



Grand Traverse County, MI

The National Community Survey

Report of Results
2022

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Grand Traverse County. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 489 residents of Grand Traverse County collected from August 30th, 2022 to October 18th, 2022. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2022 survey was 17%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Grand Traverse County.



How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Grand Traverse County’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Grand Traverse County residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Grand Traverse County’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Grand Traverse County’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your County’s 2022 ratings compare to other communities’ ratings from the past five years.

Trends over time

Trend data for Grand Traverse County represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2020 and 2022 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within Grand Traverse County were eligible to participate in the survey. A list of all households within the zip codes serving Grand Traverse County was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve Grand Traverse County households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of Grand Traverse County boundaries were removed from the list of potential households to survey. Each address identified as being within county boundaries was further identified as being within one of the 16 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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

Conducting the survey

The 2,800 randomly selected households received mailings beginning on August 30th, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

Of the 2,800 households that received the invitations to participate, 489 completed the survey, providing an overall response rate of 17%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the Grand Traverse County survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (489 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by Grand Traverse County. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all county residents and became available on October 4th, 2022. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 American Community Survey estimates for adults in Grand Traverse County. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	6%	23%	25%
	35-54	22%	32%	31%
	55+	72%	46%	44%
Area	Acme, Whitewater, East Bay	17%	19%	19%
	Blair	5%	8%	7%
	Garfield	20%	21%	21%
	Grant, Green Lake, Mayfield	8%	11%	11%
	Long Lake	8%	9%	9%
	Paradise, Union, Village of Fife Lake, Villag..	5%	5%	5%
	Peninsula	10%	7%	7%
	Traverse City	27%	20%	20%
Hispanic origin	No, not Spanish, Hispanic, or Latino	99%	98%	98%
	Spanish, Hispanic, or Latino	1%	2%	2%
Housing tenure	Own	89%	76%	76%
	Rent	11%	24%	24%
Housing type	Attached	20%	27%	27%
	Detached	80%	73%	73%
Race & Hispanic origin	Not white alone	4%	6%	6%
	White alone, not Hispanic or Latino	96%	94%	94%
Sex	Man	46%	47%	49%
	Woman	54%	53%	51%
Sex/age	Man 18-34	2%	10%	13%
	Man 35-54	10%	16%	15%
	Man 55+	34%	21%	21%
	Woman 18-34	4%	13%	12%
	Woman 35-54	12%	16%	15%
	Woman 55+	38%	24%	24%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

Grand Traverse County funded this research. Please contact Hannah Stachnik of Grand Traverse County at hstachnik@gtcountymi.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-validation>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2020 American Community Survey

Highlights

Grand Traverse County residents continue to experience a high quality of life, and feel safe in their community.

At least 8 in 10 residents gave positive ratings to the overall quality of life in Grand Traverse County, Grand Traverse as a place to live, their neighborhood as a place to live, and would recommend living in Grand Traverse. A strong majority also gave positive marks to the overall image of the county (78%), Grand Traverse as a place to raise children (85%), and the county as a place to retire (73%). Nearly 9 in 10 also reported that they planned to remain in Grand Traverse for the next five years. These were all similar to ratings given in other communities across the nation.

Aspects of safety also add to the quality of life in Grand Traverse County. Residents gave high marks to nearly every aspect of safety within the County, highlighted by how safe they felt in their neighborhoods during the day (96% very or somewhat safe). A similarly high proportion of residents reported feeling safe in the County's downtown and commercial areas (94%), from fire, flood and other natural disasters (90%), and from violent crime (88%). Slightly fewer, though still a strong majority, reported feeling safe from property crime (80%). These were all similar to the national benchmarks.

Residents identify challenges with mobility in Grand Traverse County.

Items within the facet of mobility for Grand Traverse County tended to be similar or lower than the national benchmarks. About two-thirds of residents gave positive marks to a number of street related services, including snow removal, street lighting, street cleaning, sidewalk maintenance, as well as the overall ease of walking throughout the County. About half of residents approved of the ease of travel by car and traffic enforcement, while around 3 in 10 felt similarly toward the ease of public parking and traffic signal timing; each lower than the national benchmarks. About one-quarter of respondents also gave excellent or good ratings to traffic flow on major streets, as well as street repair.

While most items in this facet were similar to ratings given in the previous iteration of the NCS, both ease of traffic by public transportation (45% in 2020 to 30% in 2022) and bus or transit services (71% in 2020 to 50% in 2022) experienced decline. It is worth noting that residents reporting 'yes' to using public transportation in the previous 12 months was consistent within the previous version of the NCS; 14% in 2020 and 18% in 2022.

Residents point to the economy as a priority, and affordability continues to be a concern.

The economy is an area of priority for the residents of Grand Traverse County, and when asked about aspects of the community the County should focus on in the next two years, about 9 in 10 residents responded that the *importance* of the overall economic health of the County was essential or very important. A number of items related to the economy in Grand Traverse garnered positive ratings from residents, including the County as a place to visit (91% excellent or good) as well as the vibrancy of downtown and commercial areas (82%), each of which were higher than the national benchmarks. Residents also had mostly positive feelings toward the overall quality of business and service establishments (79%), the variety of business and service establishments (68%), and shopping opportunities (66%). About 5 in 10 supported both overall economic health, and employment opportunities.

Possible areas of opportunity for the County, as identified by residents, revolve mostly around affordability; a trend seen recently across the Nation. The cost of living, variety of housing options, and availability of affordable quality housing received approval from roughly 1 in 10 residents. A similar proportion of residents felt the economy would have a positive impact on family income in the coming 6 months

Recreation and the natural environment are a bright spot for Grand Traverse County.

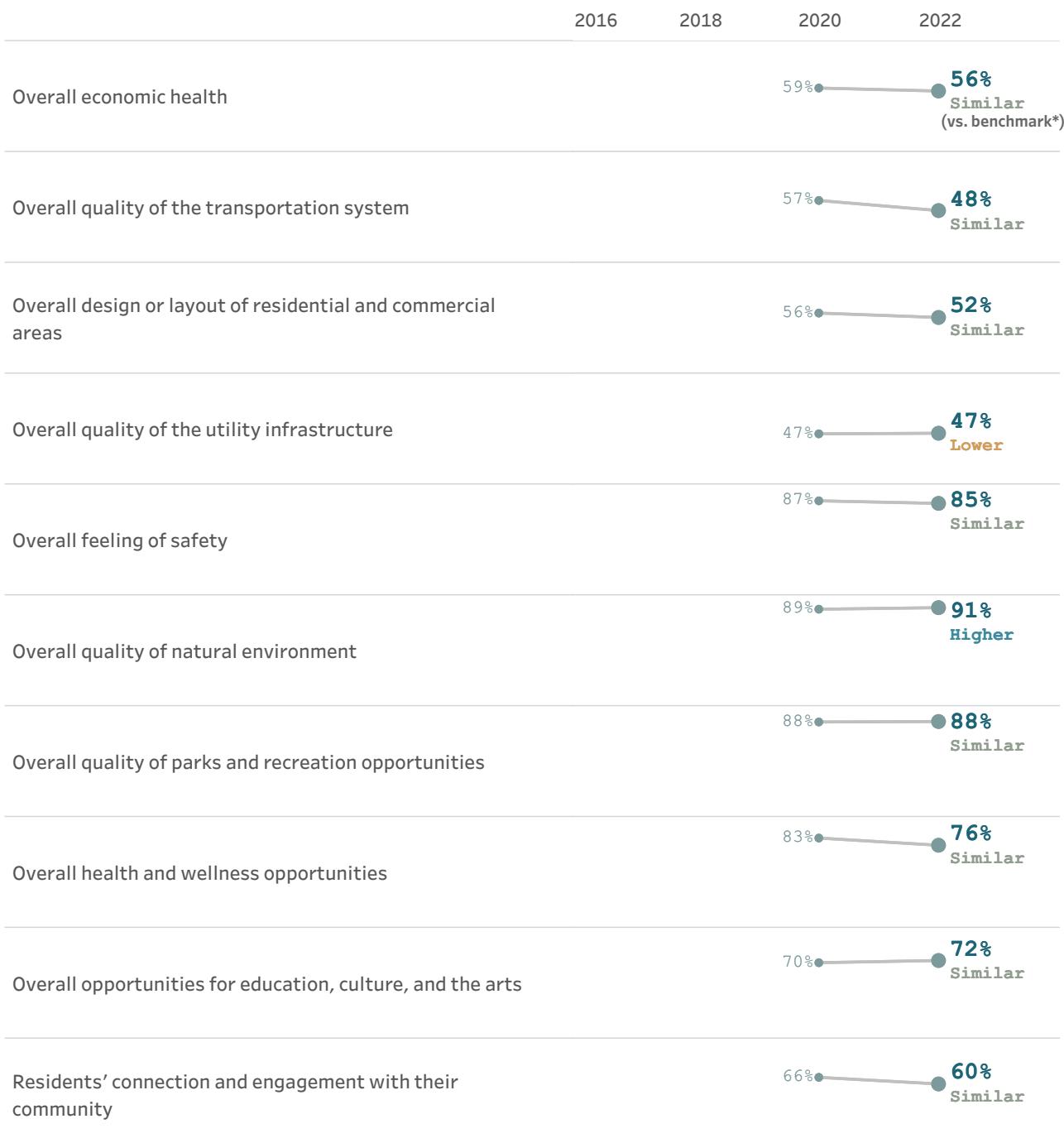
Residents gave favorable ratings to a majority of the items related to the outdoors and recreation in Grand Traverse County. A number of these items were scored higher than those given in other communities across the country, including water resources (87% excellent or good), which was actually much higher than benchmark, as well as air quality (93%), and the overall quality of the natural environment (91%). About 9 in 10 residents also gave high marks to the availability of paths and walking trails, fitness opportunities, recreational opportunities in Grand Traverse County; each of which were higher than the national comparisons. About 8 in 10 also approved of both County parks, and open space in Grand Traverse County.

Facets of livability

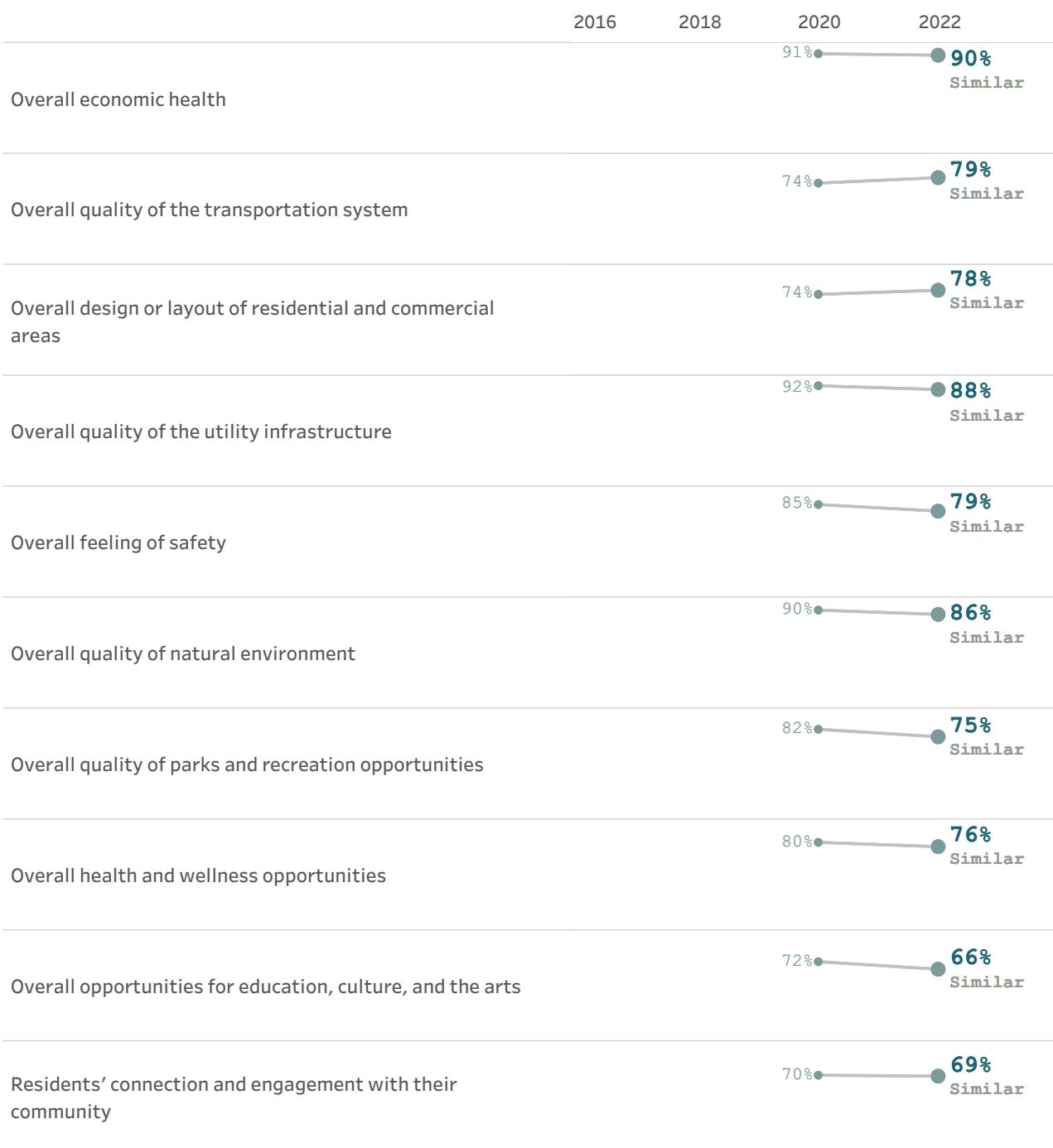
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark*).

**Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)**



**Please rate how important, if at all, you think it is for the Grand Traverse community to focus on each of the following in the coming two years.
(% essential or very important)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

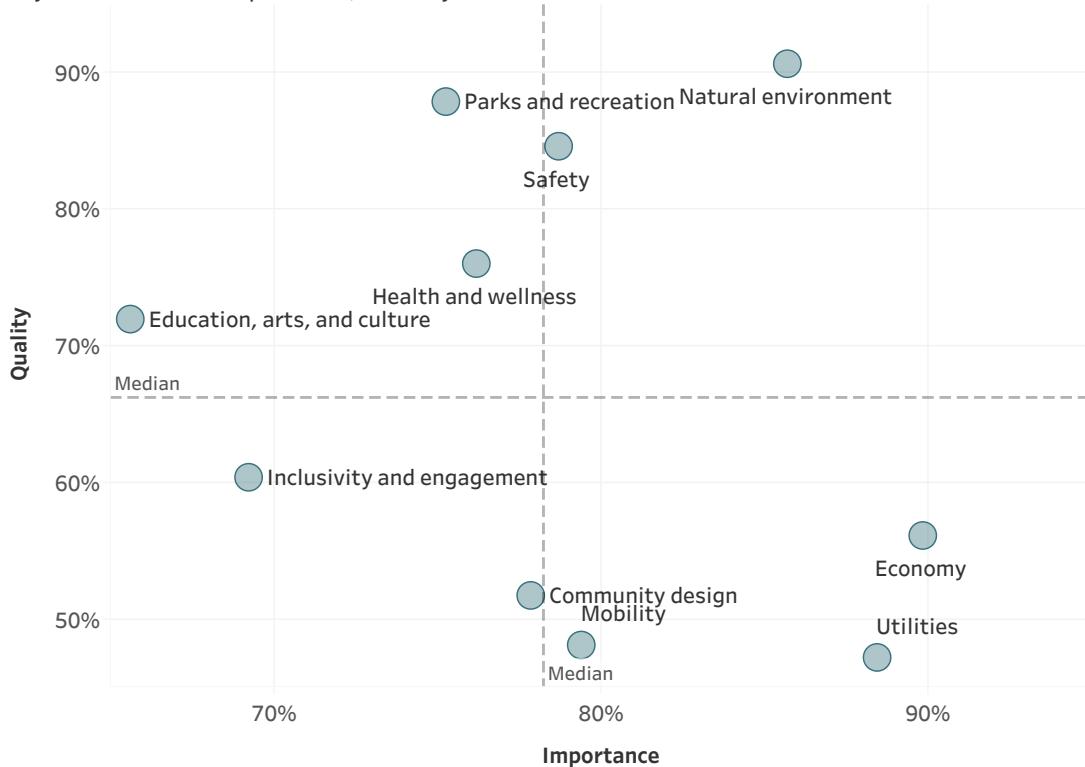
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

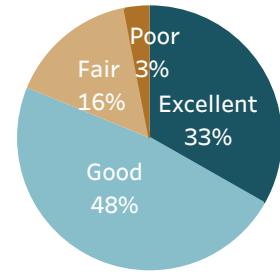
To help guide County staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 66% or more of respondents were considered of "higher quality" and those with ratings lower than 66% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 78% or more of respondents. Services were rated as "less important" if they received a rating of less than 78%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



The overall quality of life in Grand Traverse County, 2022



Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

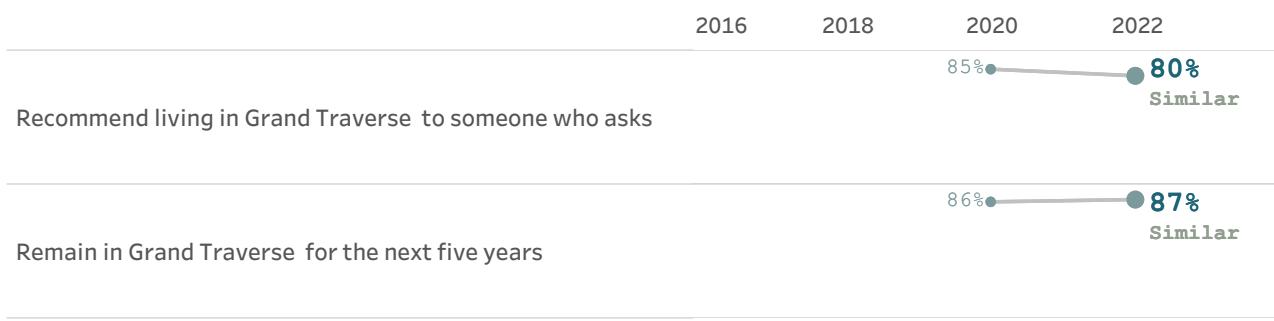
Please rate each of the following aspects of quality of life in Grand Traverse County.

(% excellent or good)



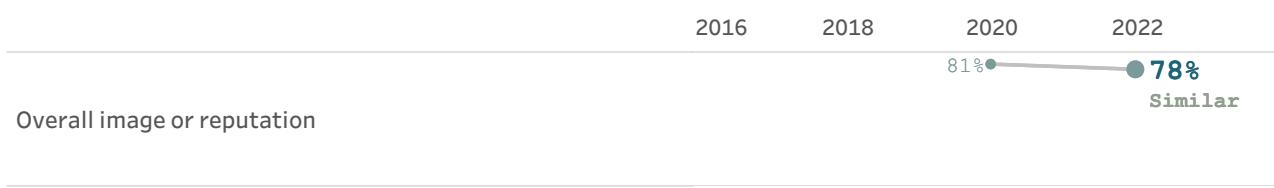
Please indicate how likely or unlikely you are to do each of the following.

(% very or somewhat likely)



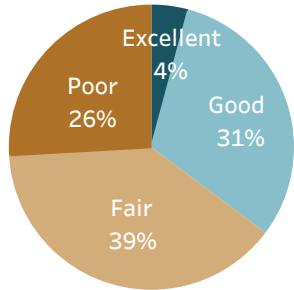
Please rate each of the following in the Grand Traverse County community.

(% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall confidence in Grand Traverse County government, 2022



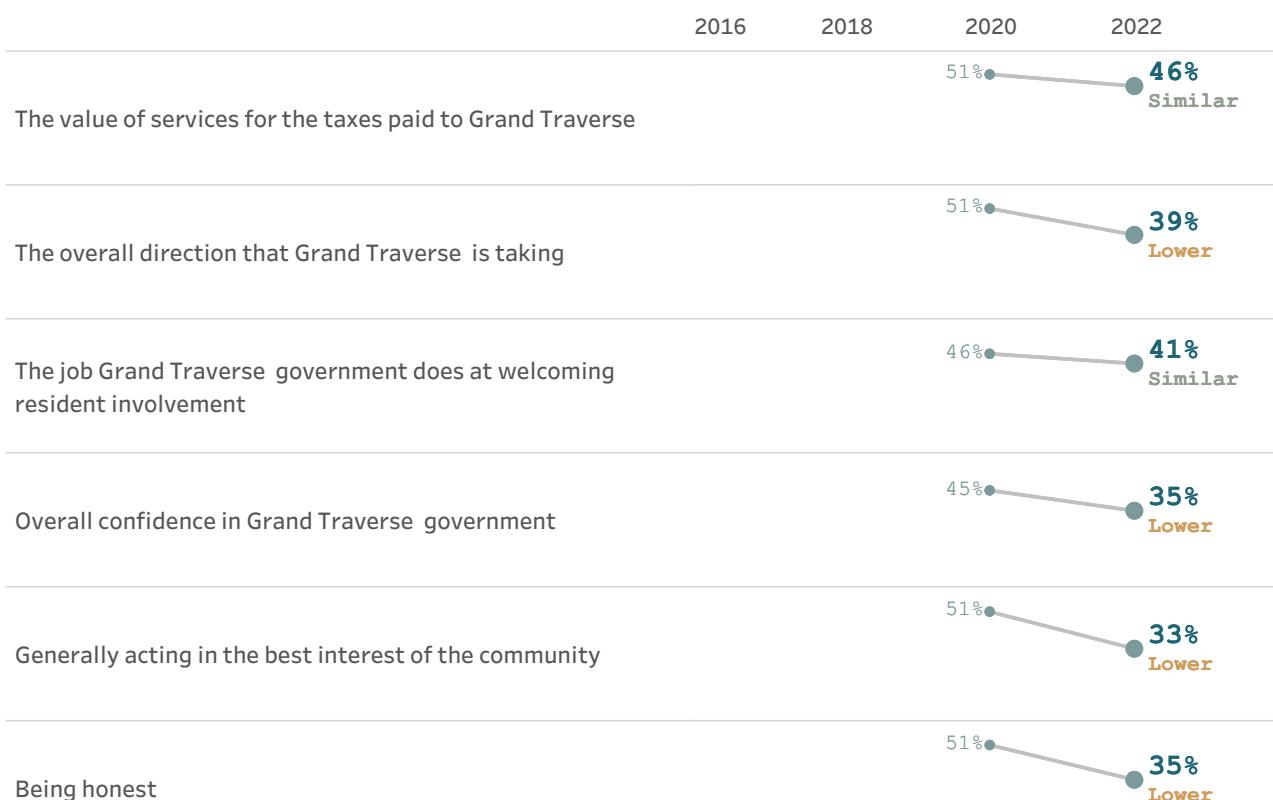
Governance

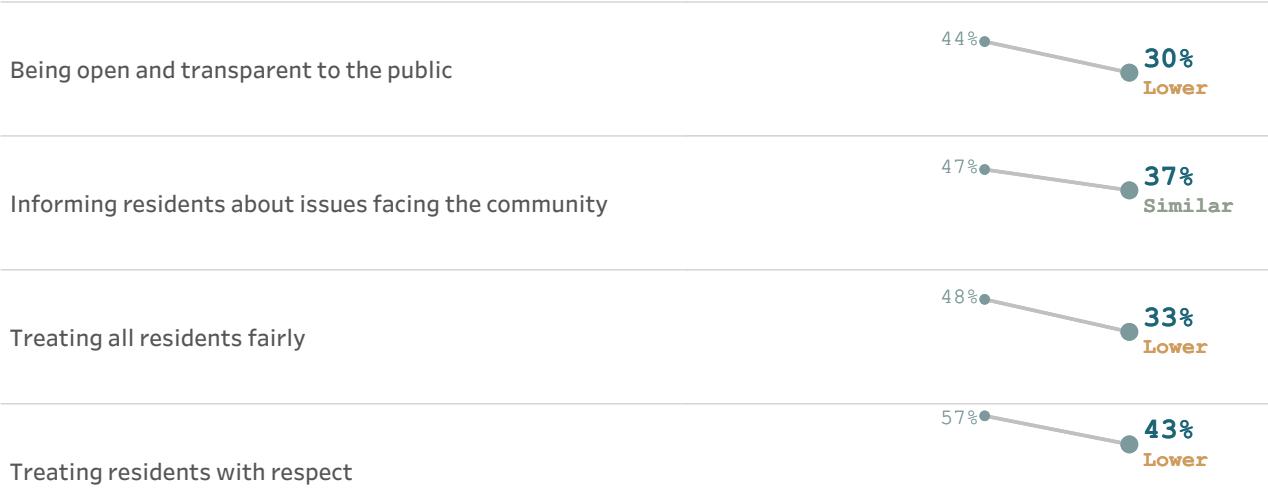
Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)

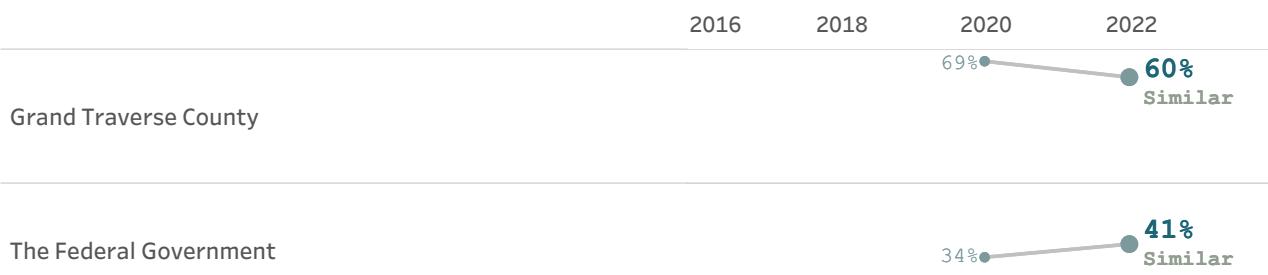


Please rate the following categories of Grand Traverse County government performance.
(% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

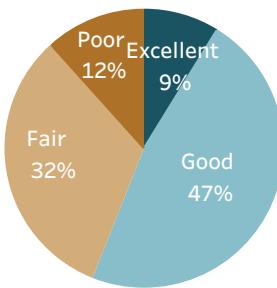


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

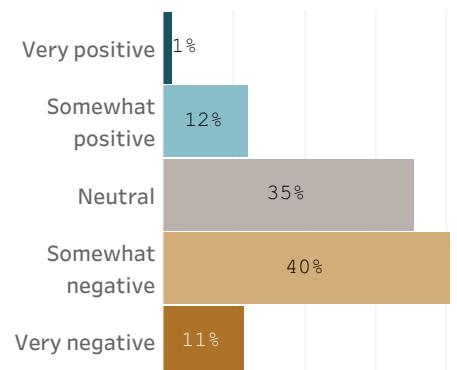
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

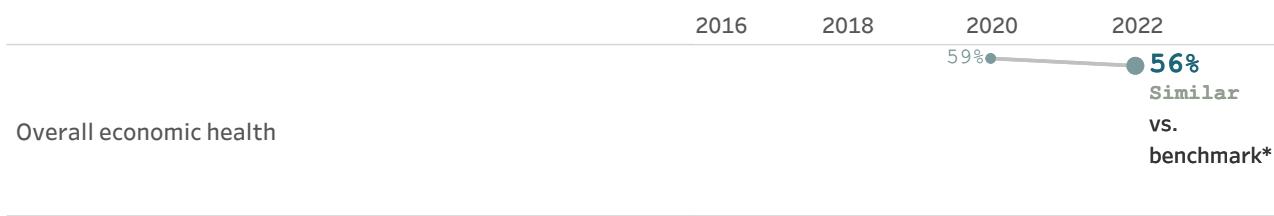
Overall economic health of Grand Traverse County, 2022



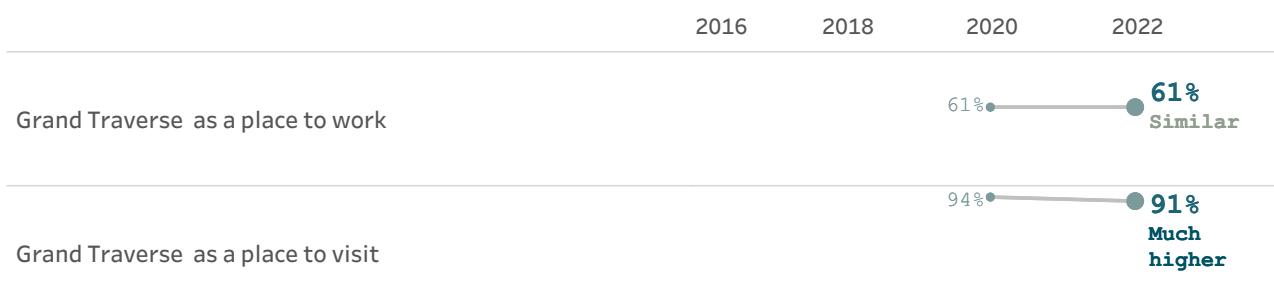
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



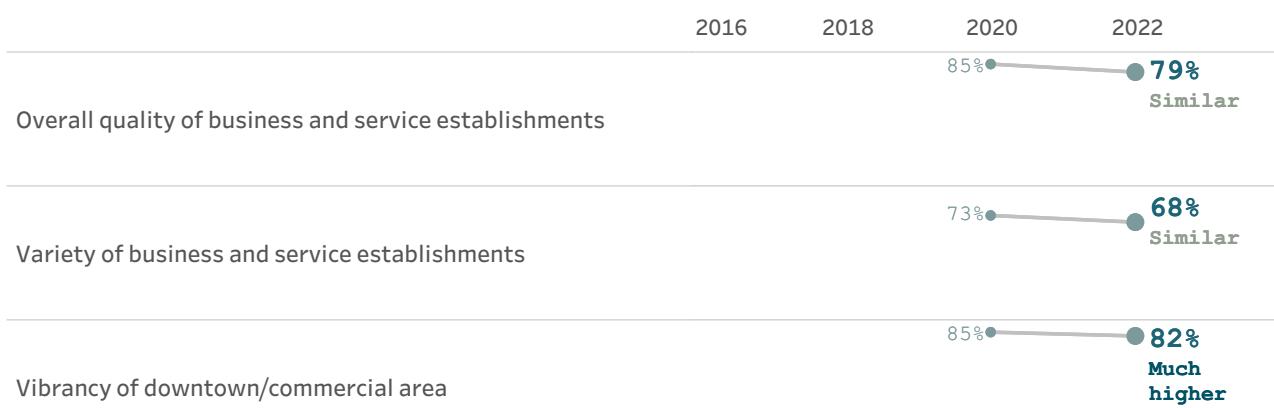
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole. (% excellent or good)

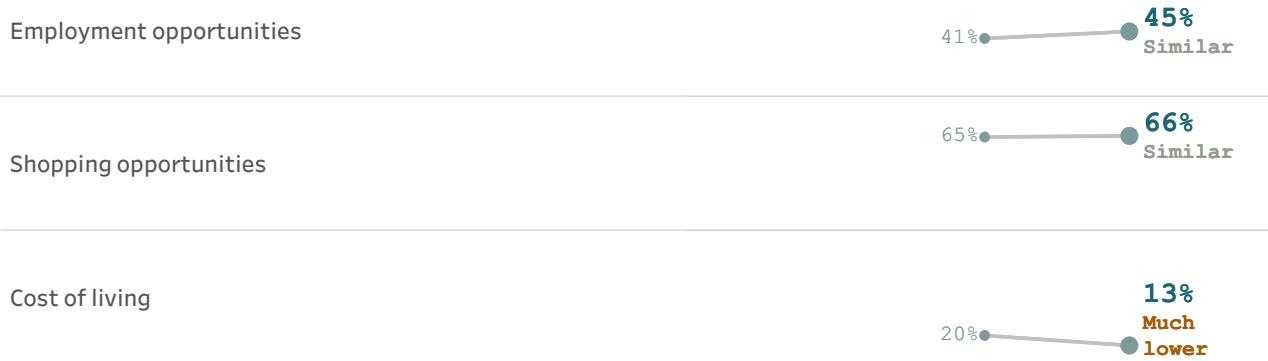


Please rate each of the following aspects of quality of life in Grand Traverse County. (% excellent or good)

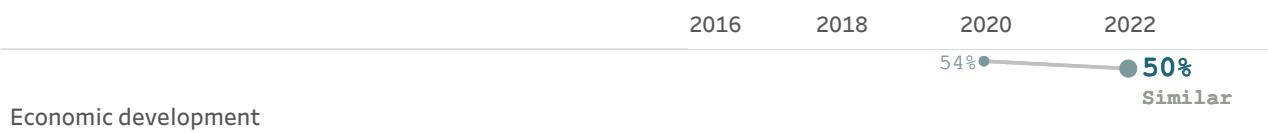


Please rate each of the following in the Grand Traverse County community. (% excellent or good)

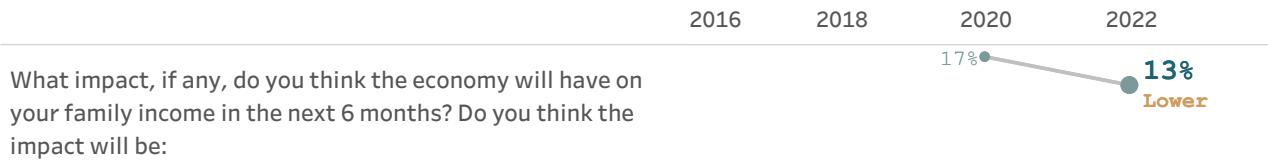




**Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)**

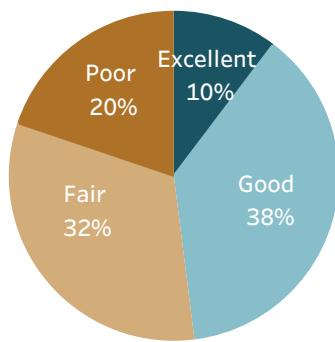


**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Grand Traverse County, 2022



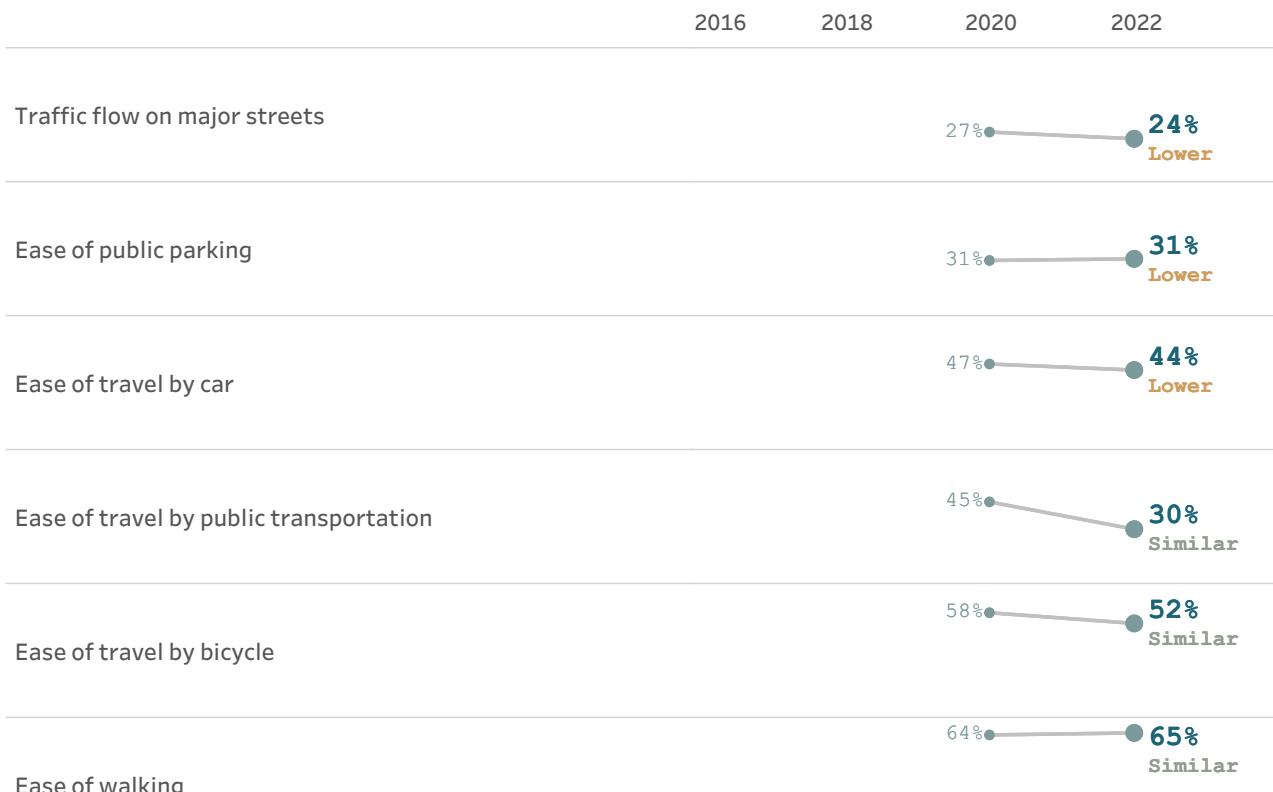
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)

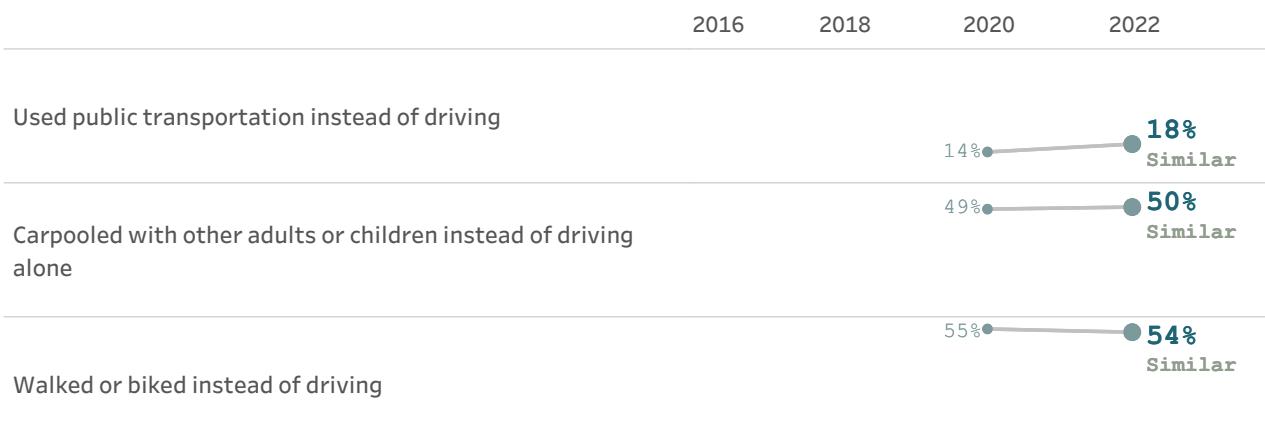


Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)



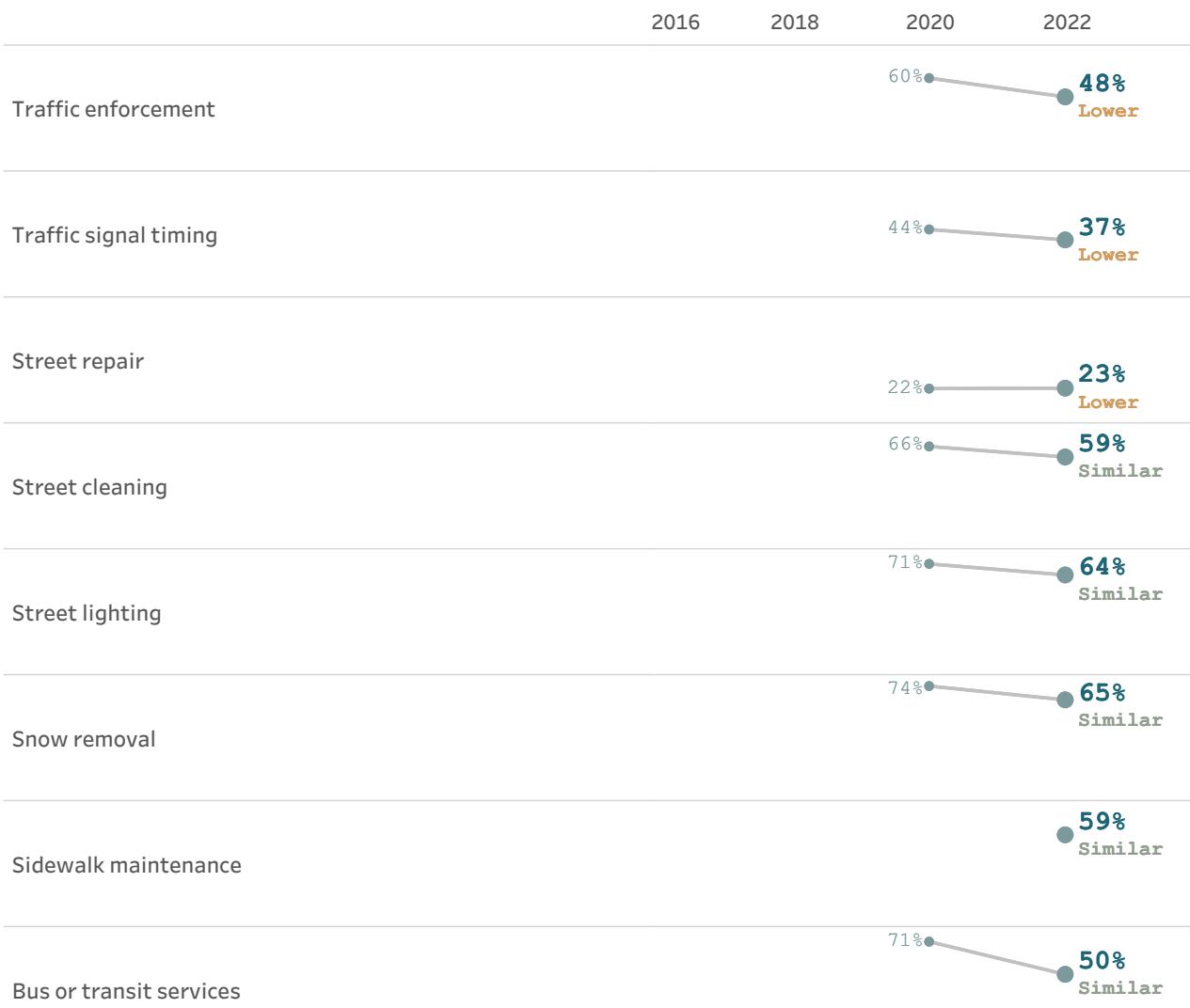
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



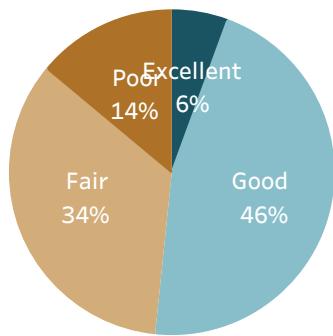
Please rate the quality of each of the following services in Grand Traverse County.

(% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

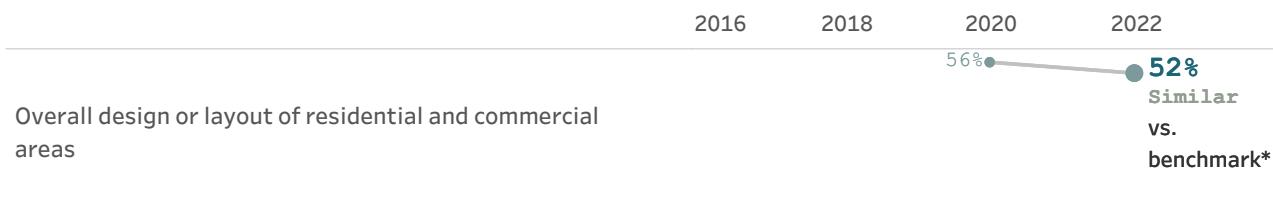
Overall design or layout of Grand
Traverse County's residential
and commercial areas, 2022



Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Grand Traverse County.
(% excellent or good)



Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)



Public places where people want to spend time



Variety of housing options



Availability of affordable quality housing



Overall quality of new development



Overall appearance



Please rate the quality of each of the following services in Grand Traverse County.

(% excellent or good)

2016 2018 2020 2022

Land use, planning and zoning

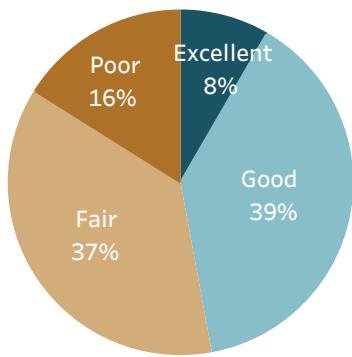


Code enforcement



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

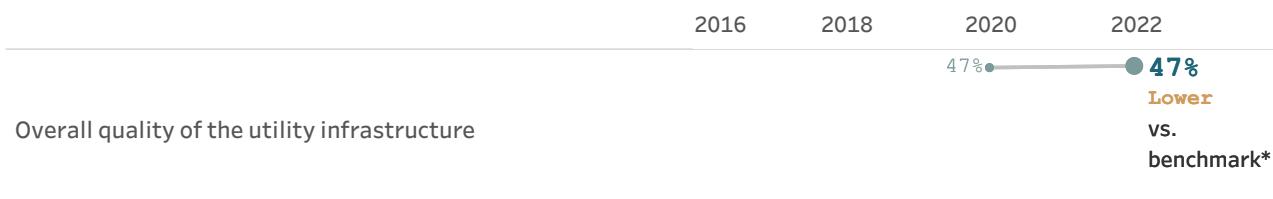
Overall quality of the utility infrastructure in Grand Traverse County, 2022



Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)



Utility billing

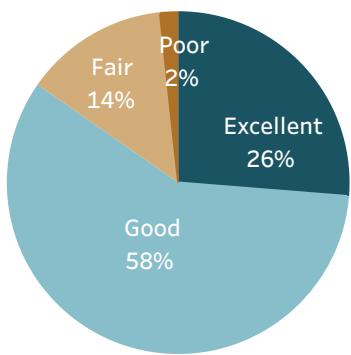
76%  68%
Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

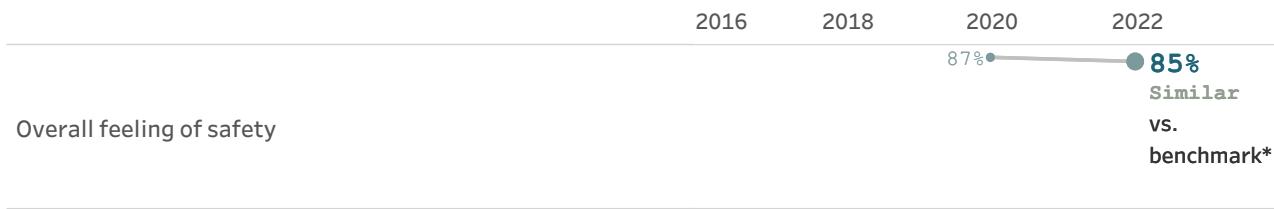
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

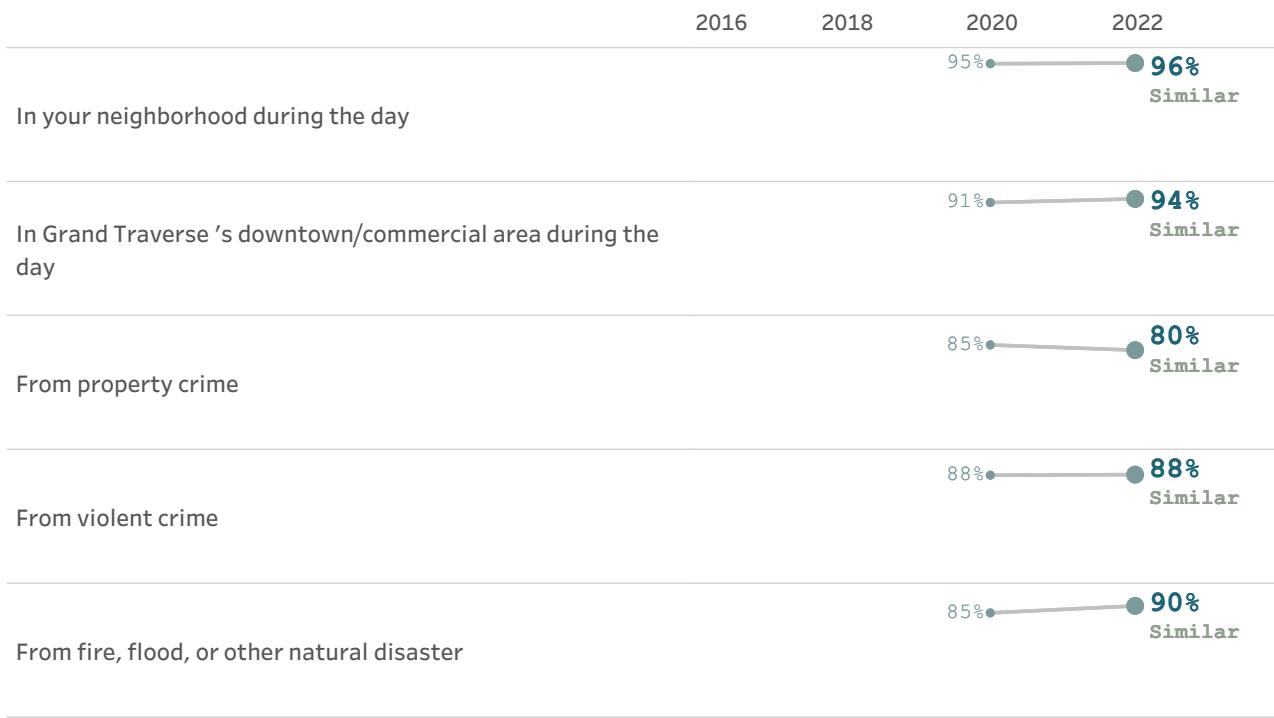
Overall feeling of safety in Grand Traverse County, 2022



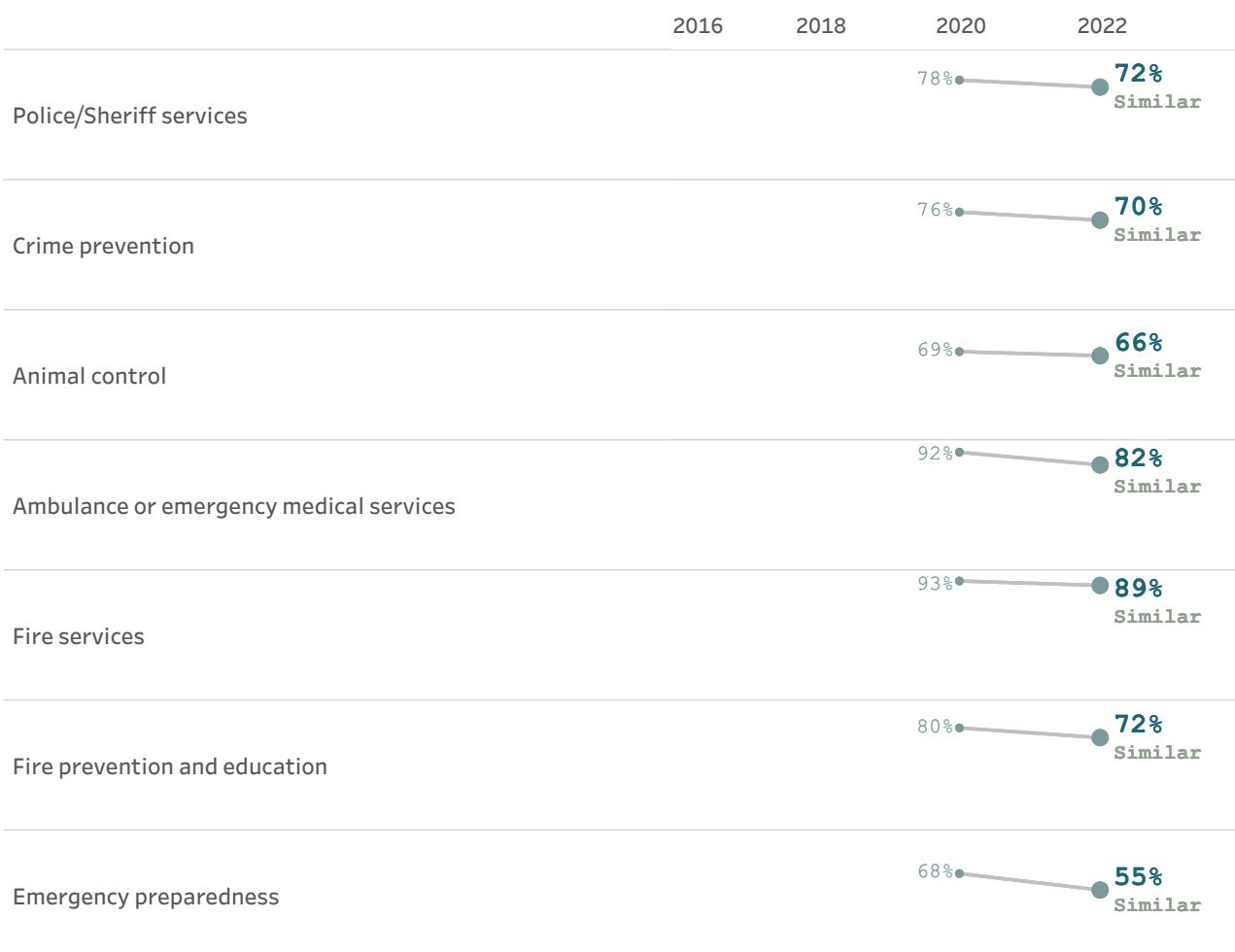
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)

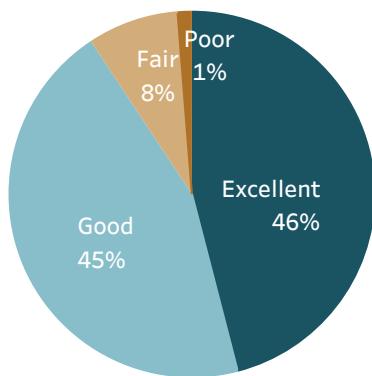


**Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

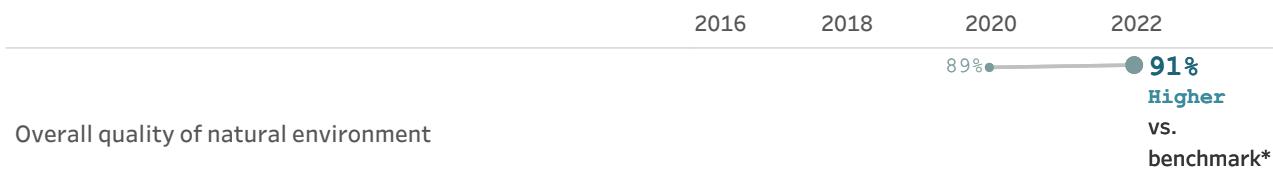
Overall quality of natural environment in Grand Traverse County, 2022



Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

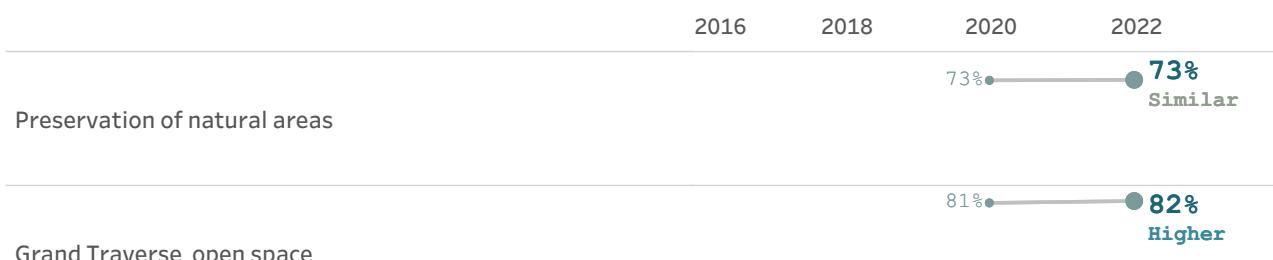
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)



Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)



Recycling

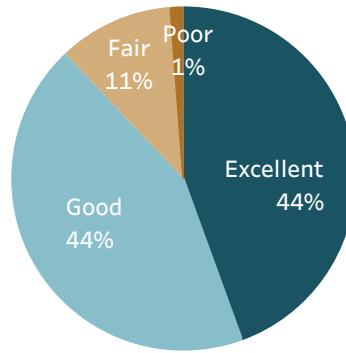
80%  72%
Similar

Yard waste pick-up

65%  57%
Lower

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2022



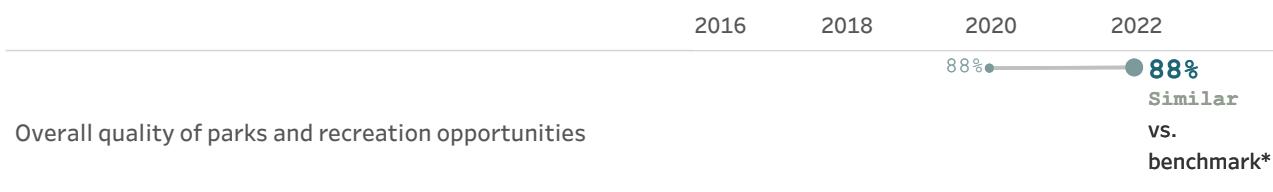
Parks and recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.

(% excellent or good)



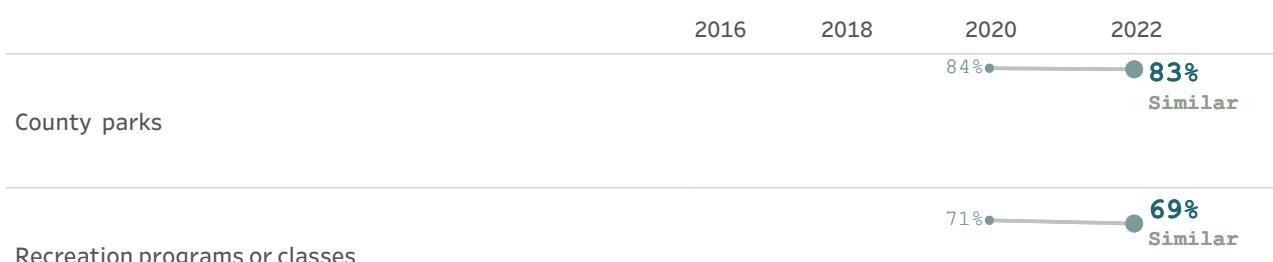
Please also rate each of the following in the Grand Traverse County community.

(% excellent or good)



Please rate the quality of each of the following services in Grand Traverse County.

(% excellent or good)

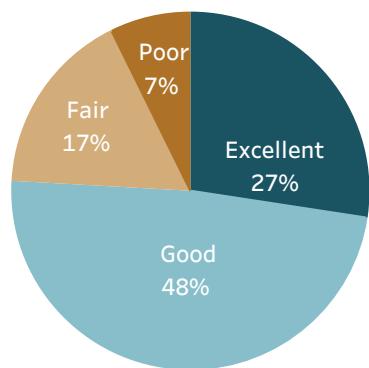


Recreation centers or facilities

67%  **64%**
Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

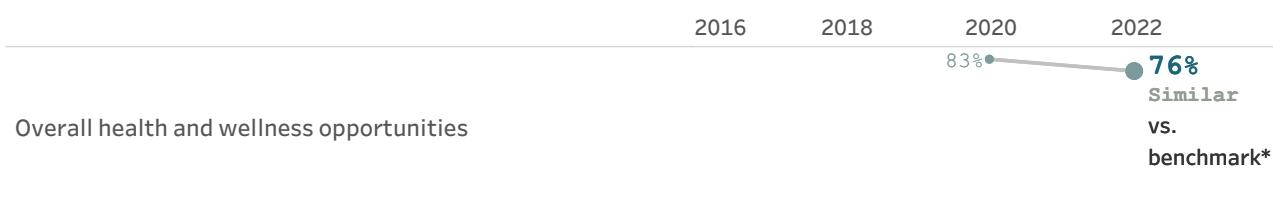
Overall health and wellness opportunities in Grand Traverse County, 2022



Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

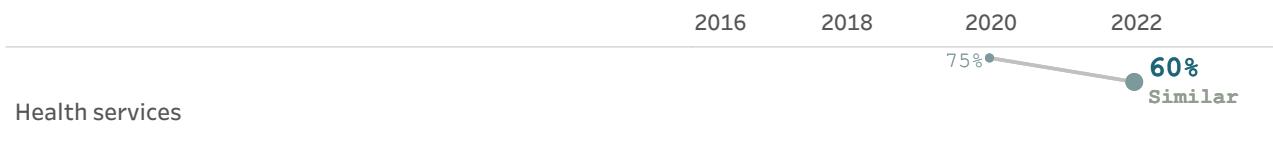
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



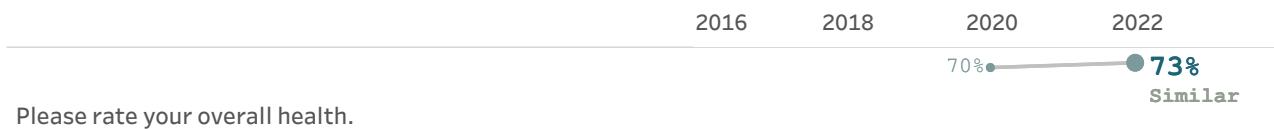
Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)



Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)



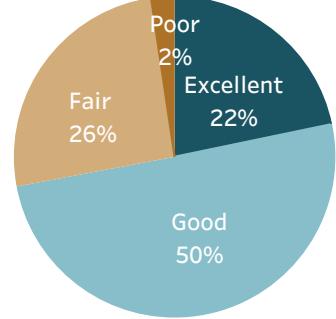
**Please rate your overall health.
(% excellent or very good)**



Please rate your overall health.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

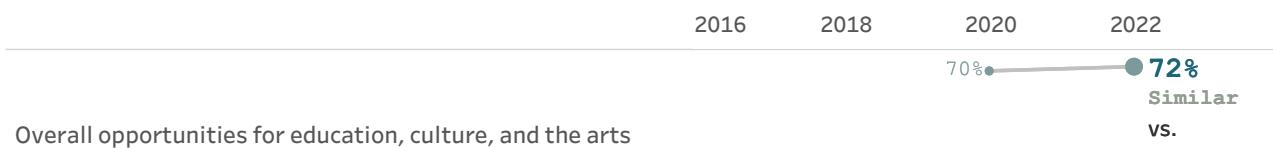
Overall opportunities for education, culture and the arts, 2022



Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)

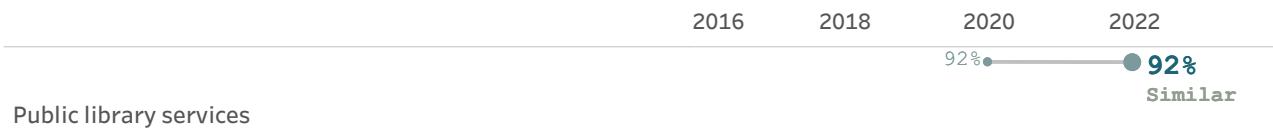


Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)



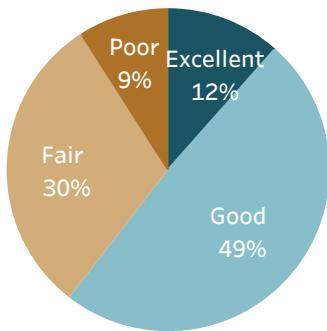
Please rate the quality of each of the following services in Grand Traverse County.

(% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

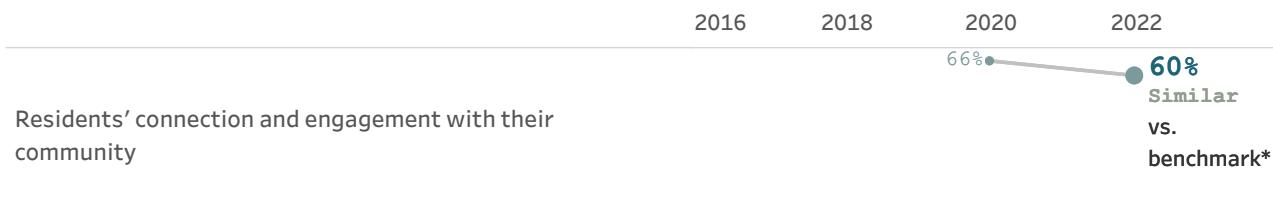
Residents' connection and engagement with their community, 2022



Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)

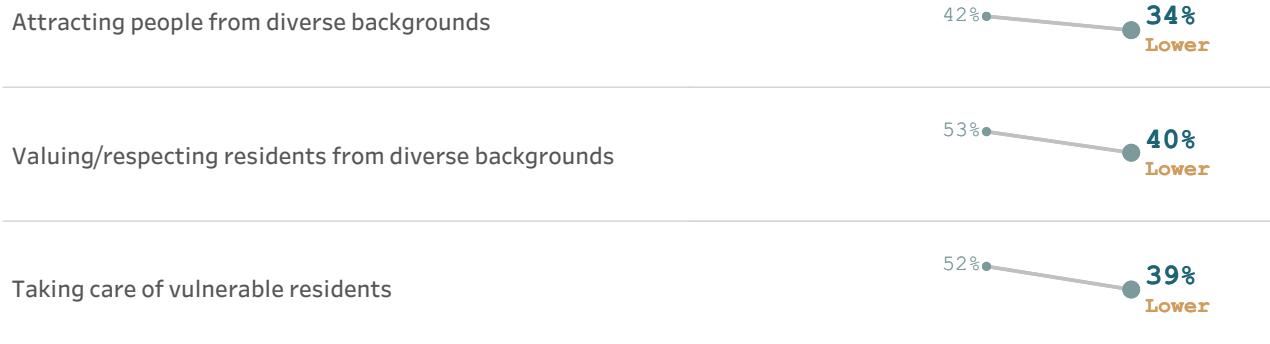


Please rate each of the following aspects of quality of life in Grand Traverse County.
(% excellent or good)

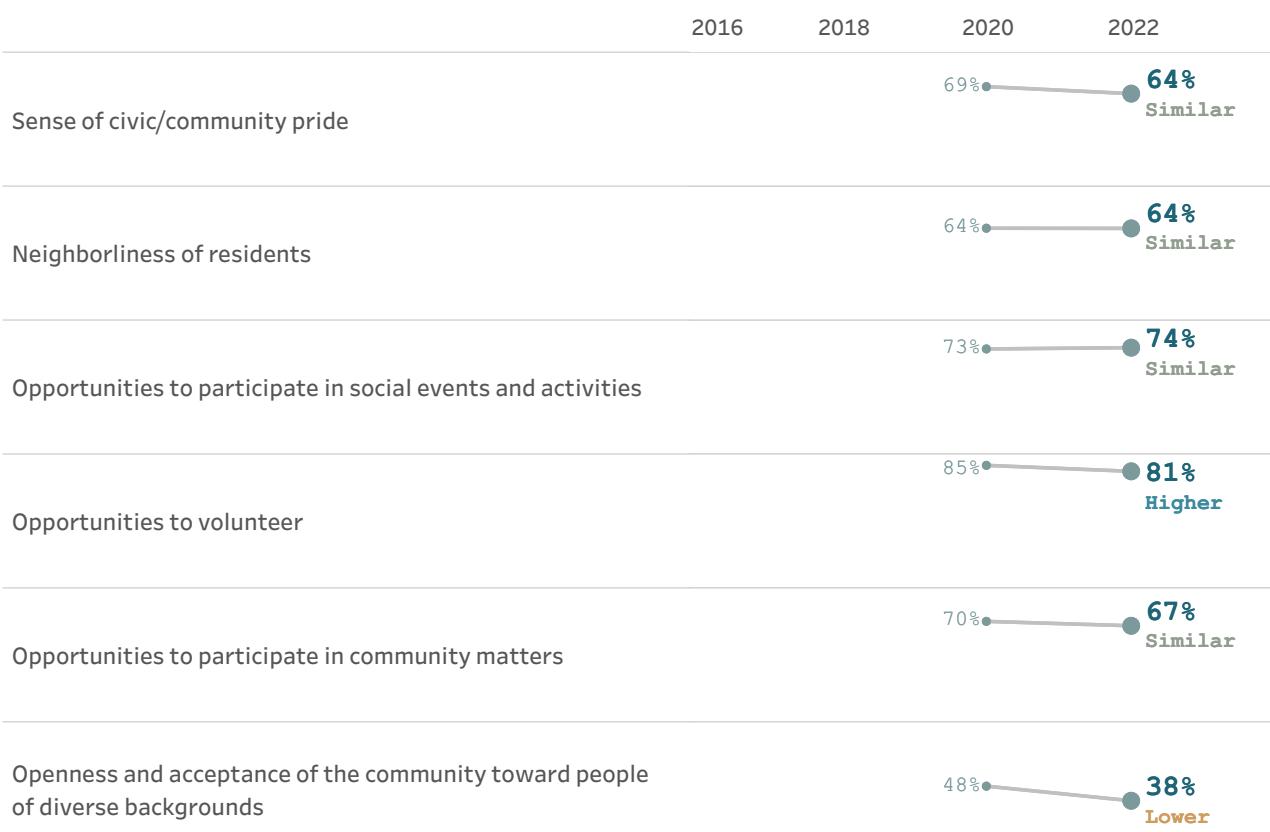


Please rate the job you feel the Grand Traverse County community does at each of the following.
(% excellent or good)





Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)

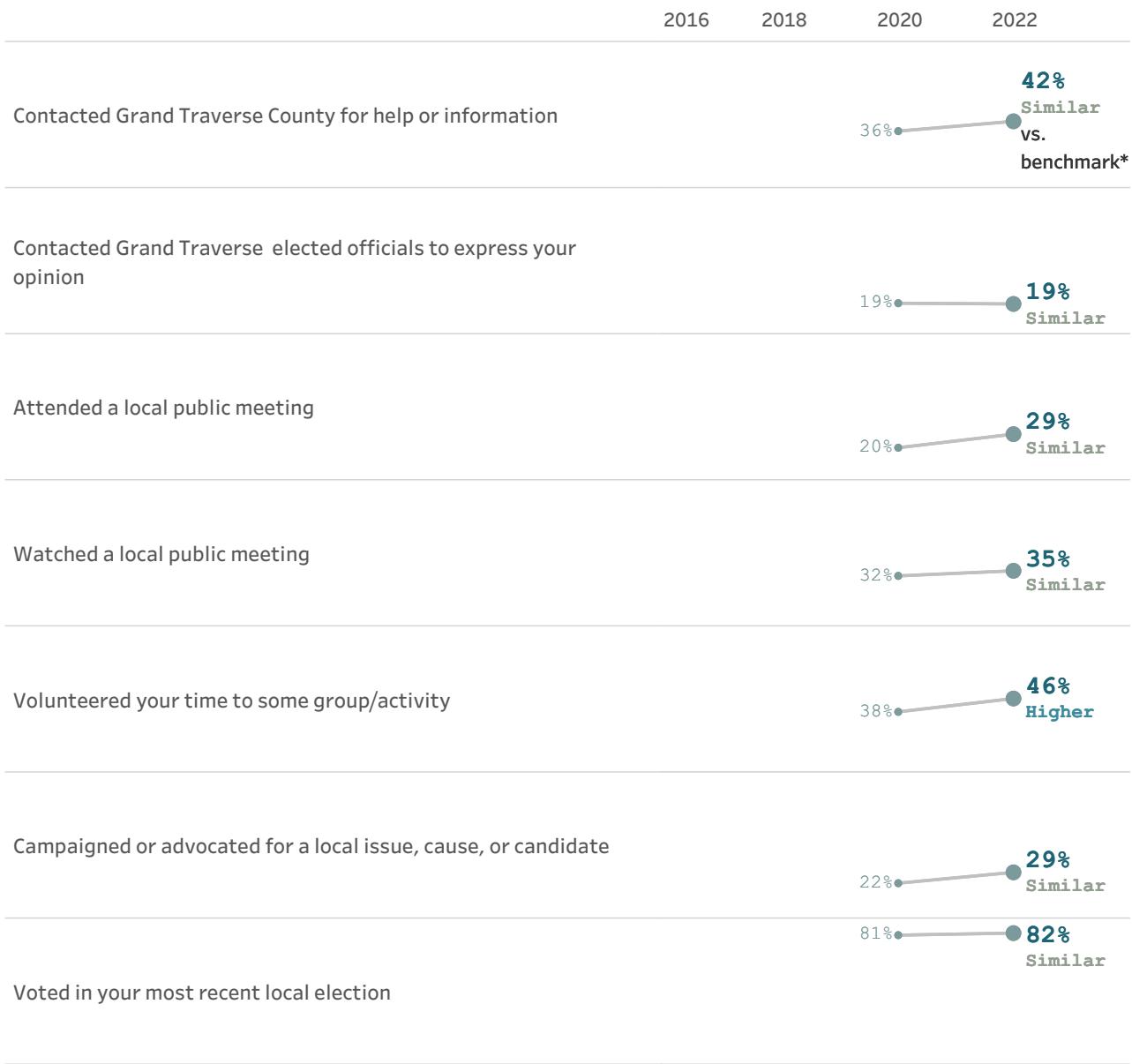


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

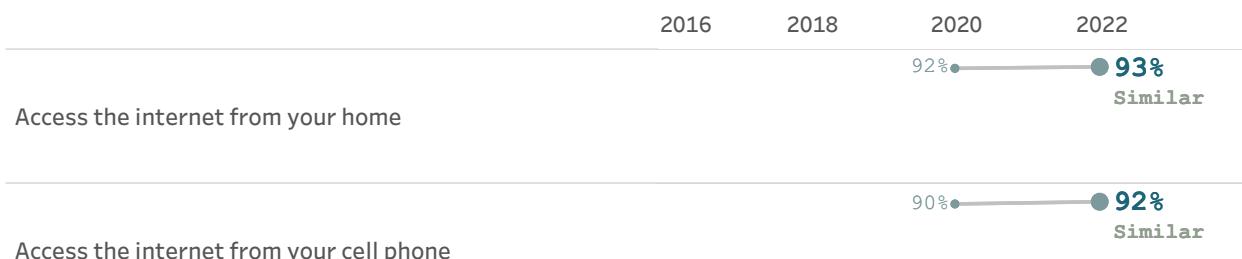
Residents' participation levels

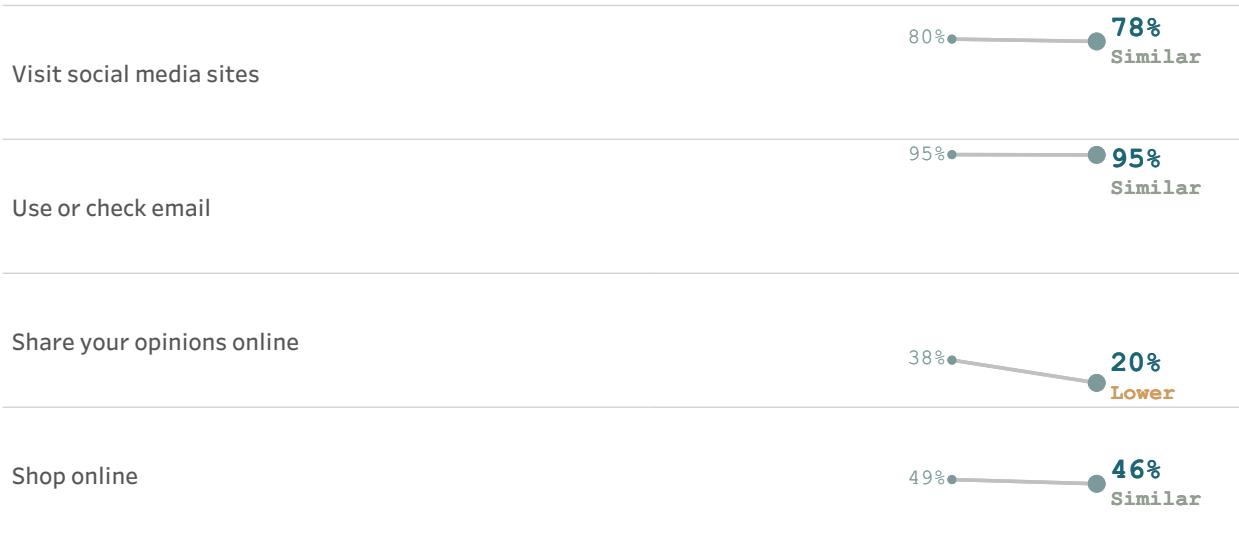
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:
(% a few times a week or more)





* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

National benchmark tables

This table contains the comparisons of Grand Traverse County's results to those from other communities. The first column shows the comparison of Grand Traverse County's rating to the benchmark. Grand Traverse County's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Grand Traverse County residents is statistically similar to or different than the benchmark. The second column is Grand Traverse County's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Grand Traverse County's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Grand Traverse County's result -- that is what percent of surveyed communities had a lower rating than Grand Traverse County.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Grand Traverse County.	Grand Traverse as a place to live	Similar	85%	190	358	47
	Your neighborhood as a place to live	Similar	86%	139	310	55
	Grand Traverse as a place to raise children	Similar	85%	167	362	54
	Grand Traverse as a place to work	Similar	61%	226	353	36
	Grand Traverse as a place to visit	Much higher	91%	12	311	96
	Grand Traverse as a place to retire	Similar	73%	75	358	79
	The overall quality of life	Similar	81%	193	383	49
	Sense of community	Similar	60%	168	310	46
	Overall economic health	Similar	56%	215	298	28
	Overall quality of the transportation system	Similar	48%	116	192	40
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.	Overall design or layout of residential and commercial areas	Similar	52%	232	291	20
	Overall quality of the utility infrastructure	Lower	47%	172	187	8
	Overall feeling of safety	Similar	85%	175	348	50
	Overall quality of natural environment	Higher	91%	44	300	85
	Overall quality of parks and recreation opportunities	Similar	88%	48	192	75
	Overall health and wellness opportunities	Similar	76%	130	293	55
	Overall opportunities for education, culture, and the arts	Similar	72%	101	295	66
	Residents' connection and engagement with their community	Similar	60%	87	189	54

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Grand Traverse to someone who asks	Similar	80%	227	302	25
	Remain in Grand Traverse for the next five years	Similar	87%	80	299	73
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	96%	82	329	75
	In Grand Traverse 's downtown/commercial area during the day	Similar	94%	124	313	60
Please rate the job you feel the Grand Traverse County community does at each of the following.	From property crime	Similar	80%	69	197	65
	From violent crime	Similar	88%	75	197	62
Please rate each of the following in the Grand Traverse County community.	From fire, flood, or other natural disaster	Similar	90%	23	187	88
	Making all residents feel welcome	Similar	61%	155	195	21
Please also rate each of the following in the Grand Traverse County community.	Attracting people from diverse backgrounds	Lower	34%	183	192	5
	Valuing/respecting residents from diverse backgrounds	Lower	40%	187	193	3
Please rate each of the following in the Grand Traverse County community.	Taking care of vulnerable residents	Lower	39%	162	189	14
	Overall quality of business and service establishments	Similar	79%	93	299	69
Please also rate each of the following in the Grand Traverse County community.	Variety of business and service establishments	Similar	68%	66	189	65
	Vibrancy of downtown/commercial area	Much higher	82%	24	279	91
Please also rate each of the following in the Grand Traverse County community.	Employment opportunities	Similar	45%	158	314	50
	Shopping opportunities	Similar	66%	98	305	68
Please also rate each of the following in the Grand Traverse County community.	Cost of living	Much lower	13%	276	292	5
	Overall image or reputation	Similar	78%	164	353	53
Please also rate each of the following in the Grand Traverse County community.	Traffic flow on major streets	Lower	24%	307	325	5
	Ease of public parking	Lower	31%	258	274	6
Please also rate each of the following in the Grand Traverse County community.	Ease of travel by car	Lower	44%	290	313	7
	Ease of travel by public transportation	Similar	30%	159	274	42
Please also rate each of the following in the Grand Traverse County community.	Ease of travel by bicycle	Similar	52%	155	315	51
	Ease of walking	Similar	65%	175	316	44
Please also rate each of the following in the Grand Traverse County community.	Well-planned residential growth	Lower	24%	177	191	7
	Well-planned commercial growth	Similar	33%	135	191	29

Please also rate each of the following in the Grand

Traverse County community.

Well-designed neighborhoods	Similar	48%	136	188	28
Preservation of the historical or cultural character of the community	Similar	57%	121	187	35
Public places where people want to spend time	Similar	69%	97	286	66
Variety of housing options	Much lower	13%	288	298	3
Availability of affordable quality housing	Much lower	3%	317	320	1
Overall quality of new development	Similar	39%	264	310	15
Overall appearance	Similar	75%	183	332	45
Cleanliness	Similar	81%	151	321	53
Water resources	Much higher	87%	12	172	93
Air quality	Higher	93%	24	286	91
Availability of paths and walking trails	Higher	92%	23	316	93
Fitness opportunities	Higher	86%	35	286	88
Recreational opportunities	Higher	86%	23	307	92
Availability of affordable quality food	Similar	52%	224	281	20
Availability of affordable quality health care	Similar	51%	210	290	27
Availability of preventive health services	Similar	55%	202	276	27
Availability of affordable quality mental health care	Lower	22%	258	277	7
Opportunities to attend cultural/arts/music activities	Higher	70%	61	303	80
Community support for the arts	Higher	74%	35	188	81
Availability of affordable quality childcare/preschool	Much lower	13%	286	288	1
K-12 education	Similar	70%	170	290	41
Adult educational opportunities	Similar	68%	72	283	74
Sense of civic/community pride	Similar	64%	88	188	53
Neighborliness of residents	Similar	64%	167	288	42
Opportunities to participate in social events and activities	Similar	74%	60	295	80
Opportunities to attend special events and festivals	Higher	81%	34	292	88

Please also rate each of the following in the Grand Traverse County community.	Opportunities to volunteer	Higher	81%	26	291	91
	Opportunities to participate in community matters	Similar	67%	98	293	66
	Openness and acceptance of the community toward people of diverse backgrounds	Lower	38%	298	310	4
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the County of Grand Traverse for help or information	Similar	42%	219	328	33
	Contacted Grand Traverse elected officials to express your opinion	Similar	19%	88	286	69
	Attended a local public meeting	Similar	29%	29	289	90
	Watched a local public meeting	Similar	35%	44	270	84
	Volunteered your time to some group/activity	Higher	46%	41	292	86
	Campaigned or advocated for a local issue, cause, or candidate	Similar	29%	34	281	88
	Voted in your most recent local election	Similar	82%	48	190	75
	Used public transportation instead of driving	Similar	18%	107	261	59
	Carpooled with other adults or children instead of driving alone	Similar	50%	49	283	83
	Walked or biked instead of driving	Similar	54%	176	287	39
Please rate the quality of each of the following services in Grand Traverse County.	Public information services	Similar	58%	261	305	14
	Economic development	Similar	50%	200	299	33
	Traffic enforcement	Lower	48%	309	347	11
	Traffic signal timing	Lower	37%	280	291	4
	Street repair	Lower	23%	307	341	10
	Street cleaning	Similar	59%	206	305	32
	Street lighting	Similar	64%	180	334	46
	Snow removal	Similar	65%	151	254	40
	Sidewalk maintenance	Similar	59%	160	302	47
	Bus or transit services	Similar	50%	135	271	50
	Land use, planning and zoning	Similar	33%	254	307	17
	Code enforcement	Similar	42%	240	340	29
	Affordable high-speed internet access	Similar	40%	158	185	15

Please rate the quality of each of the following services in Grand Traverse County.	Garbage collection	Similar	77%	246	324	24
	Drinking water	Similar	79%	110	303	64
	Sewer services	Similar	71%	251	306	18
	Storm water management	Lower	45%	298	318	6
	Power (electric and/or gas) utility	Similar	77%	180	247	27
	Utility billing	Similar	68%	173	272	36
	Police/Sheriff services	Similar	72%	309	374	17
	Crime prevention	Similar	70%	212	346	39
	Animal control	Similar	66%	211	317	33
	Ambulance or emergency medical services	Similar	82%	261	312	16
	Fire services	Similar	89%	255	337	24
	Fire prevention and education	Similar	72%	237	302	21
	Emergency preparedness	Similar	55%	253	301	16
	Preservation of natural areas	Similar	73%	69	284	76
	Grand Traverse open space	Higher	82%	29	276	89
	Recycling	Similar	72%	182	326	44
	Yard waste pick-up	Lower	57%	233	282	17
	County parks	Similar	83%	171	319	46
	Recreation programs or classes	Similar	69%	184	312	41
	Recreation centers or facilities	Similar	64%	208	295	29
	Health services	Similar	60%	182	271	33
	Public library services	Similar	92%	76	316	76
	Overall customer service by Grand Traverse employees	Similar	69%	294	362	18
Please rate the following categories of Grand Traverse County government performance.	The value of services for the taxes paid to Grand Traverse	Similar	46%	250	366	31
	The overall direction that Grand Traverse is taking	Lower	39%	290	331	12
	The job Grand Traverse government does at welcoming resident involvement	Similar	41%	278	329	15

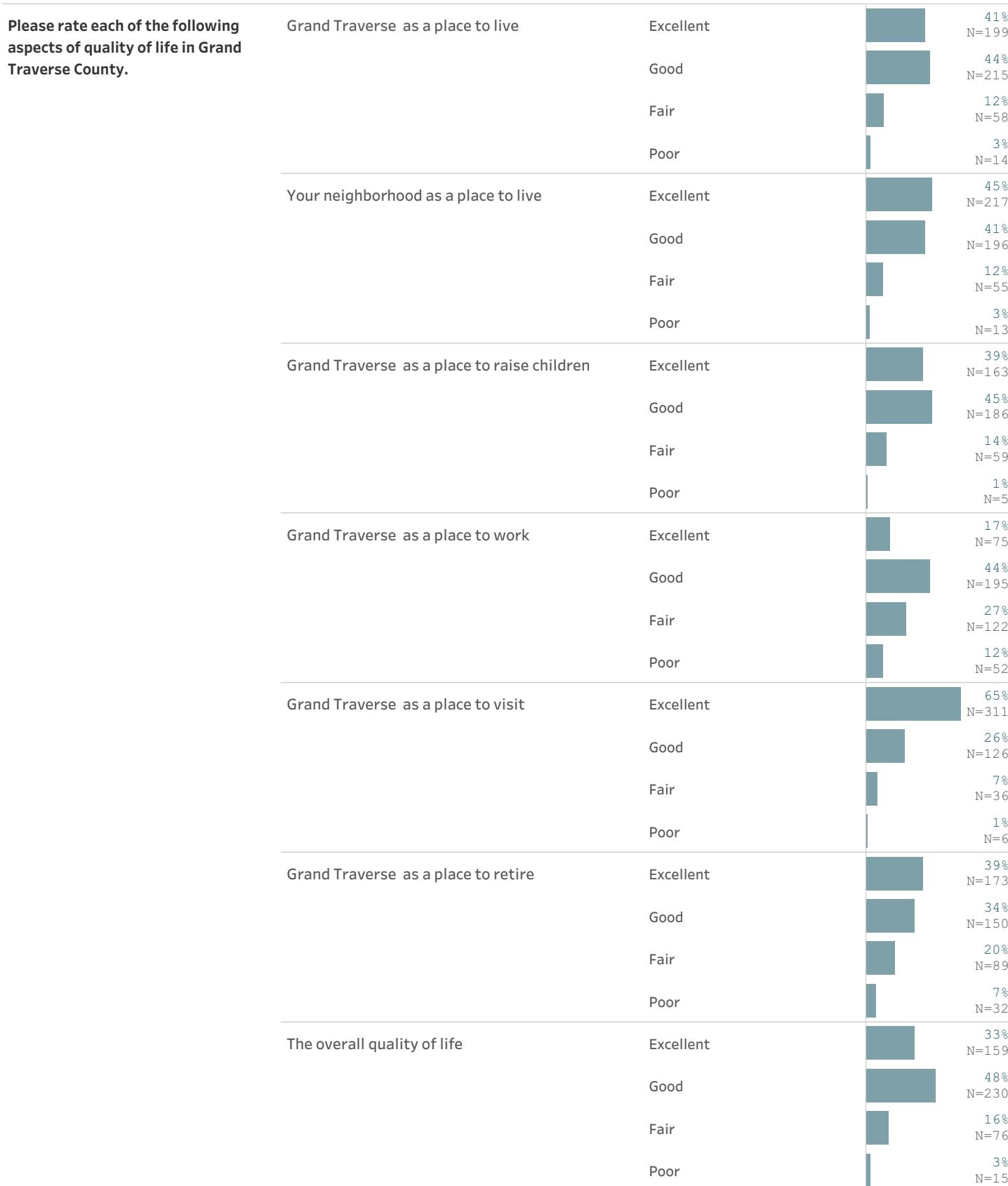
Please rate the following categories of Grand Traverse County government performance.	Overall confidence in Grand Traverse government	Lower	35%	267	296	10
	Generally acting in the best interest of the community	Lower	33%	280	300	7
	Being honest	Lower	35%	267	291	8
	Being open and transparent to the public	Lower	30%	178	194	8
	Informing residents about issues facing the community	Similar	37%	171	199	14
	Treating all residents fairly	Lower	33%	269	297	9
	Treating residents with respect	Lower	43%	176	191	8
Overall, how would you rate the quality of the services provided by each of the following?	The County of Grand Traverse	Similar	60%	307	358	14
	The Federal Government	Similar	41%	149	280	47
Please rate how important, if at all, you think it is for the Grand Traverse community to focus on each of the following in the coming two years.	Overall economic health	Similar	90%	158	274	42
	Overall quality of the transportation system	Similar	79%	39	187	79
	Overall design or layout of residential and commercial areas	Similar	78%	76	274	72
	Overall quality of the utility infrastructure	Similar	88%	57	186	69
	Overall feeling of safety	Similar	79%	262	274	4
	Overall quality of natural environment	Similar	86%	46	274	83
	Overall quality of parks and recreation opportunities	Similar	75%	139	187	26
	Overall health and wellness opportunities	Similar	76%	123	274	55
	Overall opportunities for education, culture, and the arts	Similar	66%	234	274	14
	Residents' connection and engagement with their community	Similar	69%	183	274	33
In general, how many times do you:	Access the internet from your home	Similar	93%	133	187	29
	Access the internet from your cell phone	Similar	92%	125	187	33
	Visit social media sites	Similar	78%	106	186	43
	Use or check email	Similar	95%	148	187	21
	Share your opinions online	Lower	20%	183	187	2
	Shop online	Similar	46%	163	187	13
	Please rate your overall health.	Similar	73%	101	282	64

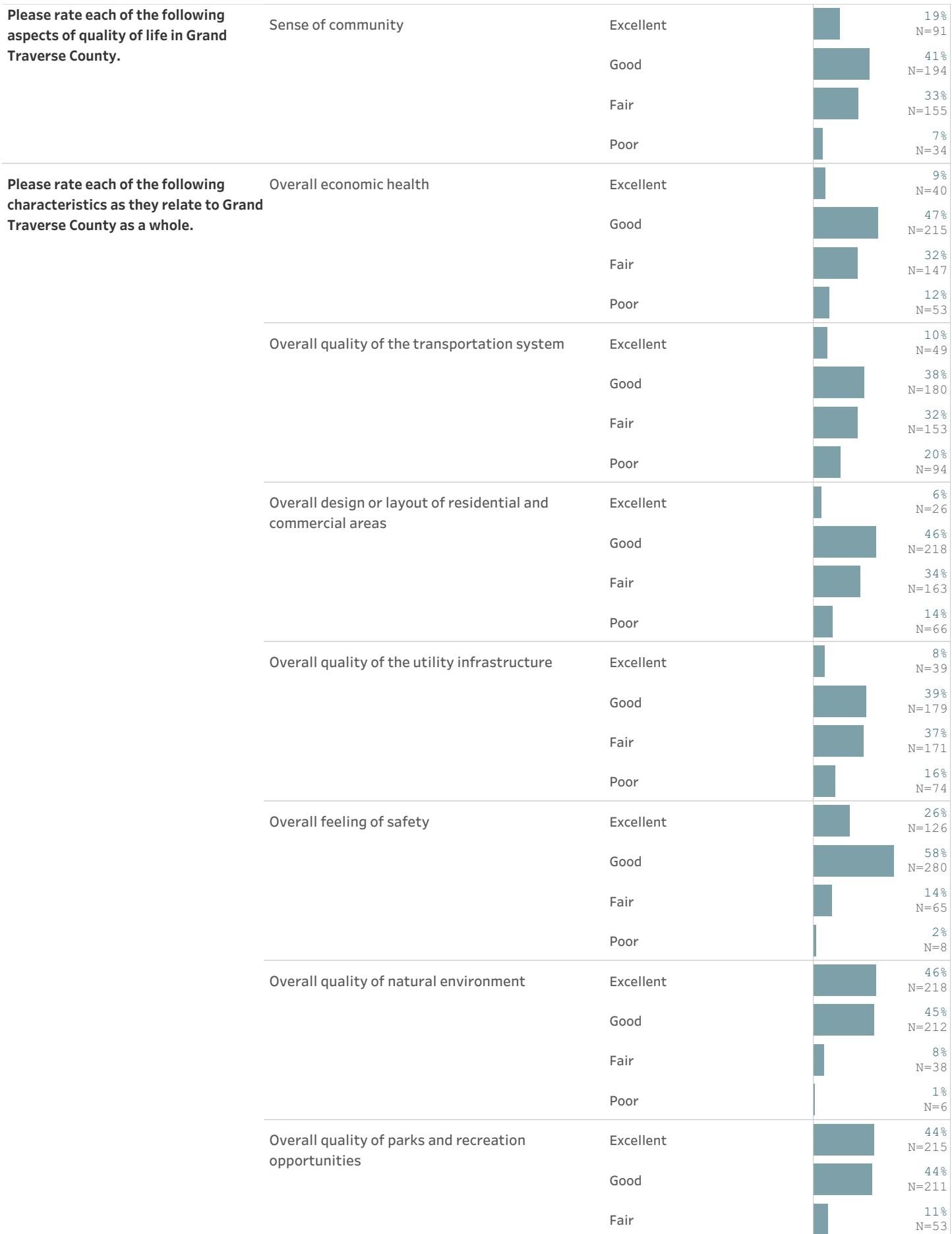
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

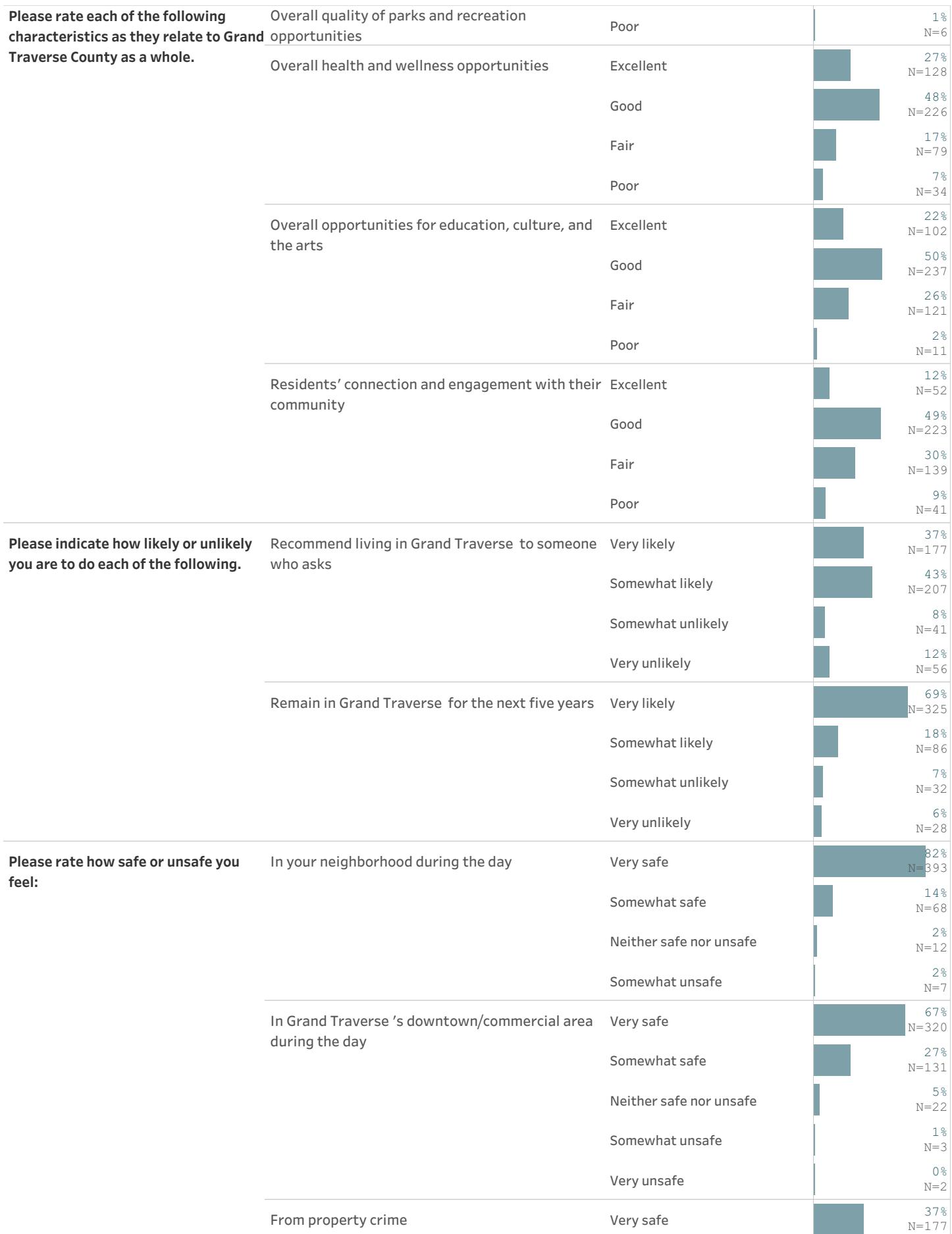
Lower	13%	263	284	7
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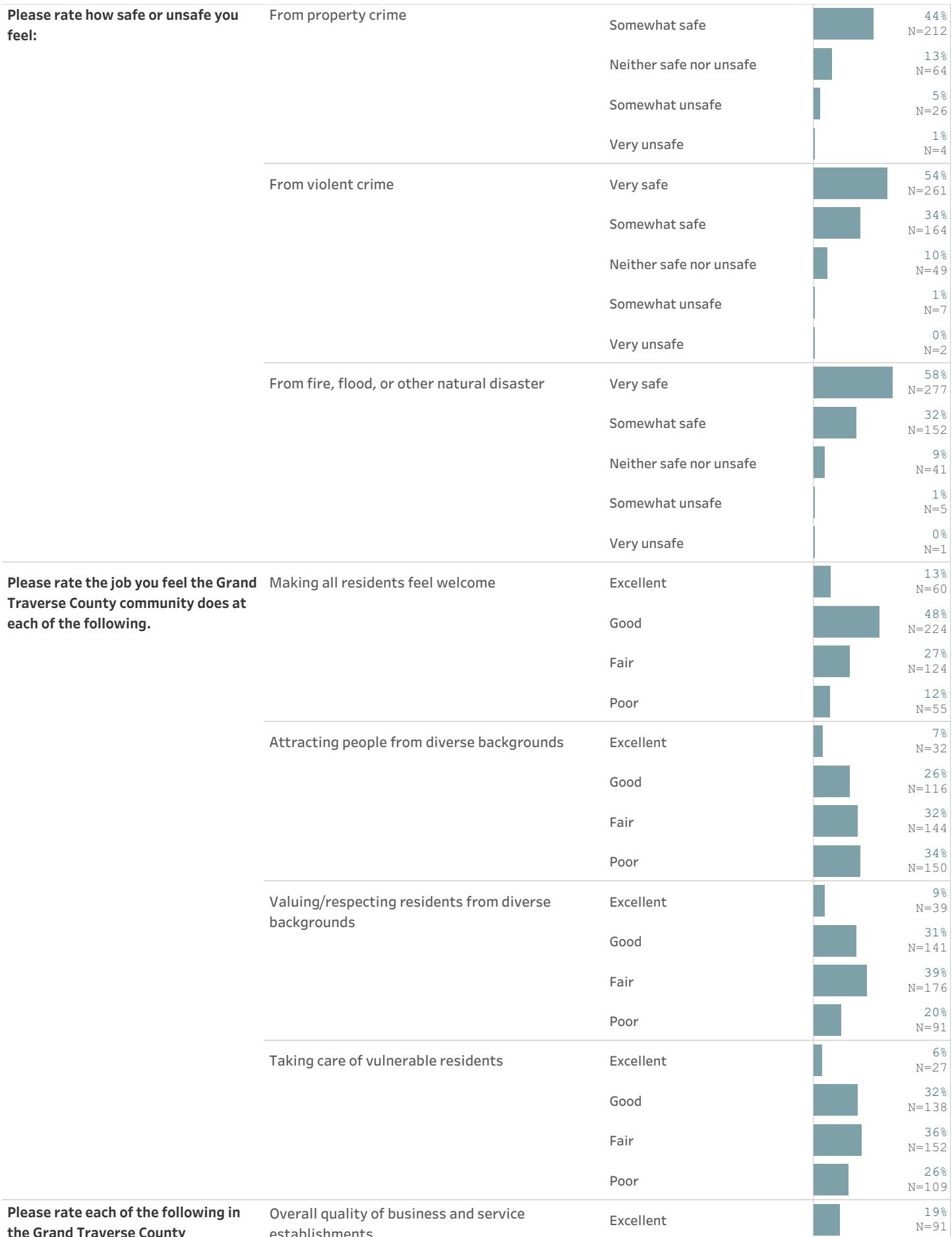
Complete set of frequencies

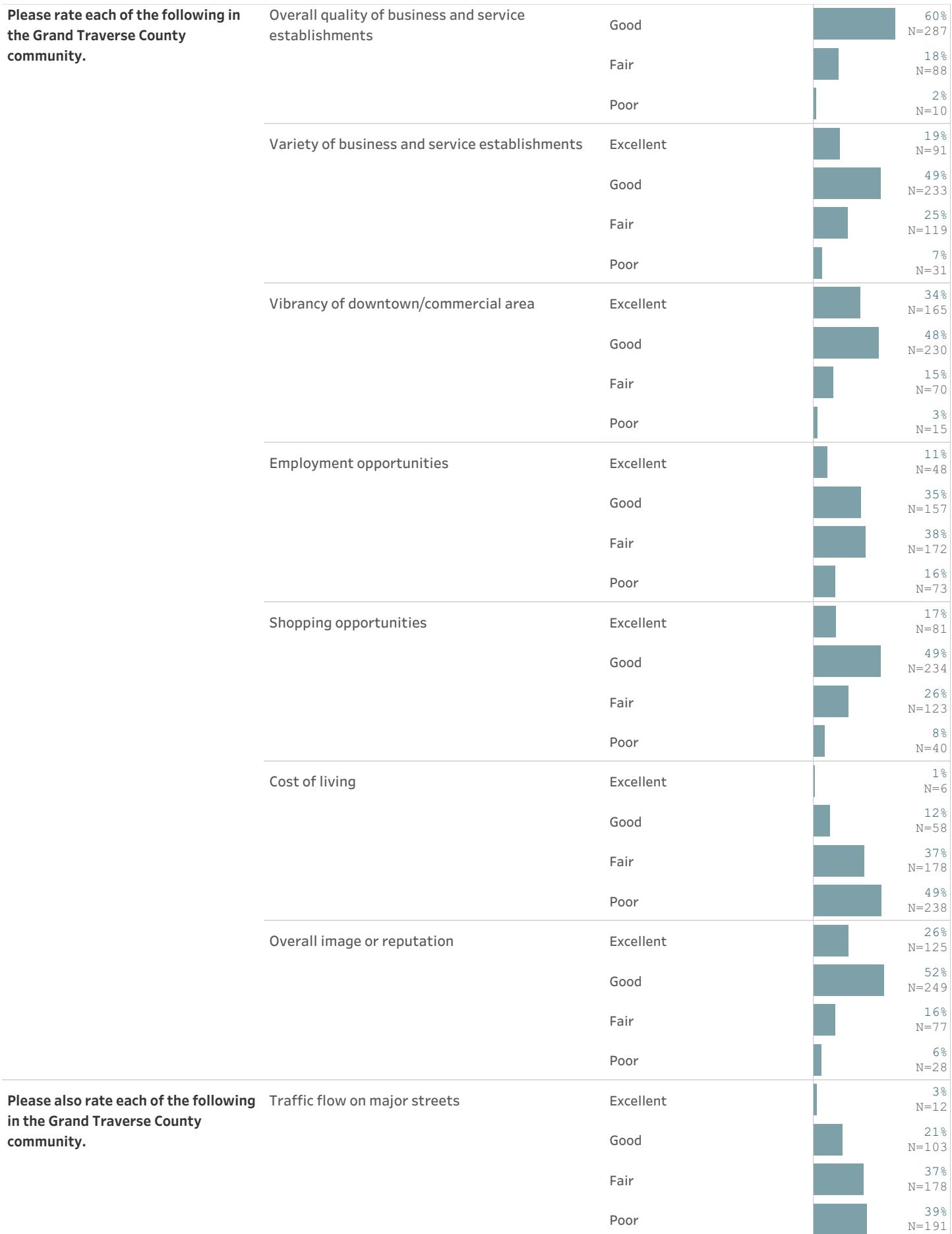
This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

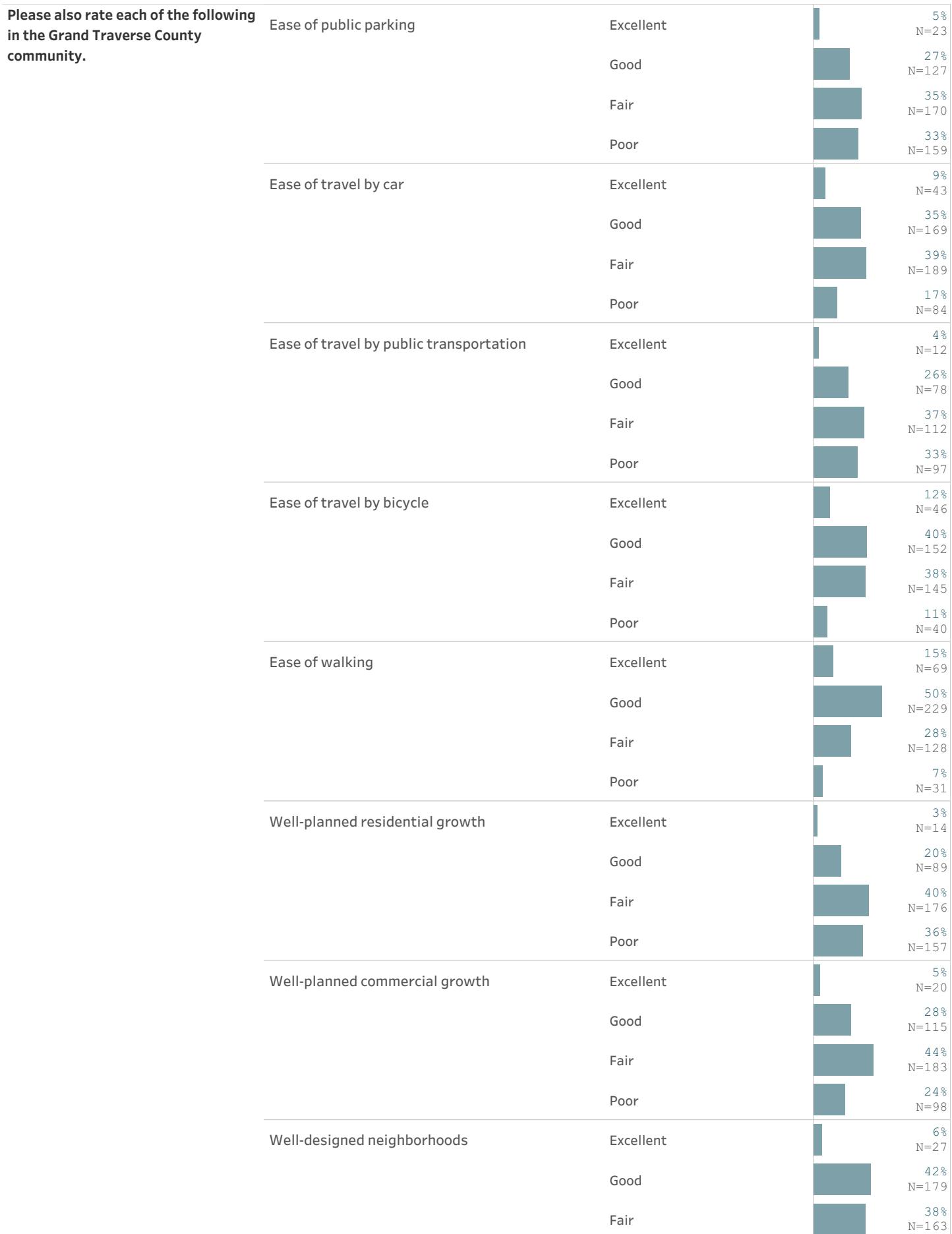


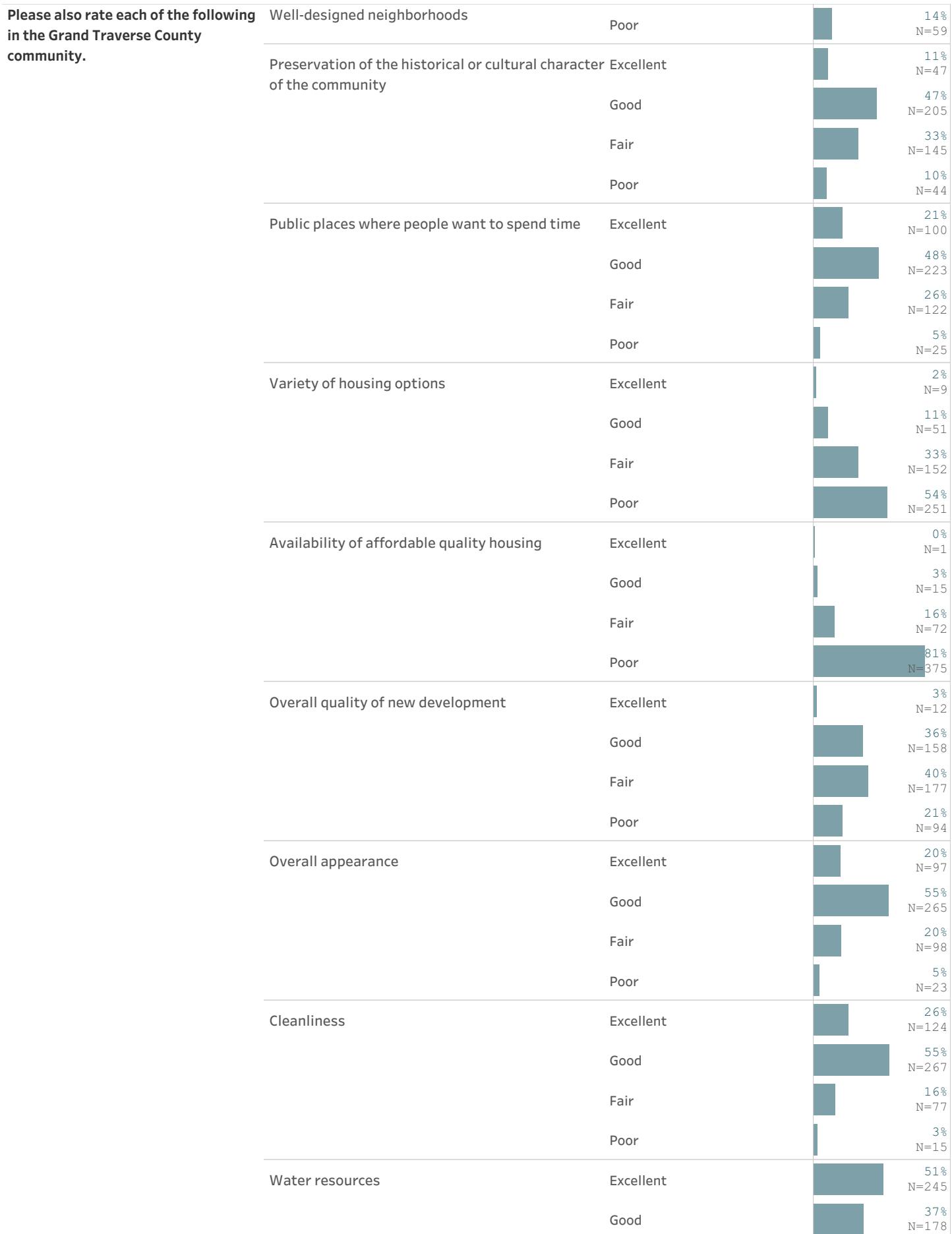




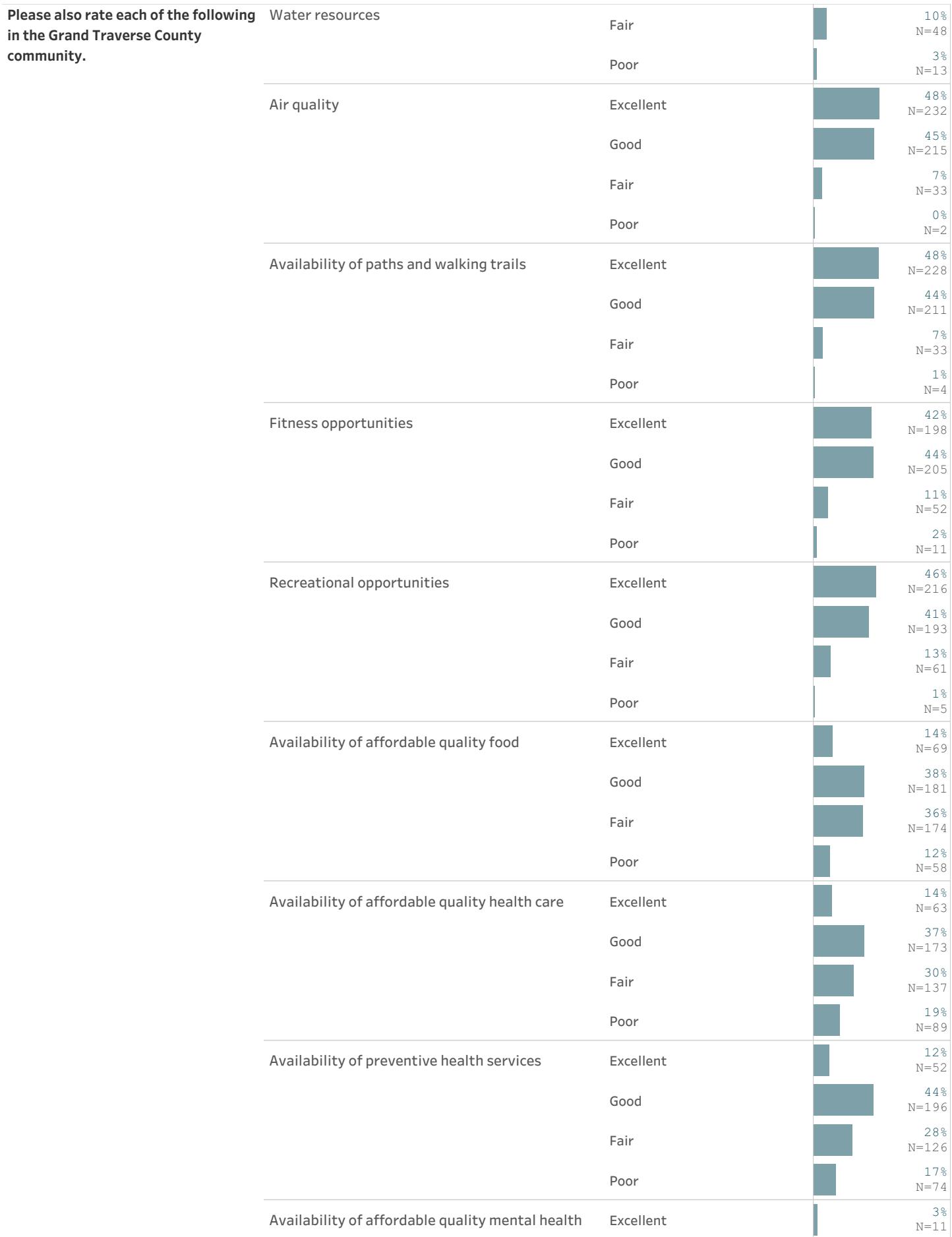


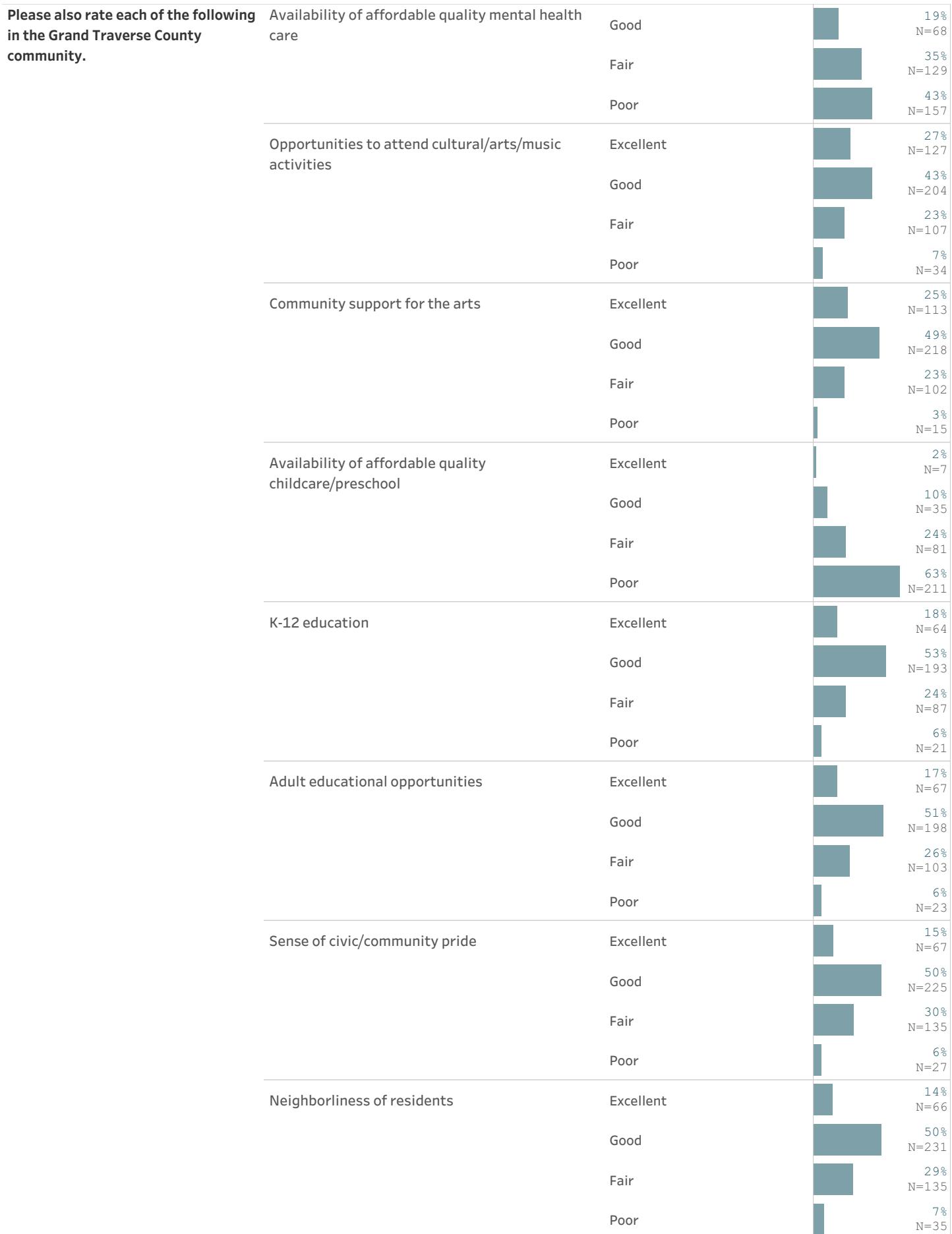


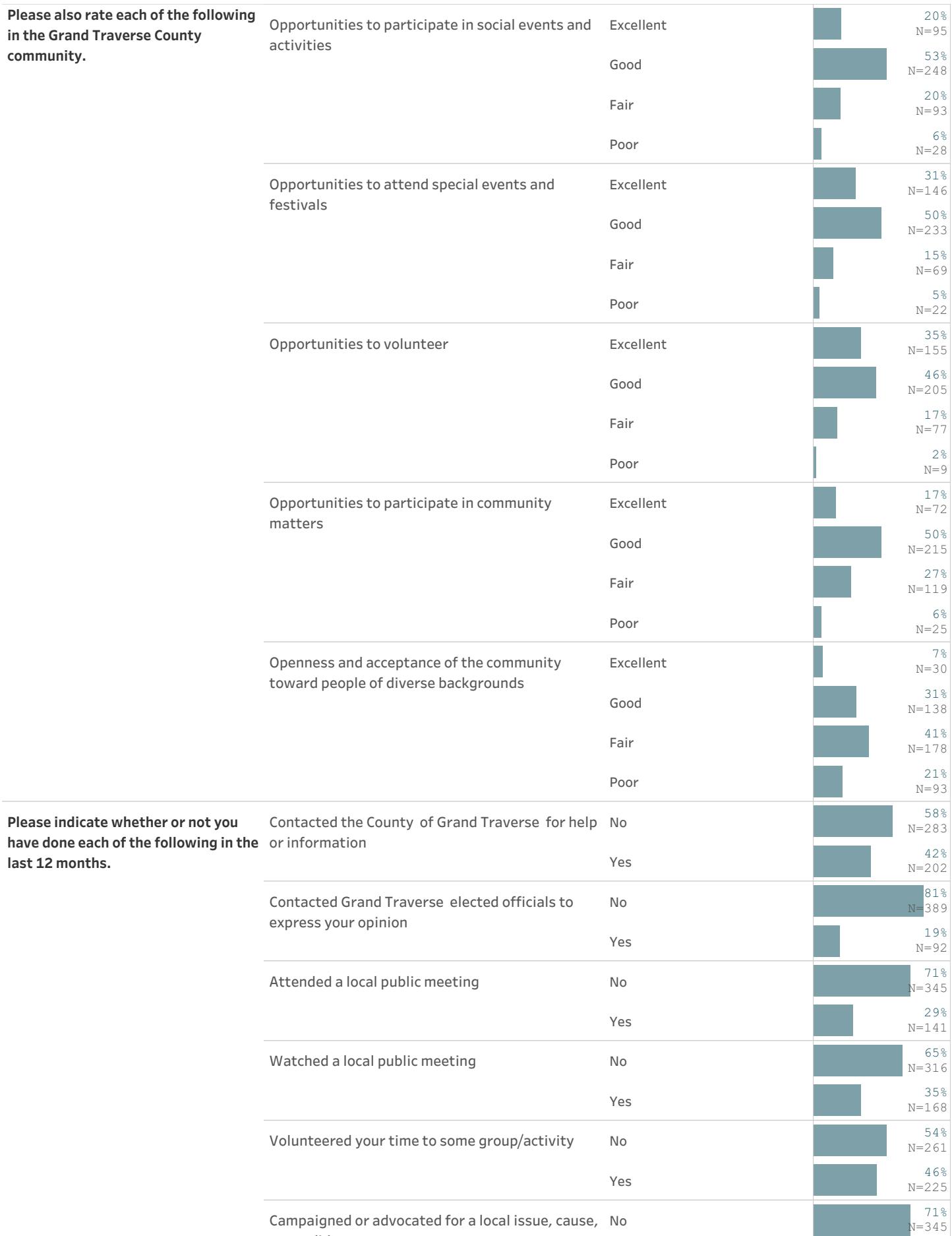


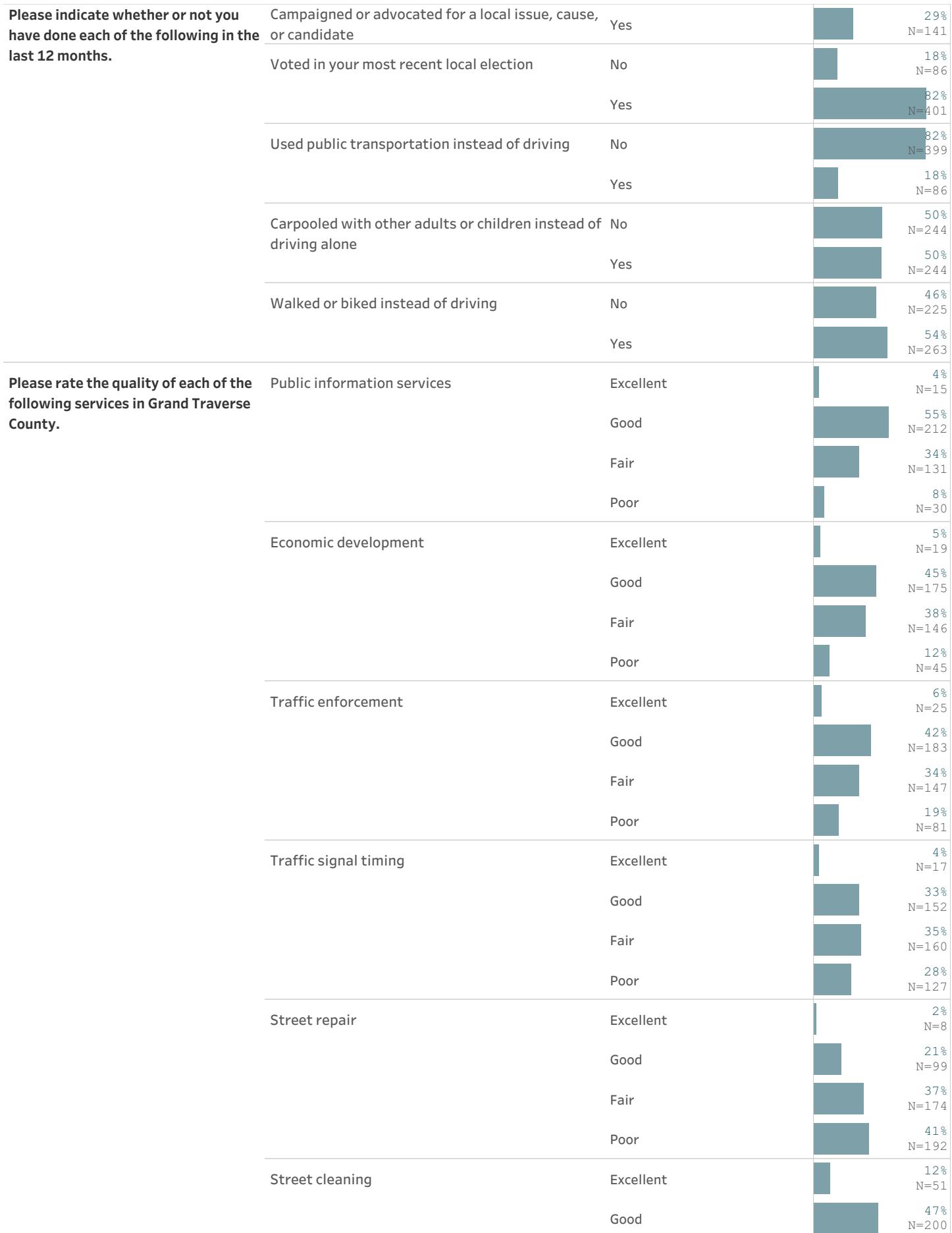


Please also rate each of the following in the Grand Traverse County community.

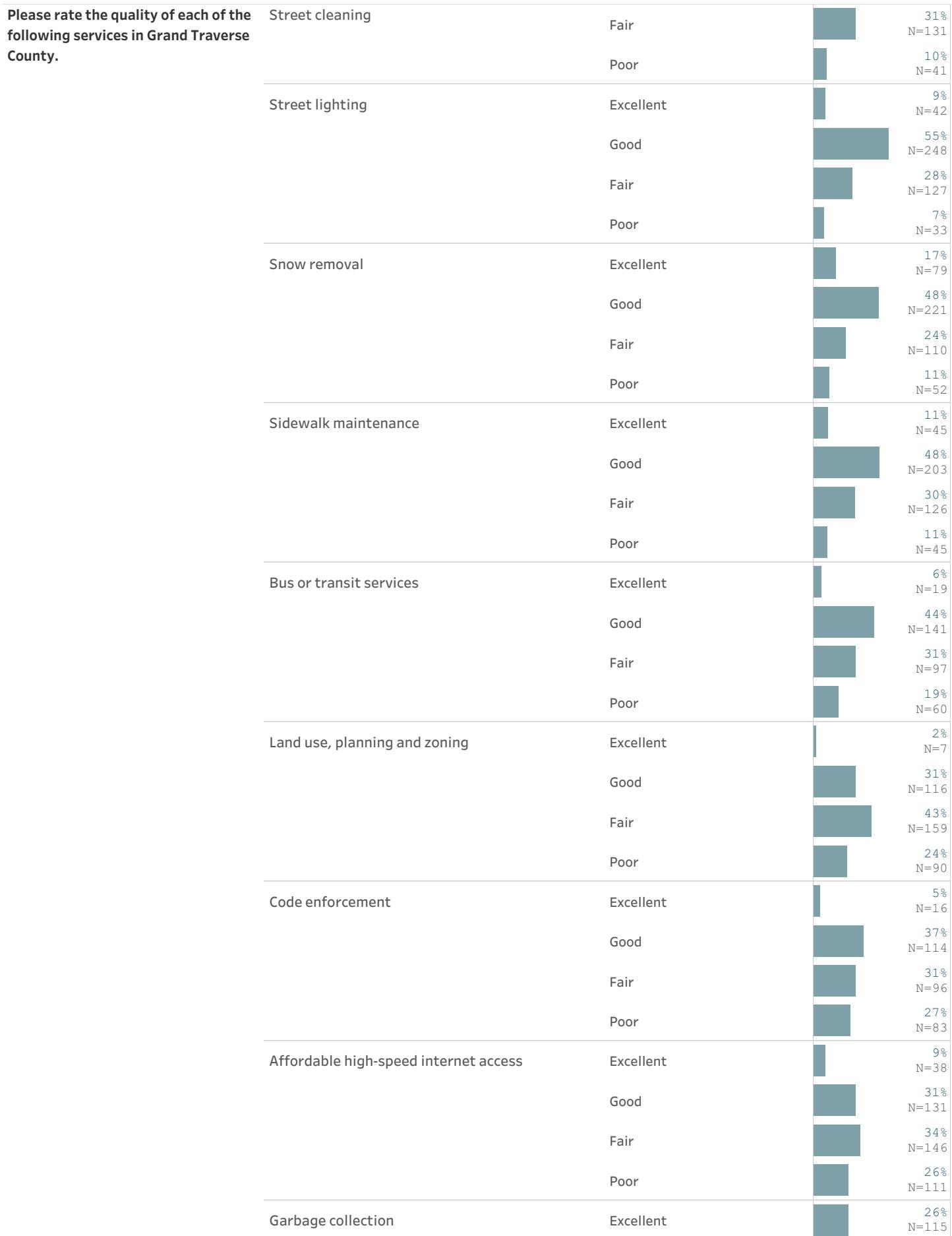




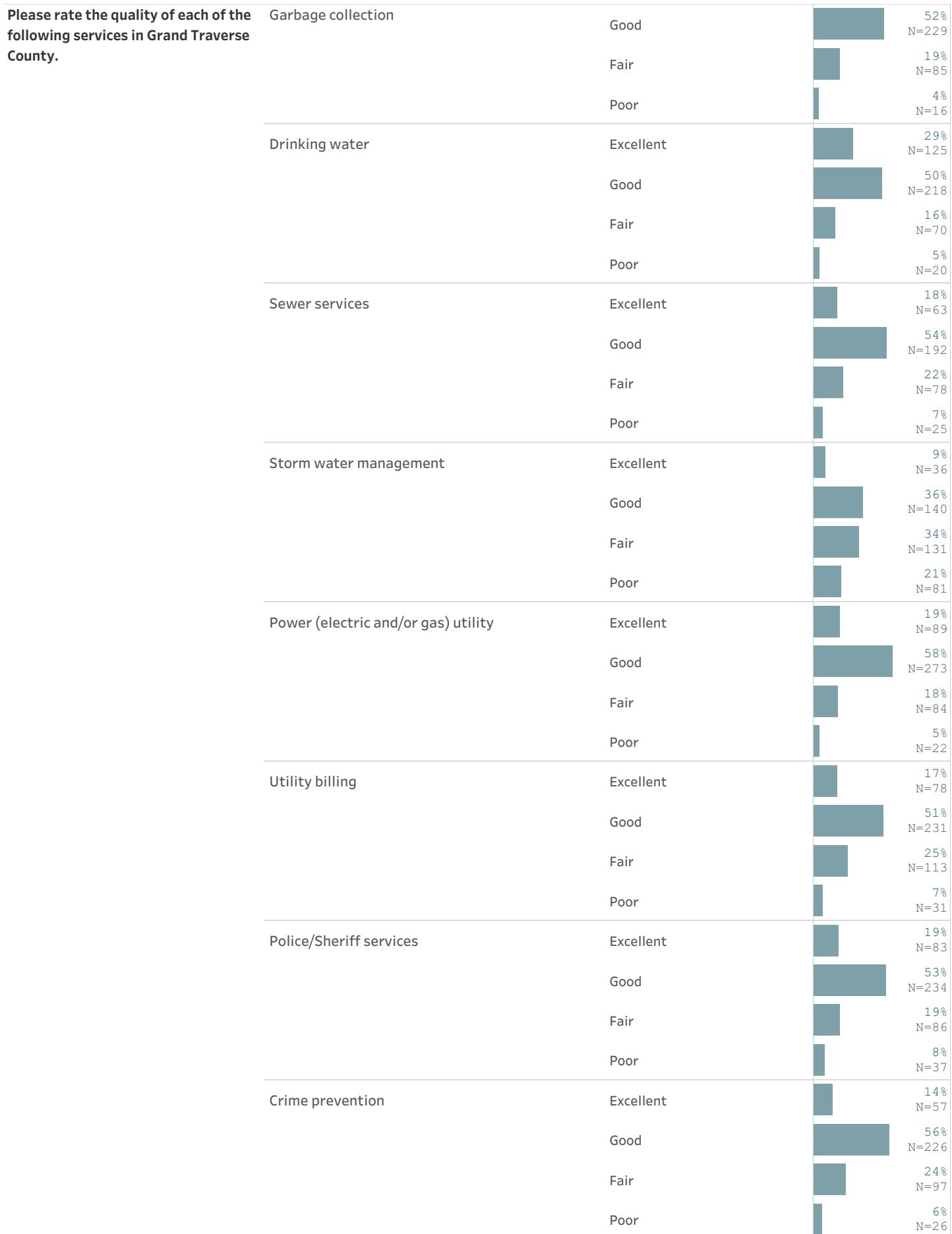




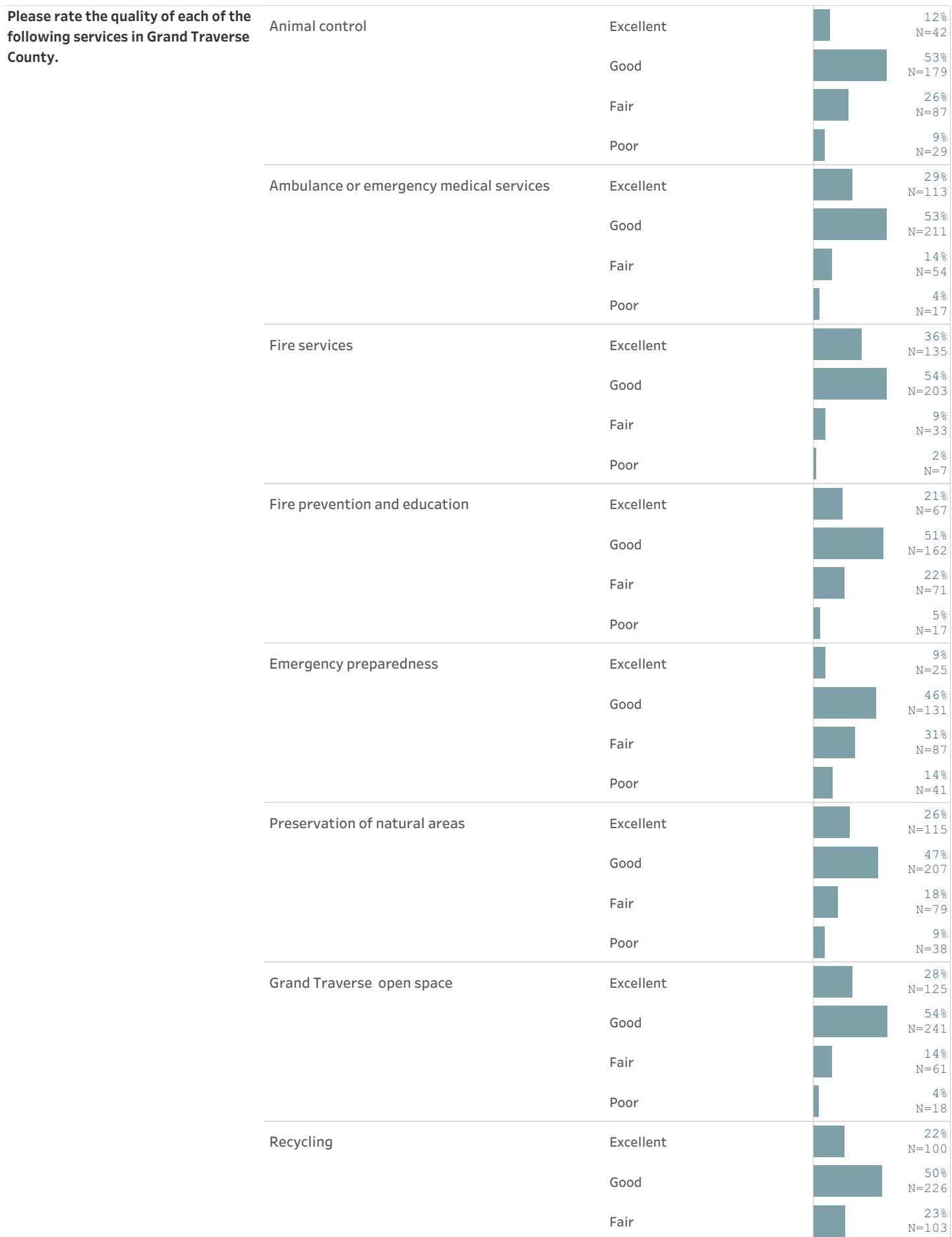
Please rate the quality of each of the following services in Grand Traverse County.



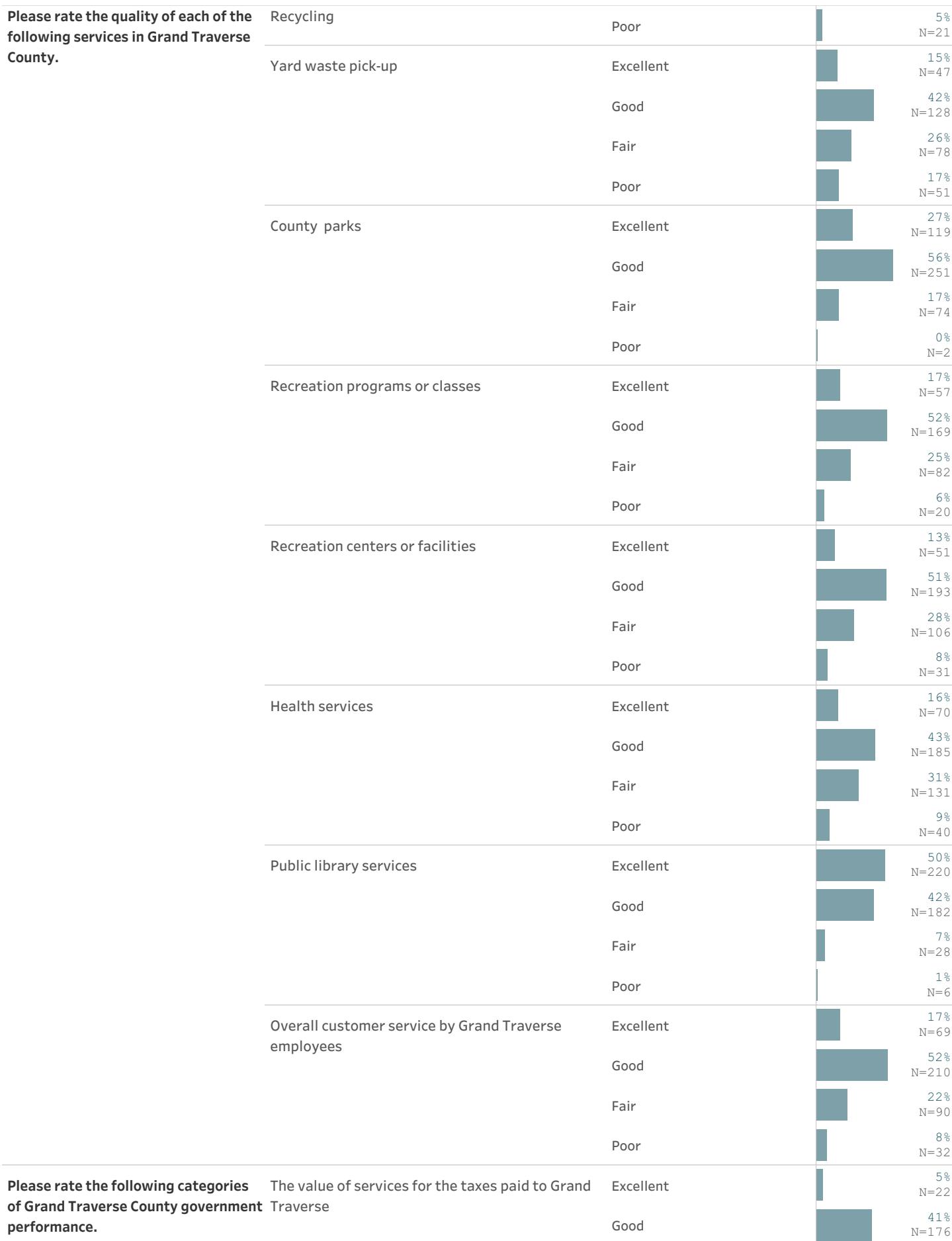
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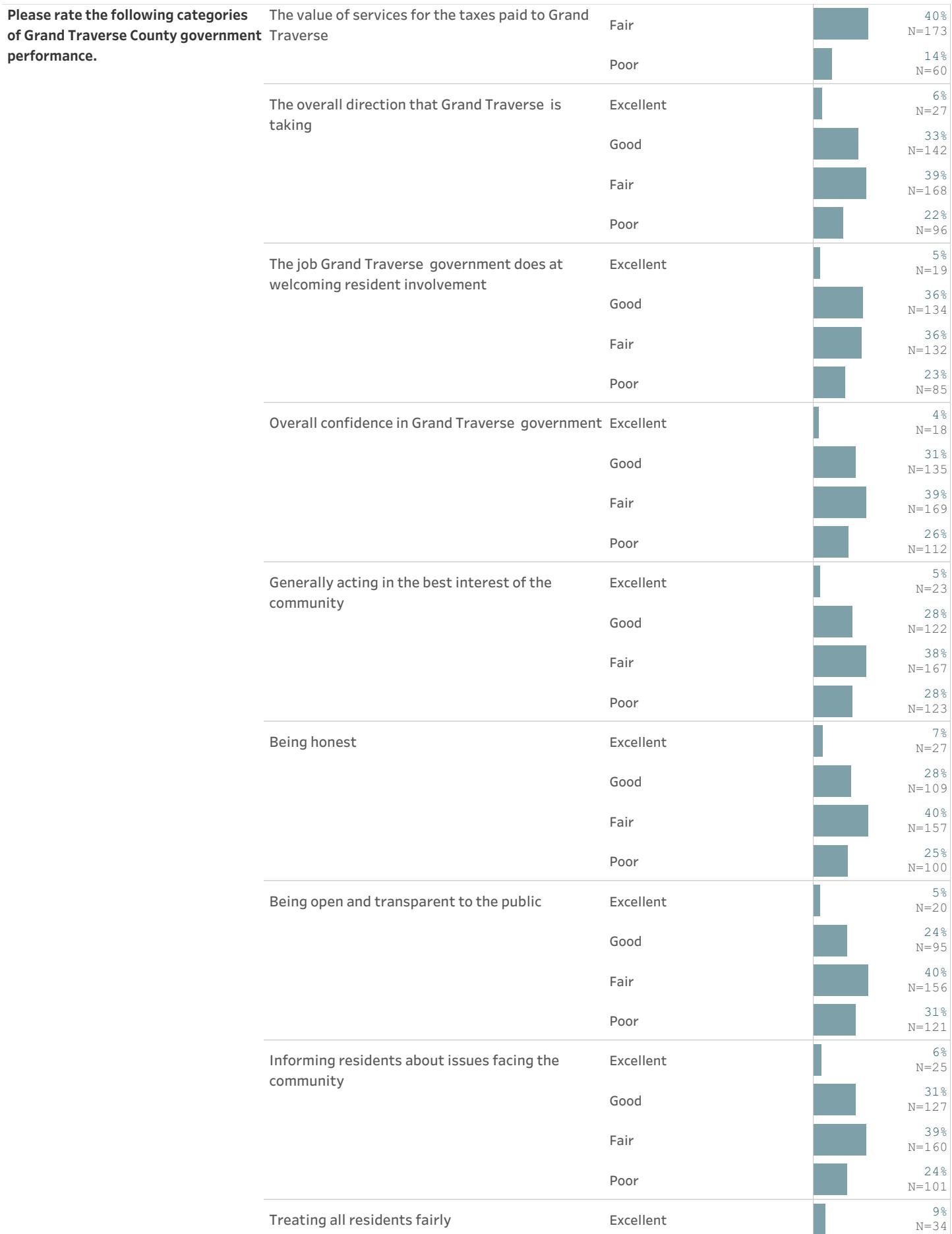
Please rate the quality of each of the following services in Grand Traverse County.

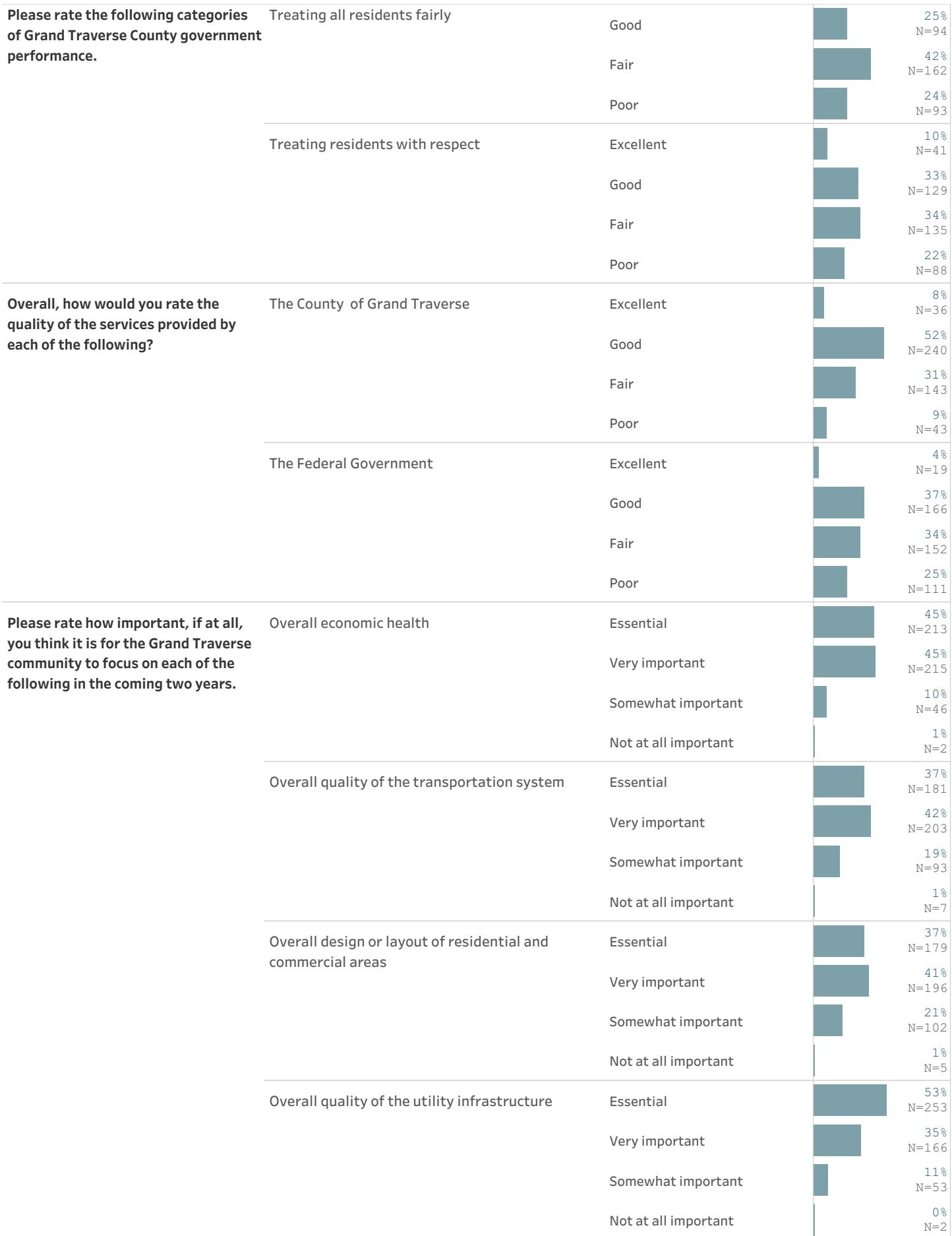


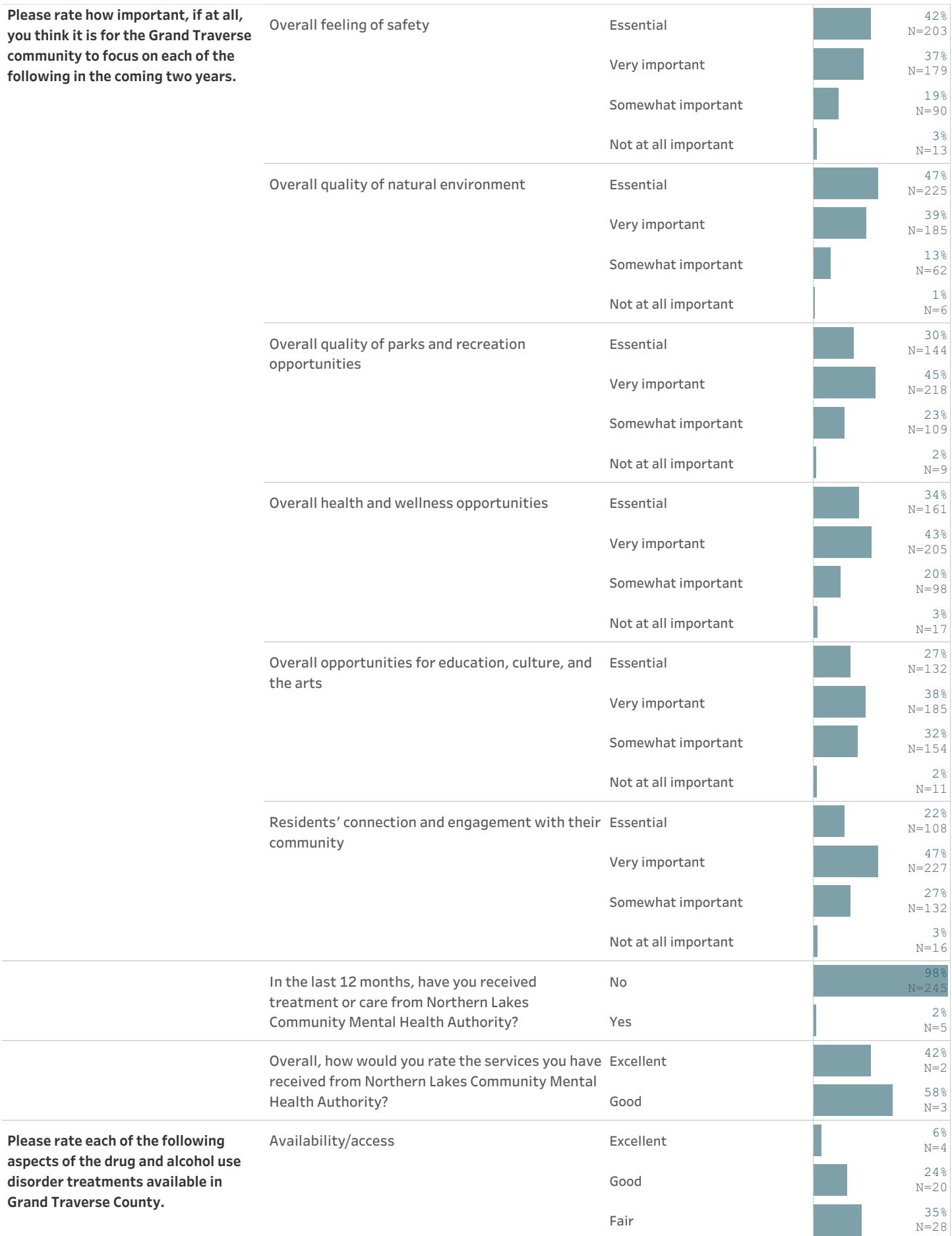
Please rate the quality of each of the following services in Grand Traverse County.



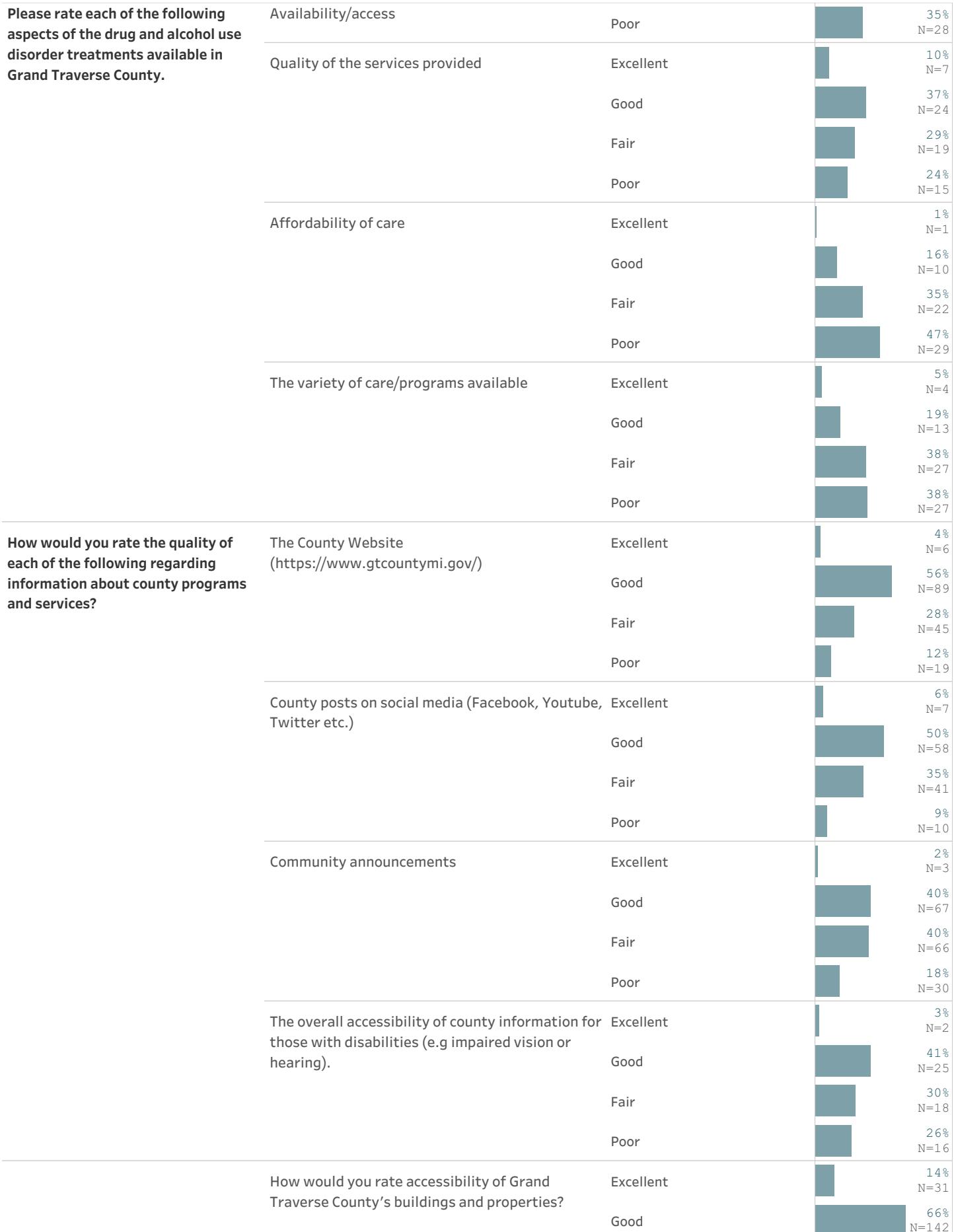
Please rate the following categories of Grand Traverse County government performance. The value of services for the taxes paid to Grand Traverse

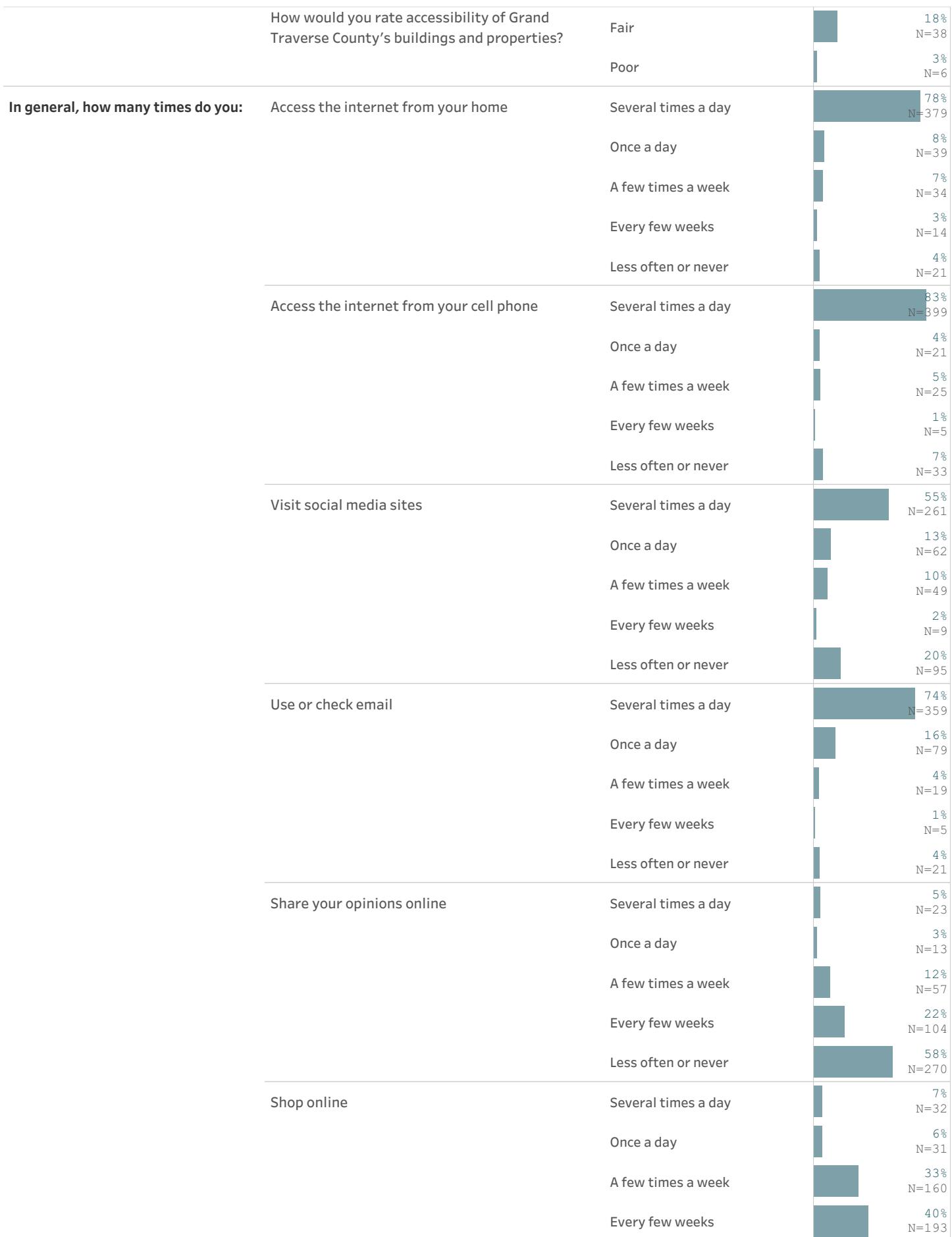


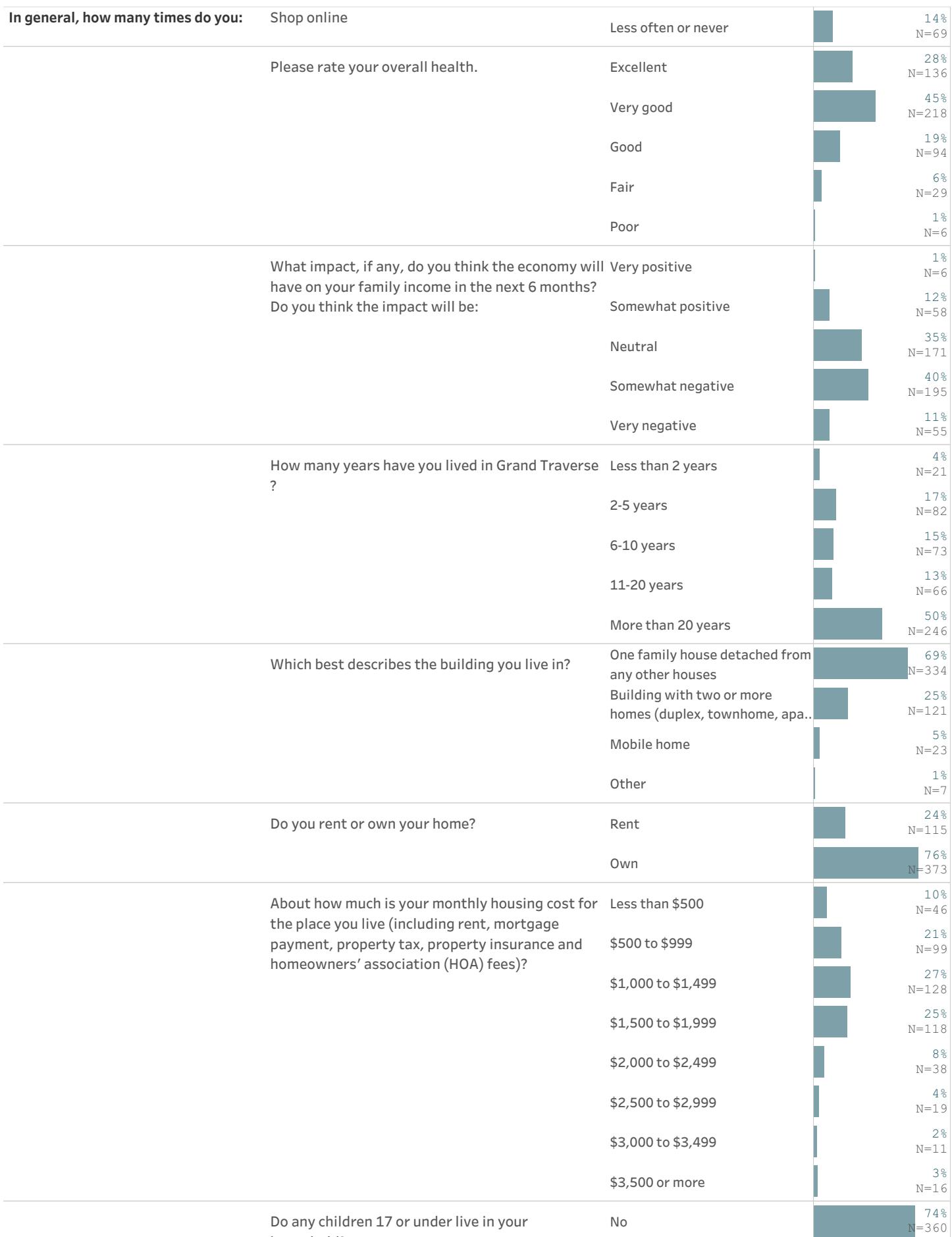


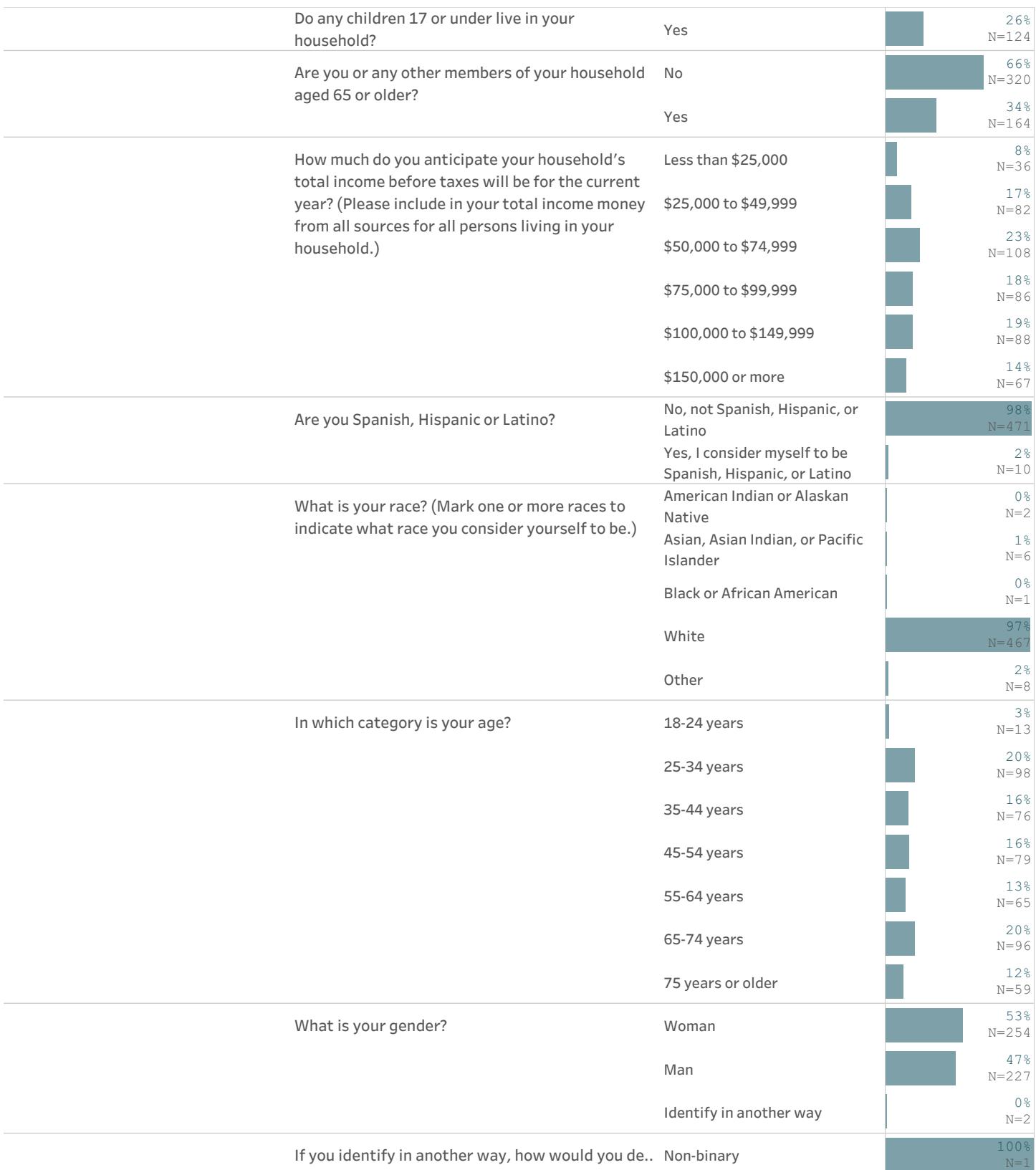


Please rate each of the following aspects of the drug and alcohol use disorder treatments available in Grand Traverse County.









Full trends

This table contains the trends over time for County of Grand Traverse County. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2020 and 2022 surveys is greater than six percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2020	2022
Please rate each of the following aspects of quality of life in Grand Traverse County.	Grand Traverse as a place to live	88%	85%
	Your neighborhood as a place to live	87%	86%
	Grand Traverse as a place to raise children	85%	85%
	Grand Traverse as a place to work	61%	61%
	Grand Traverse as a place to visit	94%	91%
	Grand Traverse as a place to retire	79%	73%
	The overall quality of life	86%	81%
	Sense of community	68%	60%
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.	Overall economic health	59%	56%
	Overall quality of the transportation system	57%	48%
	Overall design or layout of residential and commercial areas	56%	52%
	Overall quality of the utility infrastructure	47%	47%
	Overall feeling of safety	87%	85%
	Overall quality of natural environment	89%	91%
	Overall quality of parks and recreation opportunities	88%	88%
	Overall health and wellness opportunities	83%	76%
	Overall opportunities for education, culture, and the arts	70%	72%
	Residents' connection and engagement with their community	66%	60%

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Grand Traverse to someone who asks	85% 80%
	Remain in Grand Traverse for the next five years	86% 87%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	95% 96%
	In Grand Traverse 's downtown/commercial area during the day	91% 94%
	From property crime	85% 80%
	From violent crime	88% 88%
Please rate the job you feel the Grand Traverse County community does at each of the following.	From fire, flood, or other natural disaster	85% 90%
	Making all residents feel welcome	72% 61%
	Attracting people from diverse backgrounds	42% 34%
	Valuing/respecting residents from diverse backgrounds	53% 40%
	Taking care of vulnerable residents	52% 39%
Please rate each of the following in the Grand Traverse County community.	Overall quality of business and service establishments	85% 79%
	Variety of business and service establishments	73% 68%
	Vibrancy of downtown/commercial area	85% 82%
	Employment opportunities	41% 45%
	Shopping opportunities	65% 66%
	Cost of living	20% 13%
	Overall image or reputation	81% 78%
Please also rate each of the following in the Grand Traverse County community.	Traffic flow on major streets	27% 24%
	Ease of public parking	31% 31%
	Ease of travel by car	47% 44%
	Ease of travel by public transportation	45% 30%
	Ease of travel by bicycle	58% 52%
	Ease of walking	64% 65%
	Well-planned residential growth	38% 24%

Please also rate each of the following in the Grand Traverse County community.

Well-planned commercial growth	38%	33%
Well-designed neighborhoods	51%	48%
Preservation of the historical or cultural character of the community	63%	57%
Public places where people want to spend time	73%	69%
Variety of housing options	21%	13%
Availability of affordable quality housing	10%	3%
Overall quality of new development	44%	39%
Overall appearance	78%	75%
Cleanliness	82%	81%
Water resources	89%	87%
Air quality	93%	93%
Availability of paths and walking trails	90%	92%
Fitness opportunities	90%	86%
Recreational opportunities	87%	86%
Availability of affordable quality food	67%	52%
Availability of affordable quality health care	59%	51%
Availability of preventive health services	62%	55%
Availability of affordable quality mental health care	38%	22%
Opportunities to attend cultural/arts/music activities	69%	70%
Community support for the arts	75%	74%
Availability of affordable quality childcare/preschool	25%	13%
K-12 education	69%	70%
Adult educational opportunities	64%	68%
Sense of civic/community pride	69%	64%
Neighborliness of residents	64%	64%

Please also rate each of the following in the Grand Traverse County community.	Opportunities to participate in social events and activities	73% 74%
	Opportunities to attend special events and festivals	82% 81%
	Opportunities to volunteer	85% 81%
	Opportunities to participate in community matters	70% 67%
	Openness and acceptance of the community toward people of diver..	48% 38%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted Grand Traverse County for help or information	36% 42%
	Contacted Grand Traverse elected officials to express your opinion	19% 19%
	Attended a local public meeting	20% 29%
	Watched a local public meeting	32% 35%
	Volunteered your time to some group/activity	38% 46%
	Campaigned or advocated for a local issue, cause, or candidate	22% 29%
	Voted in your most recent local election	81% 82%
	Used public transportation instead of driving	14% 18%
	Carpooled with other adults or children instead of driving alone	49% 50%
	Walked or biked instead of driving	55% 54%
Please rate the quality of each of the following services in Grand Traverse County.	Public information services	66% 58%
	Economic development	54% 50%
	Traffic enforcement	60% 48%
	Traffic signal timing	44% 37%
	Street repair	22% 23%
	Street cleaning	66% 59%
	Street lighting	71% 64%
	Snow removal	74% 65%
	Sidewalk maintenance	59%
	Bus or transit services	71% 50%

Please rate the quality of each of the following services in Grand Traverse County.

Land use, planning and zoning	42%	33%
Code enforcement	44%	42%
Affordable high-speed internet access	43%	40%
Garbage collection	85%	77%
Drinking water	78%	79%
Sewer services	60%	71%
Storm water management	34%	45%
Power (electric and/or gas) utility	82%	77%
Utility billing	76%	68%
Police/Sheriff services	78%	72%
Crime prevention	76%	70%
Animal control	69%	66%
Ambulance or emergency medical services	92%	82%
Fire services	93%	89%
Fire prevention and education	80%	72%
Emergency preparedness	68%	55%
Preservation of natural areas	73%	73%
Grand Traverse open space	81%	82%
Recycling	80%	72%
Yard waste pick-up	65%	57%
County parks	84%	83%
Recreation programs or classes	71%	69%
Recreation centers or facilities	67%	64%
Health services	75%	60%
Public library services	92%	92%

the following services in Grand Traverse County.	Overall customer service by Grand Traverse employees	78% 69%
Please rate the following categories of Grand Traverse County government performance.	The value of services for the taxes paid to Grand Traverse	51% 46%
	The overall direction that Grand Traverse is taking	51% 39%
	The job Grand Traverse government does at welcoming resident in..	46% 41%
	Overall confidence in Grand Traverse government	45% 35%
	Generally acting in the best interest of the community	51% 33%
	Being honest	51% 35%
	Being open and transparent to the public	44% 30%
	Informing residents about issues facing the community	47% 37%
	Treating all residents fairly	48% 33%
	Treating residents with respect	57% 43%
Overall, how would you rate the quality of the services provided by each of the following?	Grand Traverse County	69% 60%
	The Federal Government	34% 41%
Please rate how important, if at all, you think it is for the Grand Traverse community to focus on each of the following in the coming two years.	Overall economic health	91% 90%
	Overall quality of the transportation system	74% 79%
	Overall design or layout of residential and commercial areas	74% 78%
	Overall quality of the utility infrastructure	92% 88%
	Overall feeling of safety	85% 79%
	Overall quality of natural environment	90% 86%
	Overall quality of parks and recreation opportunities	82% 75%
	Overall health and wellness opportunities	80% 76%
	Overall opportunities for education, culture, and the arts	72% 66%
	Residents' connection and engagement with their community	70% 69%
In general, how many times do you:	Access the internet from your home	92% 93%
	Access the internet from your cell phone	90% 92%

In general, how many times do you:	Visit social media sites	80% 78%
	Use or check email	95% 95%
	Share your opinions online	38% 20%
	Shop online	49% 46%
Please rate your overall health.		70% 73%
What impact, if any, do you think the economy will have on your fa..		17% 13%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), Grand Traverse County conducted a survey of 489 residents. Survey invitations were mailed to randomly selected households and data were collected from August 30th, 2022 to October 18th, 2022. The results from this main survey effort represent the most robust estimate of your residents' opinions.

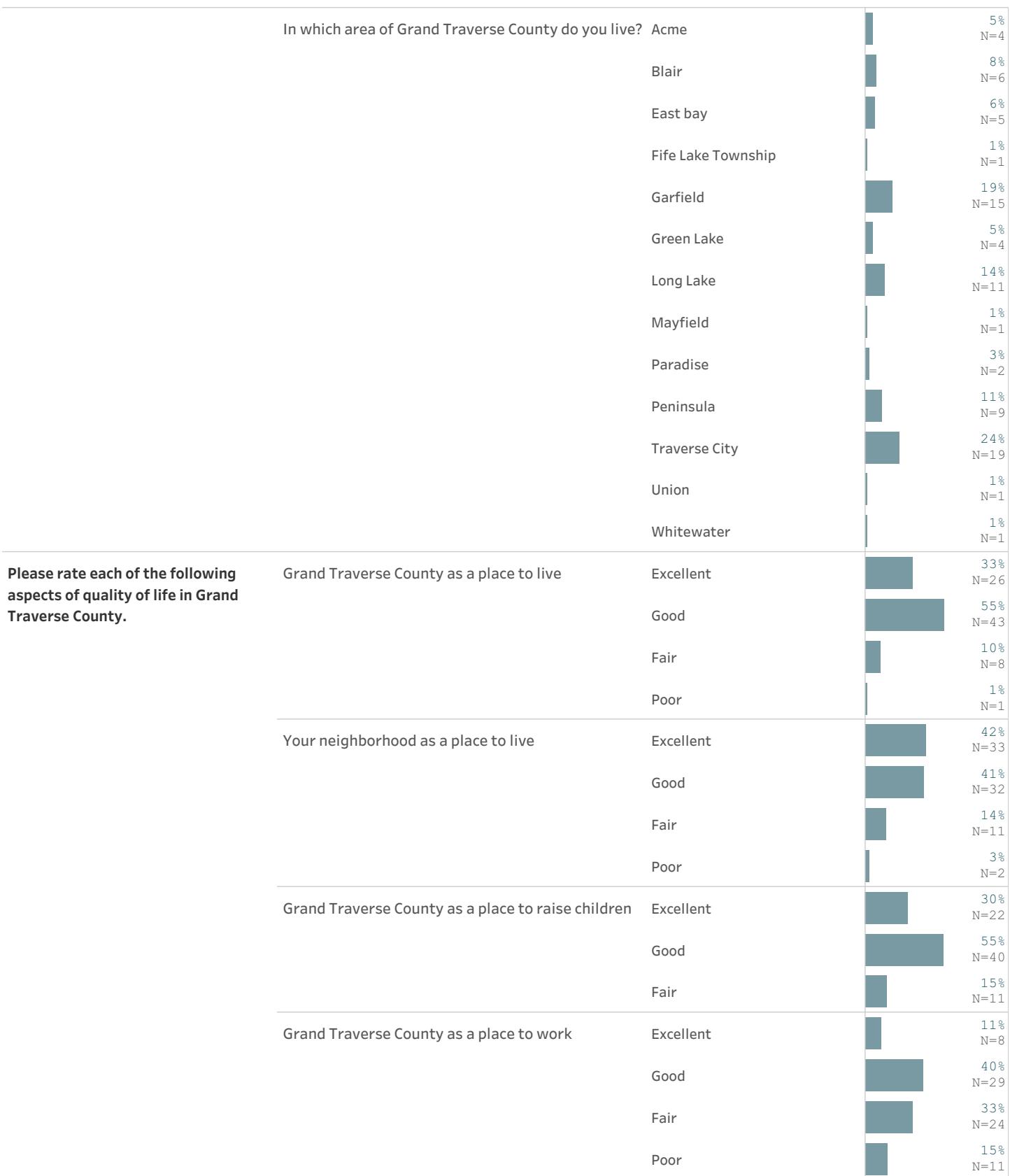
After the above data collection period was underway, a link to an online open participation survey was publicized by Grand Traverse County. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all county residents and became available on October 4th, 2022. The survey remained open for 2 weeks and there were 221 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

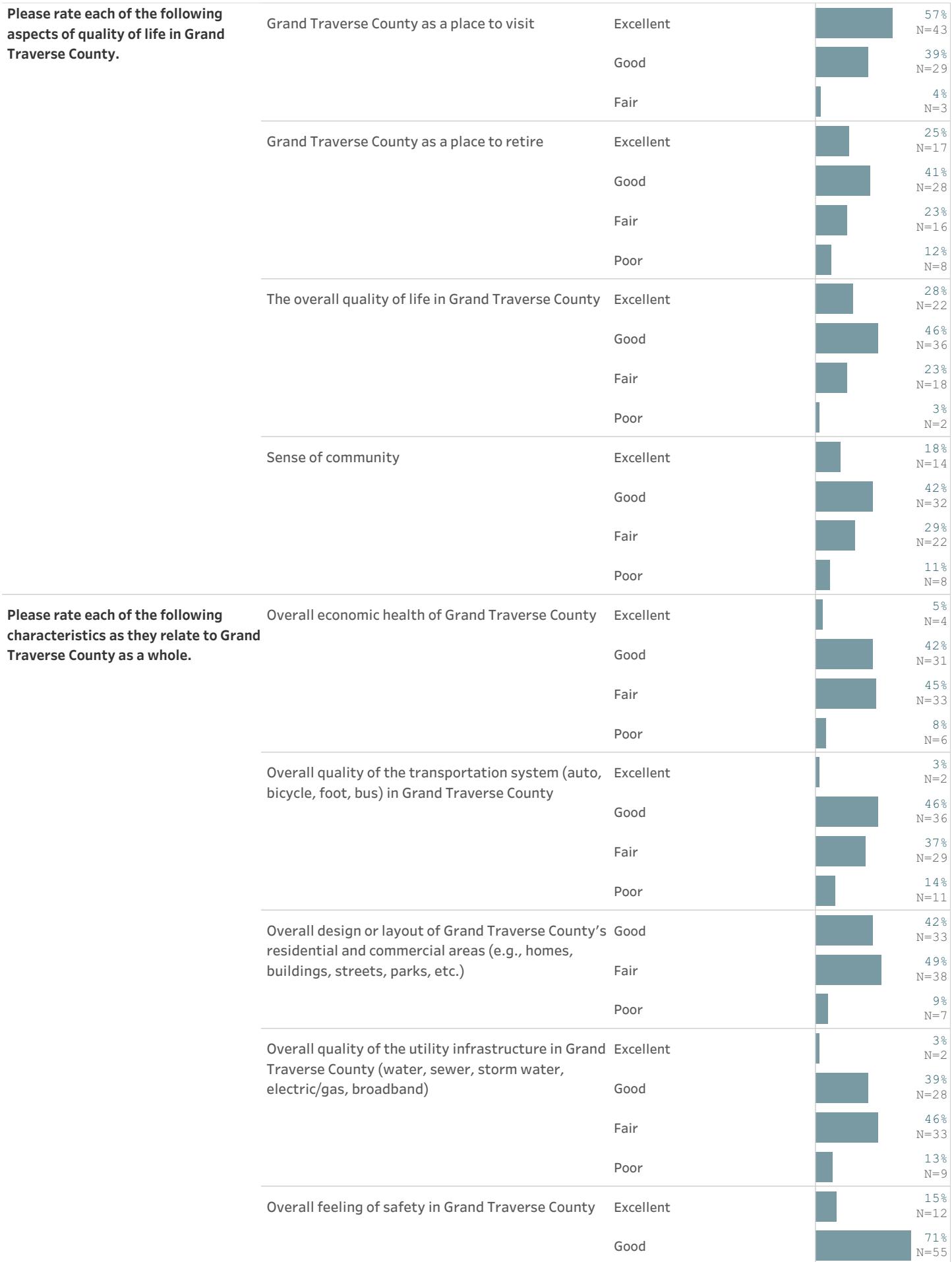
* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from
<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

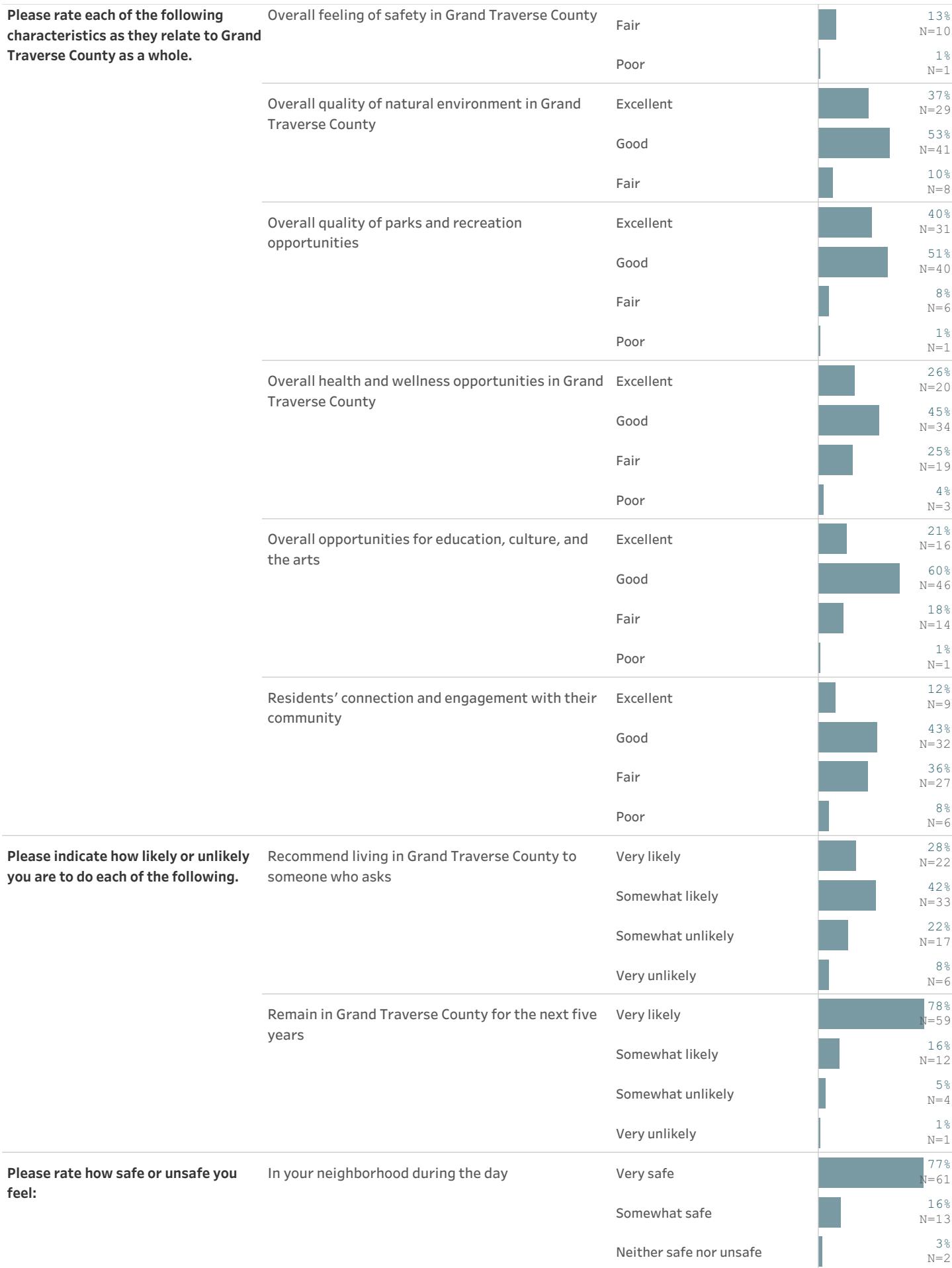
Open participation survey results

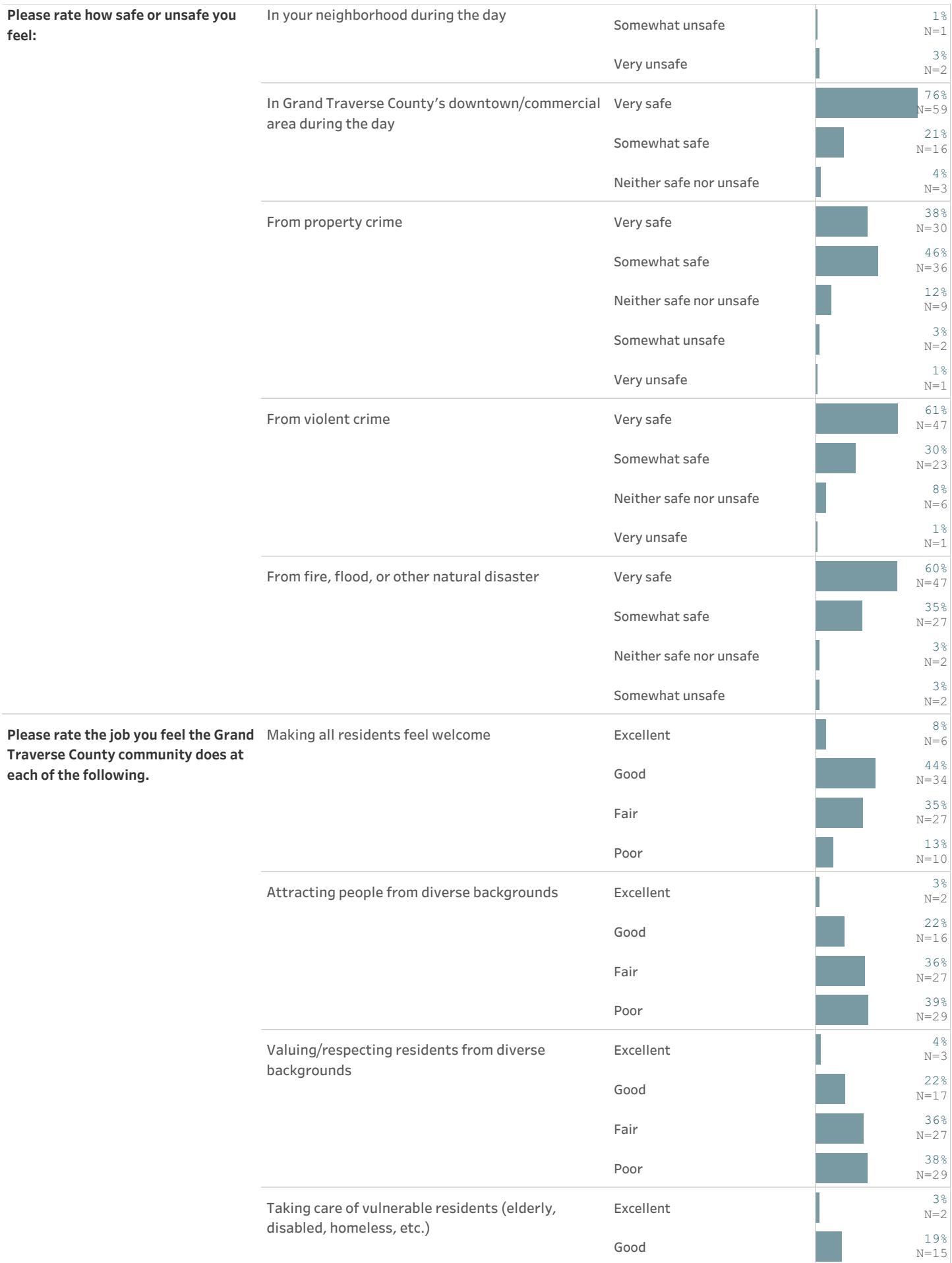
This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

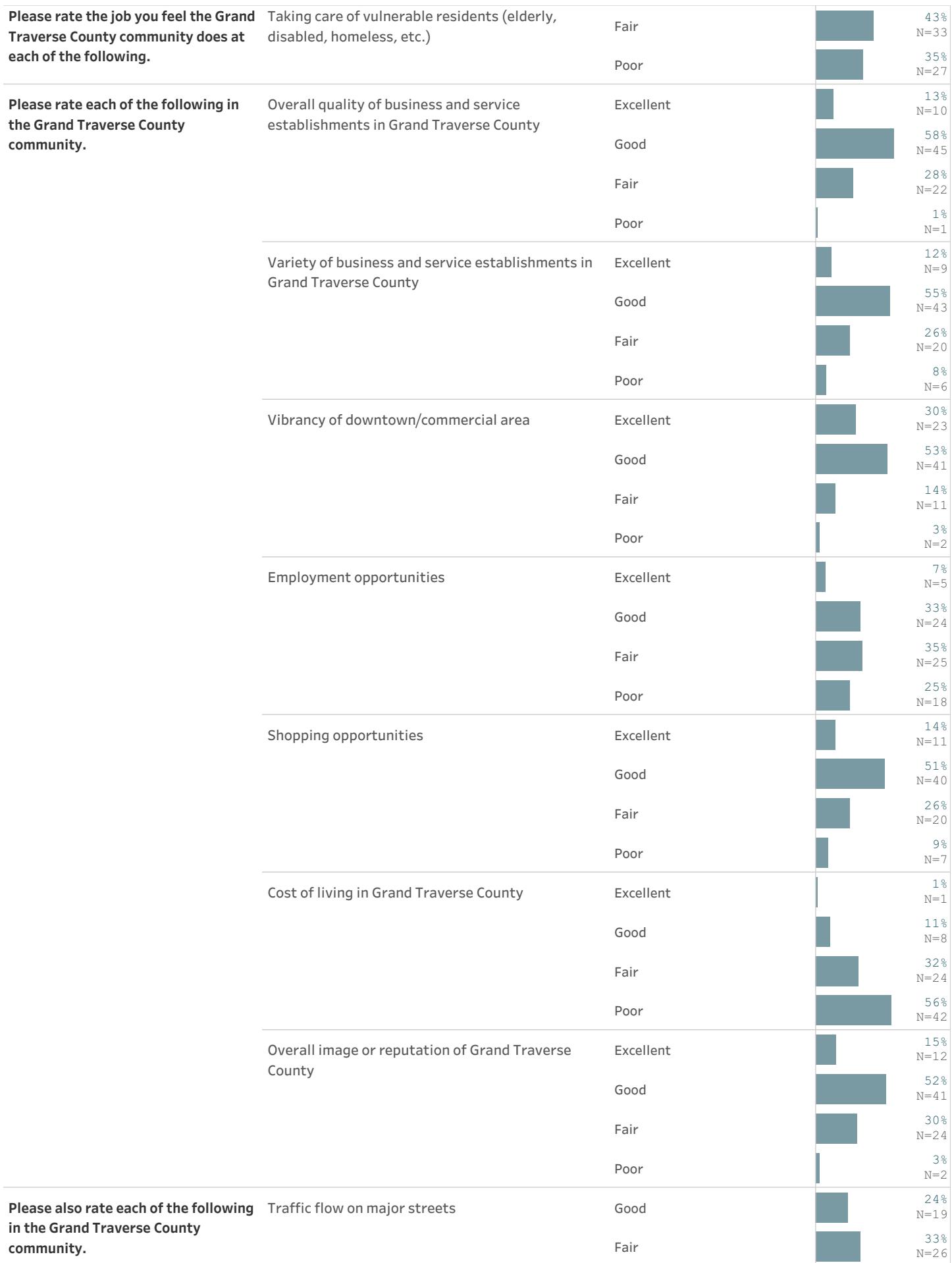


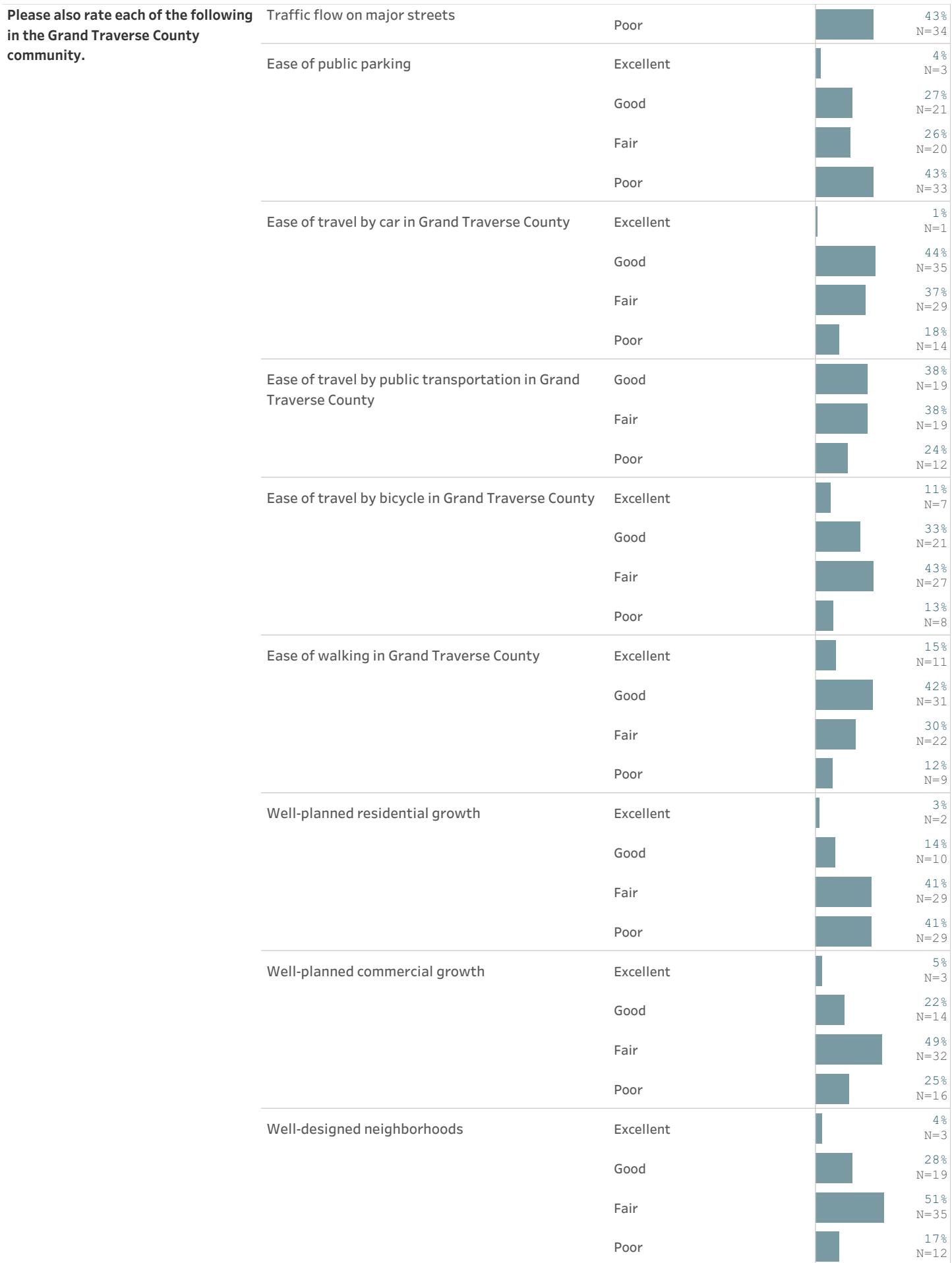
Please rate each of the following aspects of quality of life in Grand Traverse County.



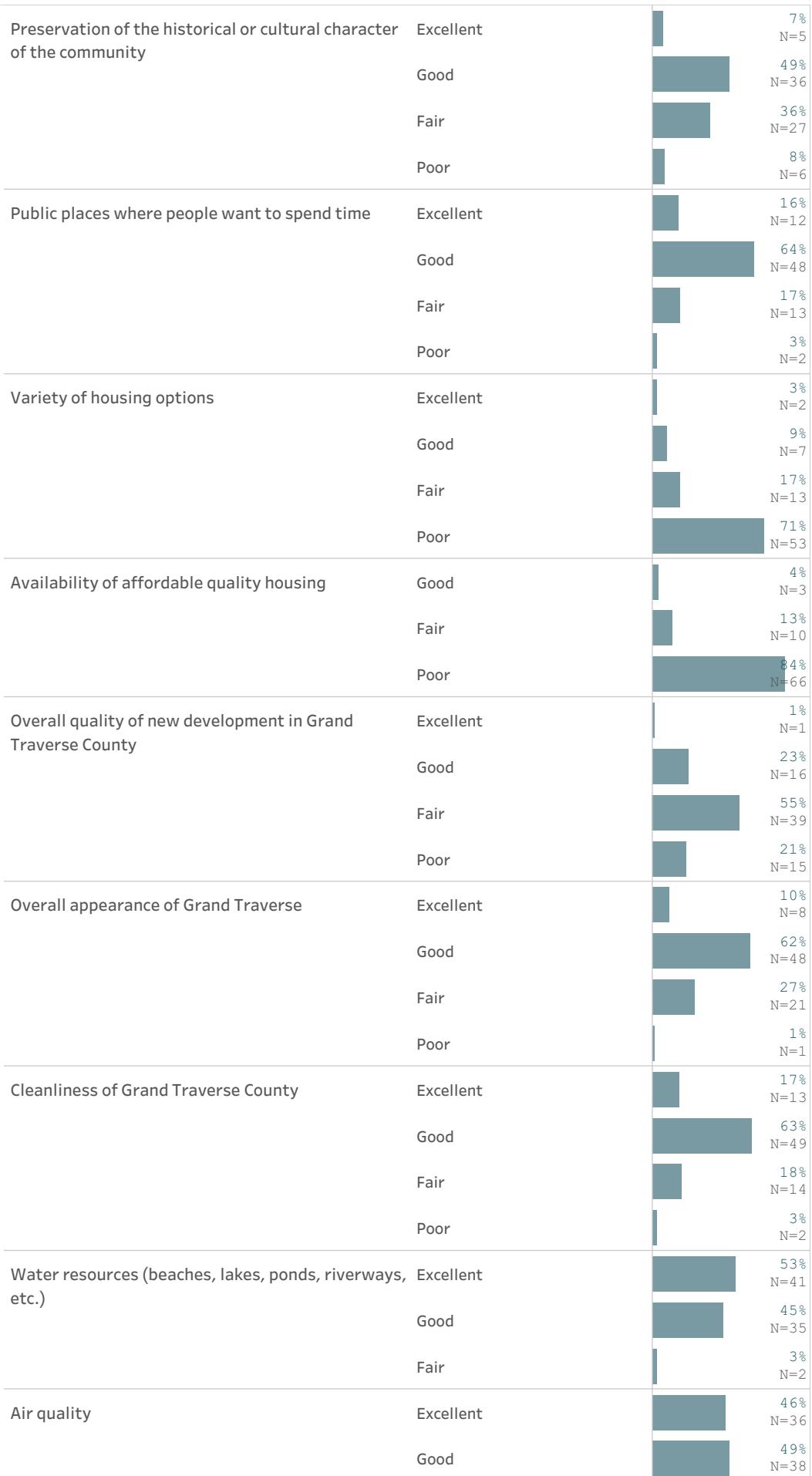




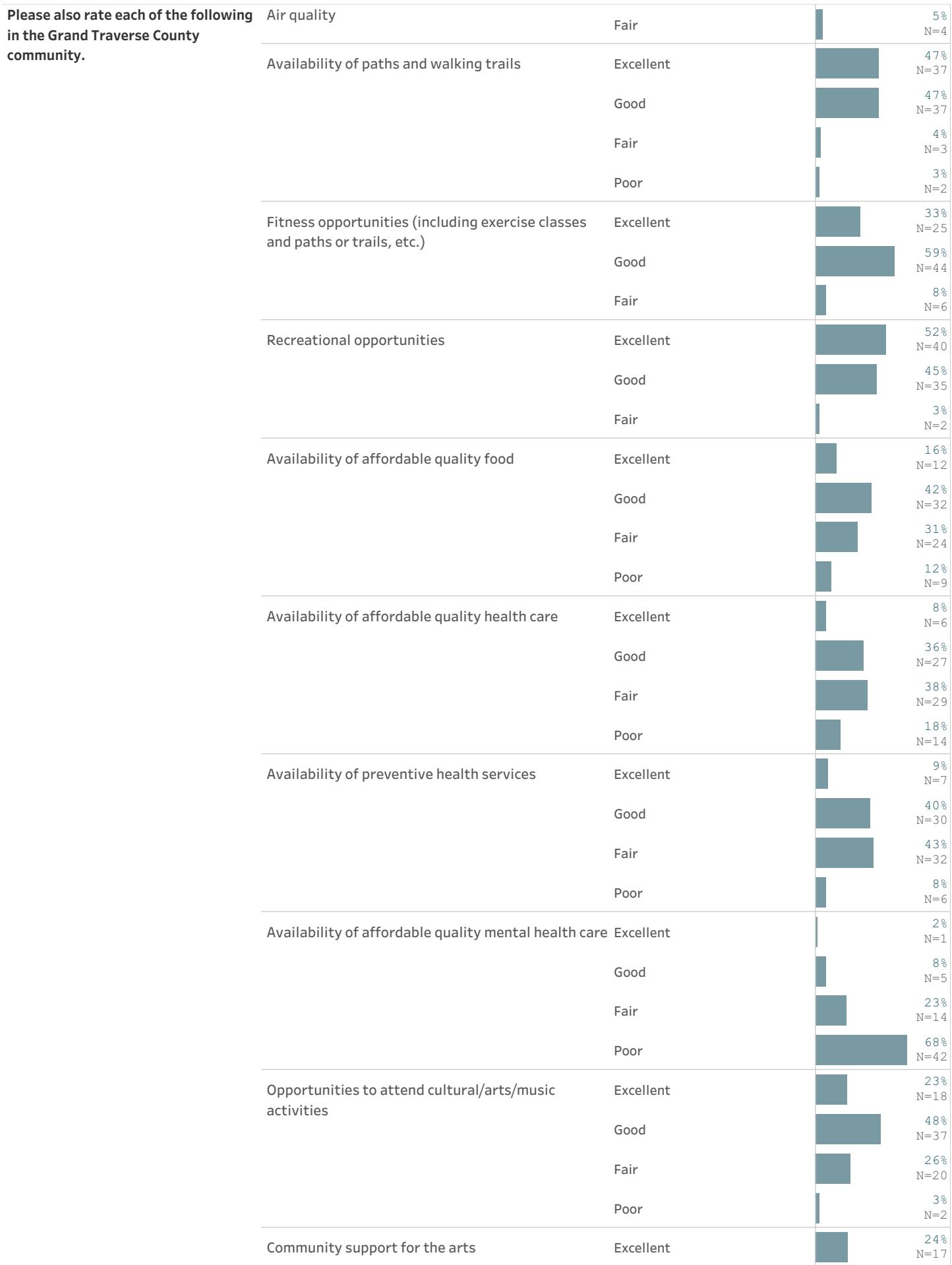




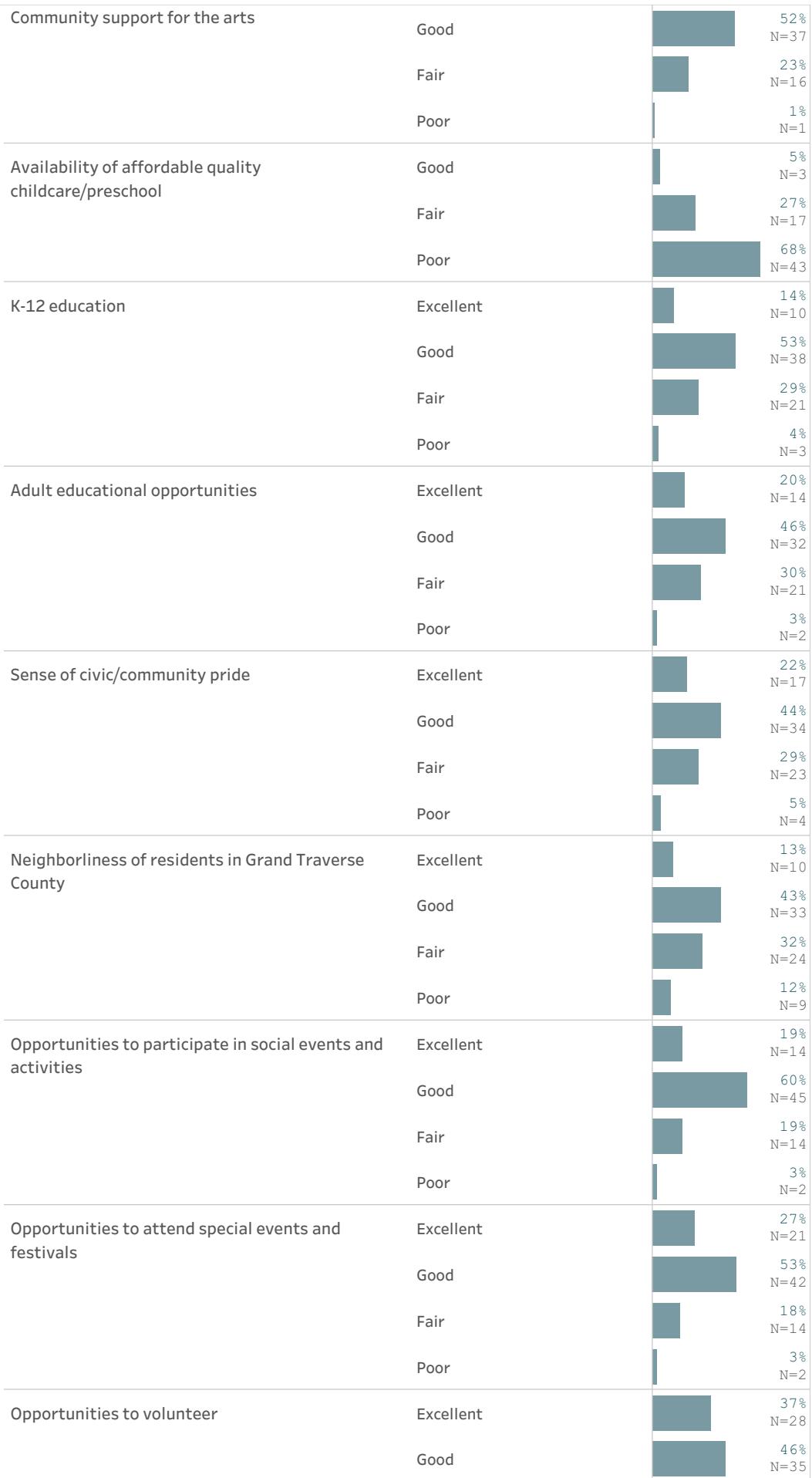
Please also rate each of the following in the Grand Traverse County community.

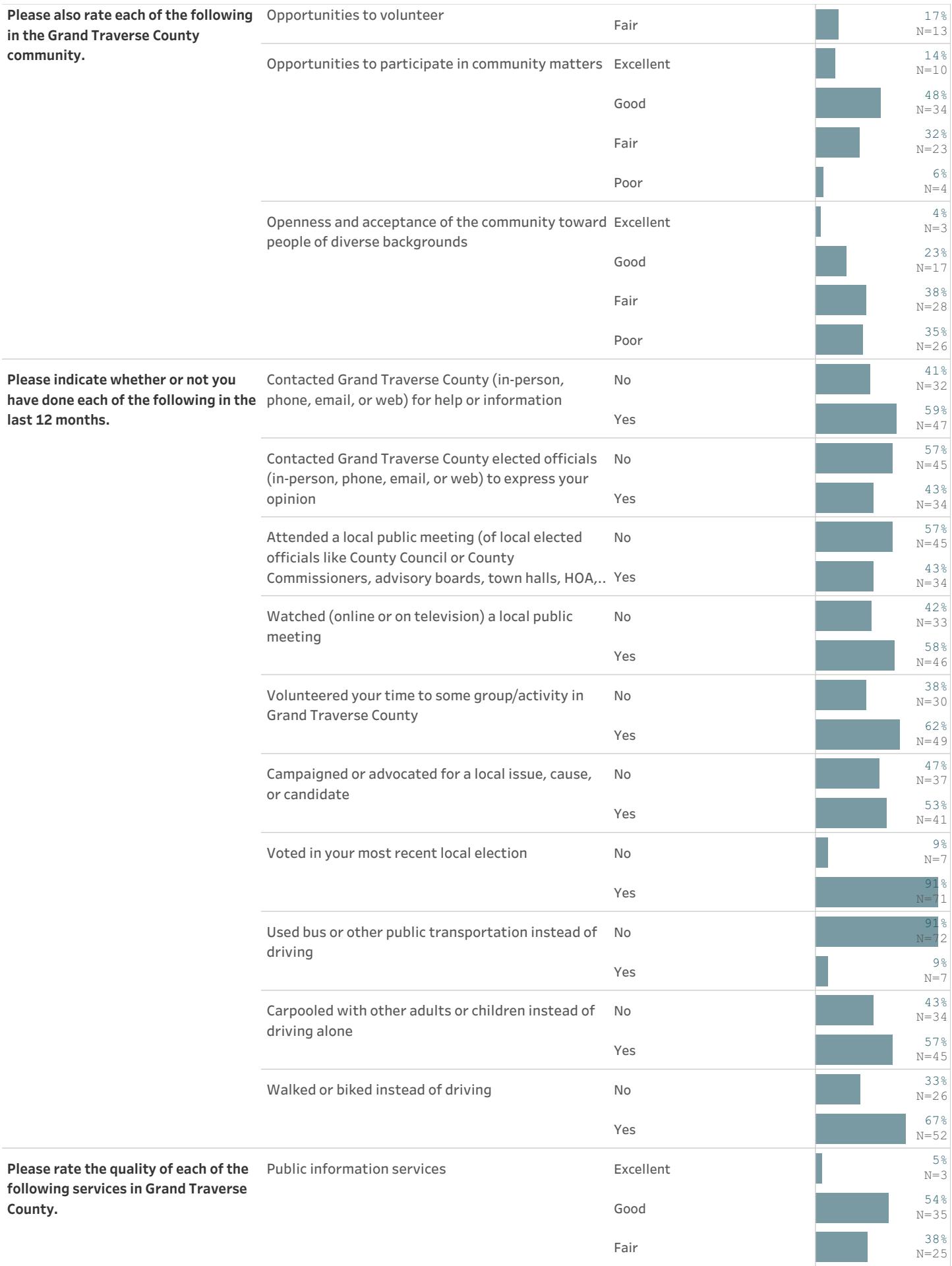


Please also rate each of the following in the Grand Traverse County community.

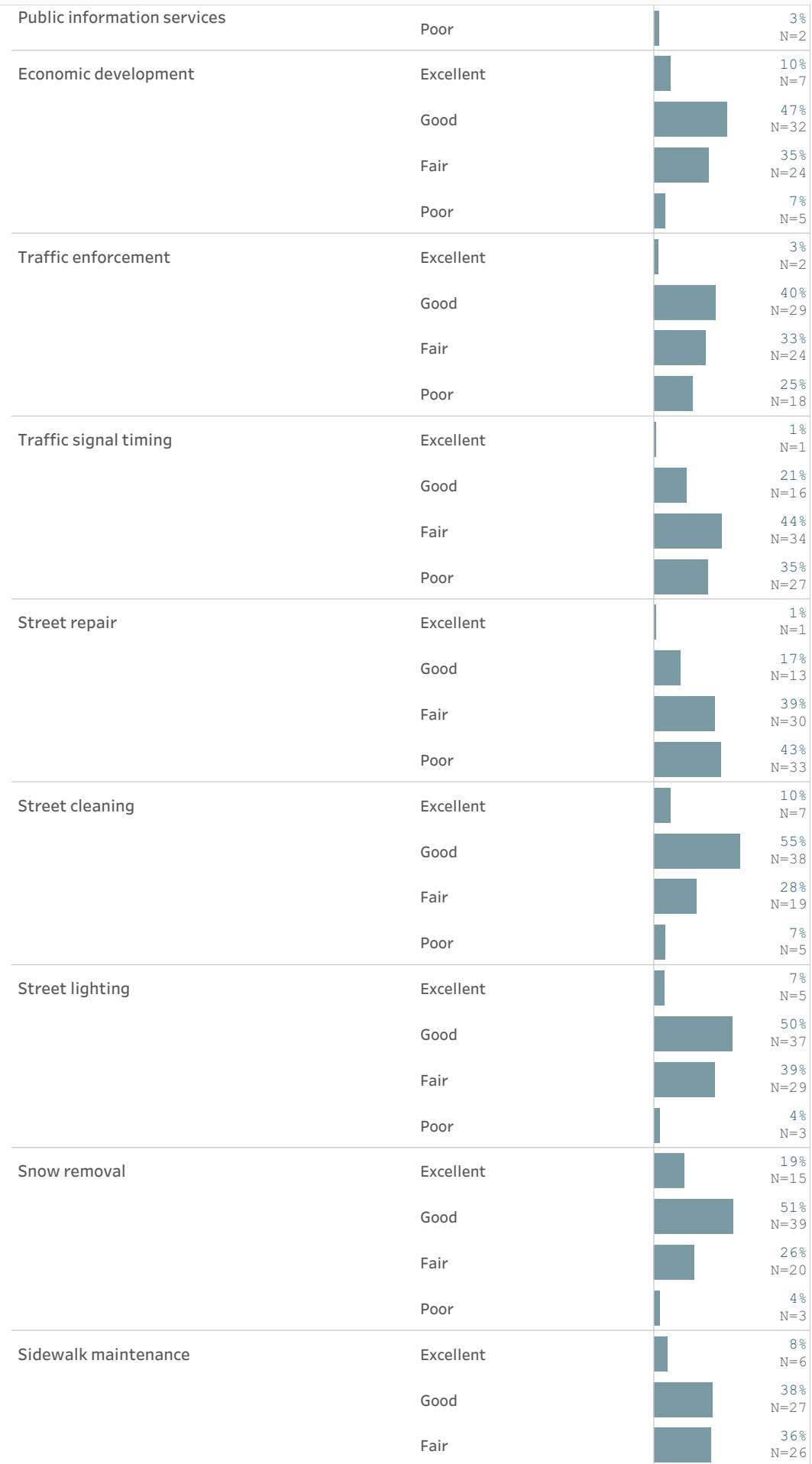


Please also rate each of the following in the Grand Traverse County community.

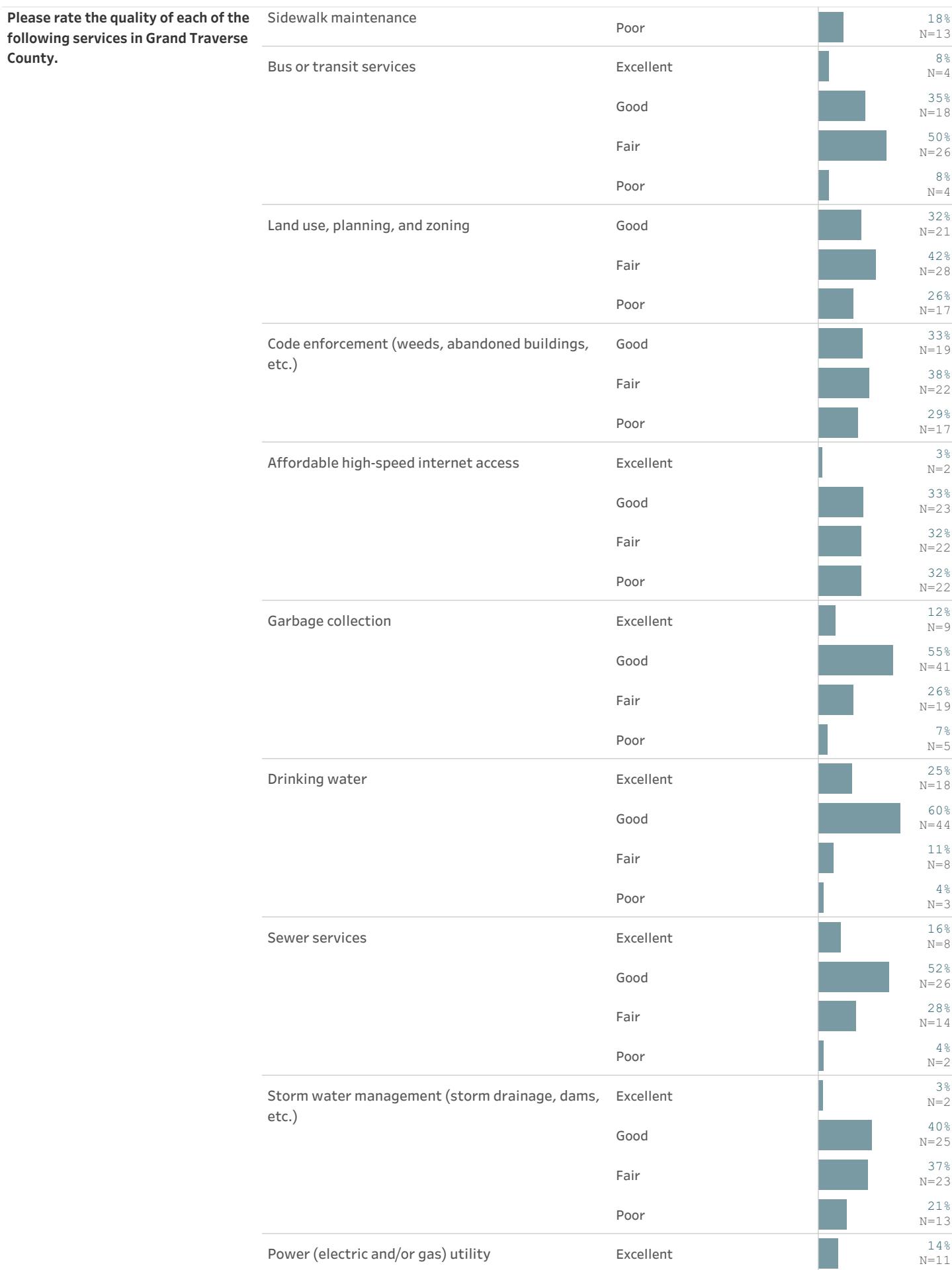




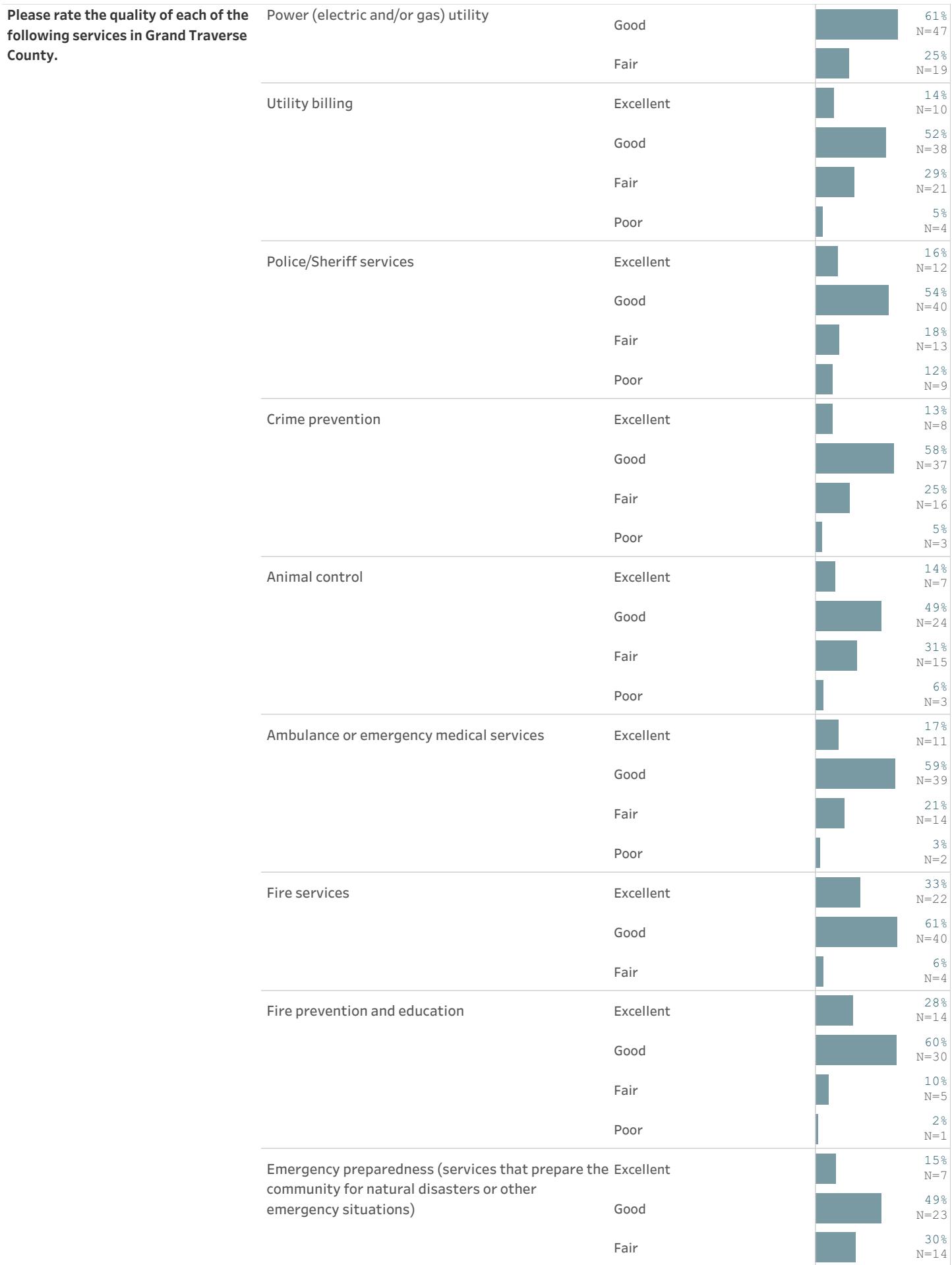
Please rate the quality of each of the following services in Grand Traverse County.



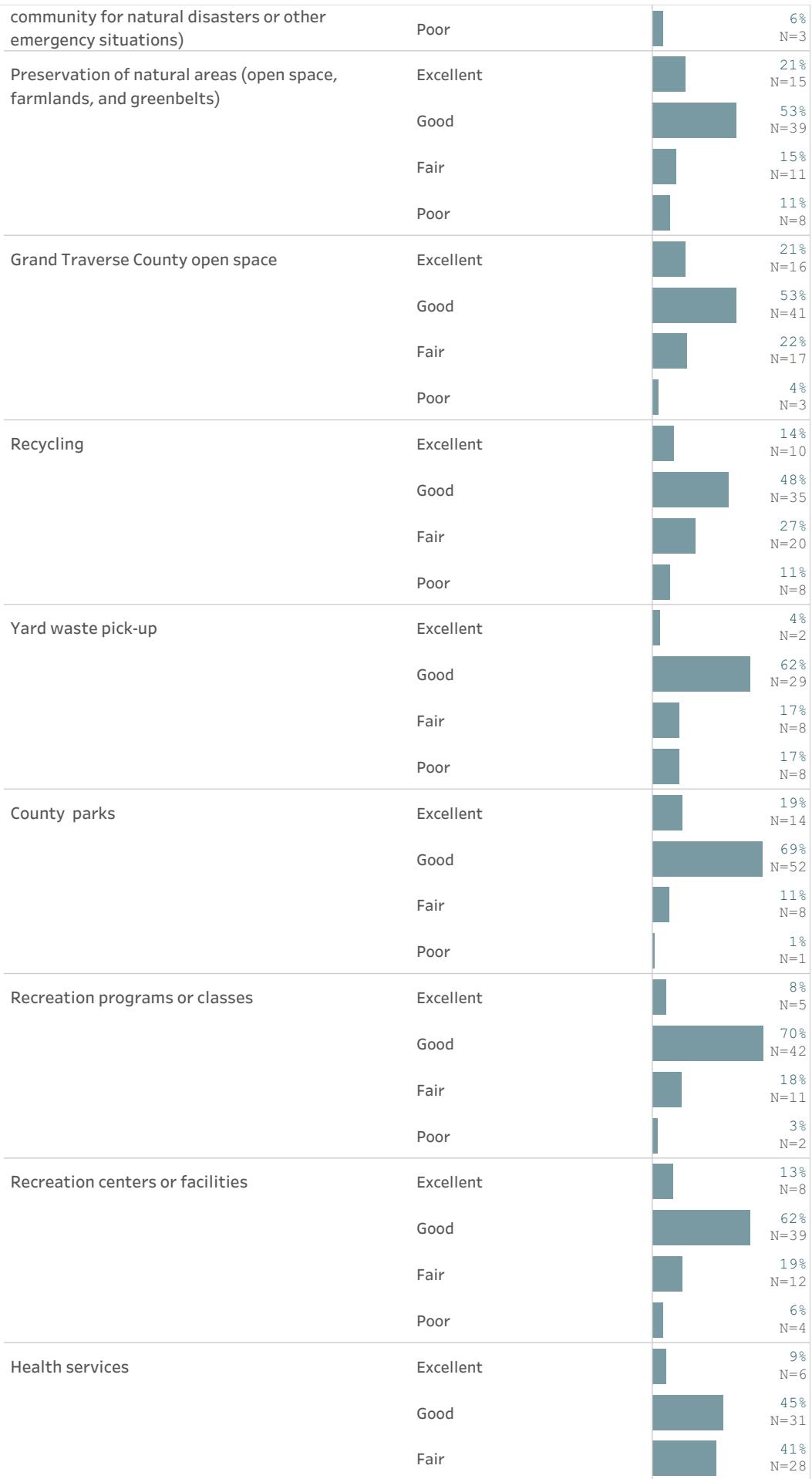
Please rate the quality of each of the following services in Grand Traverse County.



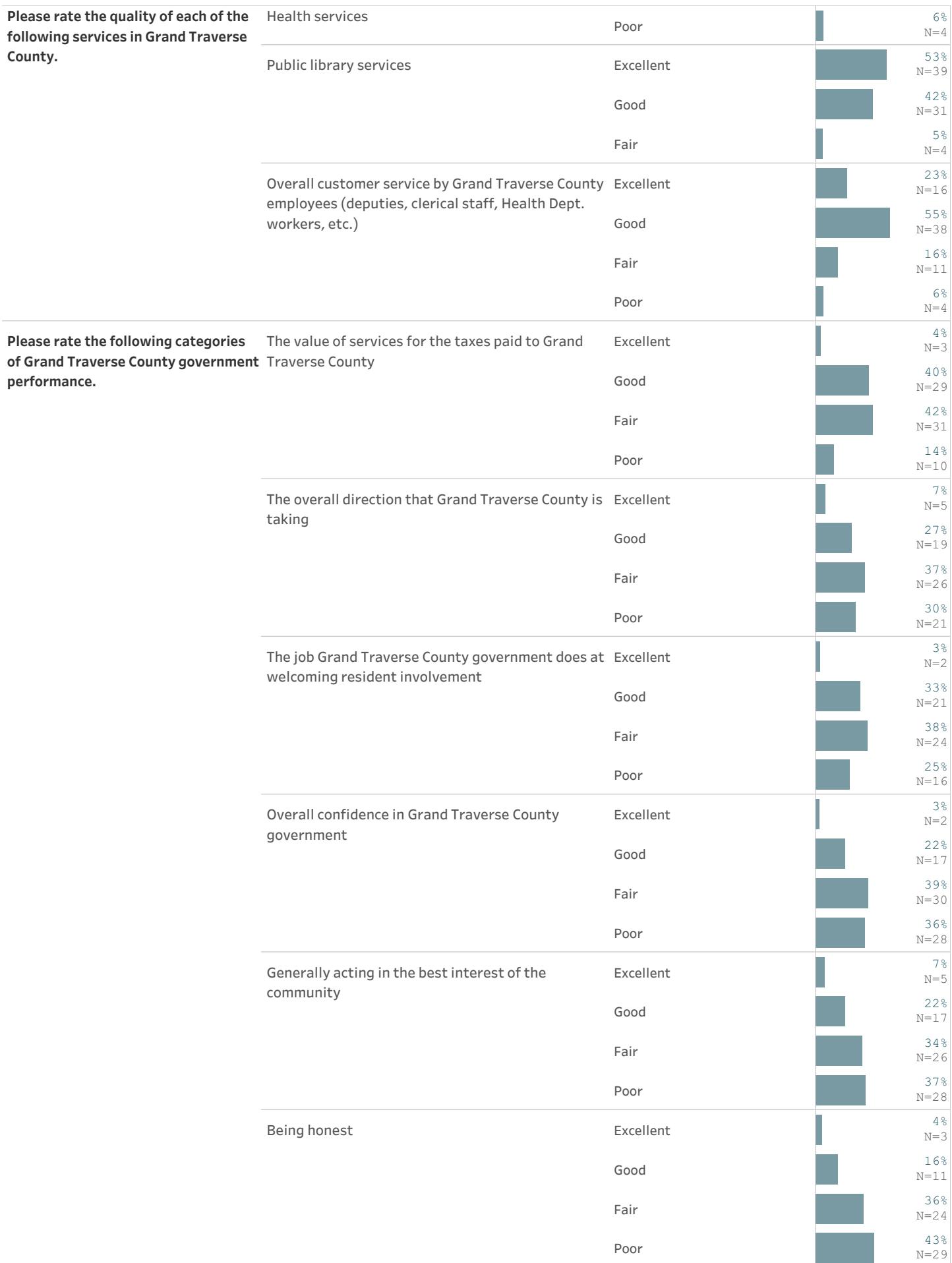
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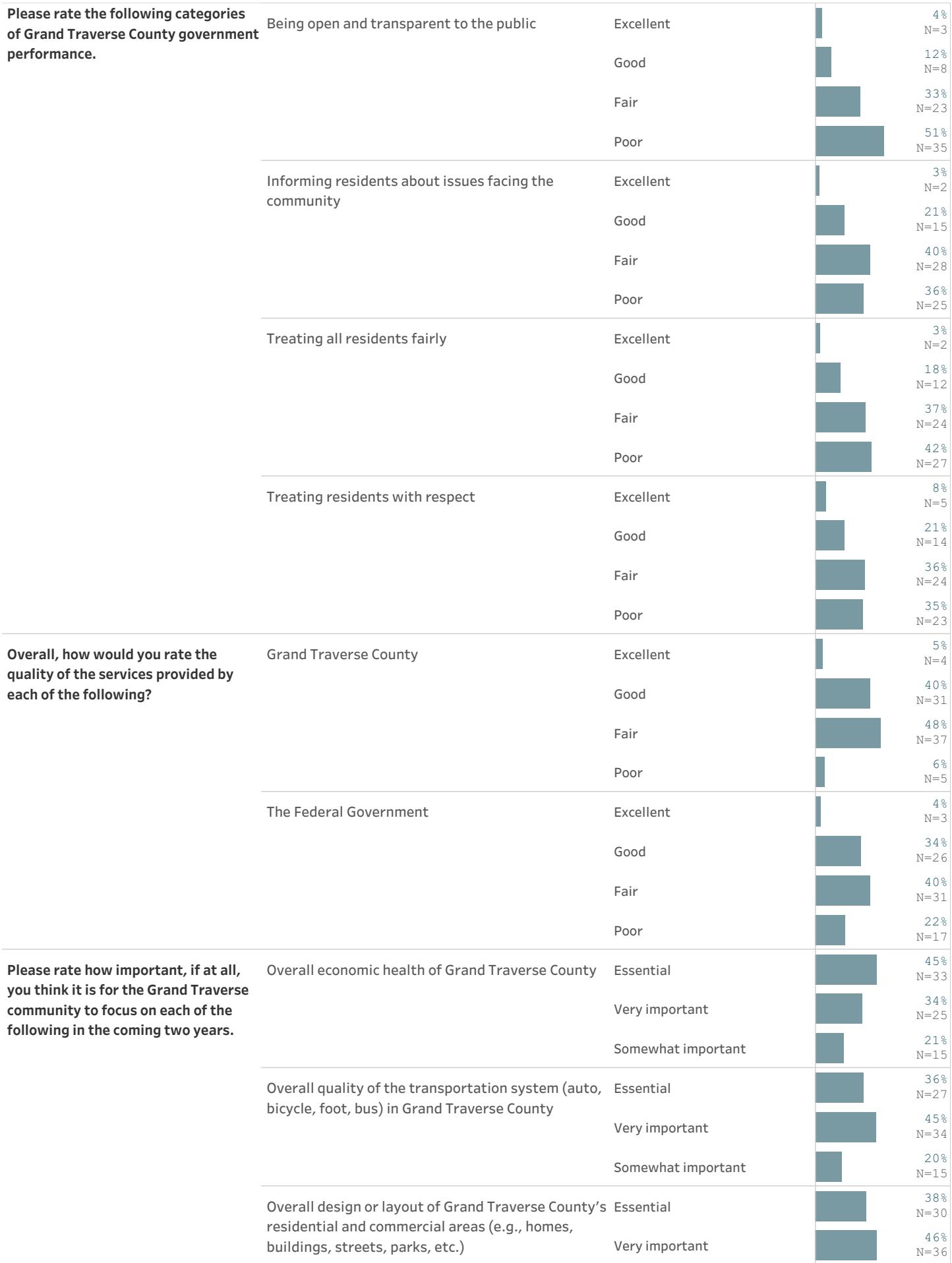


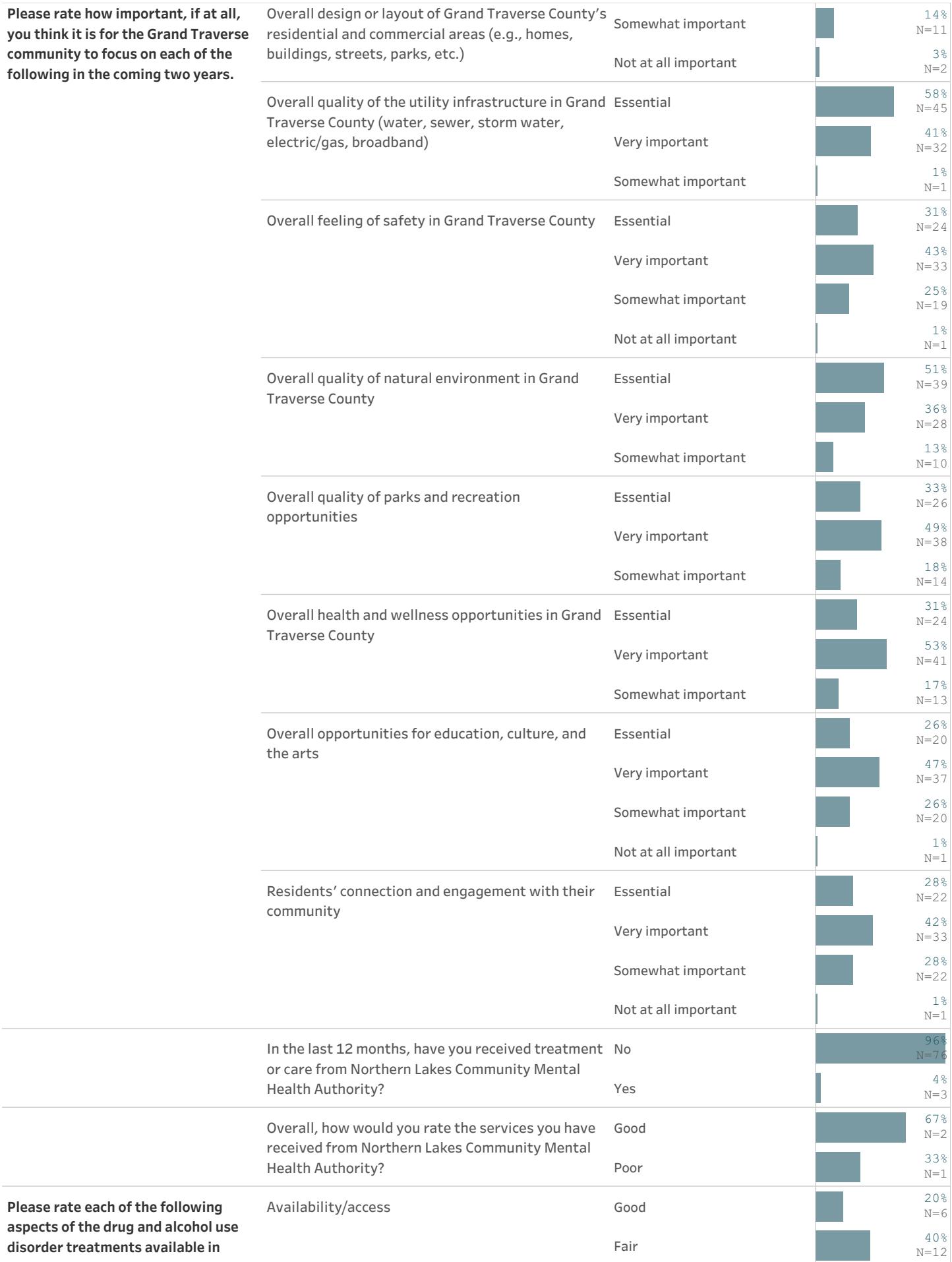
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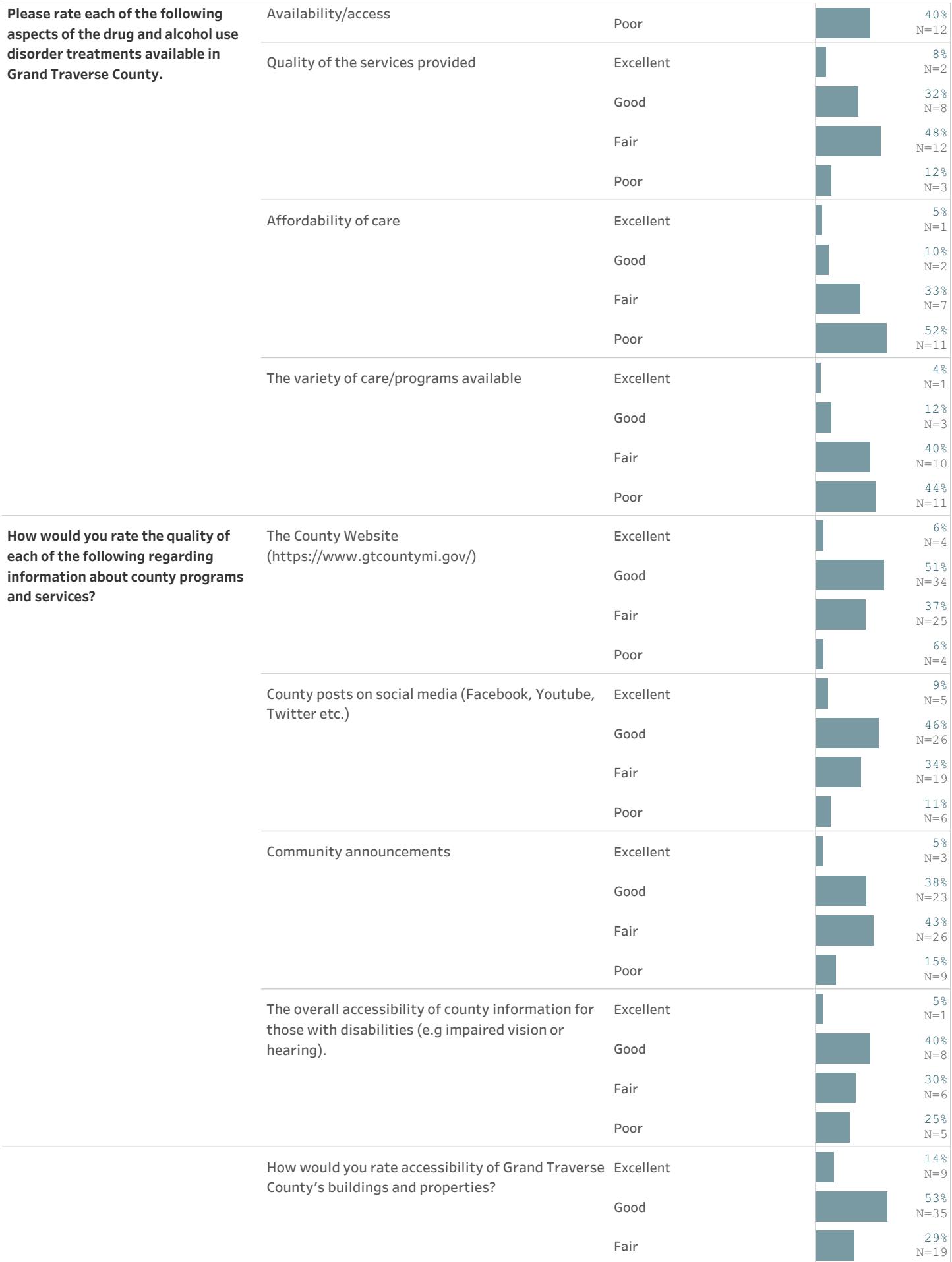
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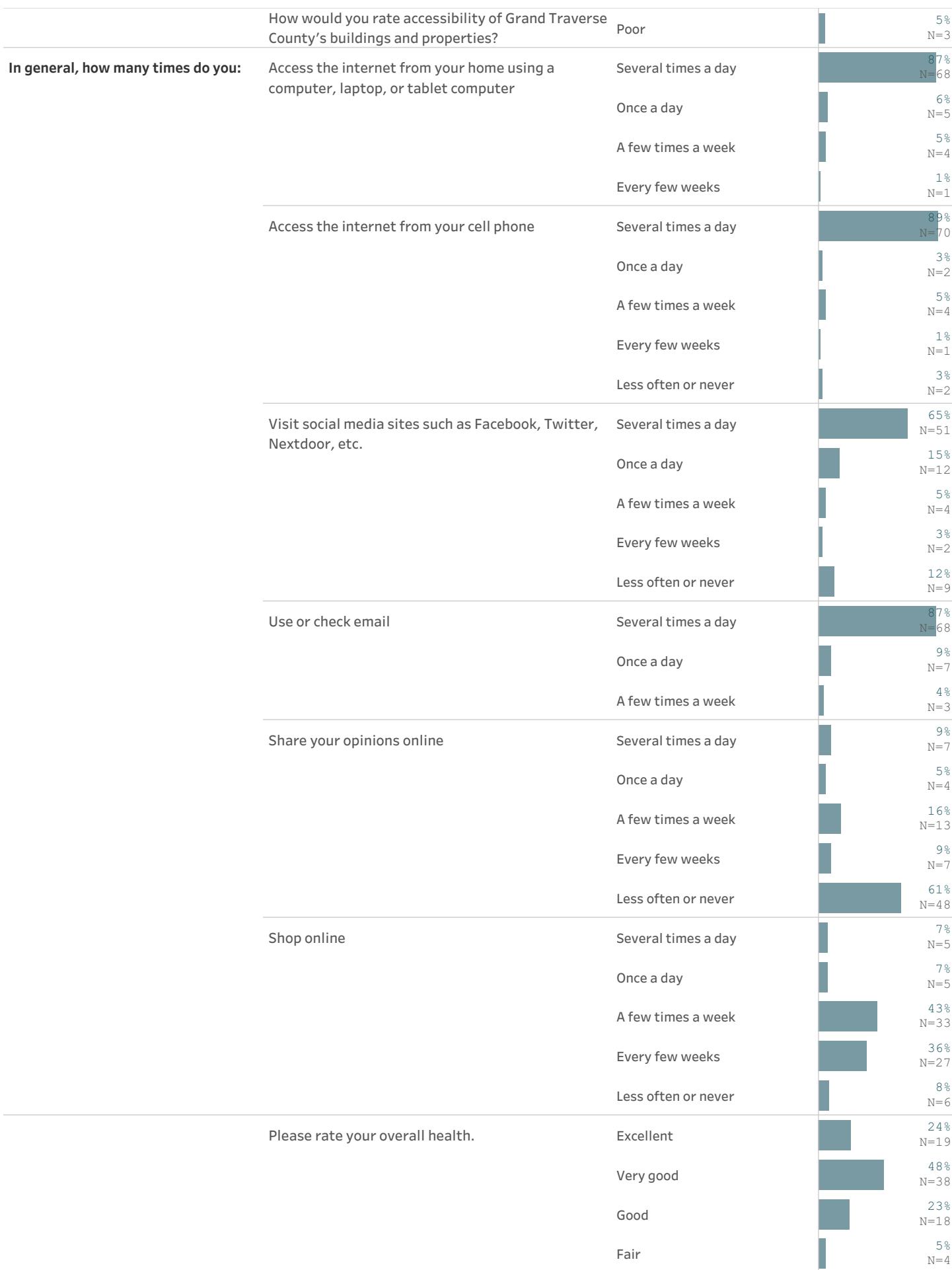


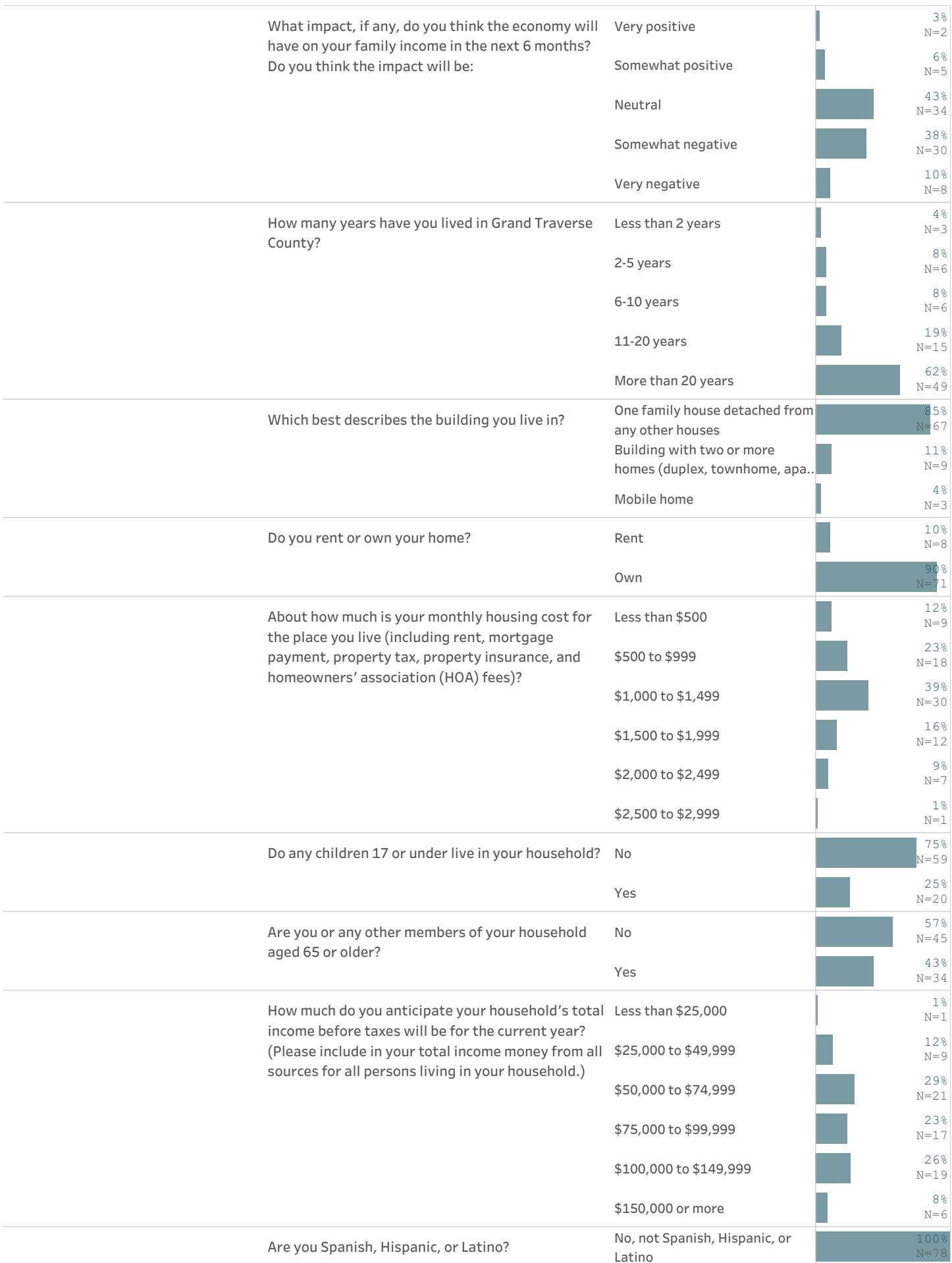


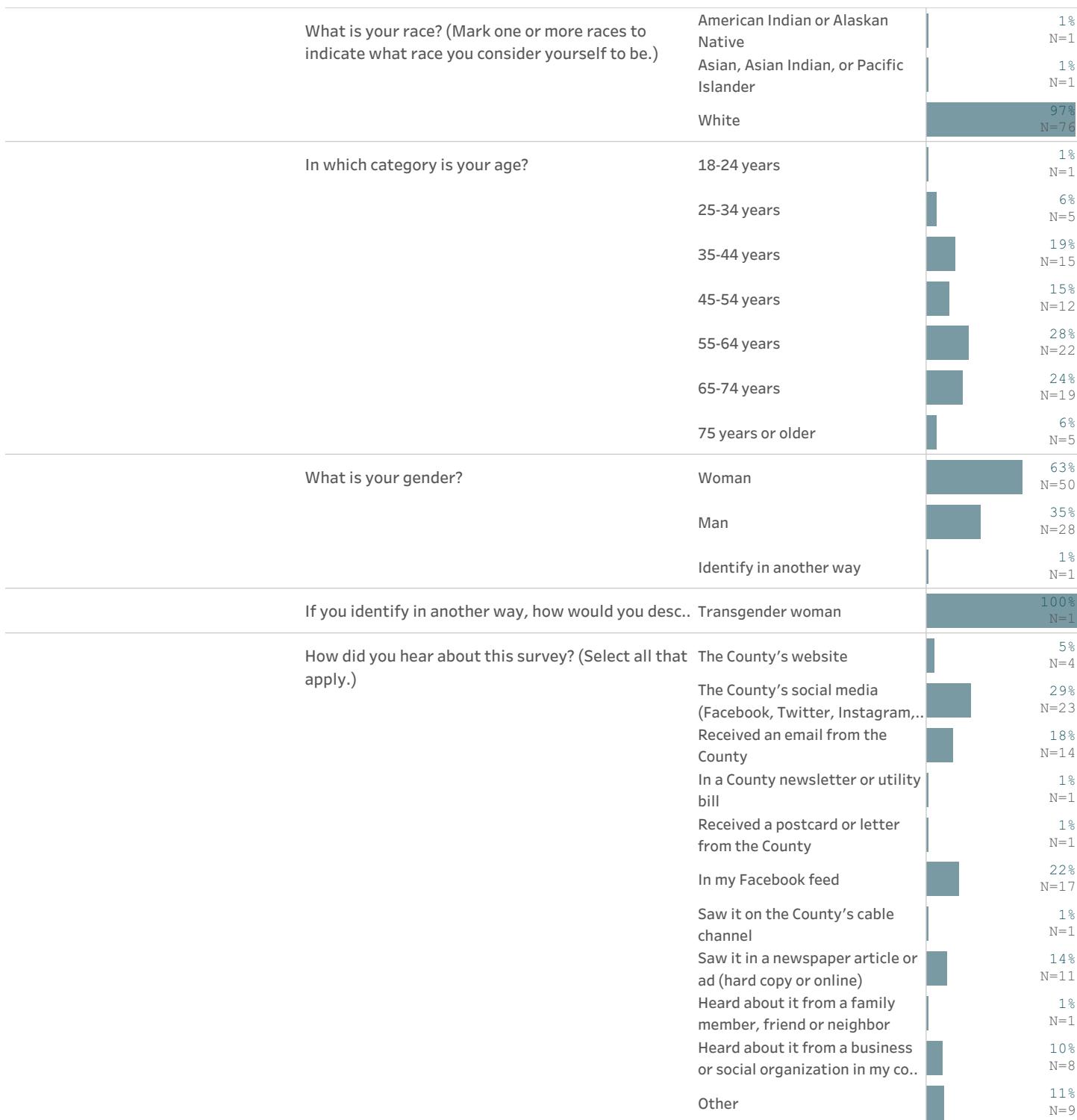


Please rate each of the following aspects of the drug and alcohol use disorder treatments available in Grand Traverse County.









Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Grand Traverse County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Grand Traverse County as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Grand Traverse County as a place to raise children	1	2	3	4	5
Grand Traverse County as a place to work.....	1	2	3	4	5
Grand Traverse County as a place to visit.....	1	2	3	4	5
Grand Traverse County as a place to retire.....	1	2	3	4	5
The overall quality of life in Grand Traverse County	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Grand Traverse County.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Grand Traverse County.....	1	2	3	4	5
Overall design or layout of Grand Traverse County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Grand Traverse County (water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Grand Traverse County	1	2	3	4	5
Overall quality of natural environment in Grand Traverse County	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Grand Traverse County	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Grand Traverse County to someone who asks	1	2	3	4	5
Remain in Grand Traverse County for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Grand Traverse County's downtown/commercial areas during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Grand Traverse County community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Grand Traverse County community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Grand Traverse County.....	1	2	3	4	5
Variety of business and service establishments in Grand Traverse County ..	1	2	3	4	5
Vibrancy of downtown/commercial areas	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Grand Traverse County	1	2	3	4	5
Overall image or reputation of Grand Traverse County.....	1	2	3	4	5

7. Please also rate each of the following in the Grand Traverse County community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Grand Traverse County	1	2	3	4	5
Ease of travel by public transportation in Grand Traverse County	1	2	3	4	5
Ease of travel by bicycle in Grand Traverse County	1	2	3	4	5
Ease of walking in Grand Traverse County.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Grand Traverse County	1	2	3	4	5
Overall appearance of Grand Traverse County.....	1	2	3	4	5
Cleanliness of Grand Traverse County.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Grand Traverse County	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

	<u>No</u>	<u>Yes</u>
Contacted Grand Traverse County (in-person, phone, email, or web) for help or information	1	2
Contacted Grand Traverse County elected officials (in-person, phone, email, or web) to express your opinion	1	2
Attended a local public meeting (of local elected officials like County Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Grand Traverse County	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving.....	1	2

9. Please rate the quality of each of the following services in Grand Traverse County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, etc)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts)	1	2	3	4	5
Grand Traverse County open space	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Grand Traverse County employees (deputies, clerical staff, Health Dept. Workers, etc.)	1	2	3	4	5

10. Please rate the following categories of Grand Traverse County government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Grand Traverse County.....	1	2	3	4	5
The overall direction that Grand Traverse County is taking.....	1	2	3	4	5
The job Grand Traverse County government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Grand Traverse County government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Grand Traverse County	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Grand Traverse County community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Grand Traverse County	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Grand Traverse County.....	1	2	3	4
Overall design or layout of Grand Traverse County's residential and Commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Grand Traverse County (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Grand Traverse County	1	2	3	4
Overall quality of natural environment in Grand Traverse County	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Grand Traverse County	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. In the last 12 months, have you received treatment or care from Northern Lakes Community Mental Health Authority?

No → go to question #15 Yes → go to question #14

14. Overall, how would you rate the services you have received from Northern Lakes Community Mental Health Authority?

Excellent Good Fair Poor

15. Please rate each of the following aspects of the drug and alcohol use disorder treatments available in Grand Traverse County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Availability/access	1	2	3	4	5
Quality of the services provided	1	2	3	4	5
Affordability of care	1	2	3	4	5
The variety of care/programs available.....	1	2	3	4	5

16. How would you rate the quality of each of the following regarding information about county programs and services?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The County Website (https://www.gtcountymi.gov/)	1	2	3	4	5
County posts on social media (Facebook, Youtube, Twitter etc.)	1	2	3	4	5
Community announcements	1	2	3	4	5
The overall accessibility of county information for those with disabilities (e.g impaired vision or hearing).....	1	2	3	4	5

17. How would you rate accessibility of Grand Traverse County's buildings and properties?

Excellent Good Fair Poor Don't know

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	<u>Several times a day</u>	<u>Once a day</u>	<u>A few times a week</u>	<u>Every few weeks</u>	<u>Less often or never</u>	<u>Don't know</u>
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

Excellent Very good Good Fair Poor

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

Do you think the impact will be:

Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Grand Traverse County?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

No Yes

D9. Are you or any other members of your household aged 65 or older?

No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

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

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

D13. In which category is your age?

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

D14. What is your gender?

Female
 Male
 Identify in another way

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