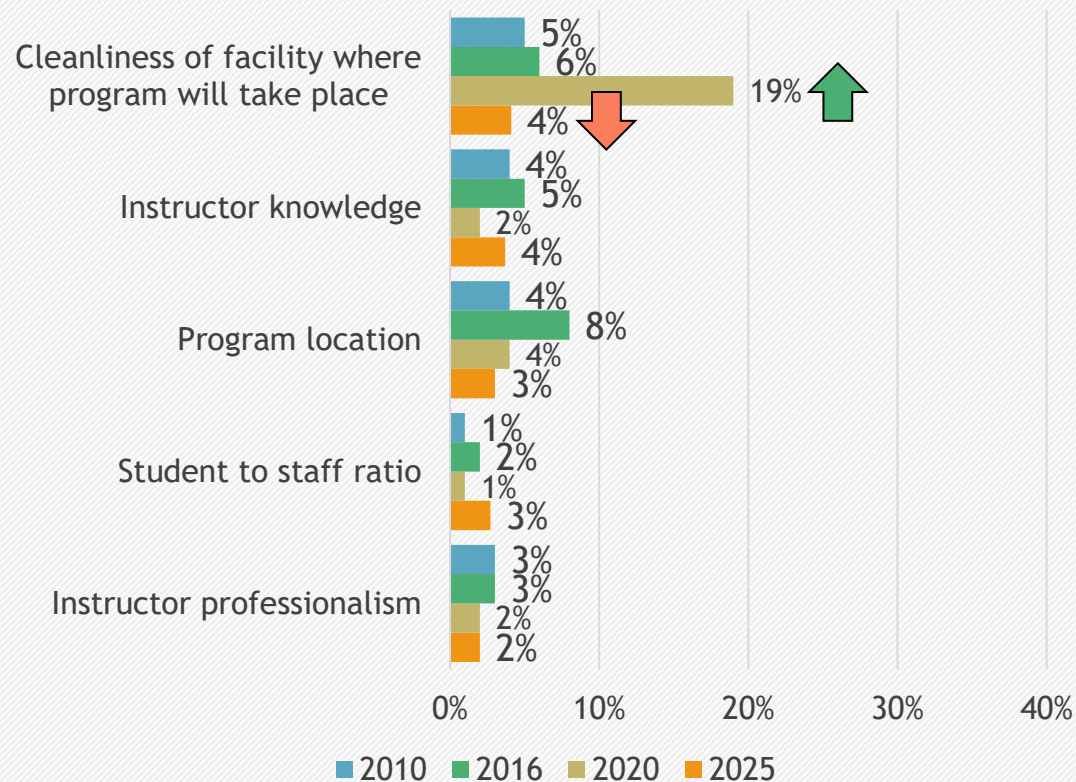


Students are significantly more likely to rank program appeal as their highest priority for results from 2020; however, residents are increasingly less likely to view costs as #1

Please rank the following items in order based on their impact on your likelihood to sign up for the program (% most important)



Please rank the following items in order based on their impact on your likelihood to sign up for the program (% most important)

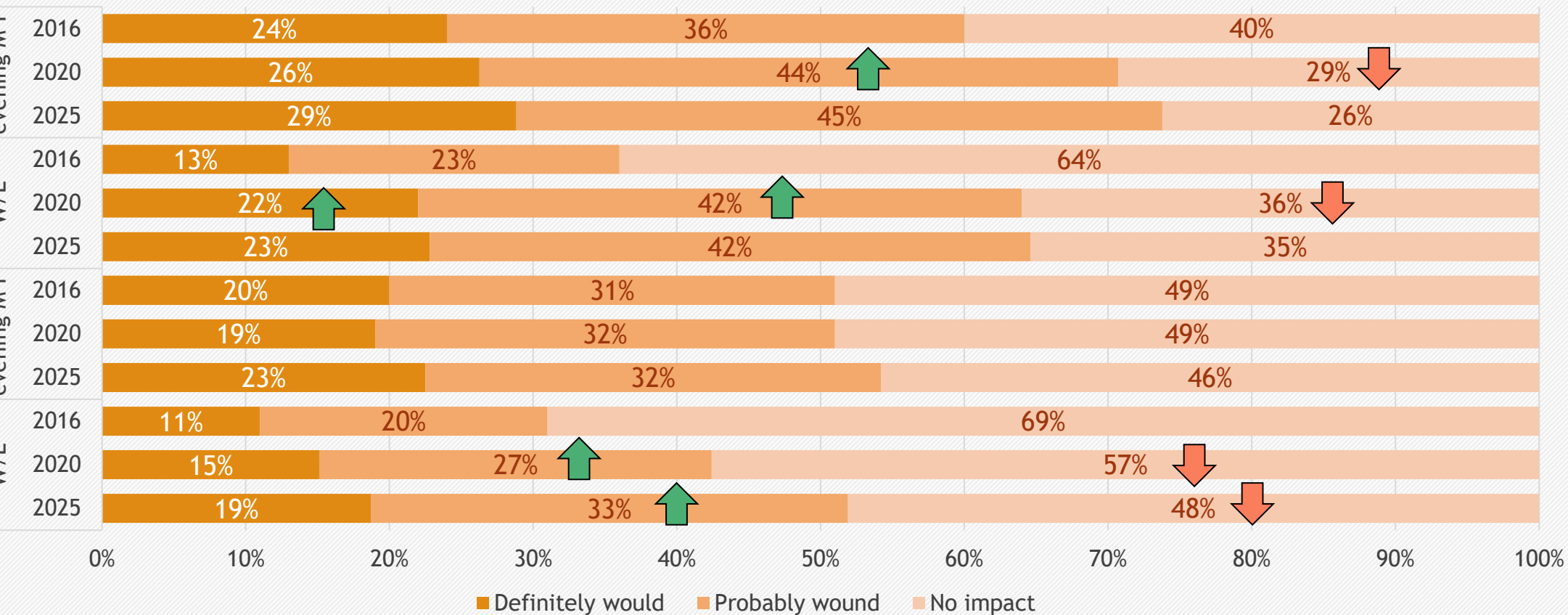


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483, 2025 n=296



Programs in early evenings M-F, mid-mornings W/E, and late evenings M-F are most likely to lead to increased registrations

Availability of programming: How much impact would each of the following have on your decision to register for programming through BPD...

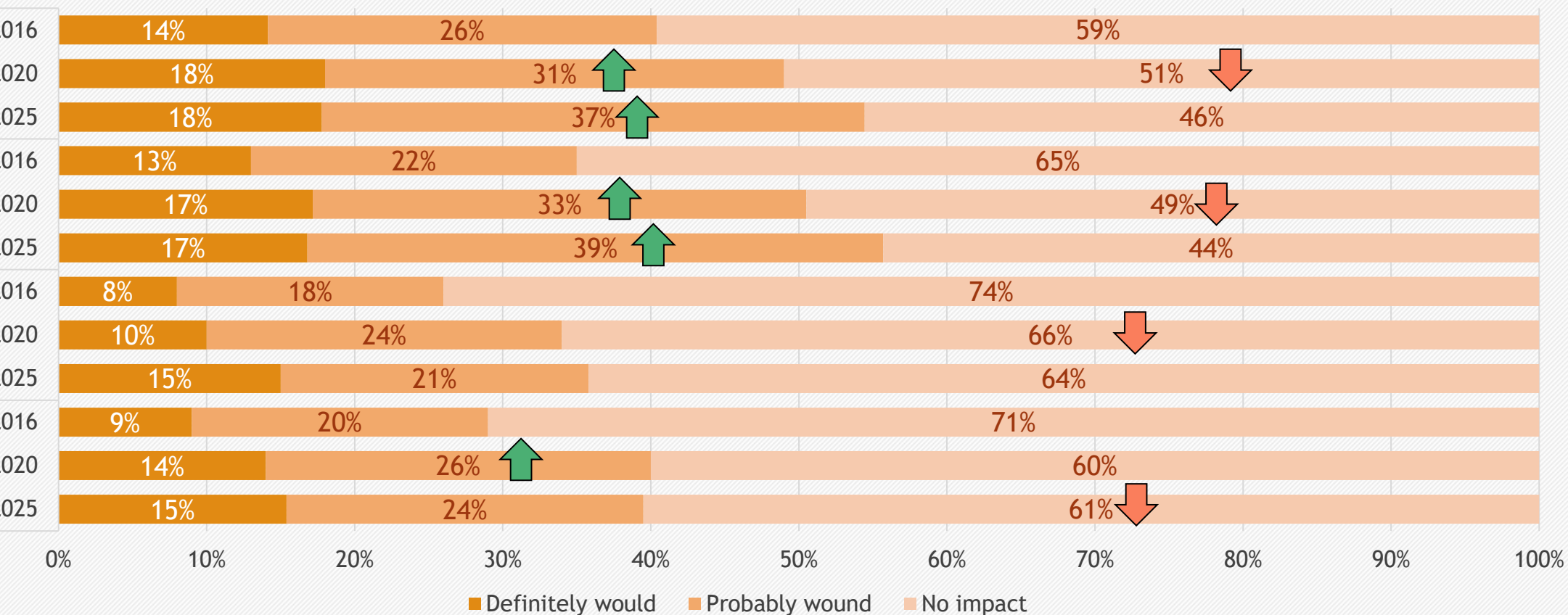


Results are significantly higher or lower than results from the prior wave (Question not asked in 2010) 2016 n=428, 2020 n=483, 2025 n=243-267 with responses of not sure removed



grams in WE afternoons or lunchtime could lead to increased registrations, while
grams during the mid-morning or afternoons M-F are likely to have no impact on
istrations

Availability of programming: How much impact would each of the following have on your decision to register
for programming through BPD...

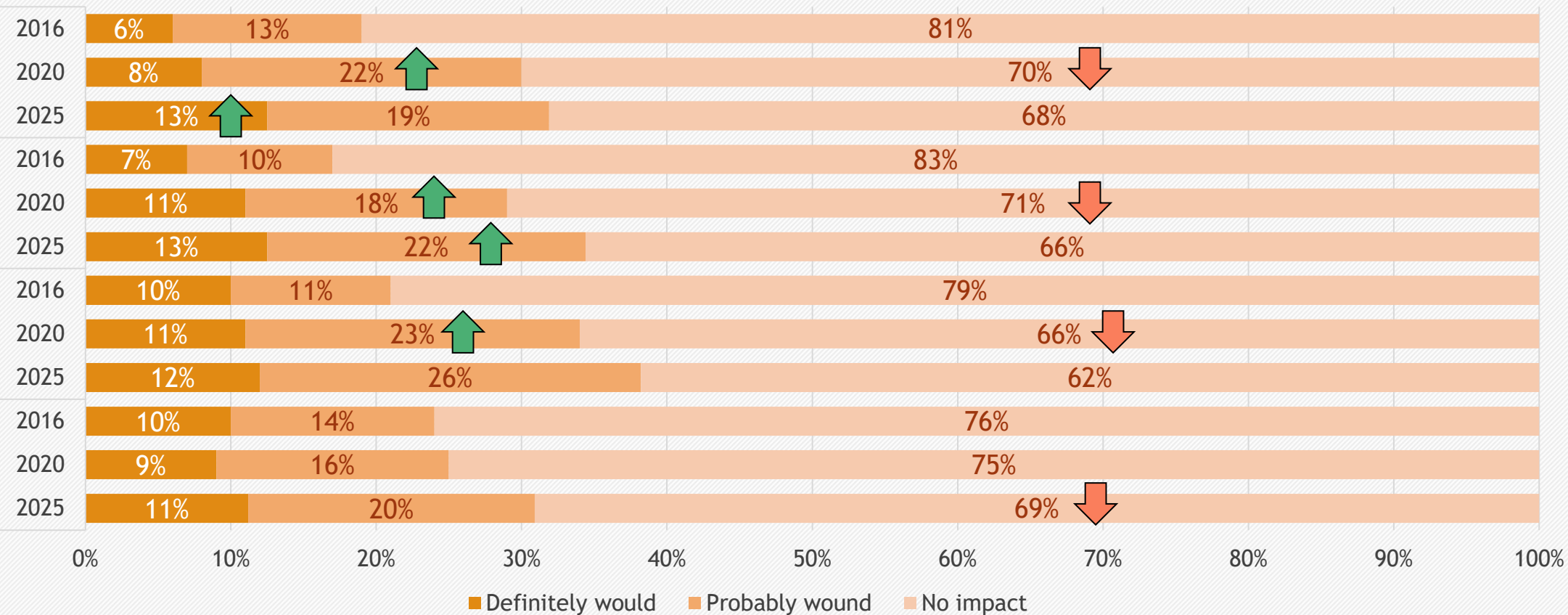


Results are significantly higher or lower than results from the prior wave (Question not asked in 2010) 2016 n=428, 2020 n=483, 2025 n=243-267 with responses of not sure removed



least appealing times of day for programming are early mornings (M-F and WE),
the evening (WE), and over lunch (M-F)

Availability of programming: How much impact would each of the following have on your decision to register
for programming through BPD...

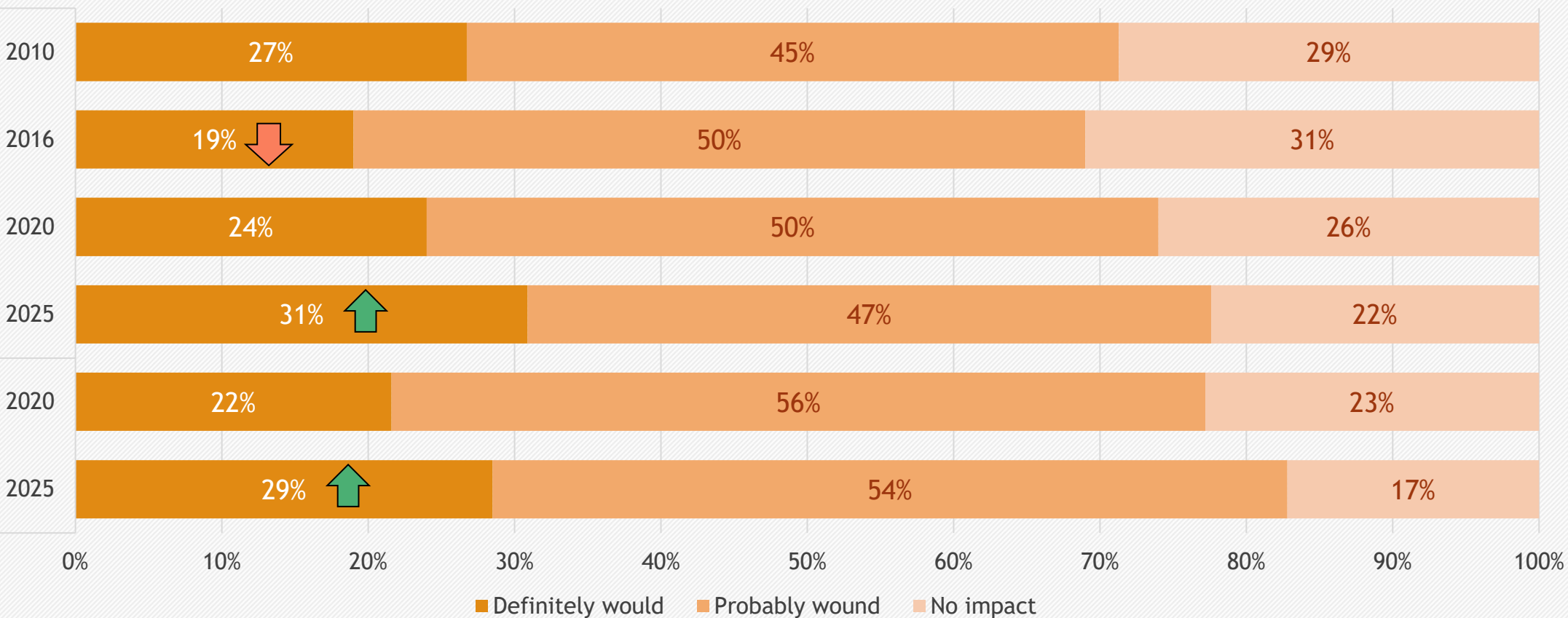


Results are significantly higher or lower than results from the prior wave (Question not asked in 2010) 2016 n=428, 2020 n=483, 2025 n=243-267 with responses of not sure removed



Residents are more likely to register for drop-in programs and pop-up events compared to results in prior years

Type of programming: How much impact would each of the following have on your decision to register for programming through BPD...

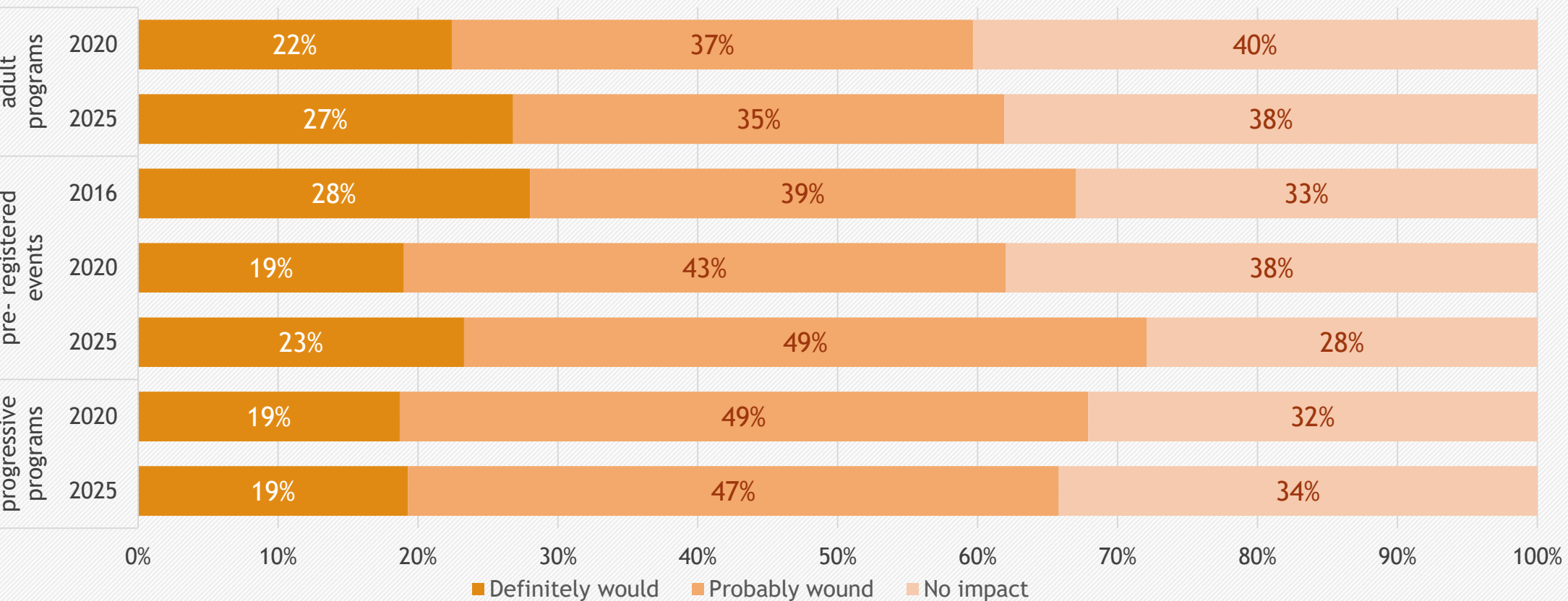


Results are significantly higher or lower than results from the prior wave (Question not asked in 2010) 2016 n=428, 2020 n=483, 2025 n=243-265 with responses of not sure removed



idents are as likely to register for adult programs, one-day preregistered events, progressive programs compared to results from 2020

Type of programming: How much impact would each of the following have on your decision to register for programming through BPD...



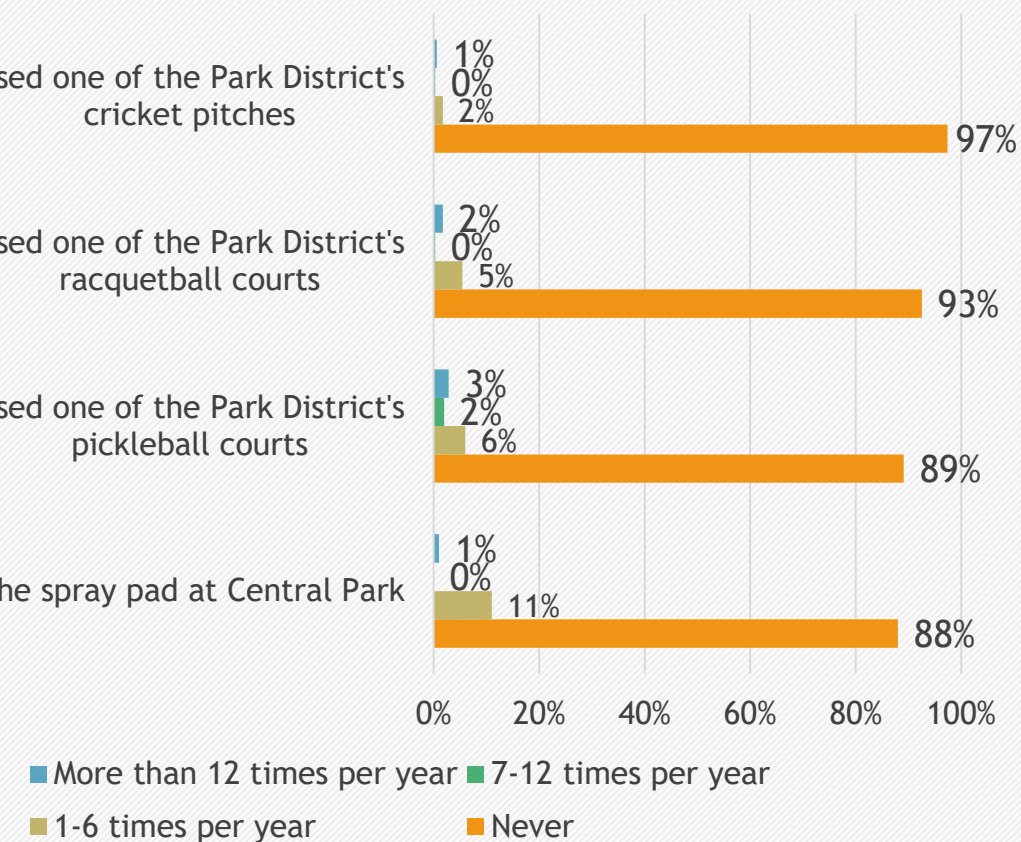
Results are significantly higher or lower than results from the prior wave (Question not asked in 2010) 2016 n=428, 2020 n=483, 2025 n=243-265 with responses of not sure removed



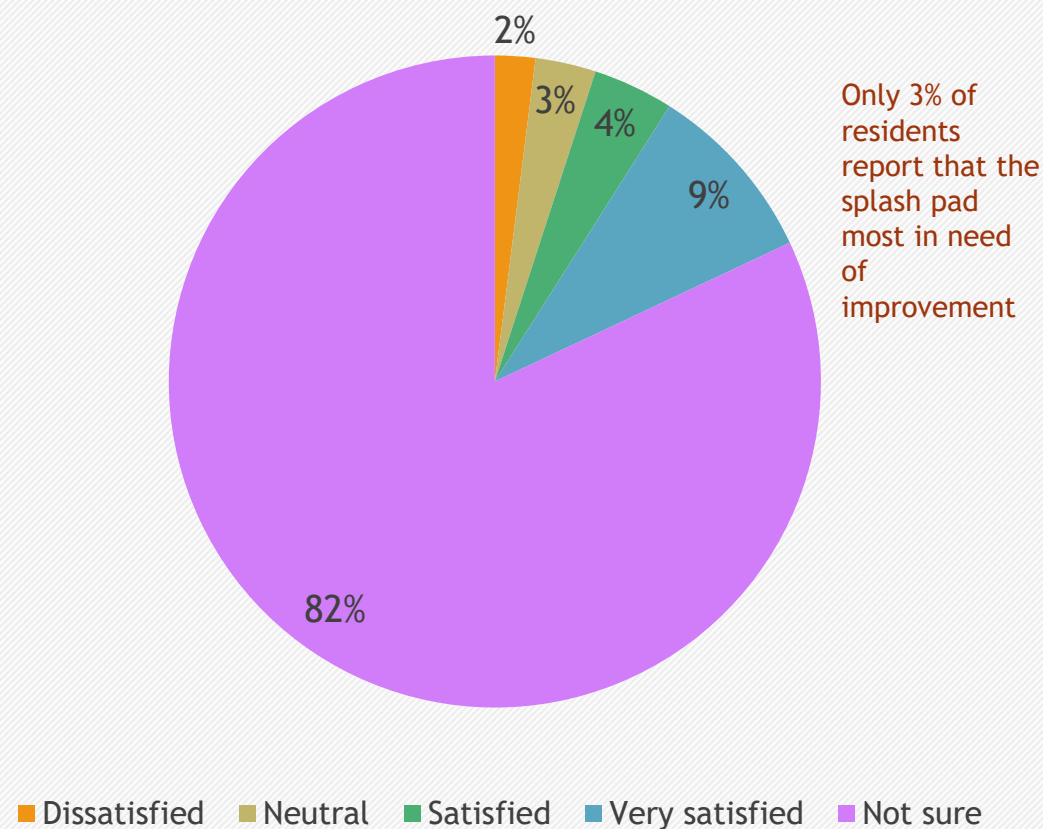
New Areas of Interest

Usage of these new BPD park facilities has not caught on yet with current residents;
more communication about these facilities may be needed to drive interest and usage

During the past year, how frequently have you
or a member of your household...

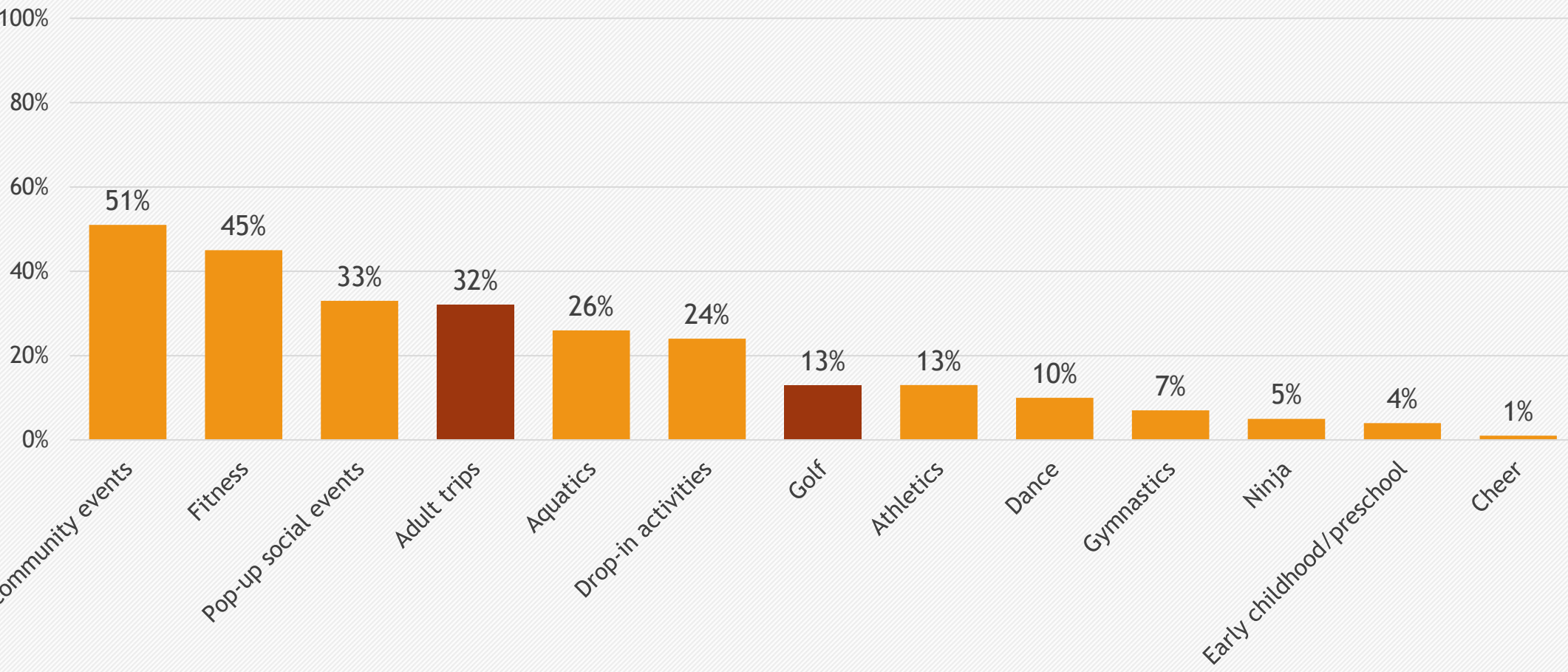


How would you rate your overall experience
with the splash pad?



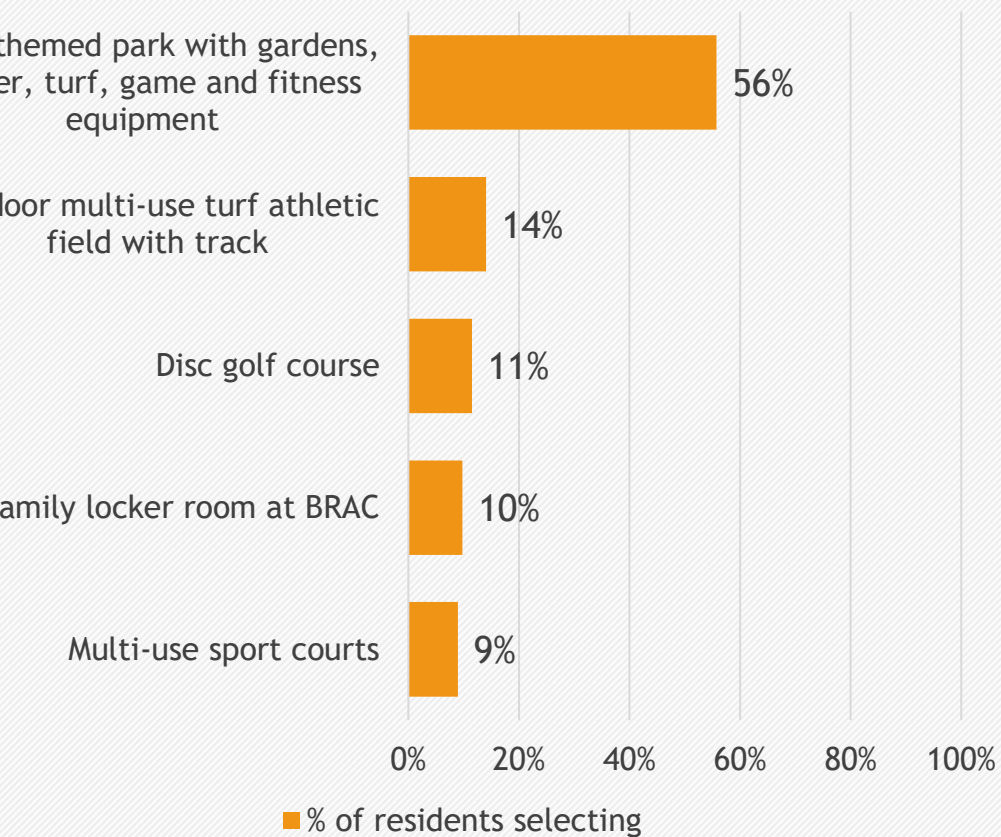
lt trips (newly proposed in 2025) is appealing to one in three residents while golf
wly proposed in 2025) is appealing to just over one in ten residents

Which three of the following types of recreation programs are you most eager to register for?

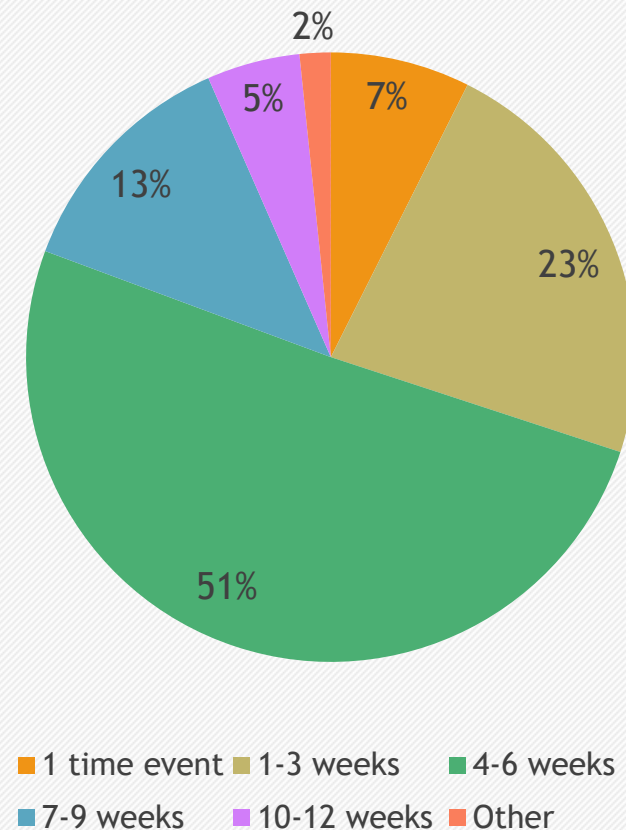


Residents are most interested in BPD adding an adult-themed park; in addition, one in five residents indicate that individual BPD programs should last between 4-6 weeks

Please select the one possible future facility enhancement that appeals most to you.



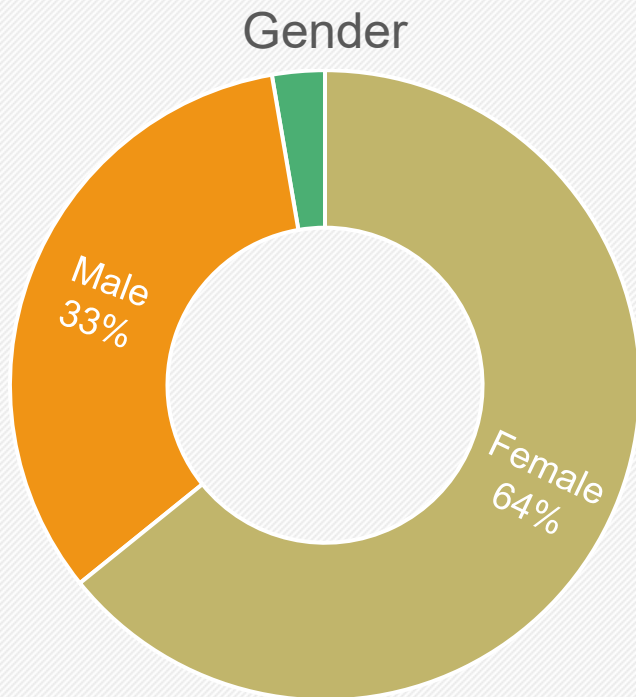
What is the ideal number of weeks for an individual Park District program to run?



Appendix

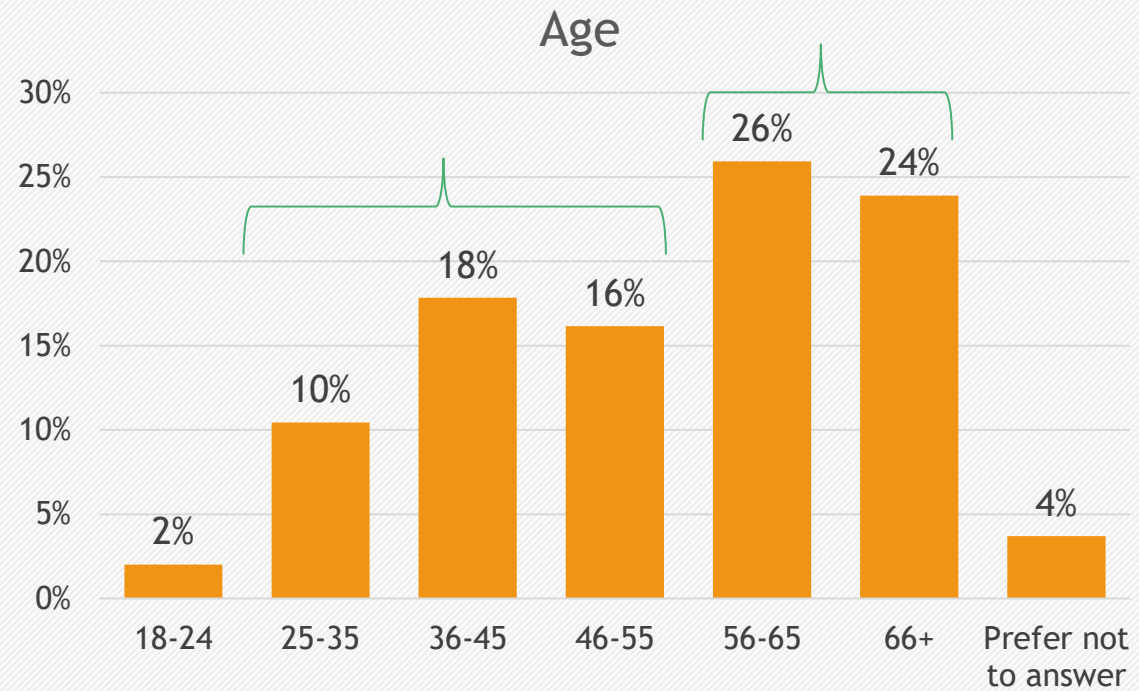
Demographics

Two out of three respondents are female



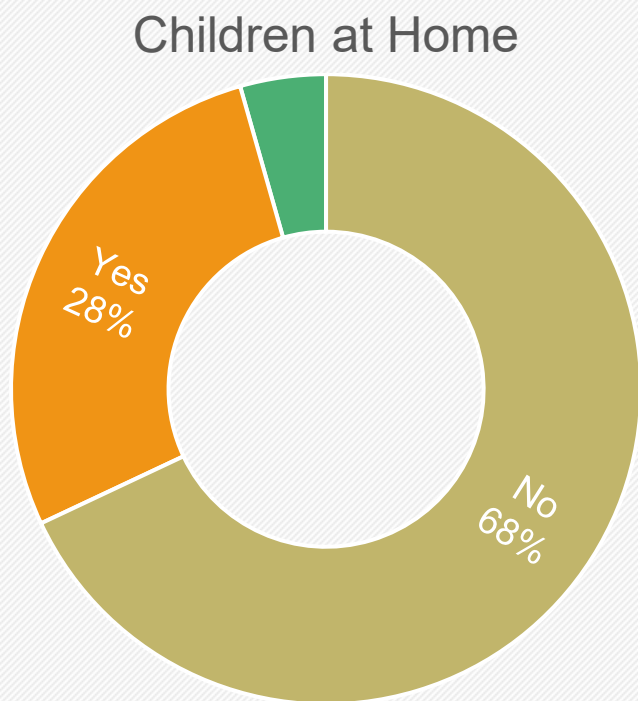
For classification purposes, are you...? (2025 n=297)
In which of the following age groups do you fall? (2025 n=297)

One in two respondents are 56 years of age or older with 44% between 25 and 55 years of age

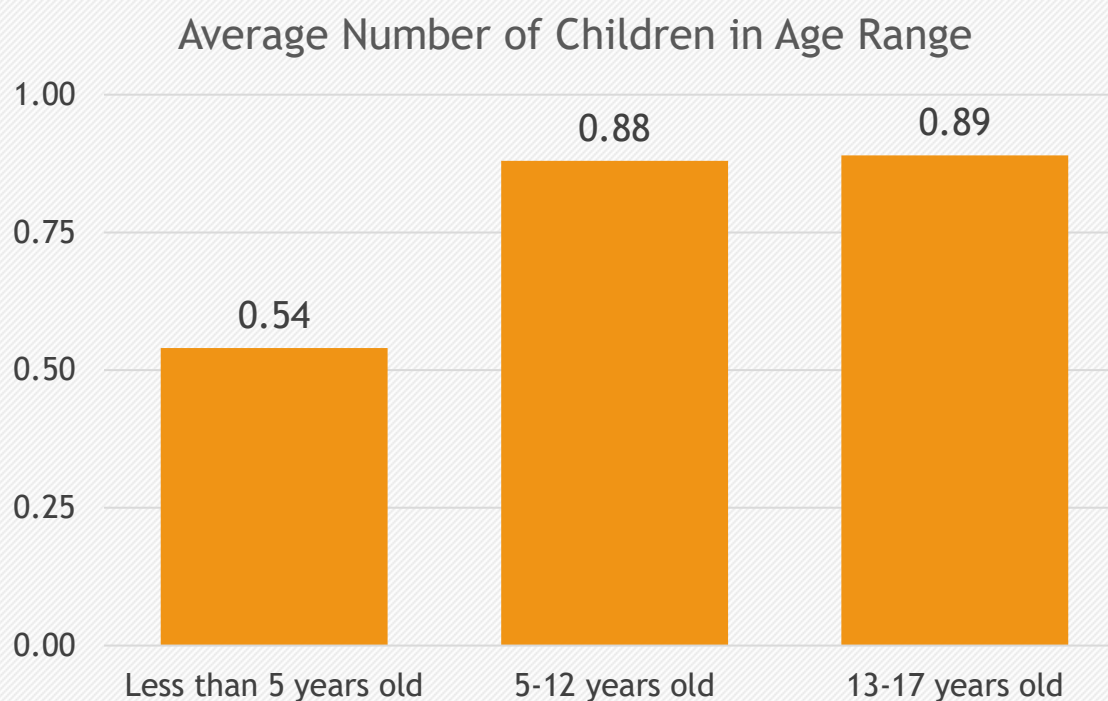


Demographics

in four respondents have children at home



These children are most likely to be school-age



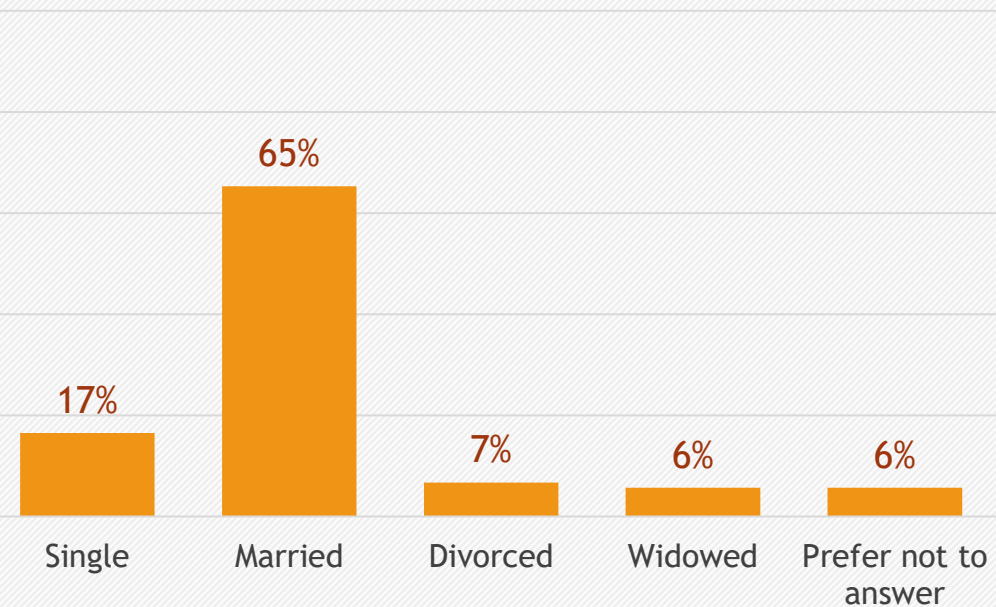
Do you currently have children under the age of 18 living in your household? (2025 n=297)
How many children in your household are ... (2025 n=297)



Demographics

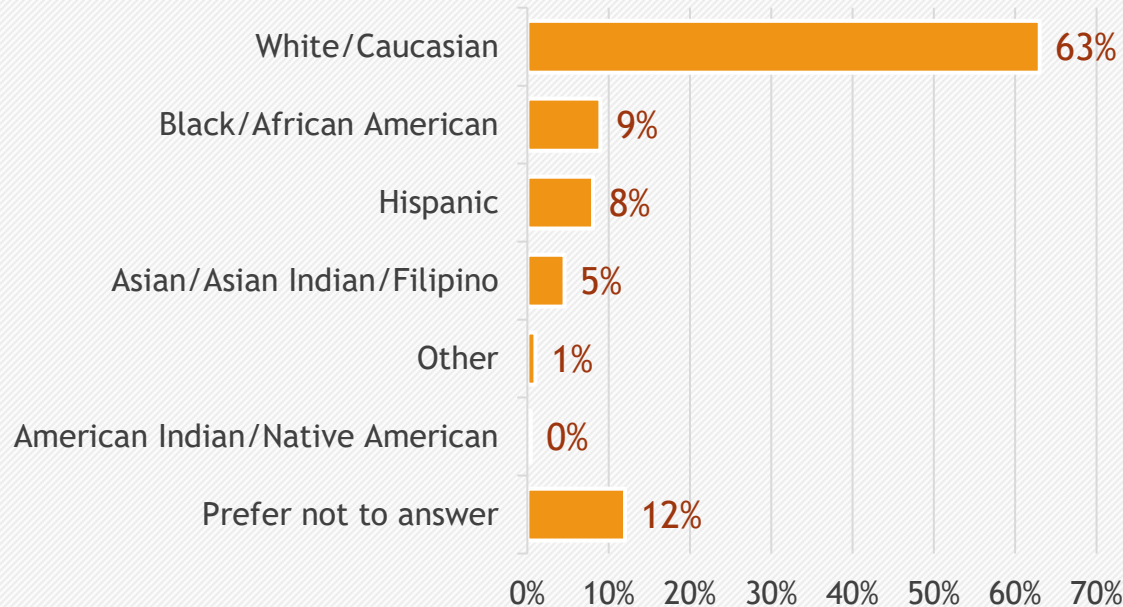
Two in three respondents are married

Marital Status



Two in three resp. are white and fewer than one in ten are African American or Hispanic

Ethnicity



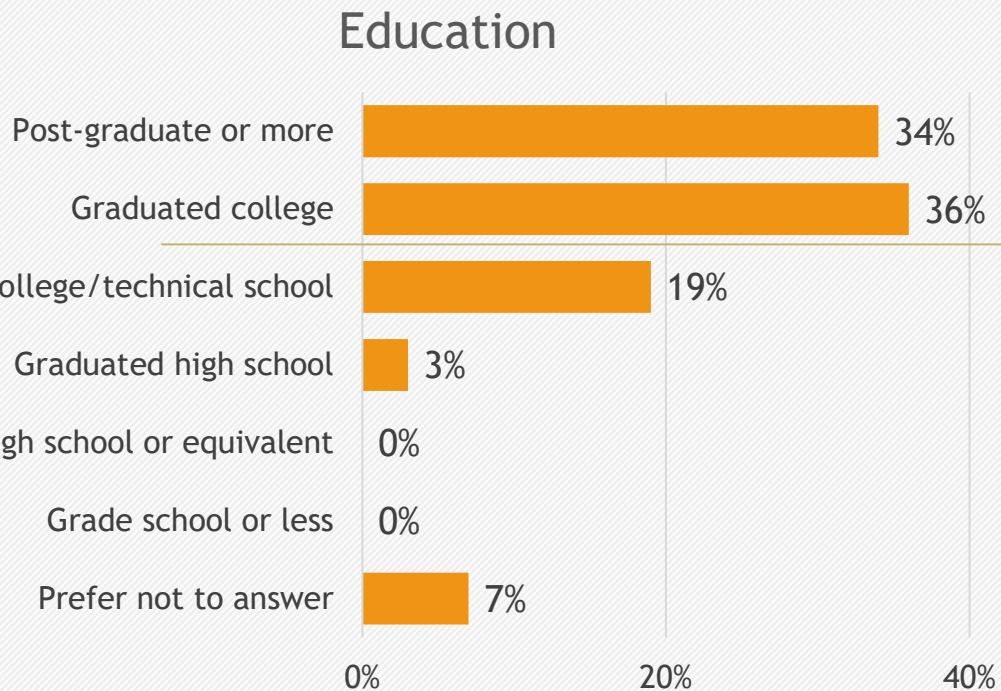
you... (2025 n=297)

What do you consider to be your race or ethnicity? (2025 n=295)

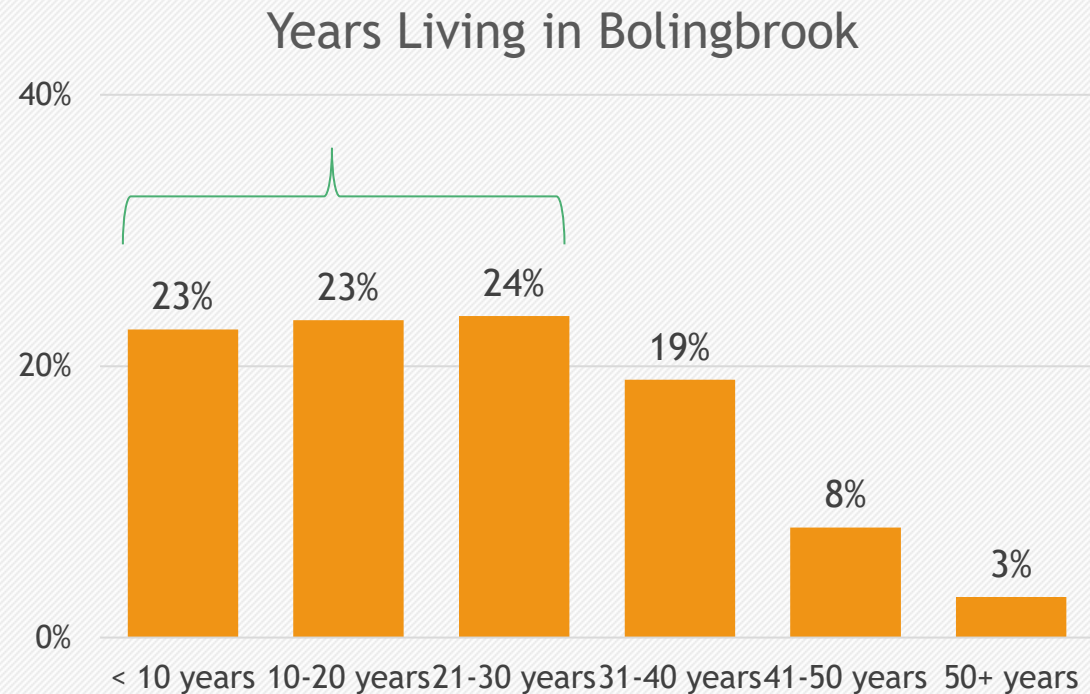


Demographics

Six in ten respondents have at least a Bachelor's degree or higher



Six in ten respondents have lived in Bolingbrook for up to 30 years



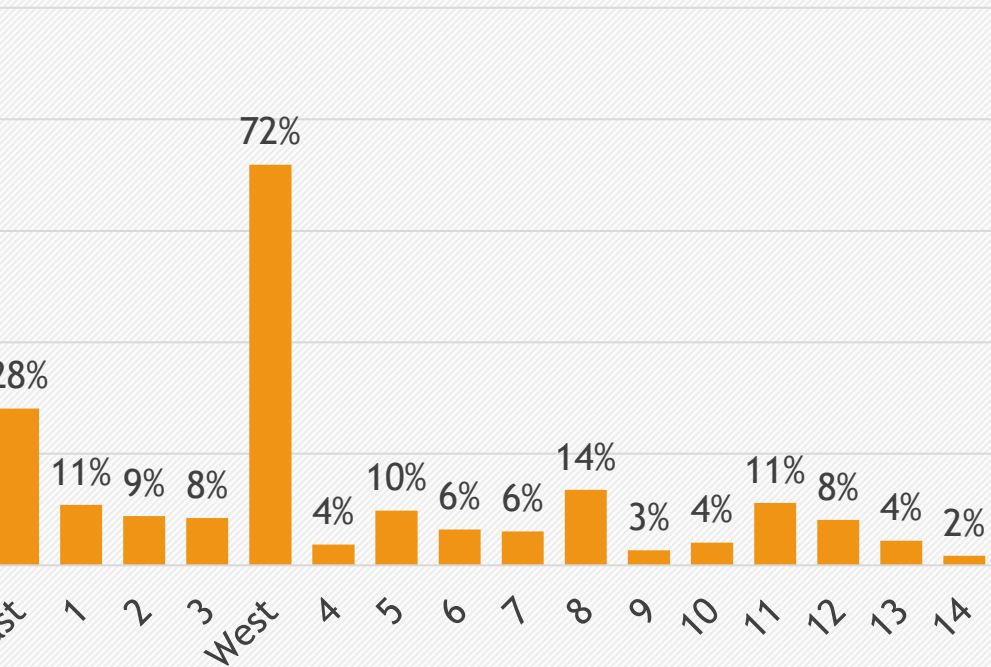
What was the last grade of school you completed? (2025 n=295)
How many years have you lived in Bolingbrook? (2025 n=295)



Demographics

Three in four respondents live in West Bolingbrook, and one in four respondents live in East Bolingbrook.

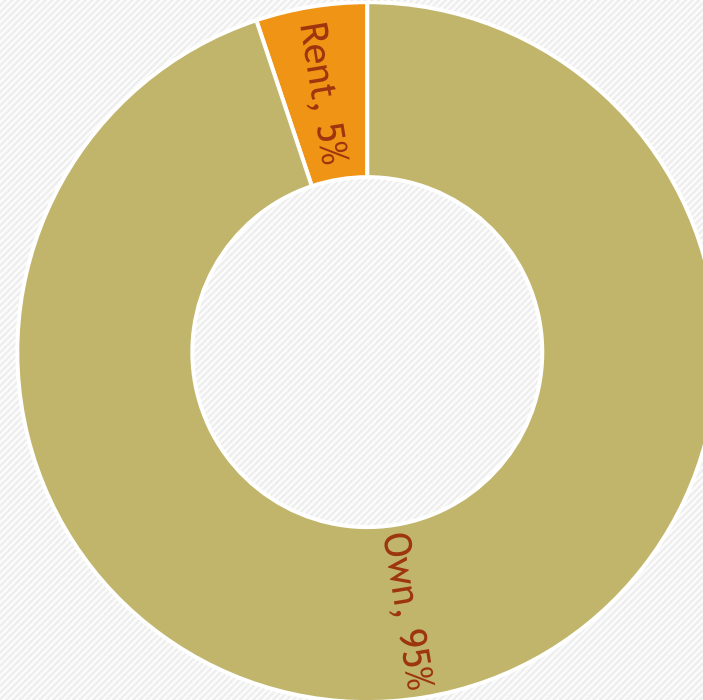
Bolingbrook Area



Which area of Bolingbrook do you live? (2025 n=295)
Do you rent or own your primary residence (2025 n=292)

More than nine in ten respondents own their primary residence

Children at Home





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**research is to see what everybody else has seen
... and to think what nobody else has thought**

— albert szent-györgi, vitamin c researcher

