

Grand Traverse County, MI

The National Community Survey

Report of Results

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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



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The report provides the opinions of a representative sample of 459 residents of Grand Traverse County collected from March 27, 2025 to May 8, 2025. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2024 survey was 16%. 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 500 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.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that aligned more closely to the demographics in Grand Traverse. This cohort included other communities in the Upper Midwest region. Comparisons to these communities can be found throughout the report and in a separate table in the Custom Benchmarks tab.

Trends over time

Trend data for Grand Traverse County represent important comparison data and should be examined for improvements or declines.¹ 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 6.3 percentage points between the 2022 and 2025 surveys, the change is statistically significant.

1. 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 Polco's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve 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 the Grand Traverse County boundaries were removed from the list of potential households to survey. 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 randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" 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 3,000 randomly selected households received mailings beginning on March 27th, 2025 and data collection for the survey remained open for 6 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, as well as QR codes to further encourage participation. 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.

About 2% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,943 households that received the invitations to participate, 459 completed the survey, providing an overall response rate of 16%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

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 Grand Traverse County's survey is no greater than plus or minus 5 percentage points around any given percent reported for all respondents (459 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 random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Grand Traverse County 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 April 17th, 2025. The survey remained open for 3 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 2020 Census and 2023 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 xxage, 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.³ 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 ⁴
Age	18-34	7%	25%	25%
	35-54	20%	30%	30%
	55+	73%	45%	45%
Area	Acme, Whitewater, East Bay	26%	26%	24%
	Blair	11%	9%	8%
	Fife Lake, Paradise, Union, Village of Fife Lake	1%	6%	6%
	Garfield	26%	23%	21%
	Grant, Green Lake, Mayfield	0%	1%	9%
	Long Lake	12%	9%	9%
	Peninsula	11%	7%	7%
	Traverse City	13%	18%	16%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	97%	97%	97%
	Yes, I consider myself to be of Hispanic, Latino/a/x	3%	3%	3%
Housing tenure	Own	84%	77%	77%
	Rent	16%	23%	23%
Housing type	Attached	24%	27%	27%
	Detached	76%	73%	73%
Race & Hispanic origin	Not white alone	7%	8%	7%
	White alone, not Hispanic or Latino	93%	92%	93%
Sex	Man	44%	49%	49%
	Woman	56%	51%	51%
Sex/age	Man 18-34	3%	13%	13%
	Man 35-54	8%	15%	15%
	Man 55+	33%	21%	21%
	Woman 18-34	4%	12%	12%
	Woman 35-54	12%	15%	15%
	Woman 55+	40%	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 Maxwell Cameron of Grand Traverse County at mcameron@gtcountymi.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>

3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>

4. Targets come from the 2020 Census and 2023 American Community Survey

Key Findings

Highest-performing areas:

- Ratings for County services and public trust are on the rise, with many items increasing since 2022, including:
 - Overall customer service by Grand Traverse County employees (84%, up from 69%)
 - Treating all residents fairly (47%, up from 33%)
 - Generally acting in the best interest of the community (48%, up from 33%)
- Most mobility related items received praise from residents, with ratings increasing in many items.
 - Snow removal (80%, up from 65%)
 - Ease of travel by car (59%, up from 44%)
 - Bus or transit services (58%, up from 50%)
- Safety services received high marks from respondents, with a few items showing significant increases since 2022.
 - Police/Sheriff services (82%, up from 72%)
 - Animal control (77%, up from 66%)
 - Emergency preparedness (70%, up from 55%)

Lowest-performing areas:

- Affordability remains a concern for residents, as a few related items scored lower than national averages.
 - Availability of affordable quality childcare/preschool (19%)
 - Cost of living (14%)
 - Availability of affordable quality housing (7%)
- Although similar to national averages, a couple of economic items saw significant declines since 2022, indicating a potential area of opportunity.
 - Employment opportunities (36%, down from 45%)
 - Shopping opportunities (58%, down from 66%)

Other notable results:

- In the first question unique to Grand Traverse's survey, residents were asked which types of housing they felt were needed in the county. The types that residents felt the county had far too little or somewhat too little were:
 - Housing options for young residents (86%)
 - Single-family detached homes (77%)
 - New single-family developments (77%)
- In the next question, residents were asked if they agreed the Grand Traverse County should leverage tax incentives to support the construction of housing that meet the needs of hospitality, restaurant and retail service workers, public servants, and low-income seniors. The majority of residents agreed (74%), while few disagreed (16%).
- Residents were also asked how important it was for the County to focus on various issues over the next three years. Residents felt the following were the most important to focus on:
 - Improve roads, streets, and bridges (88%)
 - Provide quality affordable housing (83%)
 - Improve mental health services (75%)
 - Expand access to childcare (72%)

Areas of greatest change since 2022:

Of the 123 evaluative questions included on both the 2022 and current survey iterations, 87 were statistically similar to previous results. Upward trends were seen in 32 items, while 4 ratings decreased since 2022. The most significant of those trends are listed below.

Increases:

- Storm water management (+24%)
- Generally acting in the best interest of the community (+15%)
- Emergency preparedness (+15%)
- Snow removal (+15%)
- Ease of travel by car (+15%)

Decreases:

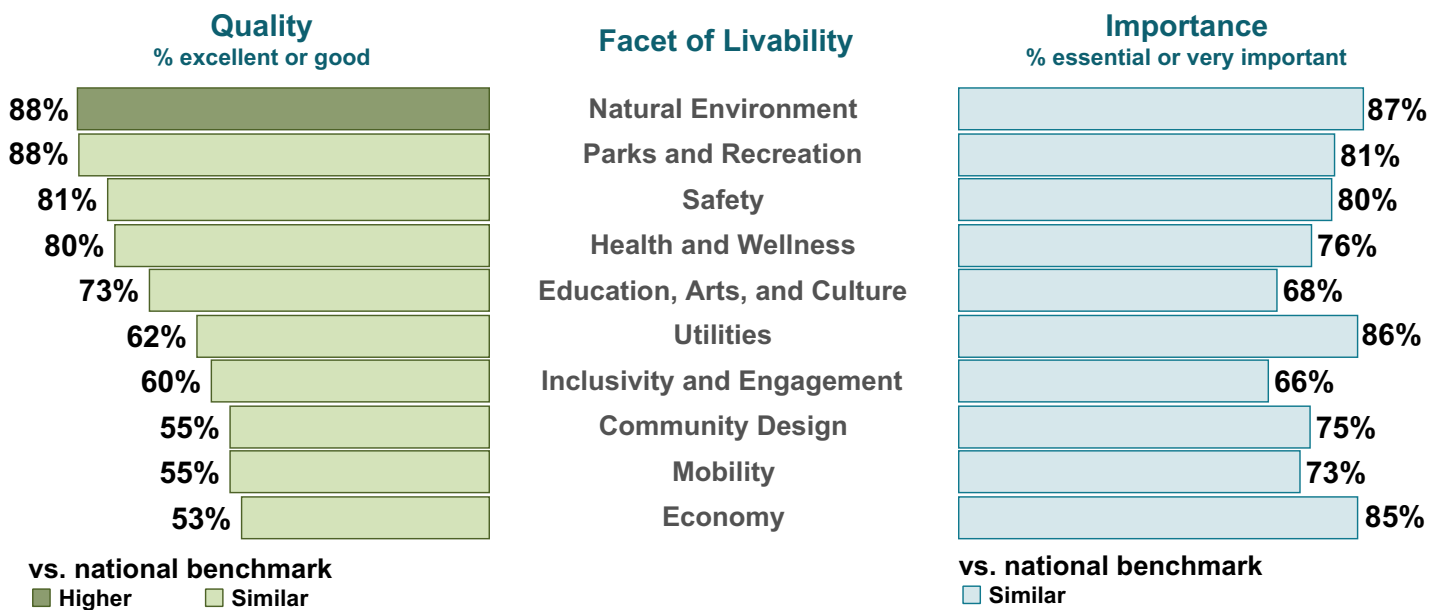
- The Federal Government (-16%)
- Employment opportunities (-9%)
- Street repair (-9%)
- Shopping opportunities (-8%)

Facets of livability

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.

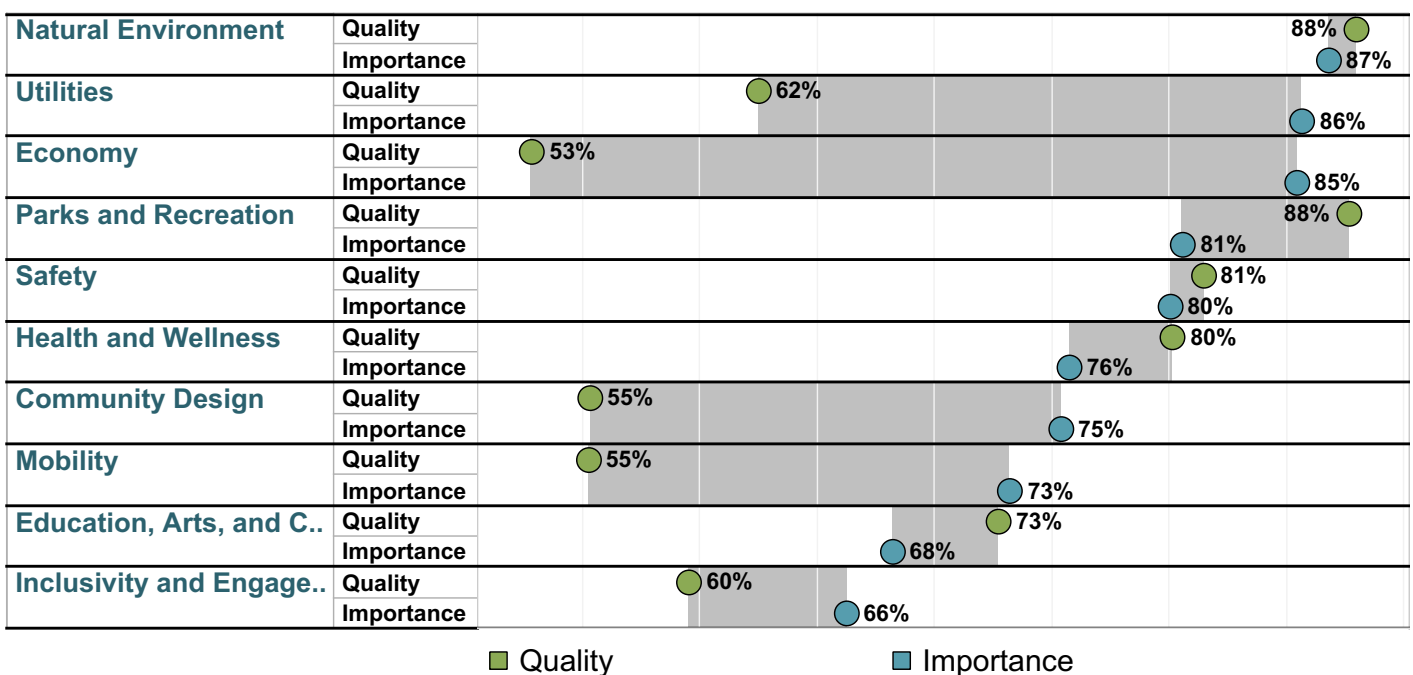
Quality and Importance by the Numbers

The table below shows 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



Quality/Importance Gap Analysis

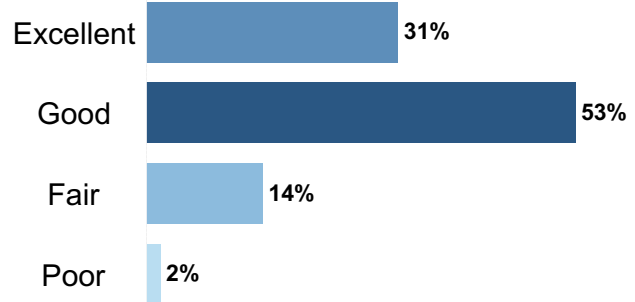
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



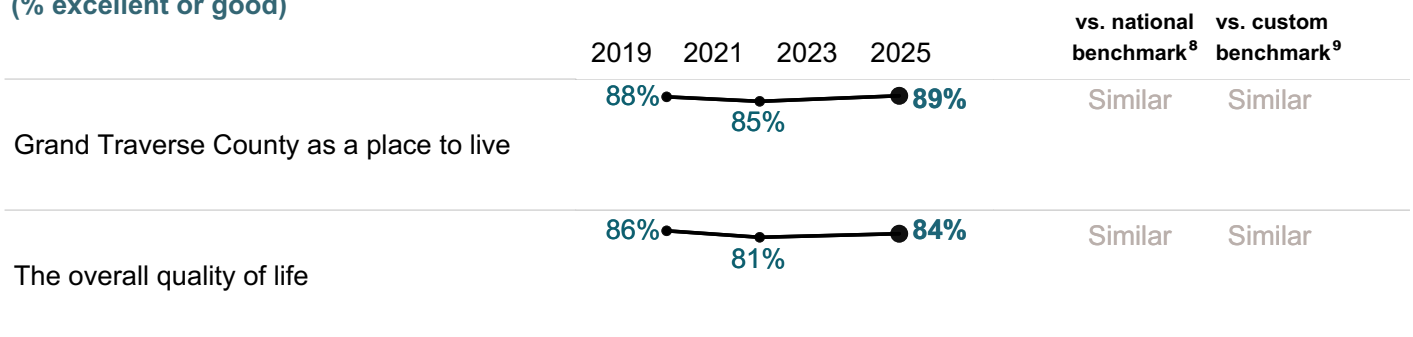
Quality of Life

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.

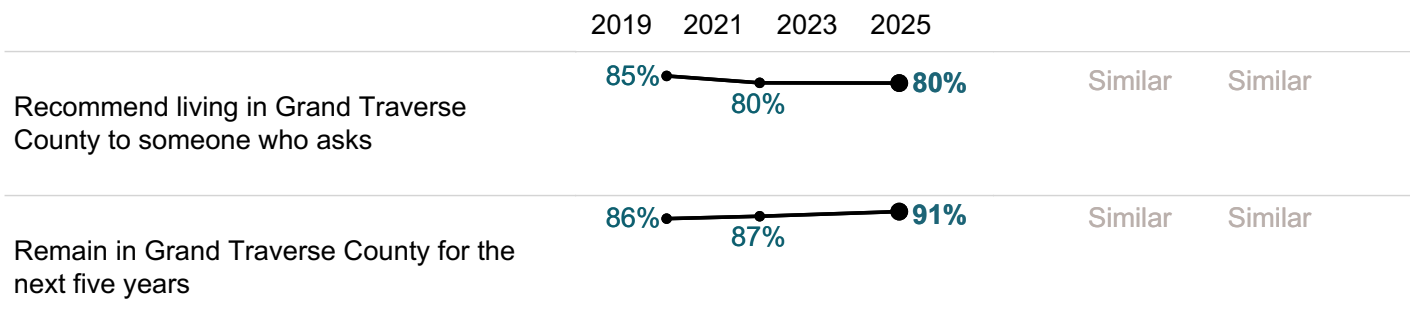
The overall quality of life in Grand Traverse, 2025



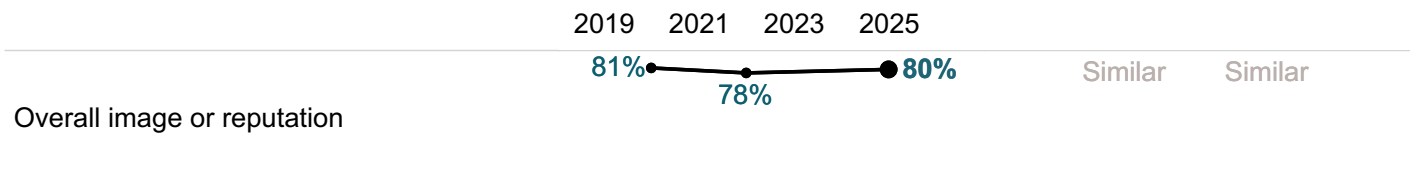
Please rate each of the following aspects of quality of life in Grand Traverse County. (% excellent or good)



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)



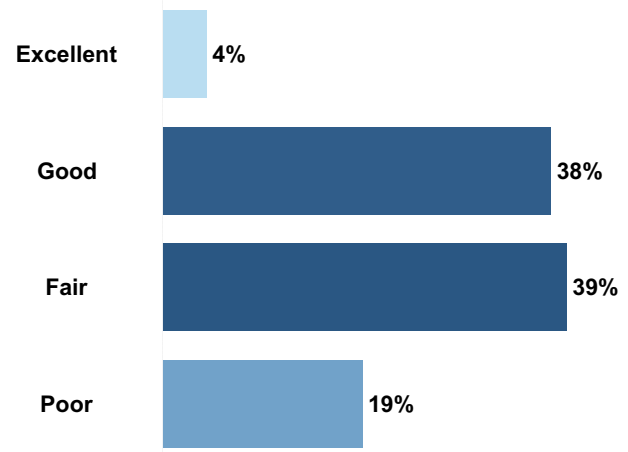
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

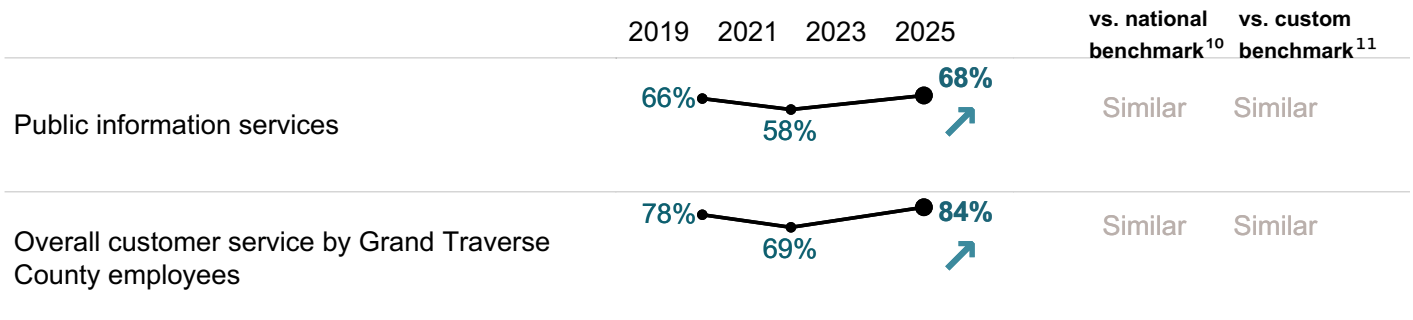
Governance

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.

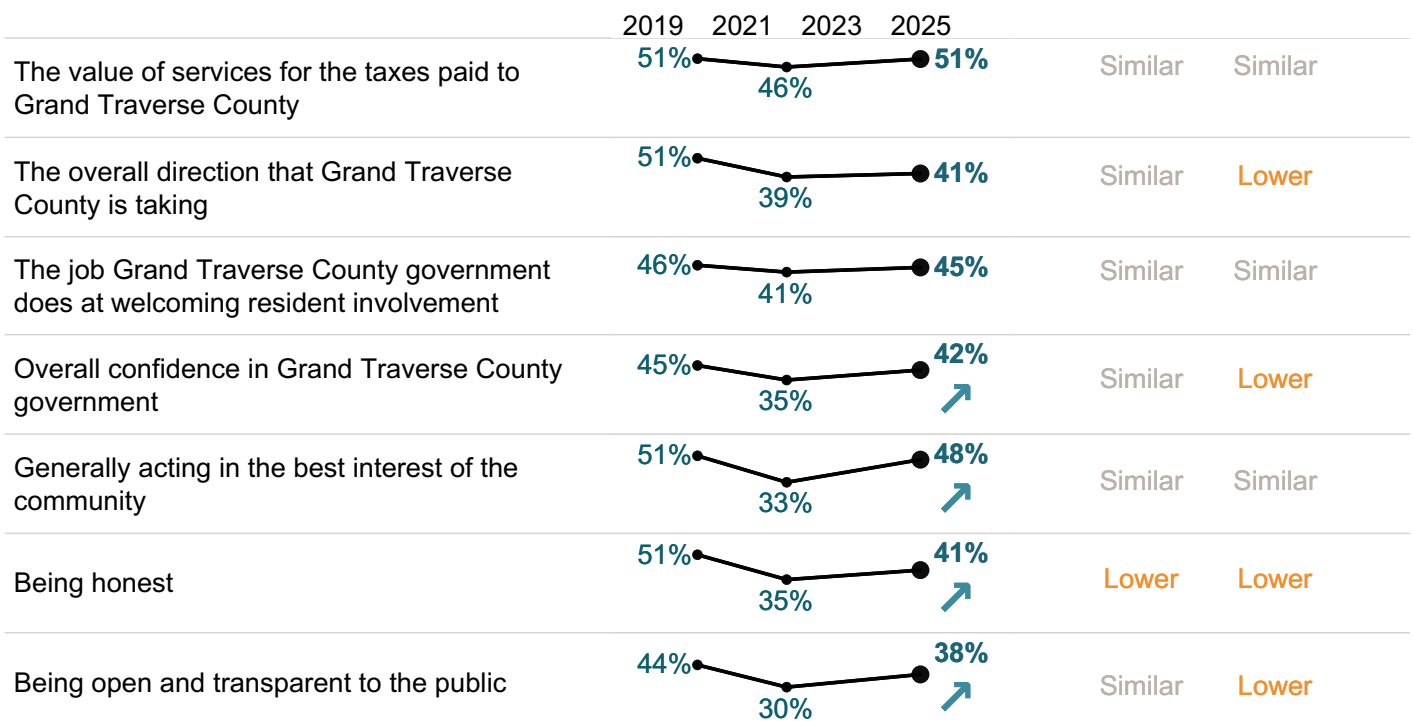
Overall confidence in Grand Traverse government, 2025

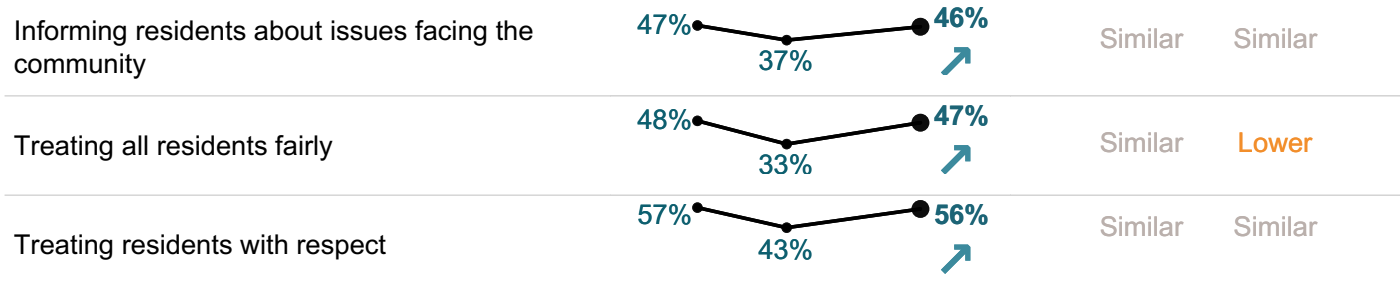


Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)

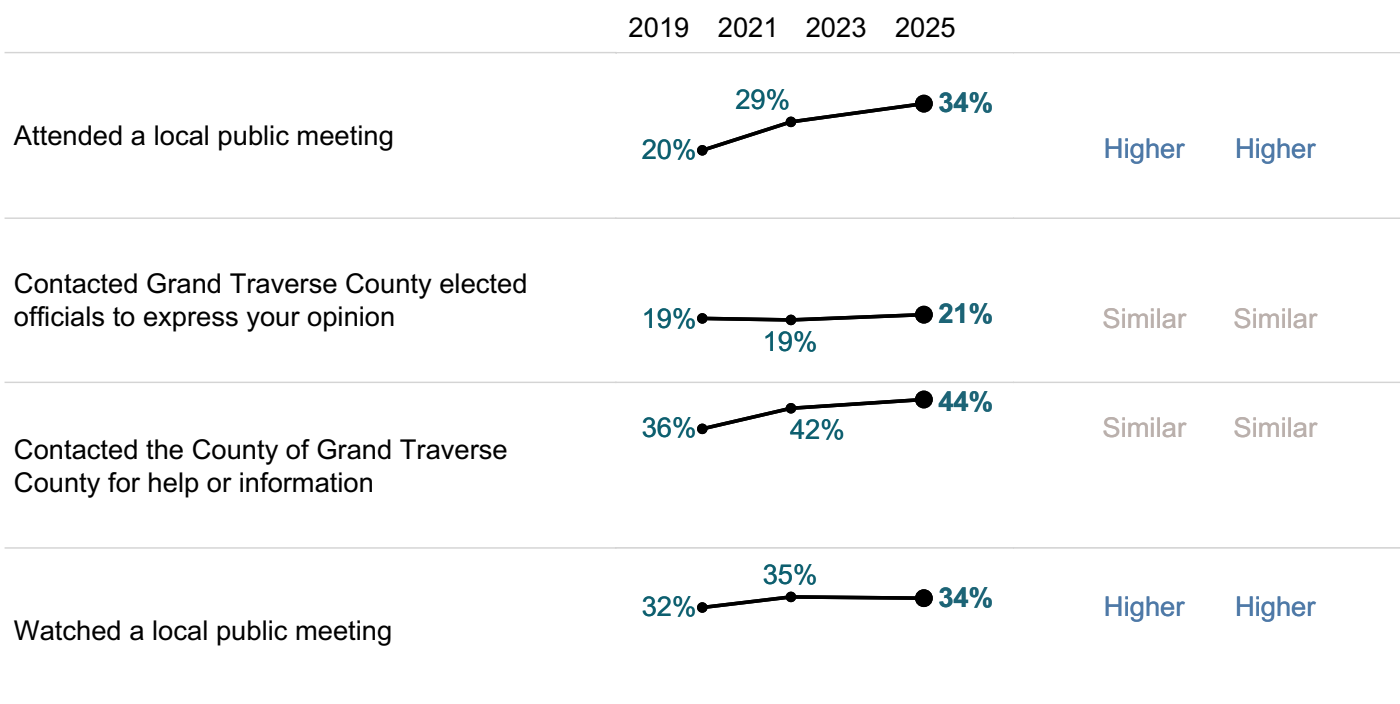


Please rate the following categories of Grand Traverse County government performance.
(% excellent or good)

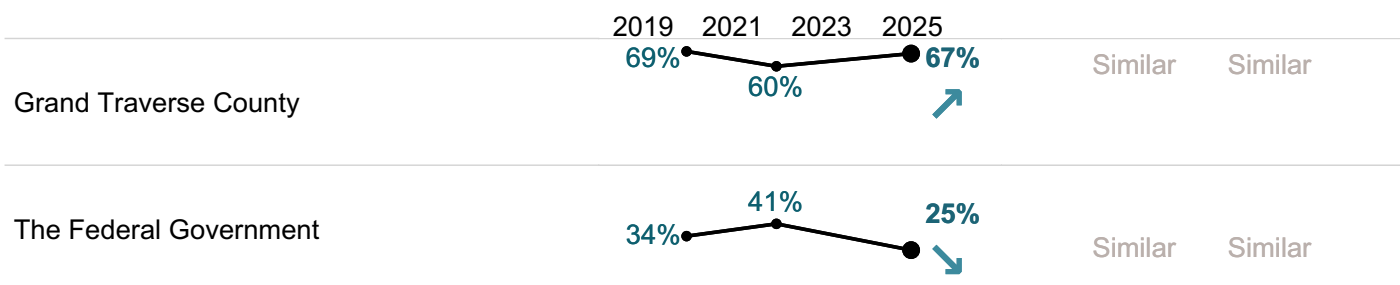




Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)



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



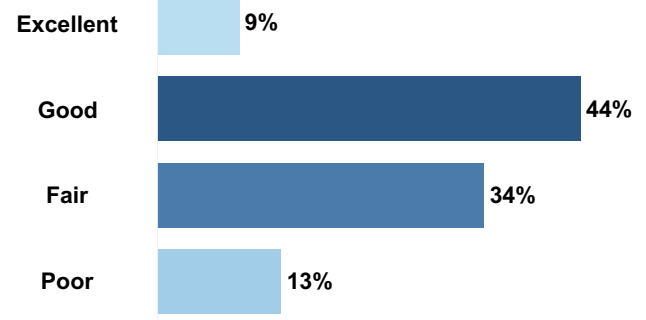
10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

11. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

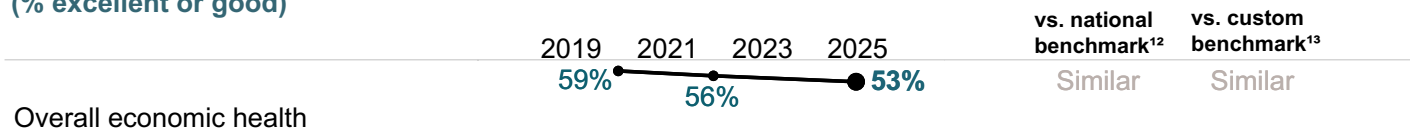
Economy

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.

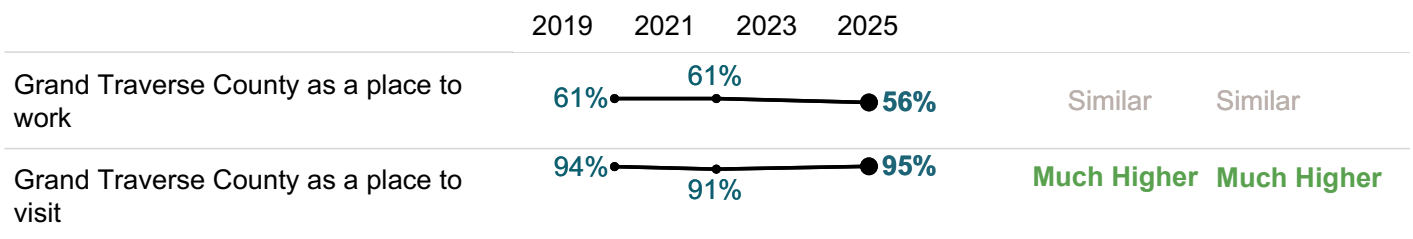
Overall economic health of Grand Traverse, 2025



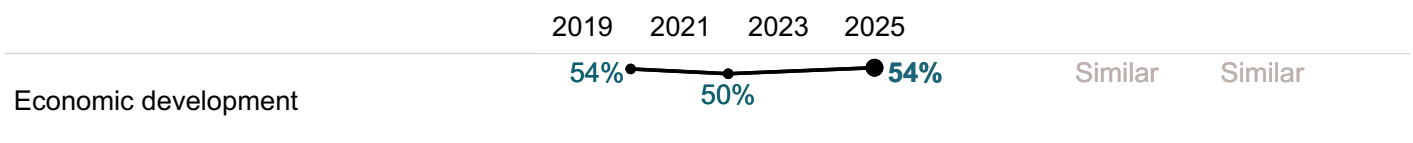
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



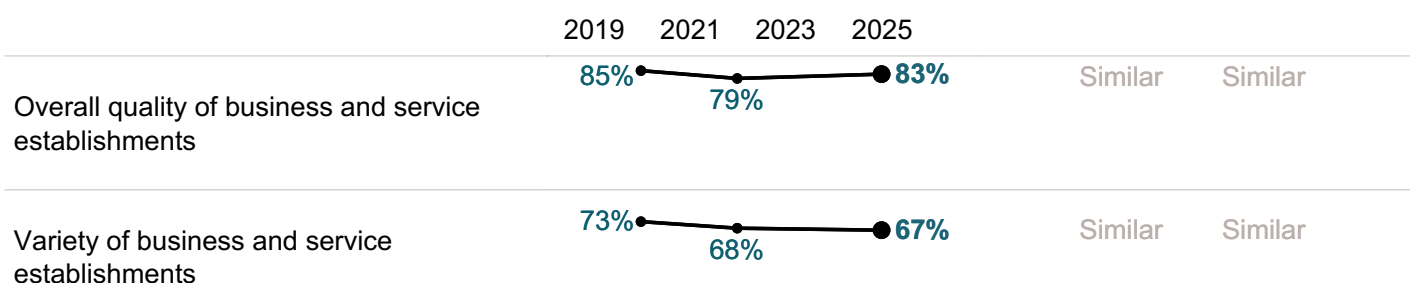
Please rate each of the following aspects of quality of life in Grand Traverse County.
(% excellent or good)

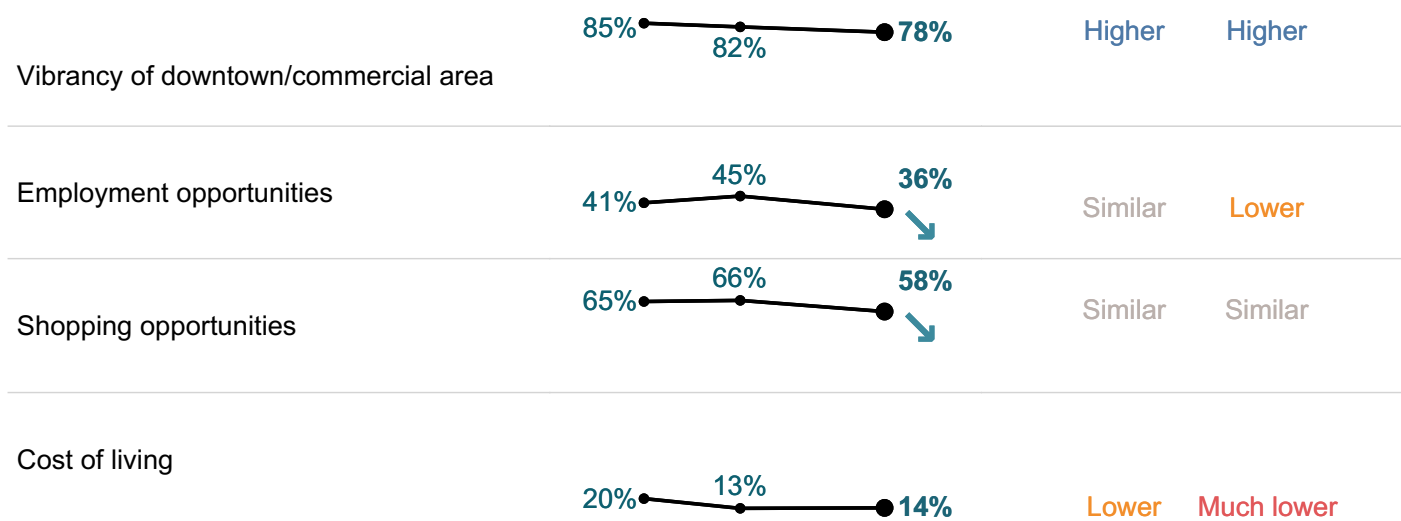


Please rate the quality of each of the following services in Grand Traverse County.
(% excellent or good)

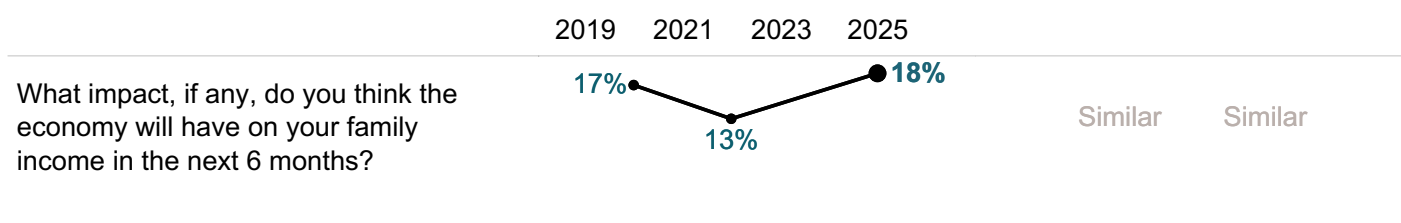


Please rate each of the following in the Grand Traverse County community.
(% excellent or good)





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)



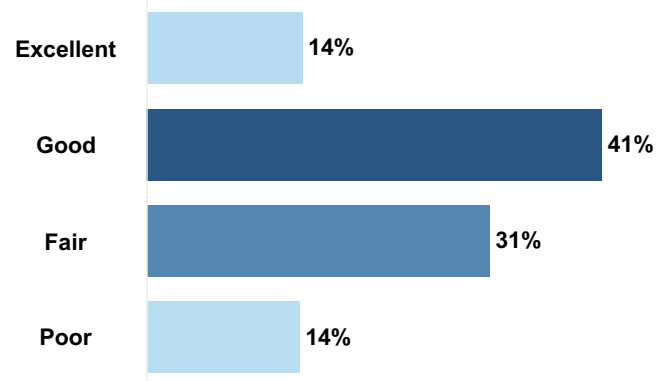
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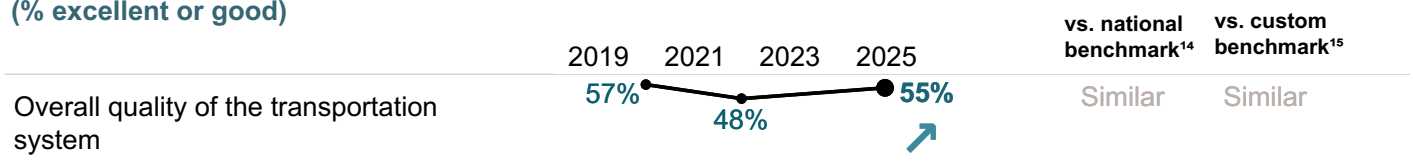
Mobility

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.

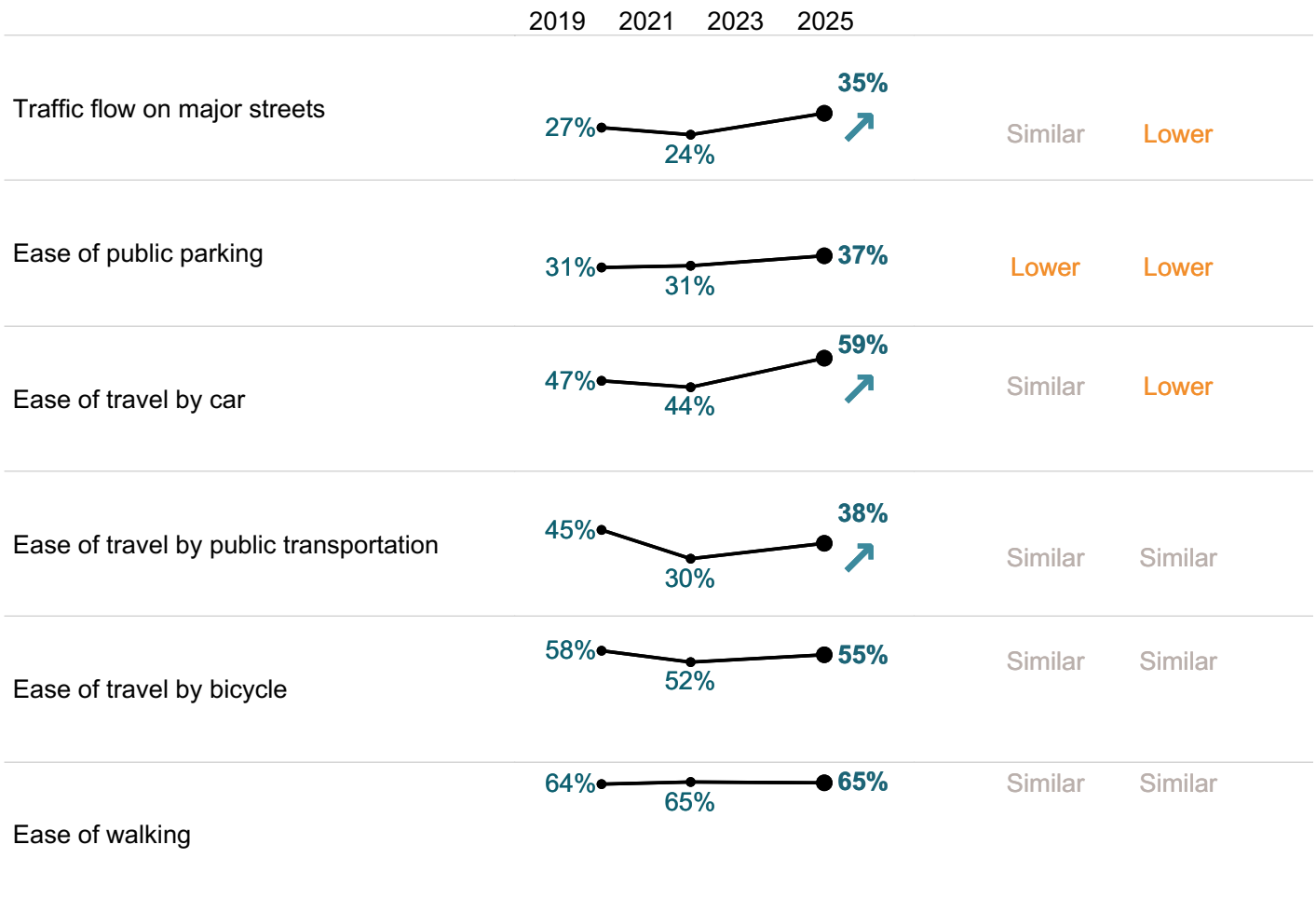
Overall quality of the transportation system in Grand Traverse, 2025



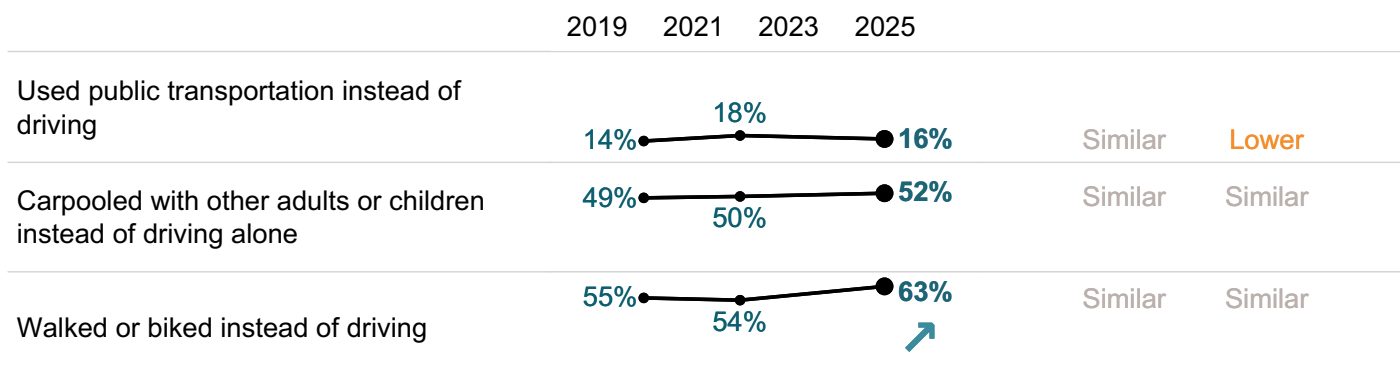
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



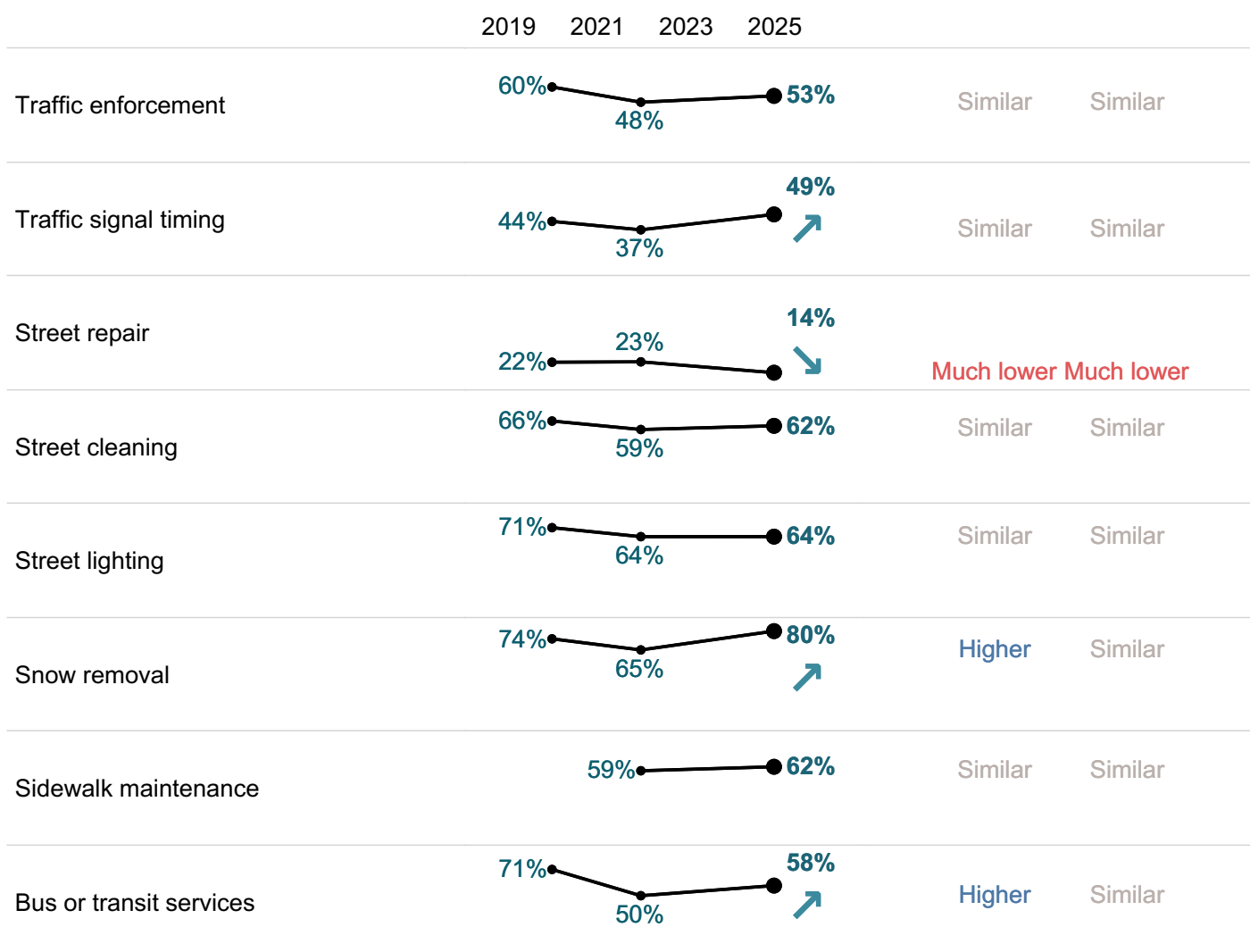
Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)



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)



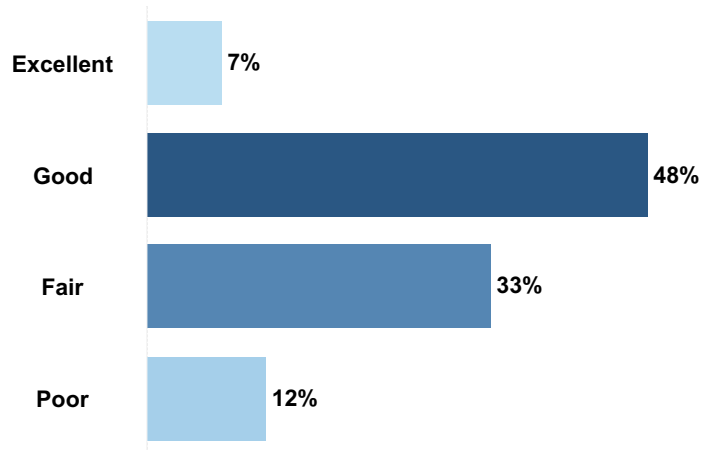
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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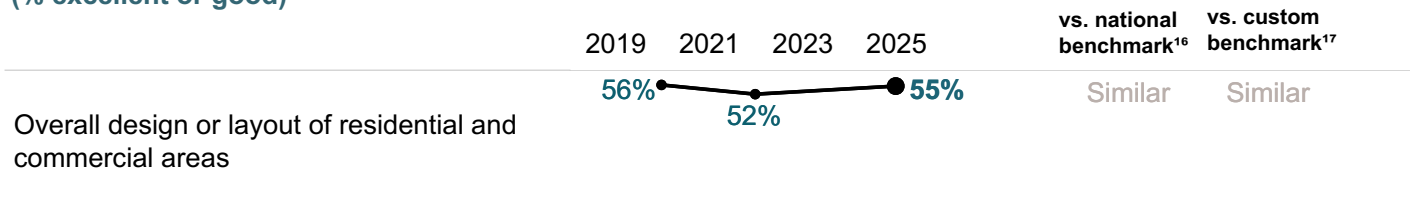
Community Design

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.

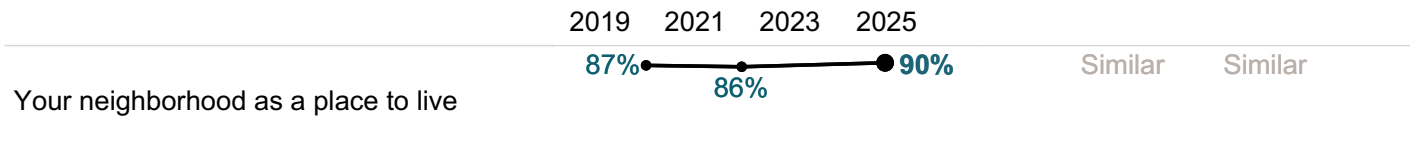
Overall design or layout of Grand Traverse's residential and commercial areas, 2025



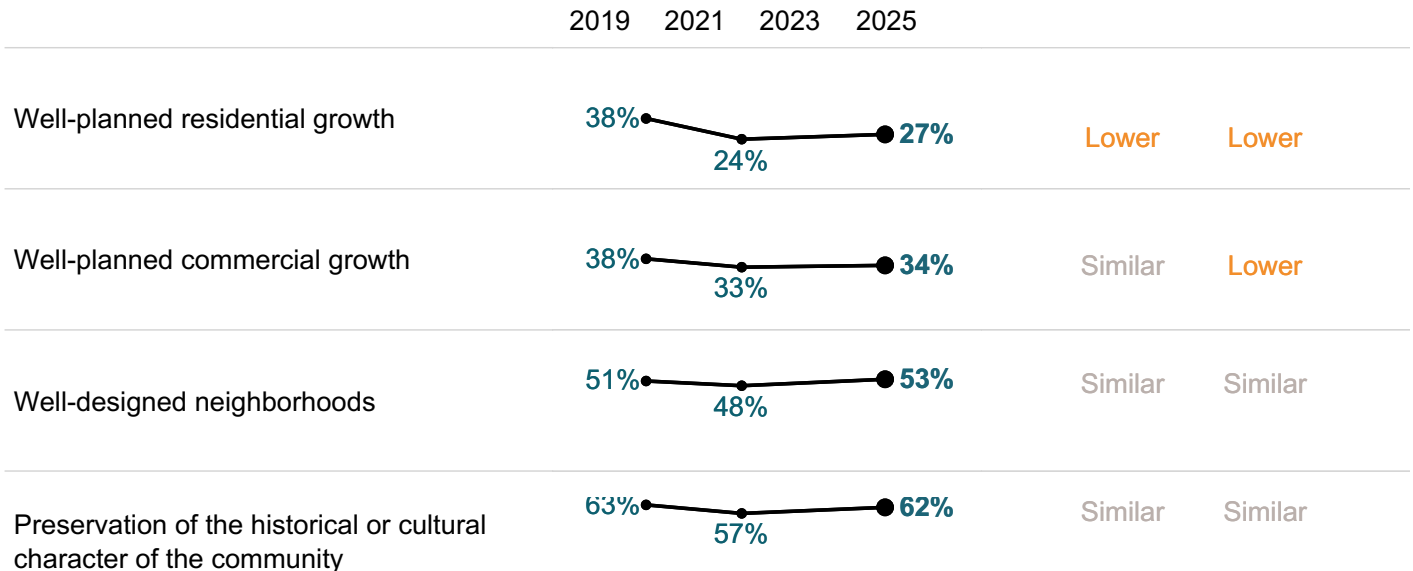
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)

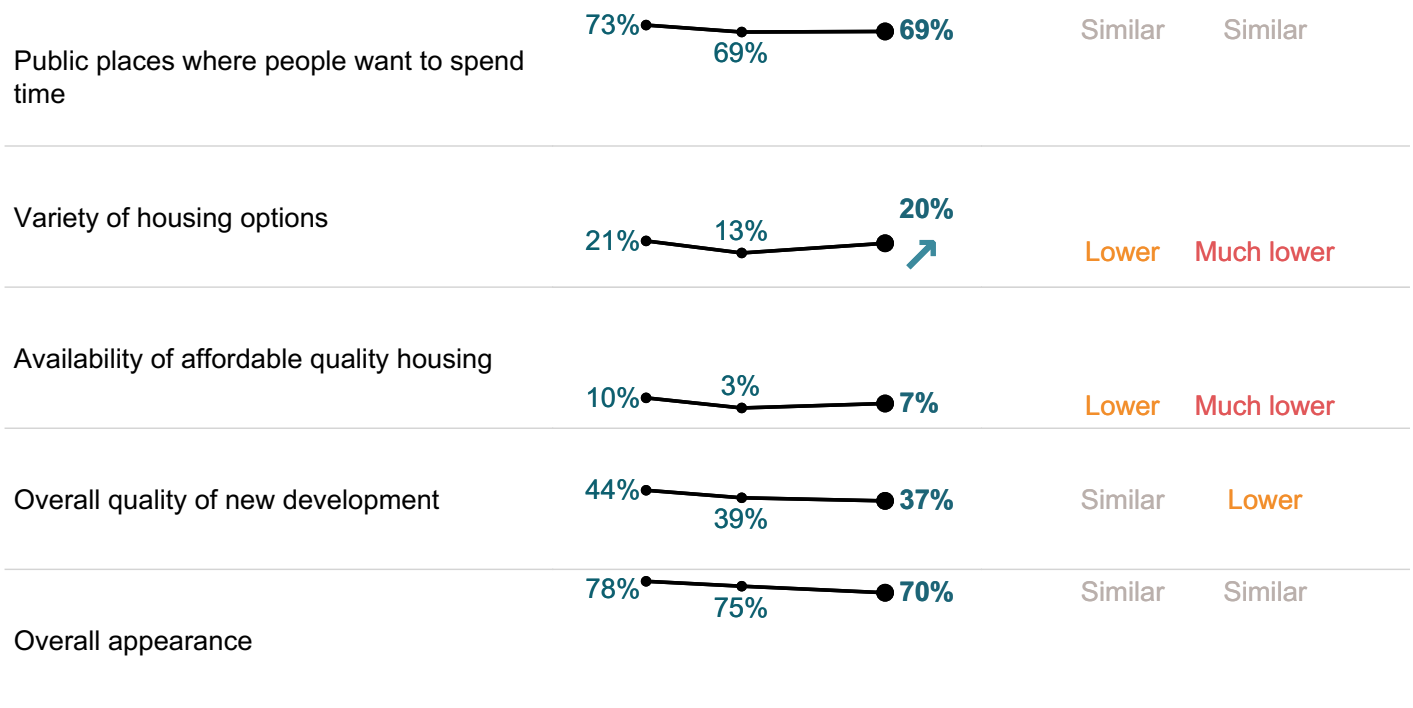


Please rate each of the following aspects of quality of life in Grand Traverse County.
(% excellent or good)

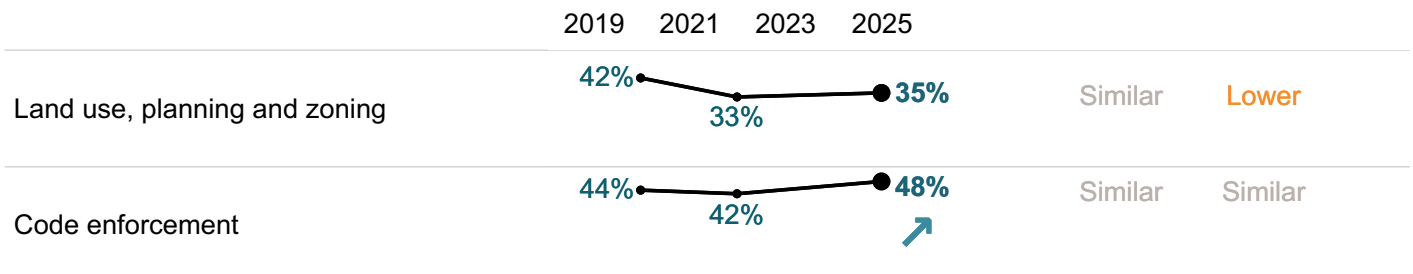


Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)





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



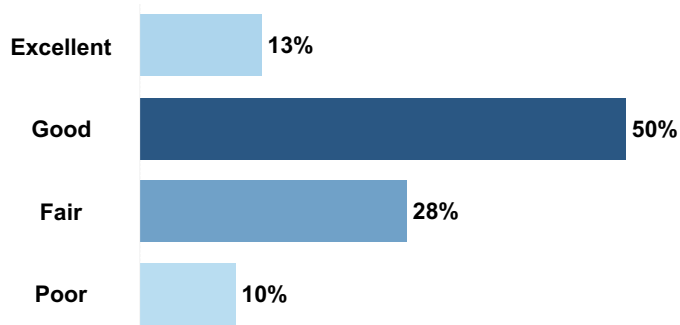
16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

17. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

Utilities

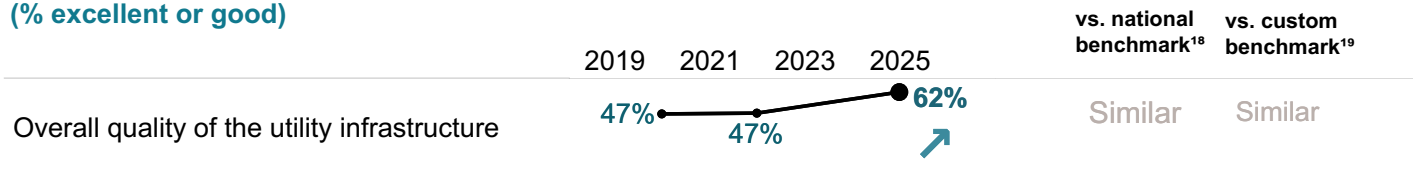
Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Grand Traverse, 2025



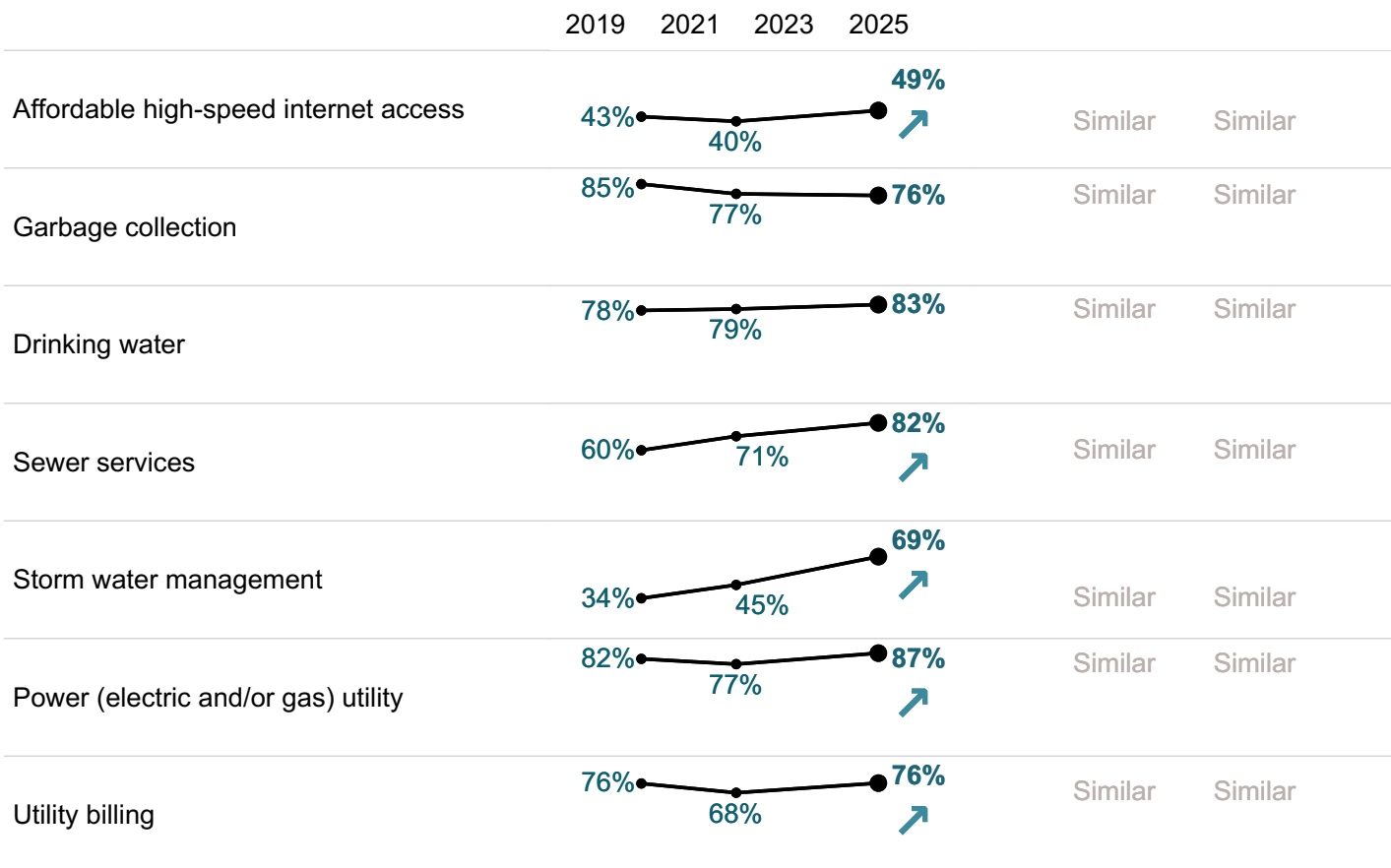
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.

(% excellent or good)



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

(% excellent or good)



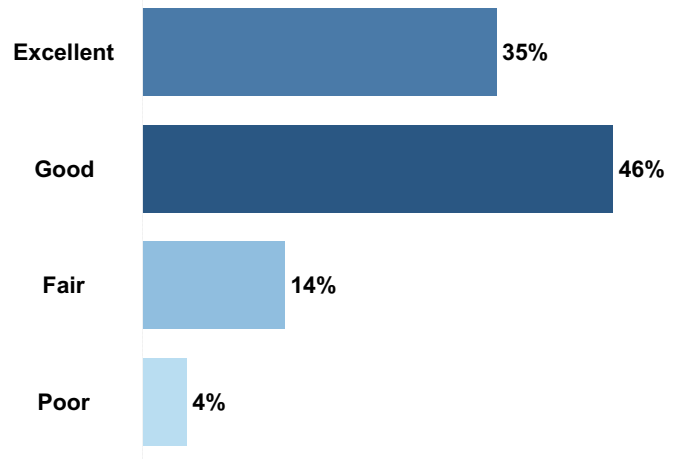
¹⁸. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

¹⁹. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

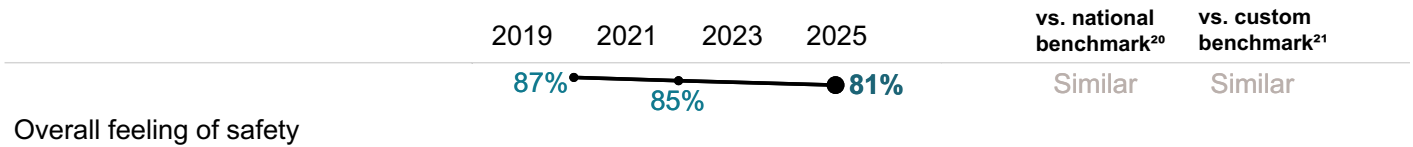
Safety

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.

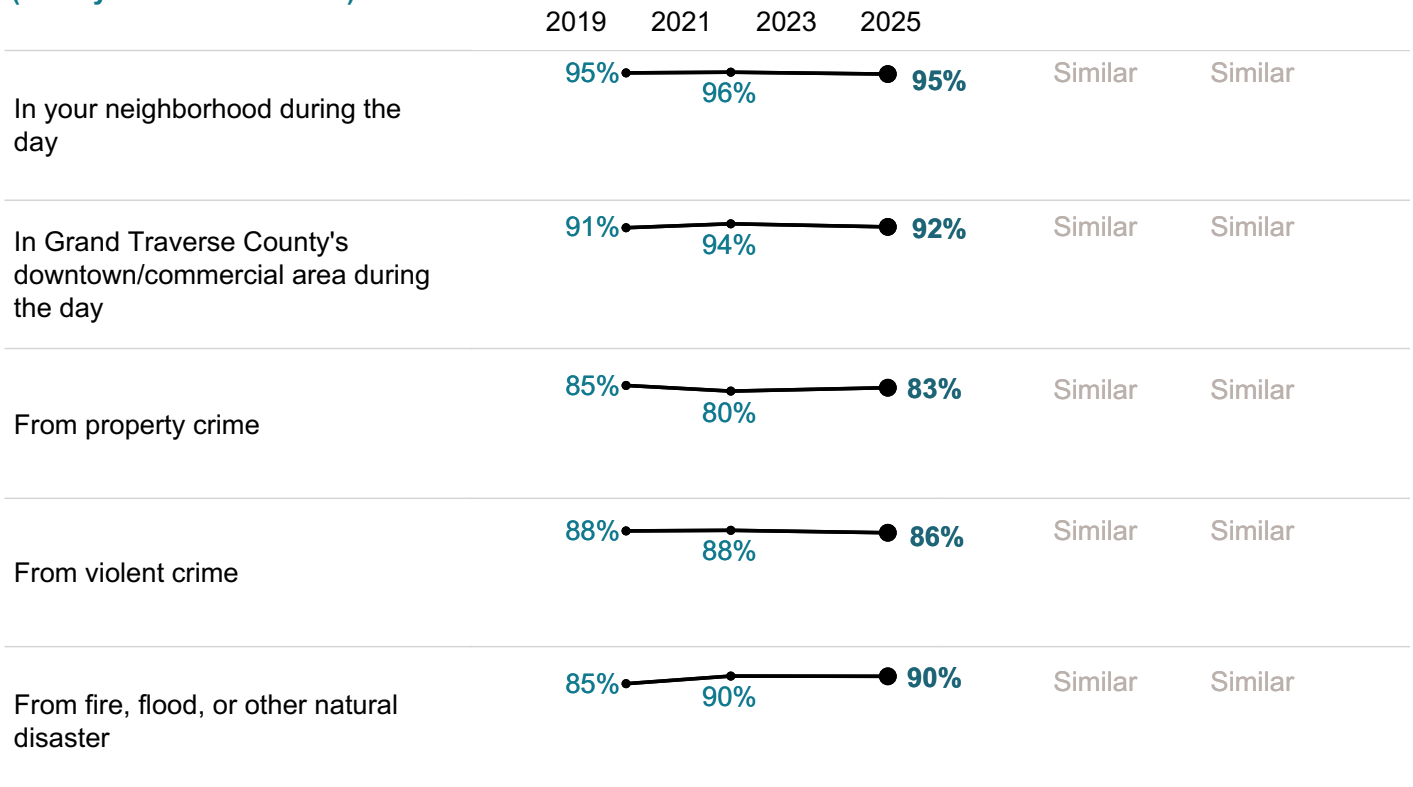
Overall feeling of safety in Grand Traverse, 2025



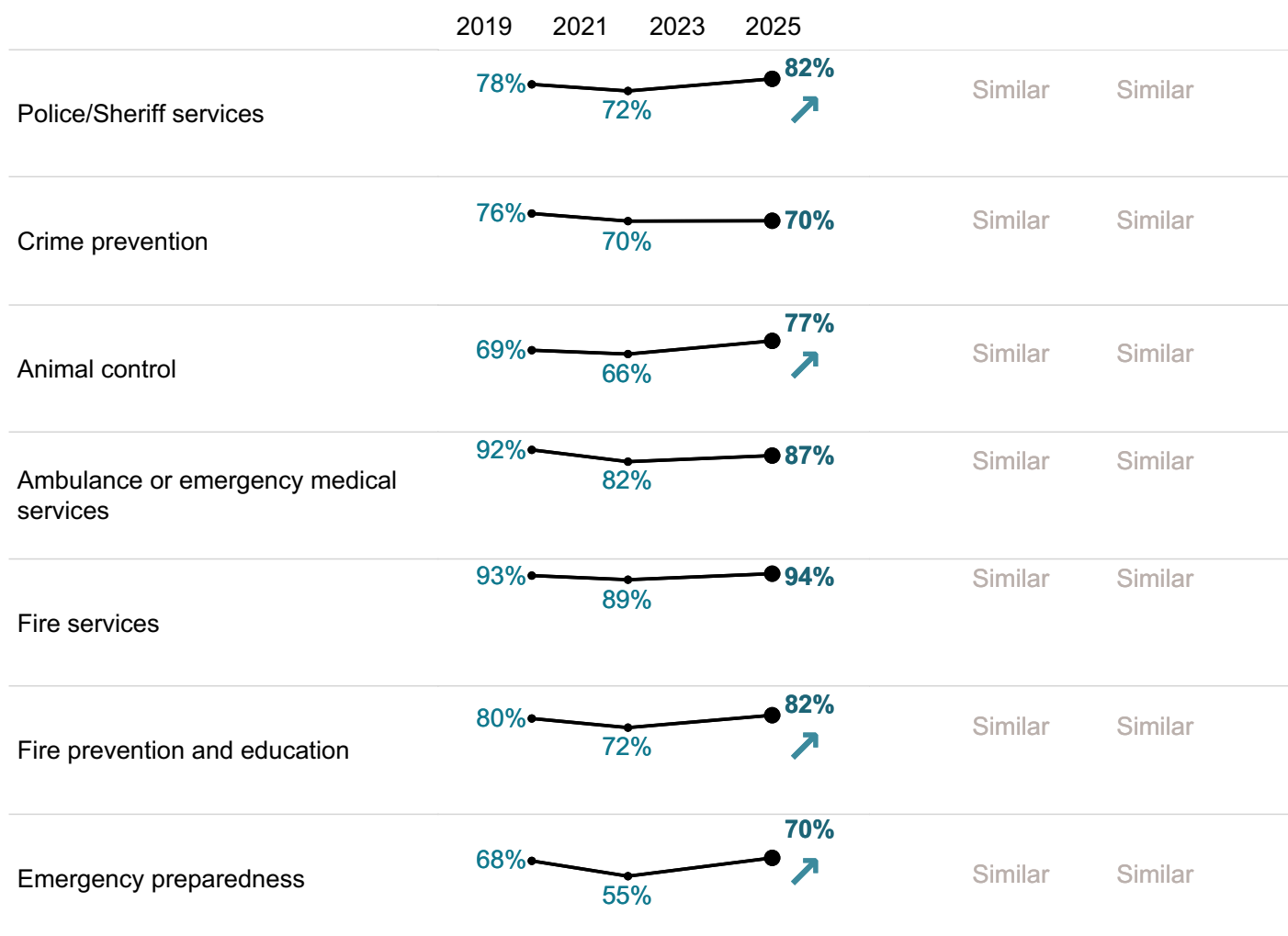
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



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)



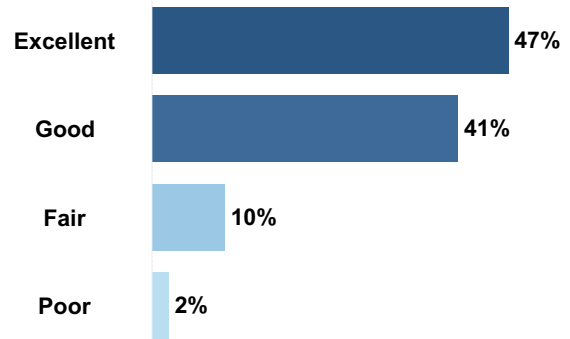
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

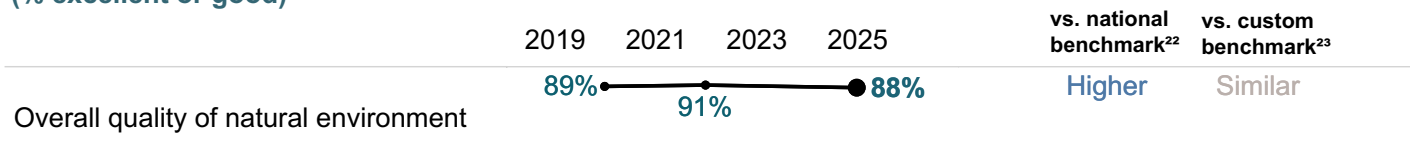
Overall quality of natural environment in Grand Traverse, 2025

Natural Environment

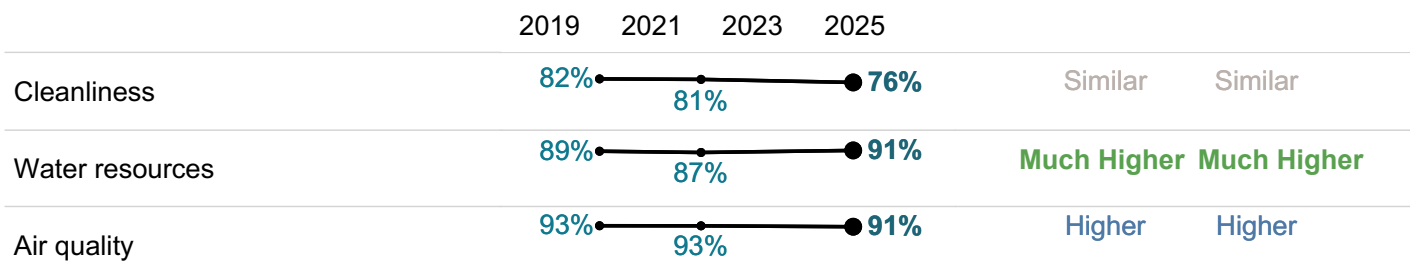
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



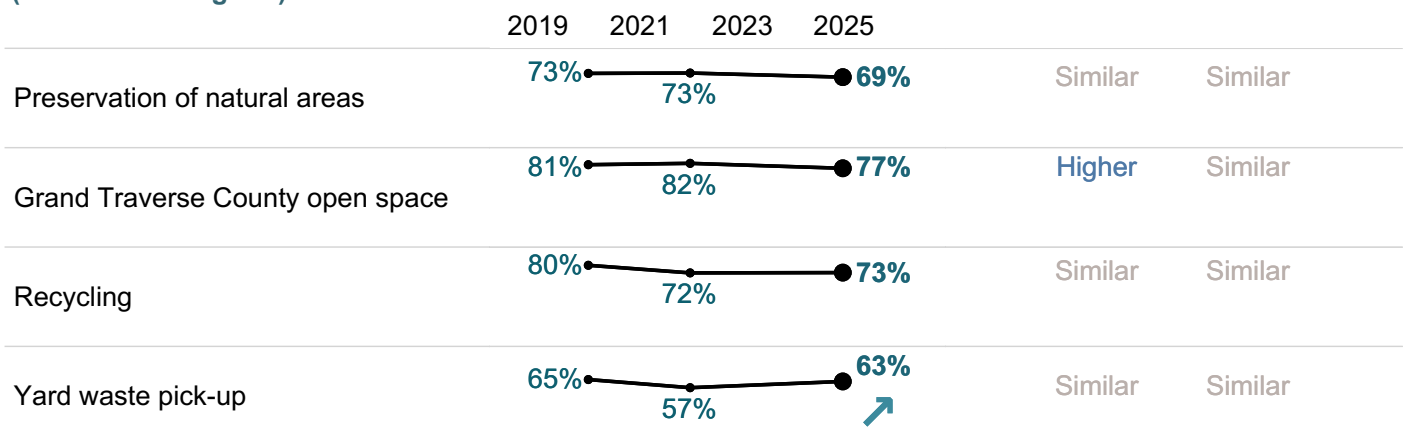
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



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)



²². Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

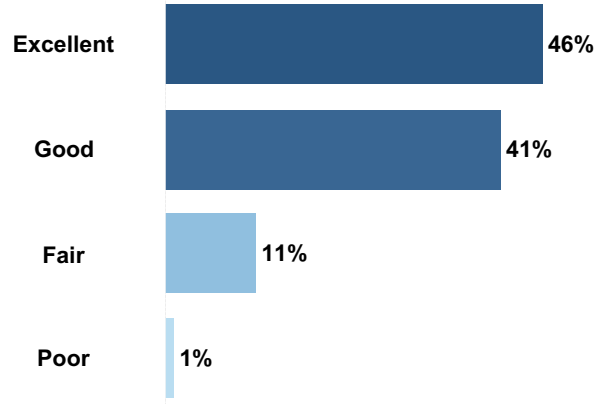
²³. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

Parks and Recreation

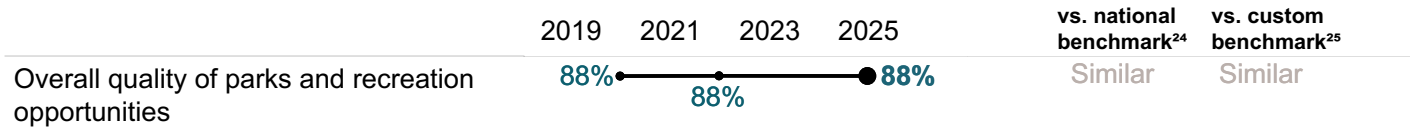
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation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

- National Recreation and Park Association

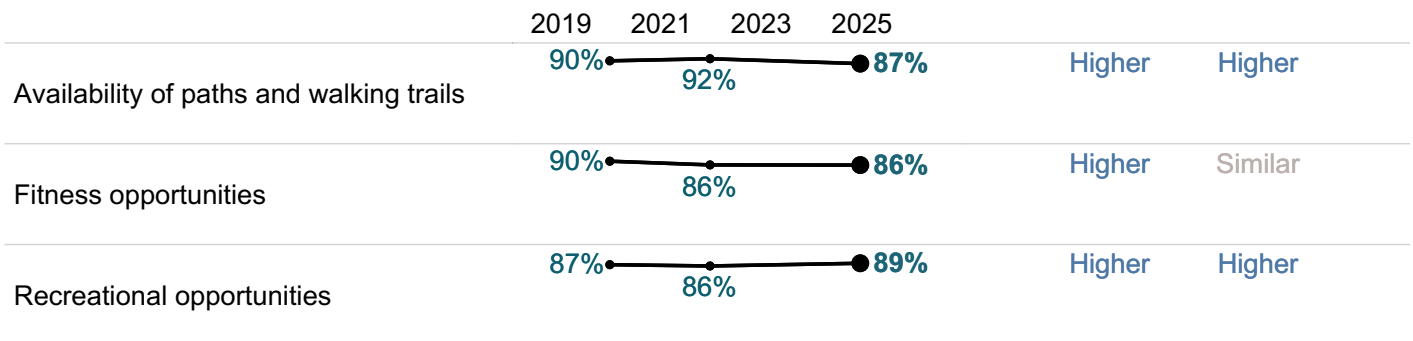
Overall quality of parks and recreation opportunities, 2025



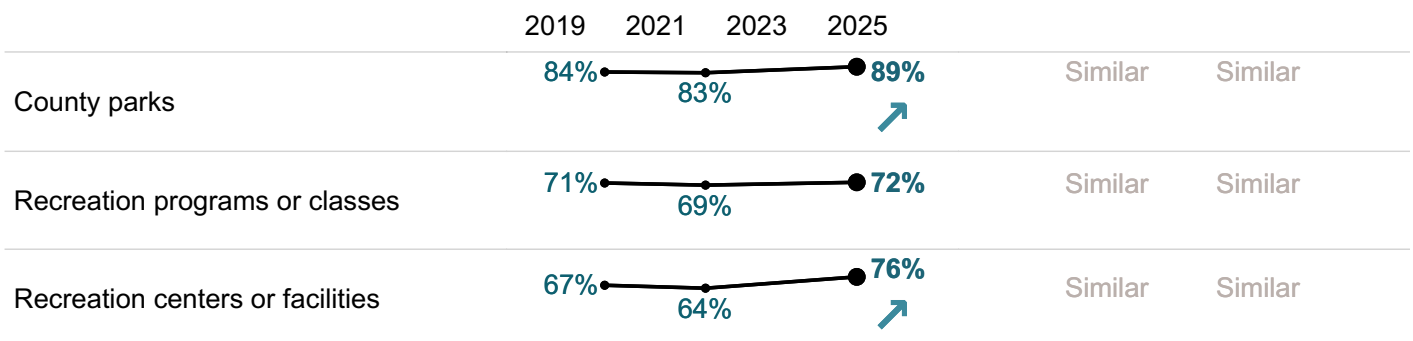
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



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)



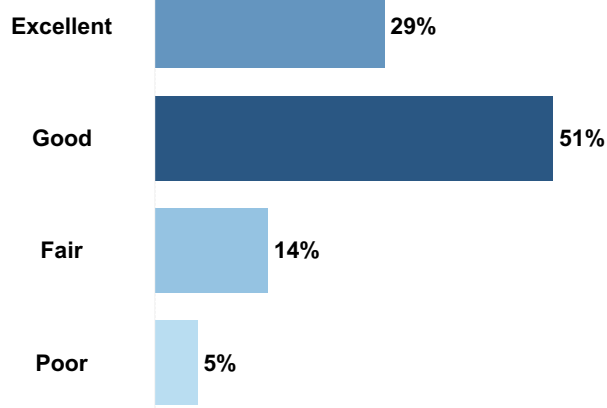
²⁴. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

²⁵. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If..

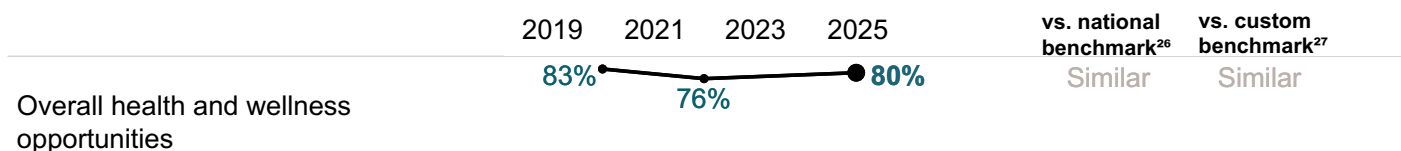
Overall health and wellness opportunities in Grand Traverse, 2025

Health and Wellness

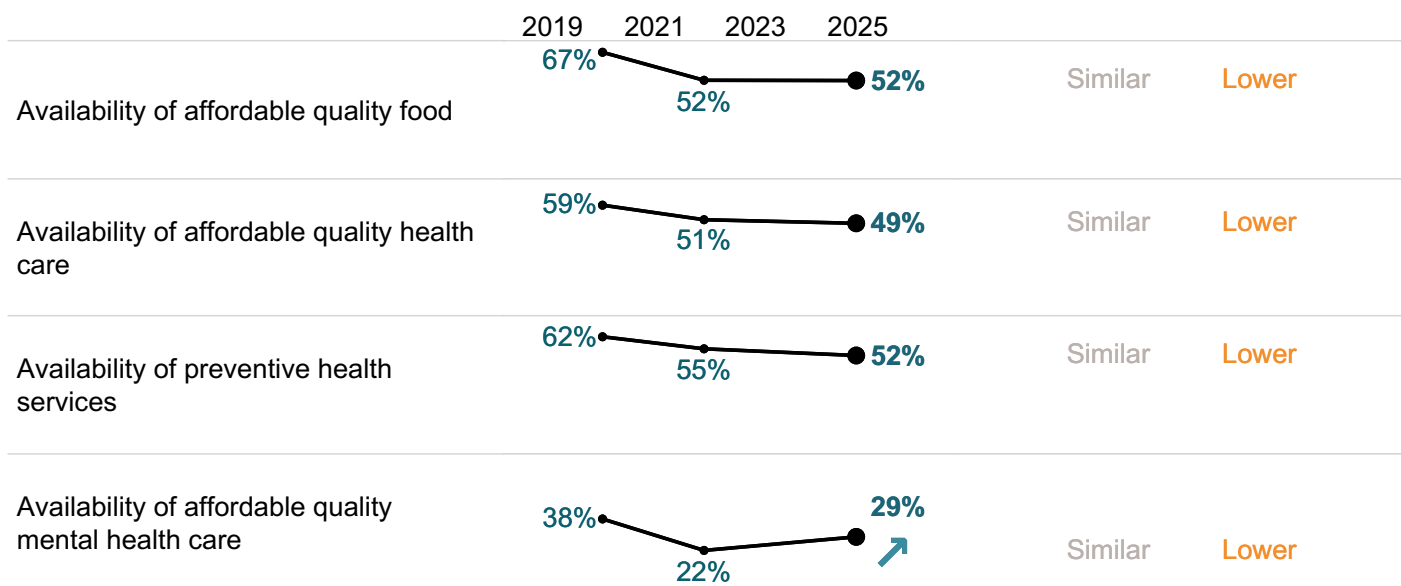
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



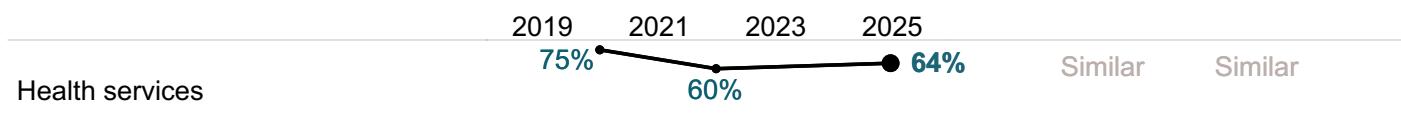
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



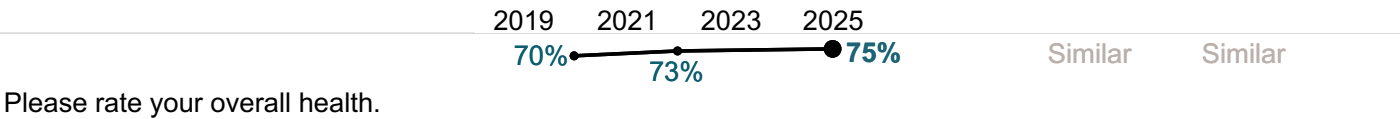
Please also rate each of the following in the Grand Traverse County community.
(% excellent or good)



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)



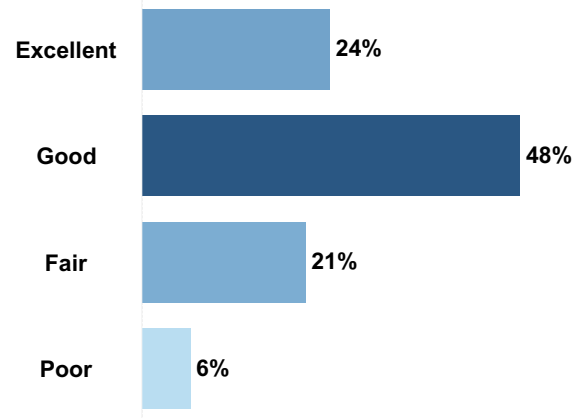
26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



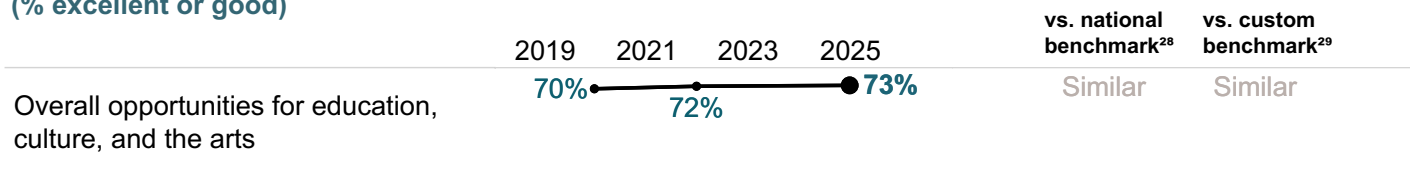
Education, Arts, and Culture

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.

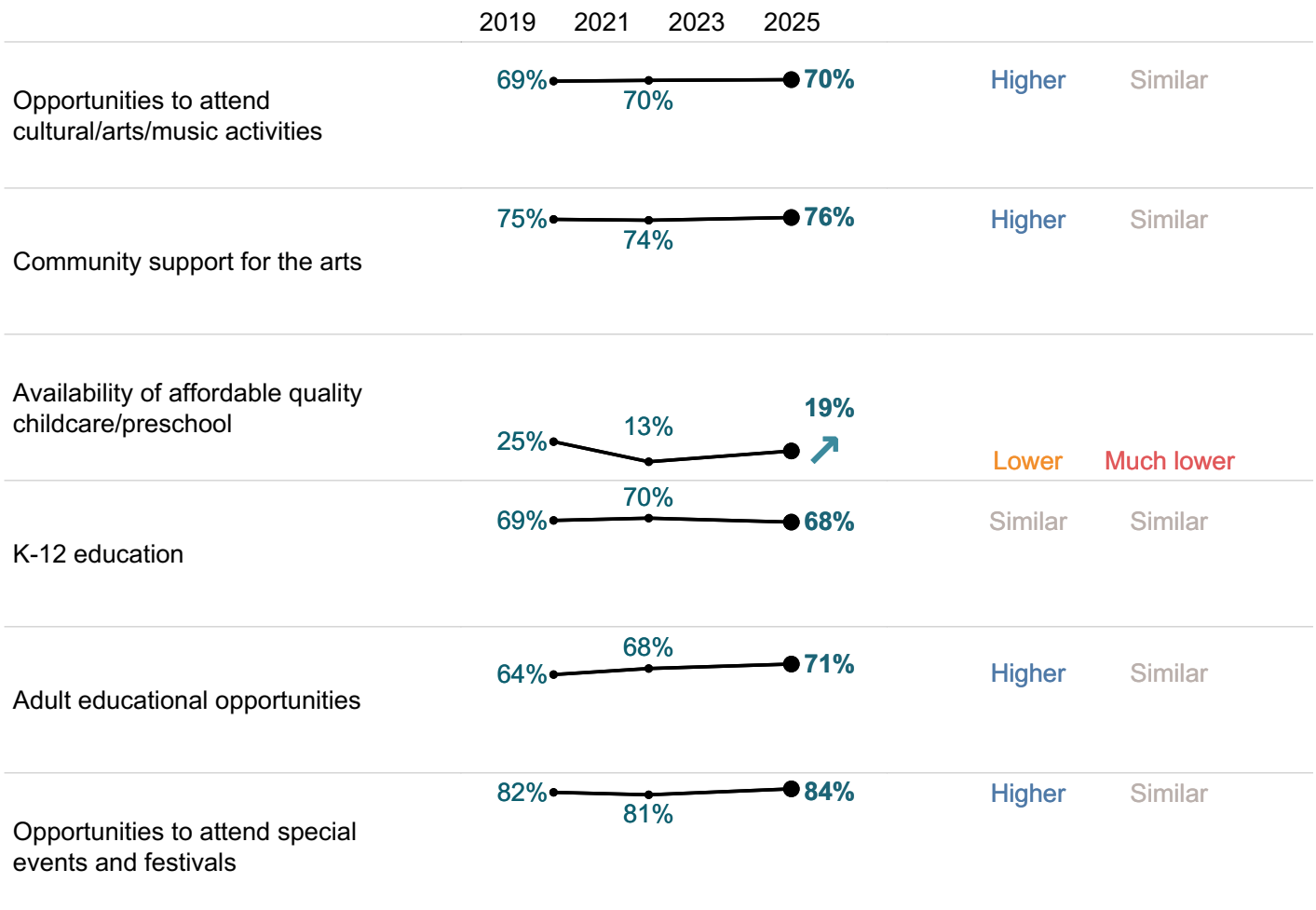
Overall opportunities for education, culture and the arts, 2025



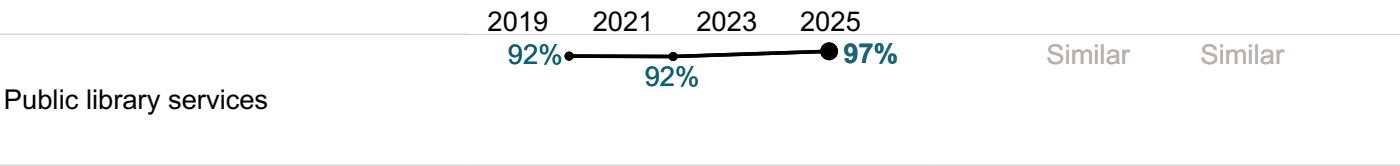
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)



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)

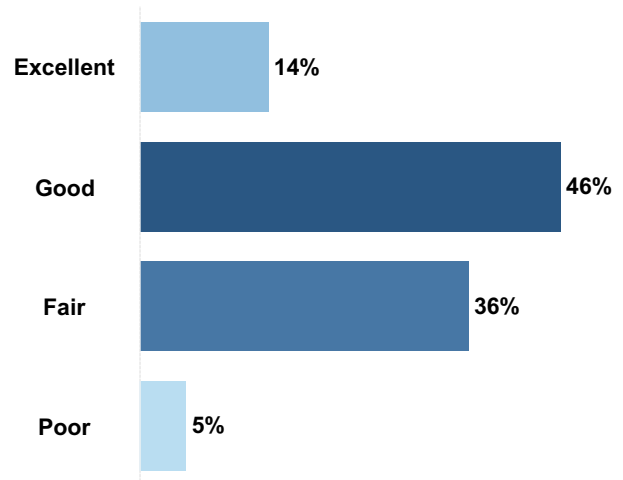


28. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

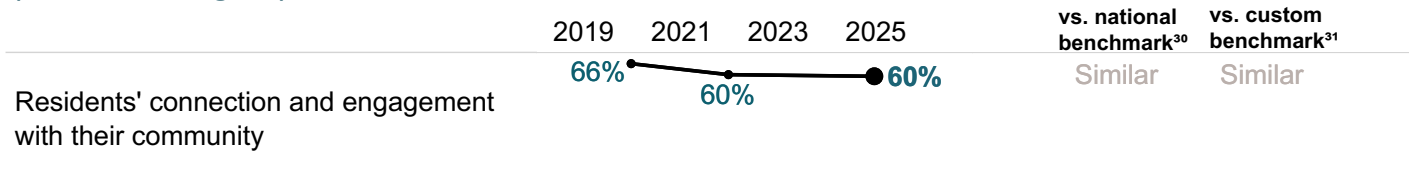
Inclusivity and Engagement

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.

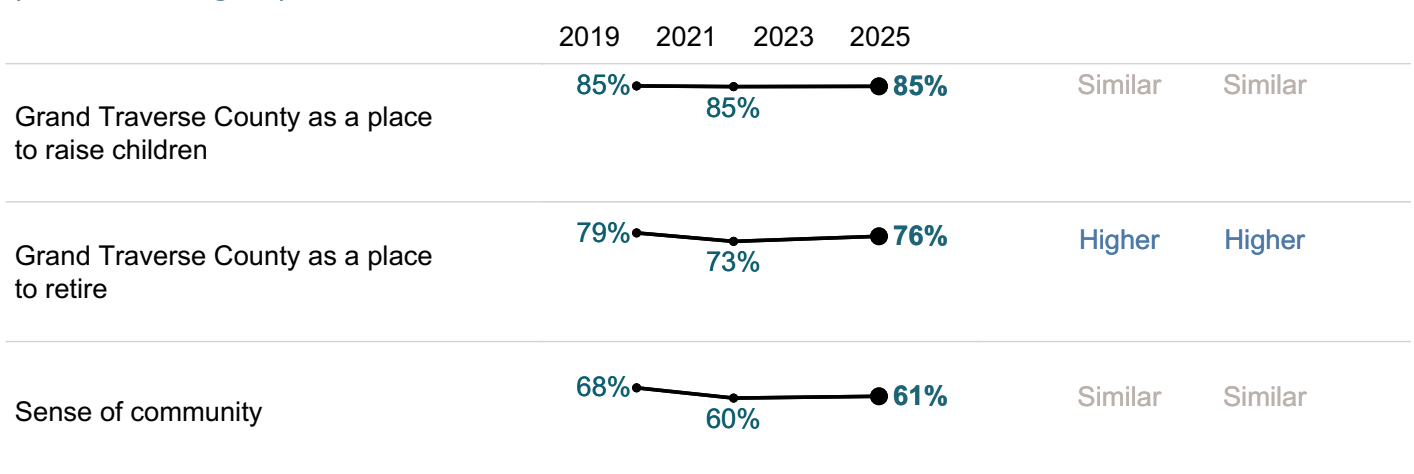
Residents' connection and engagement with their community, 2025



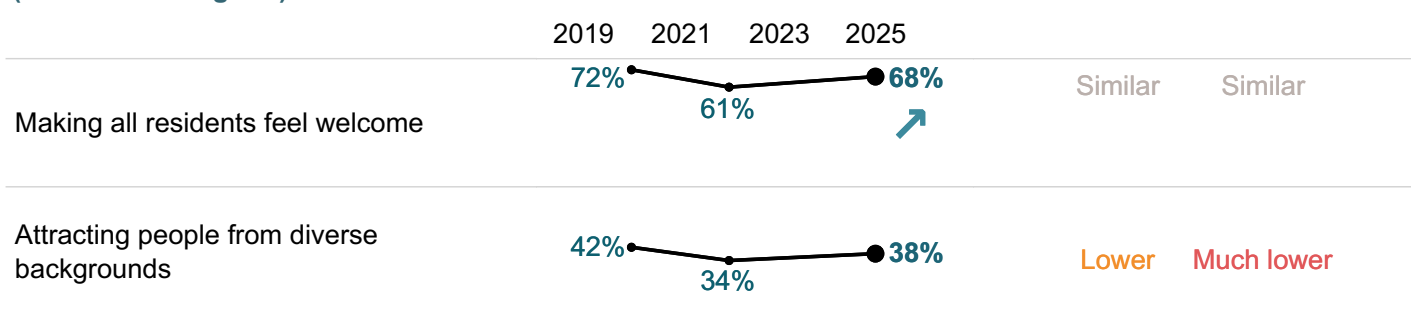
Please rate each of the following characteristics as they relate to Grand Traverse County as a whole.
(% excellent or good)

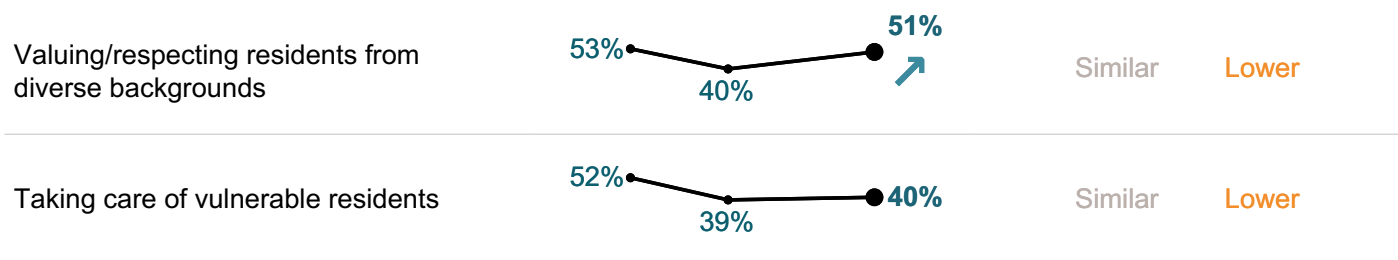


Please rate each of the following aspects of quality of life in Grand Traverse County.
(% excellent or good)

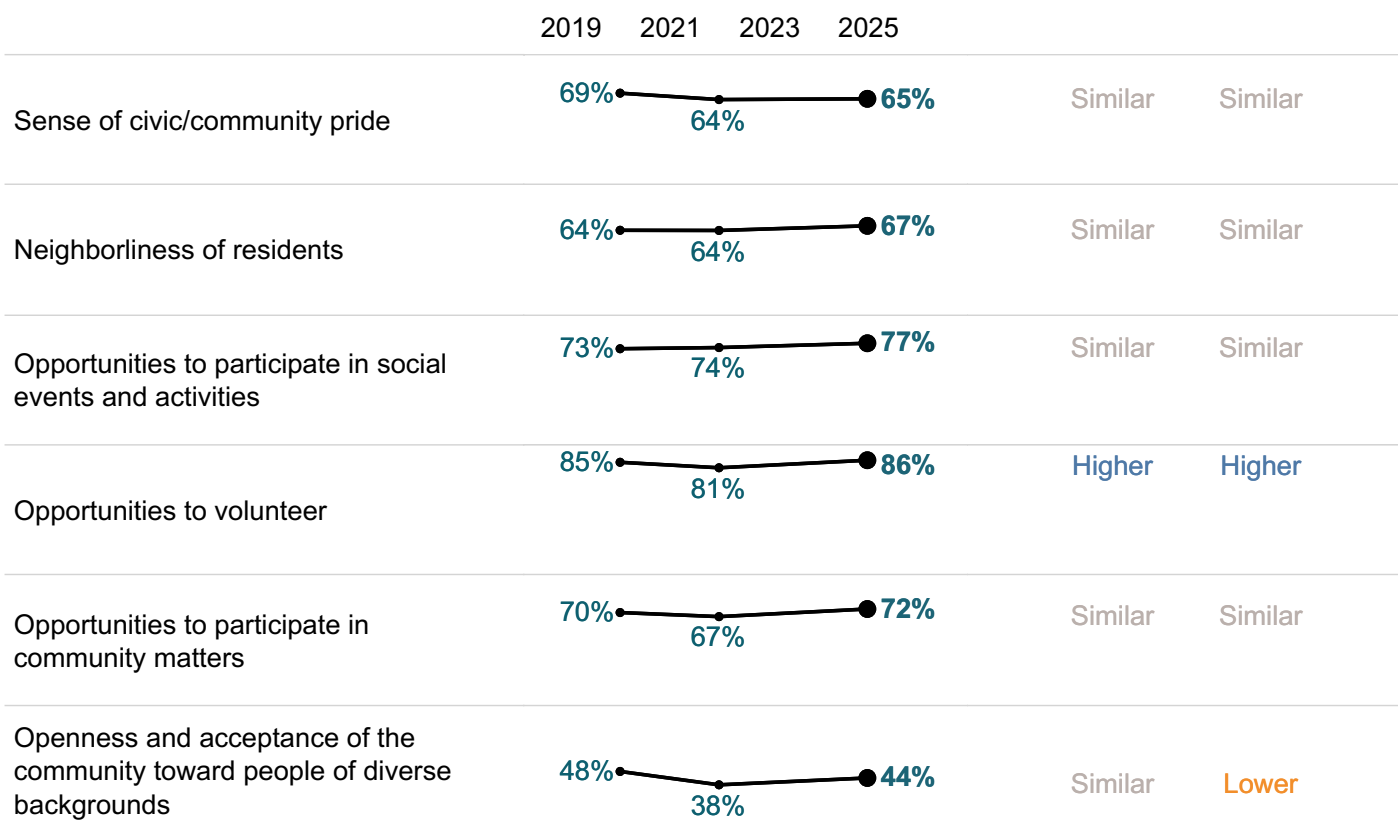


Please rate the job you feel the Grand Traverse County community does at each of the following.
(% excellent or good)

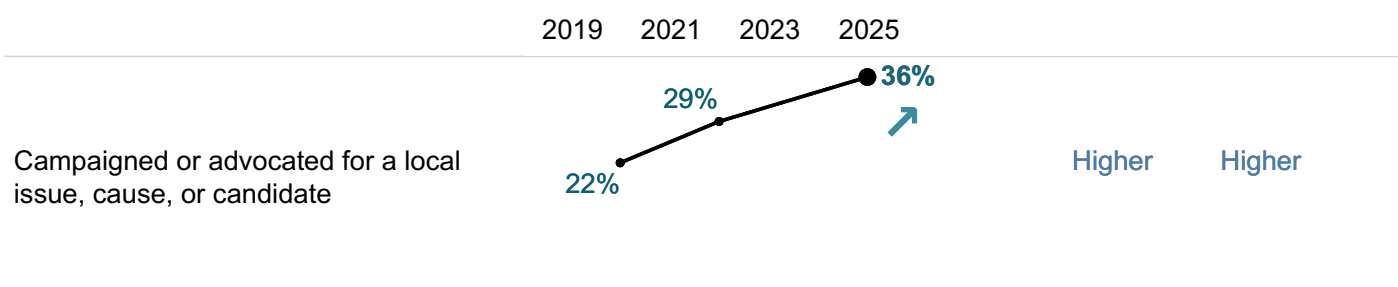




Please also rate each of the following in the Grand Traverse County community.
 (% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
 (% excellent or good)




























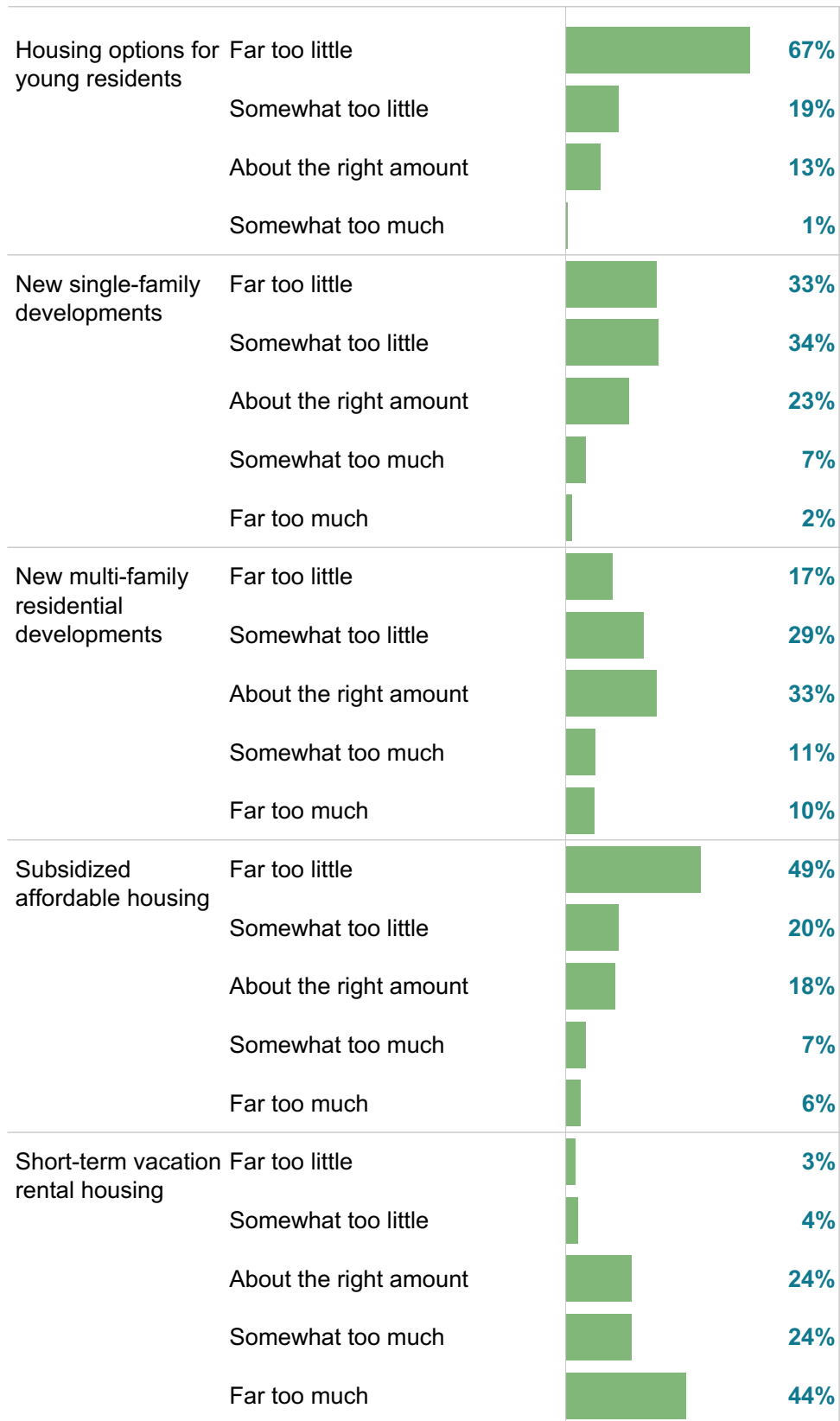
30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.






























31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.





























Custom questions

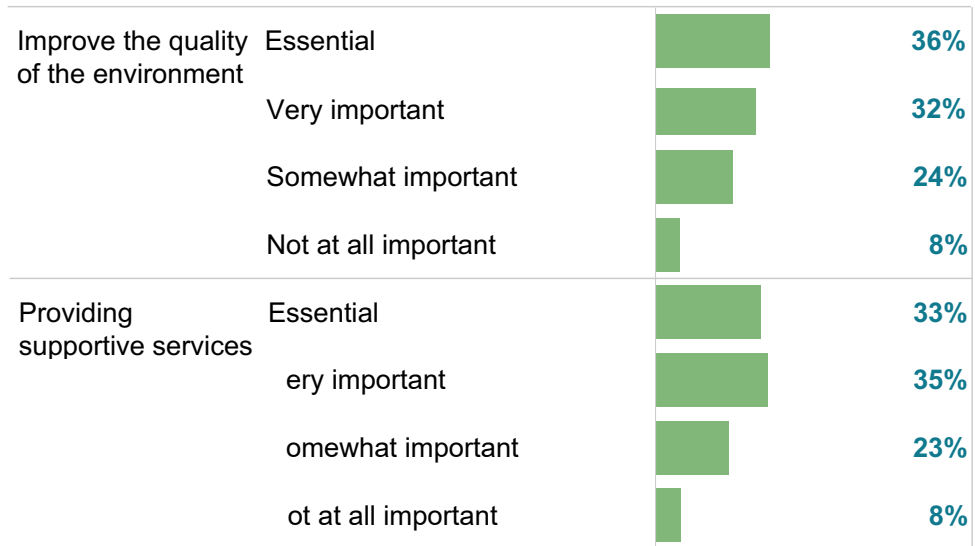
Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded.

Please indicate if you feel there is too little, too much, or about the right amount of the following housing types in Grand Traverse County to meet the community's needs in the coming years.	Single-family detached homes	Far too little		32%
		Somewhat too little		35%
		About the right amount		29%
		Somewhat too much		2%
		Far too much		2%
	Townhouses	Far too little		13%
		Somewhat too little		29%
		About the right amount		42%
		Somewhat too much		11%
		Far too much		4%
	Multi-family housing (e.g. apartments, condos)	Far too little		17%
		Somewhat too little		31%
		About the right amount		23%
		Somewhat too much		17%
		Far too much		11%
	Mobile and manufactured housing	Far too little		8%
		Somewhat too little		17%
		About the right amount		50%
		Somewhat too much		15%
		Far too much		9%
	Housing options for seniors	Far too little		24%
		Somewhat too little		33%
		About the right amount		39%
		Somewhat too much		2%
		Far too much		3%



How much do you agree or disagree with the following statement:	Grand Traverse County should leverage tax incentives to support the construction of homes that meet the needs of hospitality, restaurant, and retail service workers, public servants (e.g. teachers, police officers, fire fighters), and low-income seniors.	Strongly agree		45%
		Somewhat agree		24%
		Neither agree nor disagree		12%
		Somewhat disagree		9%
		Strongly disagree		9%
Recently Grand Traverse County developed EPIC GT, an online & paperless permitting system that the public can access to apply for building permits & other related permits through the County's website.	Are you aware of the EPIC GT service?	I am aware of the service and have used it		2%
		I am aware of the service, but have not used it		17%
		I am not aware of this service		60%
		I don't know/I have no need for this service		21%
How important, if at all, are the following issues for Grand Traverse County to address within the next three years?	Expand broadband access	Essential		28%
		Very important		29%
		Somewhat important		29%
		Not at all important		15%
	Expand water and sewer infrastructure	Essential		27%
		Very important		34%
		Somewhat important		34%
		Not at all important		5%
	Expand access to childcare	Essential		45%
		Very important		27%
		Somewhat important		20%
		Not at all important		7%
	Provide quality affordable housing	Essential		56%
		Very important		27%
		Somewhat important		15%
		Not at all important		3%
	Improve mental health services	Essential		42%
		Very important		33%
		Somewhat important		19%
		Not at all important		6%

Services for those experiencing homelessness	Essential		37%
	Very important		31%
	Somewhat important		24%
	Not at all important		8%
Improve roads, streets, and bridges	Essential		51%
	Very important		37%
	Somewhat important		12%
	Not at all important		1%
Expand nonmotorized trails	Essential		15%
	Very important		28%
	Somewhat important		36%
	Not at all important		20%
Improve County parks	Essential		13%
	Very important		32%
	Somewhat important		43%
	Not at all important		12%
Develop job training opportunities	Essential		18%
	Very important		35%
	Somewhat important		35%
	Not at all important		12%
Address blighted properties	Essential		18%
	Very important		28%
	Somewhat important		36%
	Not at all important		18%
Increase transportation options (e.g., bike share programs, public transportation)	Essential		19%
	Very important		25%
	Somewhat important		41%
	Not at all important		15%



The Grand Traverse County 2025 Community Survey

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 area 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 area	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 the County of 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, rail, subway, 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

The Grand Traverse County 2025 Community Survey

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, levees, 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 (police, receptionists, planners, 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>
The County of 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. Question: Please indicate if you feel there is too little, too much, or about the right amount of the following housing types in Grand Traverse County to meet the community's needs in the coming years.

	<u>Far too little</u>	<u>Somewhat too little</u>	<u>About the right amount</u>	<u>Somewhat too much</u>	<u>Far too too much</u>
Single-family detached homes.....	1	2	3	4	5
Townhouses.....	1	2	3	4	5
Multi-family housing (e.g. apartments, condos).....	1	2	3	4	5
Mobile and manufactured housing.....	1	2	3	4	5
Housing options for seniors.....	1	2	3	4	5
Housing options for young residents.....	1	2	3	4	5
New single-family developments.....	1	2	3	4	5
New multi-family residential developments.....	1	2	3	4	5
Subsidized affordable housing.....	1	2	3	4	5
Short-term vacation rental housing.....	1	2	3	4	5

14. How much do you agree or disagree with the following statement: Grand Traverse County should leverage tax incentives to support the construction of housing that meet the needs of hospitality, restaurant, and retail service workers, public servants (e.g. teachers, police officers, fire fighters), and low-income seniors.

☐ Strongly agree ☐ Somewhat agree ☐ Neither agree nor disagree ☐ Somewhat disagree ☐ Strongly disagree

15. Recently Grand Traverse County developed EPIC GT, an online and paperless permitting system that the public can access to apply for building permits and other related permits through the County's website. Are you aware of the EPIC-GT service?

☐ I am aware of the service and have used it ☐ I am not aware of this service
☐ I am aware of the service, but have not used it ☐ I don't know/I have no need for this service

16. How important, if at all, are the following issues for Grand Traverse County to address within the next three years?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Expand broadband access.....	1	2	3	4
Expand water and sewer infrastructure.....	1	2	3	4
Expand access to childcare.....	1	2	3	4
Provide quality affordable housing.....	1	2	3	4
Improve mental health services.....	1	2	3	4
Services for those experiencing homelessness.....	1	2	3	4
Improve roads, streets, and bridges.....	1	2	3	4
Expand nonmotorized trails.....	1	2	3	4
Improve County parks.....	1	2	3	4
Develop job training opportunities.....	1	2	3	4
Address blighted properties.....	1	2	3	4
Increase transportation options (e.g. bike share programs, public transportation).....	1	2	3	4
Improve the quality of the environment.....	1	2	3	4
Providing supportive services for vulnerable people.....	1	2	3	4

The Grand Traverse County 2025 Community Survey

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:

	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>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, X (formerly 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?

☐ Single-family detached home
☐ Townhouse or duplex (may share walls but no units above or below you)
☐ Condominium or apartment (have units above or below you)
☐ 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 \$300 ☐ \$2,500 to \$3,999
☐ \$300 to \$599 ☐ \$4,000 to \$6,999
☐ \$600 to \$999 ☐ \$7,000 to \$9,999
☐ \$1,000 to \$1,499 ☐ \$10,000 or more
☐ \$1,500 to \$2,499

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 ☐ \$100,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999
☐ \$75,000 to \$99,999 ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

☐ No ☐ Yes

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
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ White
☐ A race not listed

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?

☐ Woman
☐ Man
☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

☐ Agender/I don't identify with any gender
☐ Genderqueer/gender fluid
☐ Non-binary
☐ Transgender man
☐ Transgender woman
☐ Two-spirit
☐ 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