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GRAND TRAVERSE LAND USE STUDY: VALUES RESEARCH

Commissioned by: Mead & Hunt, Inc.

Conducted by: Harris Interactive, Inc.

November, 2008



Introduction

The Grand Traverse region has experienced significant growth in the past decade and is anticipated to continue growing at a fast rate. In preparation for this growth and development, local leaders have undertaken to develop a strategy – a Grand Vision – for the sustainable development in the Grand Traverse region.

Harris Interactive was commissioned to conduct values-based research. The goal of the research is to assess values of those living in the Grand Traverse region so that regional planning and envisioning will protect and promote the things about which the relevant population cares most dearly.

This report is based on two phases of the research –exploratory qualitative research and a confirmatory quantitative survey. The primary focus of the report is on the survey as it is scientifically designed to permit the statistical projectability of the results, meaning they reflect the overall attitudes and feelings of the people in the region.

Conceptual Approach

Harris designed a two-stage research study. The qualitative research stage will identify values important to residents and leaders. These values will be confirmed in quantitative surveys representing the population of the Grand Traverse Region – composed of Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau and Wexford counties.

The approach guiding this research is based on a powerful conceptual foundation which unlocks the key to understanding human decision making. The approach is predicated upon the following key considerations:

- Personal values drive behavior in humanity all over the world. These values include, but are not limited to, self-esteem, personal security, belonging, self-preservation, eternal salvation, love of family, peace of mind, etc. The importance of personal values is viewed at a micro or individual decision-making level.
- The approach is based on means-ends theory. According to this approach key values are an end. Key attributes about life that a given region constitute the means that lead to personal functional and psychological benefits, which ultimately foster (or impede) deeply held personal values.
- The personal values most dominant in driving behavior for a given decision can be determined. The means-ends “pathways of thought” which guide the priorities of people in a given region can be understood.
- Understanding the core values that people associate with quality of life, growth, and development of their ideal community puts decision makers in a position to develop plans and policies which support and guarantee that those values will be protected for future generations.

- Finally, this understanding also provides decision makers and leaders with a more effective way to communicate with the public about these very issues. Change requires political will and public support. Effective, proven communications foster both. Being able to communicate at both a rational and emotional level using the same vocabulary and “pathways of thought” that built these policies and plans will ensure broader public understanding and support for change.

Building on this conceptual framework, the three phases of research dedicated specific sections to uncovering and understanding values of residents of the Grand Traverse Region:

1. Identify new and different constructs within residents’ minds regarding their personal values and in the region.
2. Explore and solidify the linkages between regional attributes and values systems.
3. Identify with precision and projectability the relative importance of regional attributes, finalize the values mapping, and measure attitudes toward new community and town center developments.

Methodology

Harris designed a two-stage research study. The qualitative research stage identified values important to residents. These values were confirmed in quantitative surveys representing the population of the six-county Grand Traverse region.

- Qualitative Research
 - Advanced Strategy Lab session with residents (Hybrid of traditional Values approach)
- Quantitative Research
 - Online survey of 547 residents of the six-county Grand Traverse region
 - This study was conducted by telephone from July 2 to July 14, 2008 and averaged 21 minutes in length. A total of 547 interviews were completed.
 - Sample was drawn from Random Digit Dial (RDD) sample of households in the six county region. Oversamples were collected in some counties to achieve a minimum of ~75 interviews and enable county-level analysis.

*Some data in this report were collected in a Harris Poll survey fielded online on June 9 - June16, 2008. These data are referred to as US total. A total of 2454 interviews were conducted.

Ascertaining Residence in Traverse City

Data collected was analyzed by each of the six counties in the region to see if there were meaningful differences in opinions and experience between residents of the region. Traverse City residence cannot easily be identified for analysis. A number of challenges present themselves in attempting to gather a representative sample of Traverse City residents.

- Traverse City does not have a unique zip code or area code to identify or target respondents. Both the zip code and area code include residents outside of the city limits.
- Residents of areas immediately outside of Traverse City often identify as living in 'Traverse City' as they are referring to the metro area rather than the city proper. Thus self-identified area of residence may not yield a 'pure' sample of Traverse City residents.

These issues make it difficult to collect a representative sample of respondents whom can be verified as residents of Traverse City.

Regional Development and the Scope of this Study

This study is intended to inform regional development plans for the Grand Traverse region. Its primary contribution is to uncover the primary values of area residents so that future growth maintains the character and uniqueness that has endeared people to this part of northwest Michigan. As a secondary goal, the survey also includes a number of questions regarding residents' opinions of a selected number of aspects related to regional development. The goal of this study is not to present a comprehensive assessment of area residents' knowledge and opinion of regional development possibilities.

Executive Summary

Overall residents of the Grand Traverse Region enjoy a high quality of life from living in a scenic area, having access to nature, surrounded by friends and family and enjoying little crime.

- Residents of the Grand Traverse Region are more positive about their quality of life than the rest of the country and more optimistic about their futures.
 - Residents are more likely to feel their communities are headed in the right direction.
 - They are less likely to believe their children and grandchildren will experience a decrease in quality of life.
 - Differences exist between counties: Overall residents of Leelanau, Grand Traverse, Benzie have a more positive orientation, while Antrim residents lean more negatively. Kalkaska residents say they are headed in the wrong direction presently, but are optimistic it will improve. Wexford residents are ambivalent, with no clear orientation emerging.
- A number of issues figure prominently in residents' minds. The strong positive feelings about *local natural beauty/outdoor recreation* and *friends and family* clearly outweigh the concerns over *availability of jobs* and a somewhat *high cost of living*
- In the eyes of most residents, *economic growth and development* outweigh the need to *protect the environment*. While this is common during periods of economic turmoil, the level of importance placed on protecting the environment is uncommonly high in Grand Traverse compared to sentiments across the rest of the nation. Moreover, momentum over the past few years has been towards greater support for both environmental protection.
- Grand Traverse residents express high levels of support for smart growth strategies such as clustering homes on smaller lots, creating walkable communities, building affordable housing, and expanding public transportation. Experience in other smart growth research around the country reveals that Grand Traverse demonstrates uncharacteristically high levels of smart growth support for a region that has such a high number of rural residents.
- Residents place a high priority on regional planning and creating a vision for the region and feel that efforts up to this point have mostly been only "fair" or "poor".
- Just over one fourth of the residents (28%) have heard about "The Grand Vision" initiative. Among those that have heard or read about it, impressions are very positive.
- The core value that shapes feelings and choices about life in the Grand Traverse area centers around a feeling of *peace of mind*. Residents of this region feel a keen sense of peace of mind that emanates primarily from their enjoyment of the scenic beauty and access to the outdoors that surrounds. In addition, the strong sense of community and family of the region also contributes to their peace of mind.

Detailed Findings

Life in the Grand Traverse Region

Quality of Life (QOL) Assessment of Grand Traverse Region

When this survey was conducted in July 2008, residents of the Grand Traverse Region were generally more optimistic than the rest of the country. One in two said *things in their community are going in the right direction* (GT: 52%; US: 39%). When thinking about the more distant future, residents of the Grand Traverse Region also express a more sanguine outlook: they are less likely than Americans nationwide to say that the quality of life for their children and grandchildren would decrease (42% vs. 56%).

Perspectives, however, differ by county: a majority of residents in Leelanau, Benzie and Grand Traverse counties have a generally positive outlook; those in Antrim and Kalkaska counties are somewhat more pessimistic, while residents of Wexford County are largely split.

There is a “timeless” high quality of life in the Grand Traverse region. Residents of the Grand Traverse region are satisfied with the quality of life today and believe it will improve in the next five years. Other Americans while also content do not rate their quality of life as highly. On a ten point scale, with 10 representing the *best possible life* and 1 representing the *worst possible life*, residents of the Grand Traverse Region rate their quality of life presently as 7.1, about 1 point higher than other Americans (6.1). Thinking about five years in the future, residents of the Grand Traverse Region believe their quality of life will climb to 7.5 ahead of the rest of the nation at 6.8.

Quality of life differs across the region: Leelanau residents report the highest QOL for the present and the future (8.1; 8.1). Kalkaska residents say they have the lowest QOL in the region presently (6.3), but are most optimistic about its improvement in the future (Present: 6.3; Future: 7.2; Increase: +0.9). Residents of Antrim county noted a decline in overall quality of life, reporting QOL of 7.8 five years ago, 7.1 currently and 6.8 in the future – the sole county to register a negative trend from the present to the future.

Factors in Quality of Life Assessment

Quality of life is subjective – an issue that is most important to one resident may be trivial to her neighbor. Through qualitative work in the Grand Traverse Region, Harris Interactive identified the key drivers of quality of life mentioned by area residents. From this list of factors, residents in the quantitative survey were asked which elements have the *most significant impact on their quality of life*.

Overall, residents mention the area's scenic beauty most often (39%), followed by the family-friendly environment (32%), availability of jobs (32%), the presence of family and friends (31%) and the high cost of living (31%).

As each resident could list up to three elements that impact their quality of life, it is often useful to look at which issues were mentioned first. These 'top of mind' issues are more salient in resident's mind than they may

appear in the rankings overall. Having friends and family in the area (16%) and the availability of jobs (15%) were mentioned first most often, followed by scenic beauty (11%), the high cost of living (10%) and low crime (10%). The differences in the rank ordering of these issues depending on whether the first mention or all mention are tallied indicates that the relative position of the issue is less important – rather these issues together can be viewed as playing an important role in how residents assess their quality of life.

Attitudes Toward Growth

Economic Development versus Environmental Protection

A majority of residents of the Grand Traverse Region prioritize economic growth and development over protecting the environment. Nonetheless, there is evidence of the important role that nature and the environment play in how many residents think about the region. Forty-two percent of residents assert protecting the environment is of greater importance – fifteen points higher than Americans nationwide (27%) despite the economic downturn.

Opinion on the role of the priority of economic development varies by county. Two-thirds of residents of the Antrim, Kalkaska and Wexford counties say economic development is more important versus less than half of resident of the other counties. In Benzie, Leelanau and Grand Traverse, all of which border the water, residents split nearly evenly as to whether the environment or the economy should take priority.

Both of these issues have become more important over the past five years according to residents. Those who prefer protecting the environment are somewhat more likely to believe that it has become more important in the past five years than those supporters of economic growth and development (72% vs. 60%). Most notable, however, is that a majority of both groups indicate that their respective issue has gained in importance, evidence that neither is the dominant priority of the region.

Density of Future Development

Greater density in future development enjoys widespread support in the Grand Traverse Region. By a margin of two to one, residents say they would prefer to see future growth occur in existing communities rather than through the creation of new towns in yet undeveloped areas (69% vs. 27%). The margin contracts somewhat when asked about their preference on specific housing design – clustering homes on smaller lots to preserve space (55%) versus using homes on larger lots without neighborhood parks (39%) -- however, a majority still support greater density in housing development.

Support for greater density is greater among residents with higher educational attainment. Ninety percent of residents with a post-BA education prefer to see future growth occur in existing communities and nearly three-quarters would select communities that cluster homes to preserve open space (73%).

Strategies for Growth

There are exceptionally high levels of support for a variety of smart growth strategies. Over four in five residents of the Grand Traverse Region support creating walkable neighborhoods (90%), locating places of residential and employment areas closer together (88%), preserving agricultural and open space (85%; 82%), encouraging more affordable housing (85%) and locating new growth in existing development areas (80%). Support for these growth strategies is relatively consistent across the different counties.

Less popular strategies, however, reveal differences in preferences and priorities across the region.

- While preserving open space generally receives high marks, building homes with smaller yards to preserve forest land garners significant support in Leelanau and Benzie counties (78%, 68%), but markedly less support in Wexford and Kalkaska counties (47%, 44%).
- Overall, highway related strategies are not popular but widening existing freeways earns support from two in three residents of Antrim and Kalkaska residents (63%, 60%). Residents of Wexford county in particular offer little support for this strategy (37%).
- Locating growth in the Traverse City area is, not surprisingly, more popular in Grand Traverse county (55%). Residents in Kalkaska and Wexford counties offer less support (28%, 34%)

Multi-family housing enjoys mixed support as a growth strategy for the Grand Traverse Region. Seventy percent of area residents agree that a range of housing types should be planned and built and three-quarters of residents would encourage mixed-use housing. When asked about building multi-family housing in their community or area, residents are largely split --- fifty-two percent would support its construction, while forty-three percent would oppose.

Providing affordable housing options is the main driver behind support for multi-family housing. Nine in ten area residents say that providing an affordable option to young people and seniors would make multi-family housing more acceptable. Multi-story buildings are the least attractive potential aspect of multi-family housing with barely half of residents (54%) saying that it would make such a proposal more acceptable.

Boardman River Dams

Residents are ambivalent about modification to the Boardman River dams. About four in ten resident (35%) support removal of at least some dams on the Boardman River. However, a third (35%) oppose the removal of any dams and a full quarter (26%) said they don't know enough to offer an opinion, indicating that the public needs to be better educated as the advantages and disadvantages of retaining the Boardman River dams.

VALUES RESEARCH

Values Mapping and the Laddering Process

Before one can work to help preserve the Grand Traverse Region's quality of life for future generations, one must define what residents value about living in the area. One of the biggest challenges in regional planning is developing and then building consensus around a regional vision and plan. Competing personalities, agendas and political distractions quickly begin to erode direction and momentum. A regional plan that is built on the personal values of the people living in the region removes much of the personality and politics and provides critical legitimacy to the direction and priorities of the vision. It is not about doing what this person or that group *wants*; it is about doing what the people *value* most.

Values research is a methodology which seeks to determine a person's decision making process. The model has been used in marketing since the early 1960s and rests on the foundation that people make choices and form opinions based on personally held values.

There are four levels at which the decision making process operates, each of which is described below:

- **Attributes** are the basic descriptions of a community or quality (safe community, educational opportunities, the mountains, less traffic, etc.)
- **Functional Consequences** are the physical benefits derived from that attribute (can enjoy nature, saves time, kids are safe, etc.)
- **Psychosocial Consequences** are the higher and emotional or social benefits that arise from the lower level functional consequence or attribute (less stress, do a good job as a parent, can relax, etc)
- **Personal Values** are the end personal goals that ultimately drive choices and behavior (gives me peace of mind, family love, personal enjoyment, etc).

Research into decision-making and motivation has proven that any strategy, communication or brand promise must be made emotionally compelling by tapping into deeply held values. And the strategy must prove that it can deliver on these emotional values by identifying and aligning specific, concrete brand characteristics. The mantra guiding all effective strategy is "persuade by reason, motivate through emotion." Likewise, regional and growth planning priorities are strengthened when they are built upon the solid foundation of these things that residents hold most dear to their personal values.

To better understand the decision-making values map, an interview example is below. The original question begins at the top of the chart. As the person answers each question, the interviewer probes more deeply and eventually gets to the value behind the original answer. Laddering identifies each respondent’s pathways or evolutions of thought. Analysis of all ladders generates a map of the key decision-making structure.

Logic	Questions	Answers
Attribute	Why did you rate the quality of life in Grand Traverse so high?	“People Here Just Seem to be Friendlier” (The People)
Functional Consequence	Why are the “friendlier people” important to you?	“Better Place to Raise Family” (Good Place for Family and Children)
Psycho-social Consequence	What is the benefit to you when you can raise your son in a safe environment?	“Less Worry – More at Ease” (Less Worry)
Value	Why is it important for you to be more at ease?	“Security and Love as a Parent” (Family Love)

Current Values of Residents of Grand Traverse Region

This next chart shows the “laddering” process and current values map. The first responses people had are at the bottom (in the attributes section). Through probing questions, answers are provided that eventually work their way through functional consequences, psycho-social consequences, and finally to the individual’s personal values. Note that placement in terms of height within each of the four levels is not important; rather only the presence of line indicates any relationship between elements at any level.

As the charts that follow show, the key values of the residents of the Grand Traverse Region are peace of mind, personal happiness, personal security, and belonging.

The core value system of the Grand Traverse Regions centers on a sense of peace or peace of mind, personal happiness and personal security. These values are grounded in knowledge that they live in a scenic area whose beauty they can access and enjoy, that the area is safe for them and their families and that there are people around them, their family and friends, to help, support and enjoy.

“Peace of Mind” emerges as the dominant value above all other value orientations. This value is supported by living in a great place where there are bountiful opportunities to get out and do things that are personally important. When focusing on what makes the Grand Traverse Region a great place to live, residents identify five foundational orientations—many of which include peace of mind as an ultimate value. Taken together they provide a complete view of the important values in residents’ lives.

1. *Scenic Beauty & Access to the Outdoor* is the key orientation for about one-third of Grand Traverse Region residents (30%)
 - Residents value natural beauty, outdoor recreational opportunities, the clean lakes and rives and open space that lets them lead a healthier, outdoors lifestyle. As a result they can feel more relaxed and enjoy a greater peace of mind and personal happiness.

2. *Sense of Community and Family*, is key for about one-fourth of Grand Traverse Region residents (23%)
 - People seek a quiet neighborhood, good neighbors, a family-friendly environment and having family nearby. These allow them to spend time with people who are important in their lives and as a result offer them a sense of community and family. Ultimately, they feel a greater sense of peace of mind and personal happiness.
3. *Safety*, is key for one-fifth of Grand Traverse Area residents (20%)
 - Low crime, adequate infrastructure and having friends and family in the area allow residents to feel safe – at home and on the road. As a result they say they are less stressed and more relaxed resulting in a greater sense of peace of mind and personal security.
4. *Jobs and Employment Opportunities*, is key for one-sixth of residents of the Grand Traverse Region (18%)
 - Residents want to live in an area that has plentiful job opportunities and a lower cost of living. Knowing that they will be able to provide themselves and their families, and have attractive career prospects allows them to feel less stressed and helpless. Overall, this endows them with a sense security and peace of mind.
5. *Education and Children*, followed by one in ten residents of the Grand Traverse Region (10%)
 - A good education system, friends and family in the area, and having clean lakes and rivers translates into a good place to raise children for area residents. These elements allow children to learn and succeed and have a better quality of life, benefiting society and giving their parents and others a sense of accomplishment, satisfaction and peace of mind.

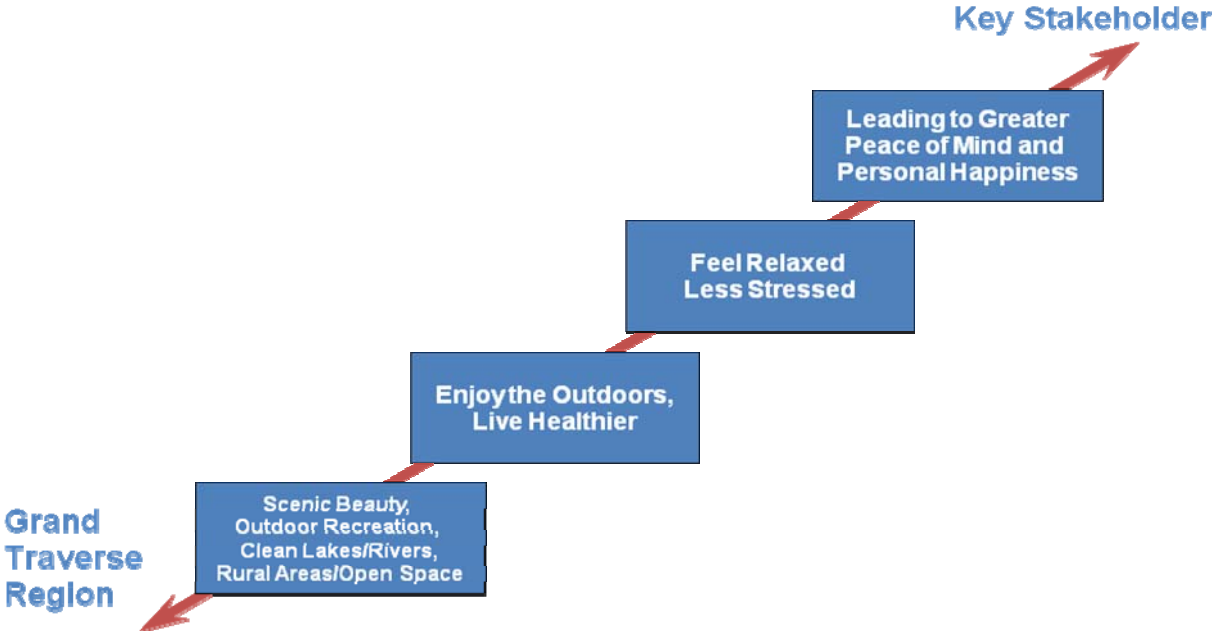
Each of these values orientations or pathways follow a “strategic hinge” that links life in the Grand Traverse Region generally to the individual resident or key stakeholder. The following charts illustrate the strategic hinge and key message strategy for each of the five orientations just described.

Appendix

I. Values Ladders

II. Quantitative Interview Schedule

Peace of Mind and Personal Happiness from Scenic Beauty & Access to Outdoors (30%)

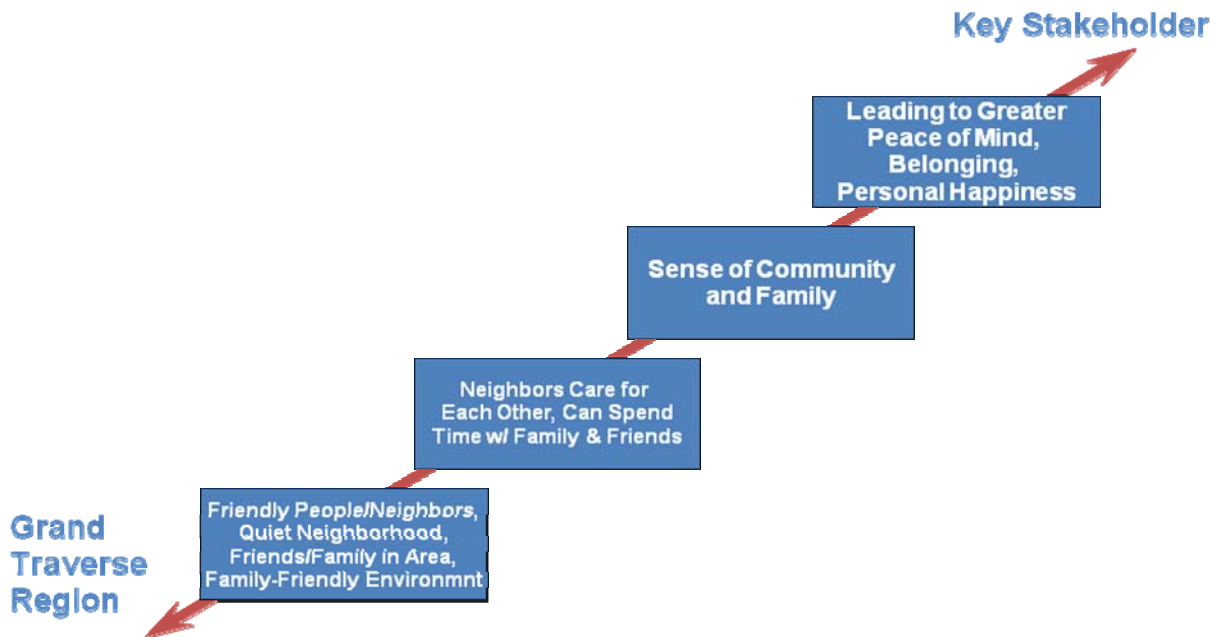


Peace of Mind and Personal Happiness from Scenic Beauty & Access to Outdoors (30%)

**“We have three children under the age of 5. Being outside is what we do and something we value for our health and peace of mind. We are healthier physically and mentally because we are able to spend so much time outdoors. Playing at the beach, the civic center or biking the trails makes us feel connected with the environment and ourselves.”
(ASL Participant)**

**“I really love having four distinct seasons. It helps me remember the time frame to my past experiences. Also in the winter there are winter activities and a cozy fireplace feeling and then in the summer the warm nights and lush greenness. The crisp smell and crunch in the cool fall air, the smell and air of spring. I love having it all here..”
(ASL Participant)**

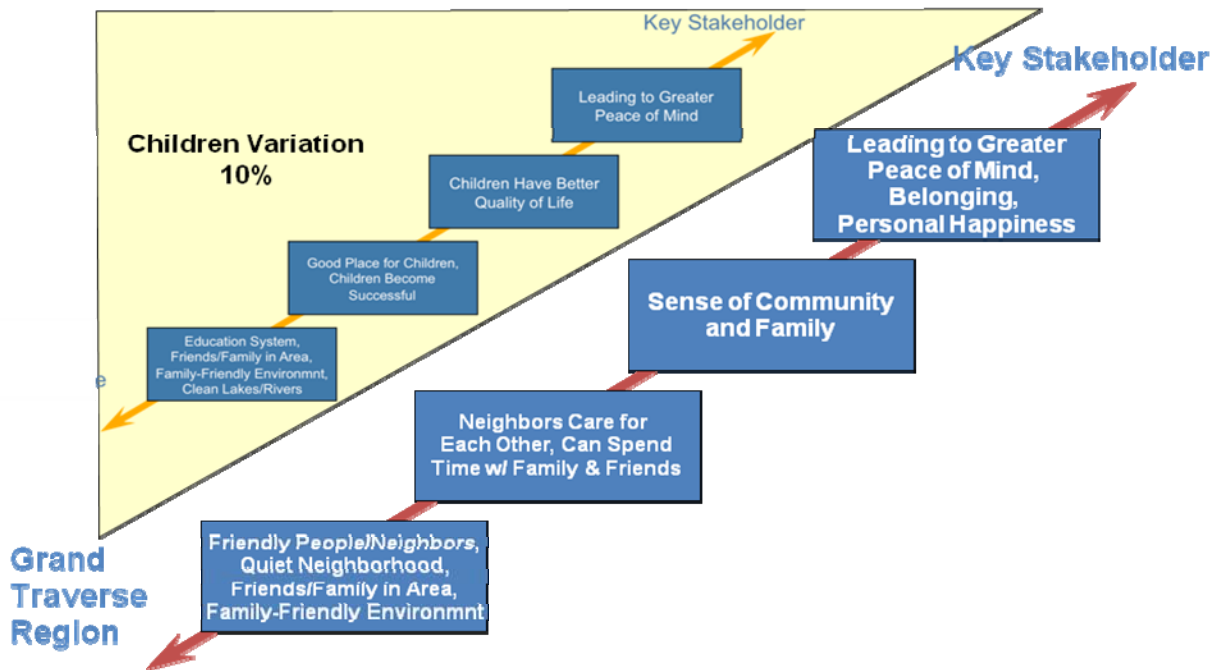
Peace of Mind, Belonging and Personal Happiness from Sense of Community and Family (23%)



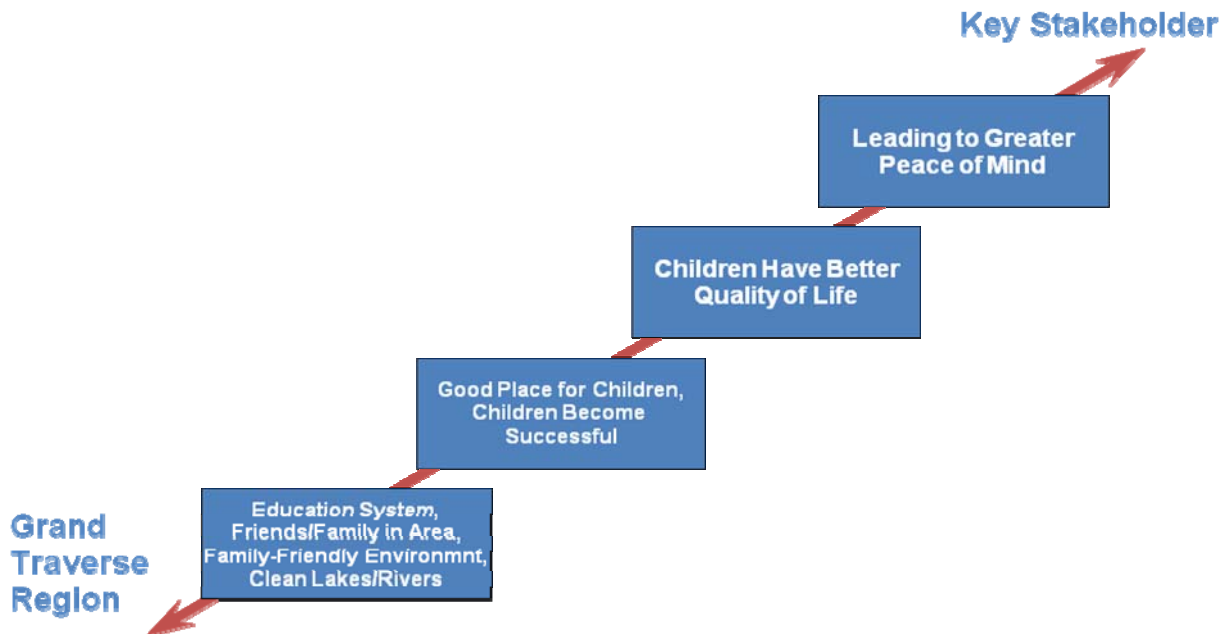
Peace of Mind, Belonging and Personal Happiness from Sense of Community and Family (23%)

<p>“The subdivision is filled with wonderful people. We all feel safe and this creates a clean, positive, serene feeling. This makes me feel satisfied that I have done my job in life.” (ASL Participant)</p> <p>“Our neighborhood is great! We look out for each other. Block party activities built us as a community we want to share and enrich together“ (ASL Participant)</p>	<p>“ It’s so peaceful it’s so quiet and relaxing it’s like the outside world does not I interfere with day to day living. No smokestacks, no trash, no crime, the deer feed in our backyard. Simply paradise! Our own little corner.” (ASL Participant)</p>
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Peace of Mind, Belonging and Personal Happiness from Sense of Community and Family (23%)



Peace of Mind from Having Good Place for Children (10%)

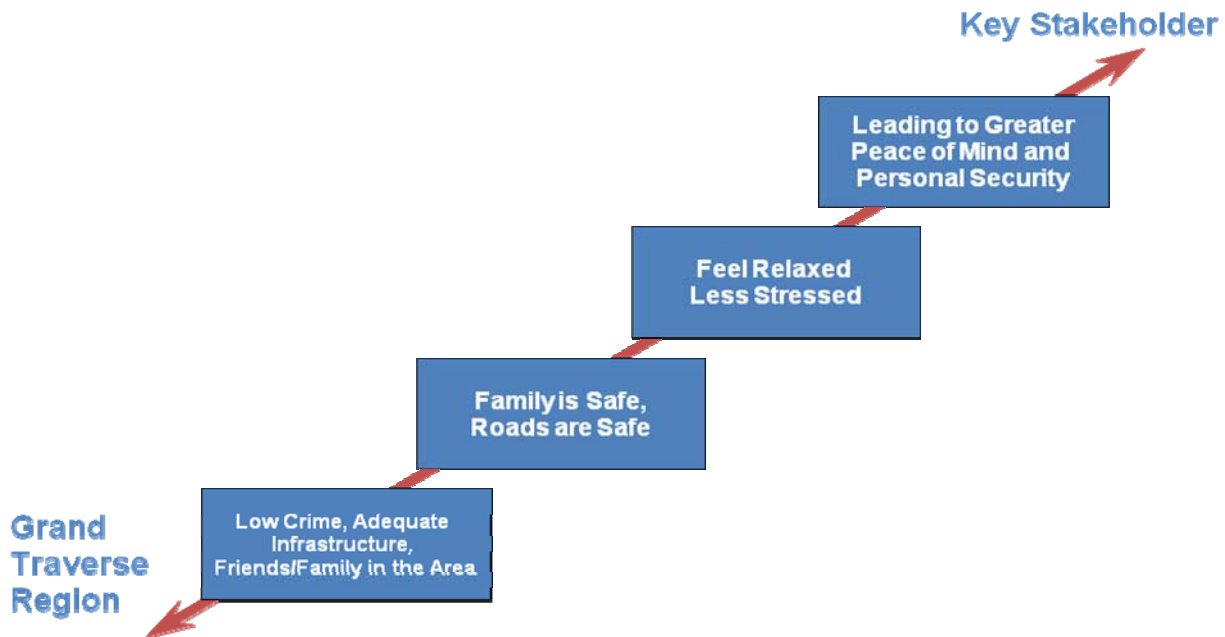


Peace of Mind from Having Good Place for Children (10%)

**We are fortunate to have ...access to the water. We enjoy being out on the water kayaking, sailing and fishing. It provides an opportunity for our family to enjoy these activities together and draws our grown children to make trips home from the four corners of the country where they live. The bay provides us with a sense of peace, serenity and great family memories. “
(ASL Participant)**

**“Our family likes living in the Grand Traverse Region because it allows us to take family trips together and to visit the natural beauty that surrounds us. This gives me a good sense of well being because we can do so many family trips together... “
(ASL Participant)**

Peace of Mind and Personal Security from Safety (20%)



Peace of Mind and Personal Security from Safety (20%)

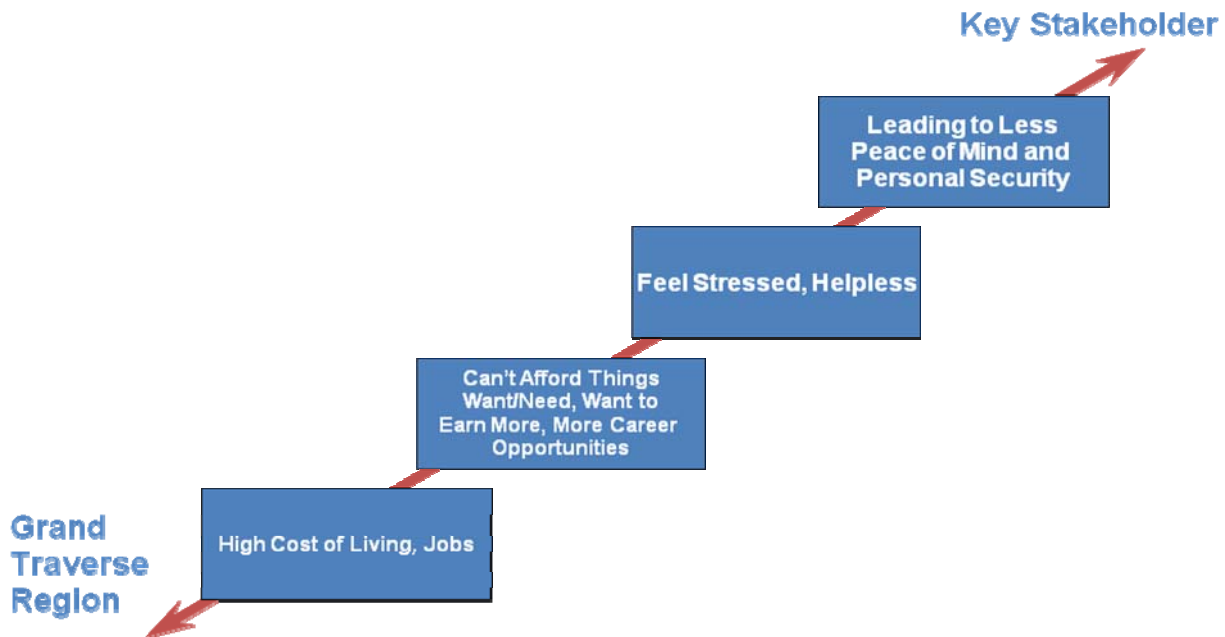
**“The subdivision is filled with wonderful people. We all feel safe and this allows for a serene, comfortable life. Gives me a sense of satisfaction.”
(ASL Participant)**

**“I live in a quiet neighborhood. Before we were not really able to walk around our neighborhood in the big city without fear of getting robbed. Now we walk around and are not scared. This makes me feel happy, peaceful and calm.”
(ASL Participant)**

**“I love the quiet, peaceful ‘Mayberry’ type of towns. Simple living, friendly folks. It just makes you feel safe and enjoy life.”
(ASL Participant)**

“It is a nice quiet area to have raised a family. It is peaceful and you can enjoy the evenings, watch nature. Watch mother birds have babies, then watch them grow up.” (ASL Participant)

Peace of Mind and Personal Security from Jobs and High Cost of Living (18%)



Peace of Mind and Personal Security from Jobs and High Cost of Living (18%)

“There is a lack of good paying jobs in the area and that makes it hard to give your family a good quality of life. It is tough for us to go out and enjoy other things. We cannot do what we want to do and that creates stress! What is the balance of enjoying the beauty of the area verses the price to pay to live here.”
(ASL Participant)

“Hard to do things you enjoy doing all the time, because you can't afford to do those activities too much.”
(ASL Participant)

“Because the jobs don't pay! They want a Bachelors degree + experience and to pay \$10 an hour. Yet I pay \$6 grand a year property taxes for my home – so now I work telecommute for another state.”
(ASL Participant)

Overall, GT Residents Select Similar Values Regardless of County of Residence

% Residents of Counties Selected Values Ladder

	<u>Outdoors</u> %	<u>Community/ Family</u> %	<u>Safety</u> %	<u>Jobs/Cost of Living</u> %	<u>Children</u> %
Total	30	23	20	18	10
Antrim	45	13	20	16	7
Benzie	32	23	21	21	2
Grand Traverse	31	26	20	12	12
Kalkaska	29	18	16	25	11
Leelanau	22	27	24	20	8
Wexford	24	20	19	27	11

Note: Base size for the counties does not include all respondents. Respondents who did not selected a valid values ladder are omitted. Base sizes are too small to uncover statistically significant differences among counties. Any differences noted are directional in nature only.

Grand Traverse Land Use Study Results

July 21, 2008

Created for: Mead & Hunt, Inc.

Presented by: Harris Interactive

Interviewing: July 2-14, 2008

Respondents: 547 Adults 18+

Margin of Error: +/- 5.6% in 95 out of 100 cases for total sample (larger for sub-samples)

Weights: Education, Age/Gender, Race, 6-County Region, Household Size, # Landlines in HH

NOTE: A (*) means less than one-half percent responding; and a (-) or **blanks** means non-response or zero percent. Data are weighted. Unweighted base is displayed.

NOTE: DATA ARE NOT FINAL AND ARE NOT INTENDED FOR PUBLIC RELEASE IN ANY FORM.

SECTION 700 QUALITY OF LIFE AND DEVELOPMENT

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q710. We will now ask you questions about your area of northwest lower Michigan. The county you live in is part of an area we will be referring to as **the Grand Traverse region**. This area includes [INSERT RESPONSE FROM Q625] county.

Thinking about the overall quality of your life here in the Grand Traverse region, please imagine a ladder with ten steps representing the "ladder of life." Let's suppose the top of the ladder, the tenth step, represents the best possible life for you; and the bottom, the first step, the worst possible life for you. On a scale of 1 to 10, on which step of the ladder do you personally stand at the present time?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
MEAN SCORE	7.1	7.1	7.2	7.1	6.3	8.1	6.9

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q715. Again, on which step would you say you stood five years ago? (Regardless of whether or not you lived in Grand Traverse region five years ago.)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
MEAN SCORE	7.2	7.8	7.1	7.0	6.6	7.8	7.3

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q720. And, just as your best guess, on which step will you stand in the future, say about five years from now?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
MEAN SCORE	7.5	6.8	7.3	7.8	7.2	8.1	7.2

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q725. Thinking about the quality of life that will be here for your or your friends' children and grandchildren...do you see their quality of life in the Grand Traverse region increasing or decreasing in the future?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Increasing	48%	25%	60%	54%	39%	53%	46%
Decreasing	42%	66%	37%	41%	37%	37%	37%
Don't know/Refused	10%	9%	3%	6%	24%	11%	17%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q740. On another subject, do you feel things in your own community today are going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Right direction	52%	45%	60%	56%	34%	61%	46%
Wrong track	43%	53%	37%	37%	63%	35%	51%
Don't know/Refused	5%	2%	4%	7%	3%	4%	3%

BASE: ALL RESPONDENTS

Q750. Which of the following would you say is more important to the Grand Traverse region? (READ LIST)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Protecting the environment	42%	33%	52%	50%	28%	46%	27%
Economic growth and development	53%	62%	46%	45%	70%	43%	68%
Don't know/Refused	5%	5%	3%	6%	3%	11%	5%

BASE: PROTECTING THE ENVIRONMENT MOST IMPORTANT (Q750/1)

Q751. Compared to 5 years ago, do you feel that protecting the environment has become...?
(READ LIST)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	244	30	37	84	24	45	24
More important to the Grand Traverse region	77%	79%	73%	74%	85%	89%	77%
Less important to the Grand Traverse region	21%	18%	26%	26%	7%	10%	23%
Neither more nor less important to the Grand Traverse region	1%	4%	1%		8%	1%	

BASE: ECONOMIC GROWTH MOST IMPORTANT (Q750/2)

Q752. In the past 5 years, do you feel that economic growth and development have become...? (READ LIST)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	272	45	34	69	47	29	47
More important to the Grand Traverse region	62%	53%	72%	56%	52%	83%	73%
Less important to the Grand Traverse region	34%	46%	28%	38%	39%	17%	23%
Neither more nor less important to the Grand Traverse region	4%	1%		6%	9%		4%

SECTION 800: VALUES RESEARCH

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q800. People in the Grand Traverse region have mentioned many factors—both positive and negative—that contribute to or take away from their quality of life. Thinking about the quality of life in the Grand Traverse region, please identify which **one** of the following four factors has the most significant impact on the overall quality of life for you personally. (INTERVIEWER: READ LIST)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Scenic beauty of the region and having access to nature	10%	11%	10%	10%	7%	12%	8%
High cost of living	8%	8%	7%	8%	9%	8%	7%
Plenty of jobs or work available	8%	10%	7%	7%	10%	9%	9%
Having friends or family in the area	8%	7%	11%	8%	6%	9%	7%
A family-friendly environment	8%	10%	5%	8%	10%	8%	7%
Low crime	7%	6%	6%	8%	7%	6%	9%
Clean lakes and rivers	7%	9%	8%	7%	9%	6%	7%
Friendly people or neighbors	6%	5%	7%	5%	7%	9%	6%
Rural areas and open space	6%	6%	3%	6%	7%	8%	7%
High quality education system	5%	4%	7%	4%	7%	5%	7%
Outdoor recreation opportunities	5%	4%	9%	6%	5%	3%	3%
The weather or climate	4%	6%	2%	5%	3%	2%	3%
Adequate roads and transportation infrastructure	4%	3%	6%	3%	6%	4%	3%
Quiet neighborhoods	4%	7%	4%	3%	2%	5%	7%
Planning for growth	4%	2%	4%	4%	5%	4%	6%
Being close to places like schools, stores or freeways	3%	2%	4%	5%	1%	1%	3%

BASE: SELECTED AT LEAST TWO ATTRIBUTES ((Q800/AT LEAST 2 OF 1-16 AND NE97 OR 98

Q820. Which is MOST important to you...?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Having friends or family in the area	16%	12%	22%	16%	12%	22%	13%
Plenty of jobs or work available	15%	21%	15%	11%	22%	12%	22%
Scenic beauty of the region and having access to nature	11%	17%	9%	12%	5%	10%	8%
Low crime	10%	4%	4%	13%	9%	5%	12%
High cost of living	10%	4%	8%	13%	9%	12%	9%
A family-friendly environment	8%	14%	4%	5%	5%	16%	9%
High quality education system	6%	5%	7%	6%	11%	4%	5%
Clean lakes and rivers	6%	10%	6%	5%	14%	5%	3%
Rural areas and open space	5%	7%	4%	4%	6%	8%	5%
Outdoor recreation opportunities	3%	3%	3%	2%	0%	2%	6%
Friendly people or neighbors	2%	0%	3%	3%	1%	3%	3%
Planning for growth	2%	1%	5%	2%	2%	1%	5%
The weather or climate	1%	0%	2%	1%			
Adequate roads and transportation infrastructure	1%	1%	2%	2%	0%		1%
Being close to places like schools, stores or freeways	1%	1%	3%	2%			
Quiet neighborhoods	1%	0%	4%	1%	1%	1%	

BASE: SELECTED AT LEAST THREE ATTRIBUTES (Q800/AT LEAST 3 FROM 1-16 AND NE97 OR 98)

Q825. Of the following, which is SECOND MOST important to you...? (INTERVIEWER: READ LIST)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Scenic beauty of the region and having access to nature	13%	16%	10%	13%	7%	18%	11%
A family-friendly environment	9%	10%	6%	10%	16%	5%	6%
Plenty of jobs or work available	8%	7%	8%	8%	11%	5%	7%
Having friends or family in the area	8%	6%	12%	10%	7%	6%	5%
Low crime	7%	6%	12%	7%	8%	2%	11%
High cost of living	7%	16%	5%	4%	16%	10%	4%
High quality education system	7%	6%	6%	7%	1%	7%	9%
Clean lakes and rivers	7%	7%	6%	9%	7%	6%	6%
Outdoor recreation opportunities	6%	1%	7%	9%	6%	2%	5%
Rural areas and open space	6%	8%	3%	3%	5%	14%	9%
Friendly people or neighbors	5%	2%	5%	6%	3%	10%	4%
Quiet neighborhoods	4%	7%	5%	3%	1%	4%	7%
Planning for growth	4%	1%		4%	4%	3%	8%
The weather or climate	3%	3%	2%	3%	1%	3%	1%
Adequate roads and transportation infrastructure	3%	0%	10%	2%	5%	2%	5%
Being close to places like schools, stores or freeways	2%	5%	1%	2%	1%	2%	2%

NOTE: SEE VALUES SECTION FOR Q850-Q1165

SECTION 1200 FUTURE DEVELOPMENT

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1205. I am now going to read the opinions of two hypothetical residents of the Grand Traverse region. Please indicate which one of these opinions comes closest to your own. (INTERVIEWER: READ STATEMENTS; PAUSE SLIGHTLY BETWEEN STATEMENTS) Is your opinion more like Brown’s or more like Johnson’s? (INTERVIEWER: CLARIFY FROM SCALE ONCE OPINION STATEMENT IS DEFINED.

Brown prefers that future growth in this region occur mostly in existing communities

Johnson would prefer to see this future growth happen in undeveloped parts of the Grand Traverse Region

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL LIKE BROWN	70%	73%	64%	68%	75%	71%	73%
Strongly like Brown	37%	38%	29%	39%	36%	42%	34%
Somewhat like Brown	32%	35%	36%	29%	38%	29%	39%
Neither like Brown or Johnson	2%	2%	4%	3%	2%	1%	
TOTAL LIKE JOHNSON	28%	25%	31%	29%	24%	28%	27%
Somewhat like Johnson	18%	20%	21%	19%	19%	21%	10%
Strongly like Johnson	9%	4%	11%	9%	5%	6%	17%
Don't Know/Refused	2%	%	%	%	%	%	%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1210. How much do you agree or disagree with the following growth strategies for the Grand Traverse region? Please note that these strategies are not mutually exclusive.
(INTERVIEWER: READ LIST)

TOTAL STRONGLY/SOMEWHAT AGREE (NET)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Q1210L It should be convenient to walk or bike in new developing areas.	91%	82%	97%	91%	94%	90%	94%
Q1210E New jobs should be located closer to where people live	89%	91%	83%	90%	89%	84%	93%
Q1210N The development of more affordable housing should be encouraged	86%	84%	90%	84%	91%	90%	82%
Q1210O Agriculture should be preserved even if it means limiting some development opportunities	85%	83%	88%	83%	90%	85%	90%
Q1210P Open space should be preserved even if it means limiting some development opportunities	83%	86%	82%	80%	91%	86%	82%
Q1210A New growth should be directed primarily to existing cities, towns and villages.	81%	91%	91%	78%	83%	82%	75%
Q1210K More mixed use development should be encouraged	79%	77%	63%	77%	85%	87%	84%
Q1210J Regional mass transit should be expanded	79%	69%	79%	80%	78%	84%	79%
Q1210D New growth should be focused along major roads and highways.	76%	78%	74%	77%	72%	72%	77%
Q1210M A range of housing types or sizes should be planned for and built	72%	73%	74%	70%	70%	83%	68%
Q1210F New housing and jobs should be spread out to avoid crowding.	65%	68%	58%	64%	73%	59%	66%
Q1210G Cities and towns should build more homes with smaller yards or apartments in order to preserve farm and forest lands.	58%	62%	68%	56%	45%	78%	48%
Q1210I Existing regional freeways should be widened	50%	63%	44%	50%	60%	48%	38%
Q1210C Growth should be located mainly in the Traverse City part of the region	48%	54%	51%	56%	29%	44%	35%
Q1210B Most new housing should be separated from jobs and existing centers	43%	58%	44%	39%	50%	33%	42%
Q1210H More regional freeways should be built	41%	38%	37%	47%	37%	44%	32%

TOTAL STRONGLY/SOMEWHAT DISAGREE (NET)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Q1210H More regional freeways should be built	55%	62%	62%	47%	60%	54%	66%
Q1210B Most new housing should be separated from jobs and existing centers	52%	37%	53%	54%	44%	62%	55%
Q1210C Growth should be located mainly in the Traverse City part of the region	50%	45%	47%	42%	71%	51%	61%
Q1210I Existing regional freeways should be widened	44%	37%	50%	41%	35%	50%	57%
Q1210G Cities and towns should build more homes with smaller yards or apartments in order to preserve farm and forest lands.	38%	32%	28%	41%	51%	21%	45%
Q1210F New housing and jobs should be spread out to avoid crowding.	32%	31%	38%	33%	22%	39%	29%
Q1210M A range of housing types or sizes should be planned for and built	23%	21%	25%	24%	24%	15%	27%
Q1210D New growth should be focused along major roads and highways.	21%	21%	26%	20%	20%	25%	19%
Q1210A New growth should be directed primarily to existing cities, towns and villages.	17%	8%	8%	21%	14%	18%	22%
Q1210J Regional mass transit should be expanded	17%	27%	21%	17%	19%	9%	13%
Q1210K More mixed use development should be encouraged	15%	17%	27%	18%	10%	8%	9%
Q1210P Open space should be preserved even if it means limiting some development opportunities	15%	12%	16%	19%	7%	7%	17%
Q1210O Agriculture should be preserved even if it means limiting some development opportunities	14%	16%	10%	17%	9%	14%	9%
Q1210N The development of more affordable housing should be encouraged	12%	15%	10%	13%	9%	9%	12%
Q1210E New jobs should be located closer to where people live	8%	8%	14%	6%	9%	12%	6%
Q1210L It should be convenient to walk or bike in new developing areas.	7%	15%	3%	7%	5%	4%	6%

New growth should be directed primarily to existing cities, towns and villages.

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	81%	91%	91%	78%	83%	82%	75%
Strongly agree	45%	44%	68%	44%	33%	45%	44%
Somewhat agree	36%	47%	23%	34%	49%	37%	32%
Neither agree nor disagree	1%	1%	1%	1%	3%	1%	3%
TOTAL DISAGREE	17%	8%	8%	21%	14%	18%	22%
Somewhat disagree	10%	5%	6%	11%	9%	11%	15%
Strongly disagree	7%	4%	3%	10%	4%	6%	6%

Most new housing should be separated from jobs and existing centers

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	43%	58%	44%	39%	50%	33%	42%
Strongly agree	13%	21%	19%	8%	21%	11%	14%
Somewhat agree	30%	37%	25%	32%	29%	22%	29%
Neither agree nor disagree	5%	5%	3%	6%	6%	5%	3%
TOTAL DISAGREE	52%	37%	53%	54%	44%	62%	55%
Somewhat disagree	33%	24%	30%	33%	34%	35%	39%
Strongly disagree	19%	13%	23%	21%	10%	27%	16%

Growth should be located mainly in the Traverse City part of the region

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	48%	54%	51%	56%	29%	44%	35%
Strongly agree	21%	23%	30%	23%	13%	21%	12%
Somewhat agree	27%	31%	22%	33%	15%	22%	24%
Neither agree nor disagree	3%	1%	1%	3%		5%	4%
TOTAL DISAGREE	50%	45%	47%	42%	71%	51%	61%
Somewhat disagree	29%	25%	23%	29%	40%	32%	23%
Strongly disagree	21%	20%	24%	13%	32%	19%	37%

New growth should be focused along major roads and highways.

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	76%	78%	74%	77%	72%	72%	77%
Strongly agree	33%	41%	33%	32%	35%	33%	31%
Somewhat agree	43%	37%	41%	45%	37%	39%	46%
Neither agree nor disagree	3%	1%	1%	3%	8%	3%	4%
TOTAL DISAGREE	21%	21%	26%	20%	20%	25%	19%
Somewhat disagree	12%	12%	12%	10%	17%	12%	12%
Strongly disagree	9%	8%	13%	10%	3%	13%	6%

New jobs should be located closer to where people live

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	89%	91%	83%	90%	89%	84%	93%
Strongly agree	60%	58%	64%	63%	59%	56%	57%
Somewhat agree	29%	33%	19%	28%	30%	28%	35%
Neither agree nor disagree	3%	1%	2%	4%	2%	4%	1%
TOTAL DISAGREE	8%	8%	14%	6%	9%	12%	6%
Somewhat disagree	5%	6%	1%	3%	7%	8%	6%
Strongly disagree	3%	2%	14%	3%	2%	4%	

New housing and jobs should be spread out to avoid crowding.

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	65%	68%	58%	64%	73%	59%	66%
Strongly agree	31%	30%	41%	34%	33%	32%	19%
Somewhat agree	33%	38%	17%	30%	40%	28%	48%
Neither agree nor disagree	3%	1%	4%	3%	5%	1%	5%
TOTAL DISAGREE	32%	31%	38%	33%	22%	39%	29%
Somewhat disagree	19%	12%	20%	17%	16%	29%	22%
Strongly disagree	13%	19%	19%	16%	5%	11%	7%

Cities and towns should build more homes with smaller yards or apartments in order to preserve farm and forest lands.

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	58%	62%	68%	56%	45%	78%	48%
Strongly agree	27%	35%	39%	22%	22%	39%	23%
Somewhat agree	31%	27%	29%	34%	24%	39%	26%
Neither agree nor disagree	4%	6%	4%	3%	4%	1%	6%
TOTAL DISAGREE	38%	32%	28%	41%	51%	21%	45%
Somewhat disagree	21%	25%	7%	23%	34%	13%	20%
Strongly disagree	17%	7%	21%	18%	17%	8%	25%

More regional freeways should be built

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	41%	38%	37%	47%	37%	44%	32%
Strongly agree	19%	18%	17%	23%	18%	17%	13%
Somewhat agree	22%	20%	21%	24%	19%	27%	19%
Neither agree nor disagree	4%	0%	1%	6%	3%	3%	2%
TOTAL DISAGREE	55%	62%	62%	47%	60%	54%	66%
Somewhat disagree	24%	20%	22%	19%	41%	26%	31%
Strongly disagree	31%	42%	40%	28%	19%	28%	35%

Existing regional freeways should be widened

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	50%	63%	44%	50%	60%	48%	38%
Strongly agree	25%	29%	26%	26%	40%	21%	15%
Somewhat agree	25%	34%	18%	25%	20%	27%	22%
Neither agree nor disagree	5%		6%	8%	5%	2%	5%
TOTAL DISAGREE	44%	37%	50%	41%	35%	50%	57%
Somewhat disagree	27%	20%	27%	27%	25%	24%	38%
Strongly disagree	17%	18%	23%	14%	10%	25%	19%

Regional mass transit should be expanded

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	79%	69%	79%	80%	78%	84%	79%
Strongly agree	50%	44%	53%	56%	44%	55%	39%
Somewhat agree	28%	26%	26%	24%	34%	29%	40%
Neither agree nor disagree	4%	4%		3%	2%	7%	8%
TOTAL DISAGREE	17%	27%	21%	17%	19%	9%	13%
Somewhat disagree	8%	12%	6%	6%	14%	4%	12%
Strongly disagree	9%	15%	15%	11%	5%	6%	1%

More mixed-use development should be encouraged

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	79%	77%	63%	77%	85%	87%	84%
Strongly agree	37%	29%	38%	40%	43%	35%	31%
Somewhat agree	42%	48%	25%	37%	42%	52%	53%
Neither agree nor disagree	6%	6%	10%	5%	5%	5%	7%
TOTAL DISAGREE	15%	17%	27%	18%	10%	8%	9%
Somewhat disagree	9%	9%	13%	12%	4%	4%	6%
Strongly disagree	6%	7%	13%	6%	6%	4%	3%

It should be convenient to walk or bike in new developing areas.

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	91%	82%	97%	91%	94%	90%	94%
Strongly agree	61%	52%	69%	65%	58%	60%	58%
Somewhat agree	30%	29%	28%	26%	36%	30%	36%
Neither agree nor disagree	2%	4%		1%	1%	6%	0%
TOTAL DISAGREE	7%	15%	3%	7%	5%	4%	6%
Somewhat disagree	4%	10%	1%	4%	5%	3%	4%
Strongly disagree	3%	4%	2%	3%		1%	2%

A range of housing types or sizes should be planned for and built

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	72%	73%	74%	70%	70%	83%	68%
Strongly agree	33%	28%	36%	35%	26%	44%	25%
Somewhat agree	39%	45%	37%	35%	44%	39%	43%
Neither agree nor disagree	5%	6%	1%	6%	6%	2%	5%
TOTAL DISAGREE	23%	21%	25%	24%	24%	15%	27%
Somewhat disagree	11%	8%	10%	10%	15%	10%	18%
Strongly disagree	12%	13%	16%	14%	9%	5%	9%

The development of more affordable housing should be encouraged

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	86%	84%	90%	84%	91%	90%	82%
Strongly agree	64%	67%	62%	65%	62%	58%	67%
Somewhat agree	22%	16%	28%	19%	29%	32%	15%
Neither agree nor disagree	2%	1%		3%		1%	6%
TOTAL DISAGREE	12%	15%	10%	13%	9%	9%	12%
Somewhat disagree	6%	7%	1%	8%	8%	1%	5%
Strongly disagree	6%	8%	10%	5%	1%	8%	6%

Agriculture should be preserved even if it means limiting some development opportunities

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	85%	83%	88%	83%	90%	85%	90%
Strongly agree	57%	60%	66%	57%	69%	53%	43%
Somewhat agree	29%	23%	23%	27%	21%	31%	47%
Neither agree nor disagree	1%	1%	2%		1%	1%	0%
TOTAL DISAGREE	14%	16%	10%	17%	9%	14%	9%
Somewhat disagree	10%	11%	4%	12%	6%	8%	9%
Strongly disagree	4%	5%	6%	5%	3%	6%	1%

Open space should be preserved even if it means limiting some development opportunities

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL AGREE	83%	86%	82%	80%	91%	86%	82%
Strongly agree	57%	64%	56%	54%	51%	61%	58%
Somewhat agree	27%	22%	26%	26%	40%	25%	24%
Neither agree nor disagree	2%	2%	2%	1%	2%	7%	1%
TOTAL DISAGREE	15%	12%	16%	19%	7%	7%	17%
Somewhat disagree	6%	3%	14%	8%	5%	2%	5%
Strongly disagree	8%	9%	2%	11%	2%	5%	11%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1215 Now please assume there are two similar communities where you are considering purchasing a new home. Would you choose a community that (READ FIRST OPTION) or would you choose a community that (READ SECOND OPTION)?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Features homes on larger lots without neighborhood parks or preserved areas	39%	32%	27%	42%	45%	30%	46%
Preserves open space by clustering homes on smaller lots, creating parks and preserves available to all who live in the	55%	61%	64%	50%	54%	65%	47%
Don't Know/Refused	7%	8%	9%	7%	2%	5%	7%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1216 Next I have a question for you about multi-family housing. Apartments, condominiums and town homes are examples of multi-family housing. If there was a plan to build multi-family housing in your community or area, would you favor or oppose this plan?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL FAVOR	53%	55%	42%	55%	60%	55%	44%
Very much favor	18%	19%	23%	17%	22%	16%	18%
Somewhat favor	34%	36%	19%	38%	38%	39%	26%
Neither favor nor oppose	4%	4%	4%	6%		5%	0%
TOTAL OPPOSE	44%	41%	54%	40%	40%	41%	56%
Somewhat oppose	20%	15%	22%	19%	12%	29%	23%
Very much oppose	24%	26%	32%	20%	28%	12%	33%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1218 Again thinking about multi-family housing, would the following characteristics make a plan to build multi-family housing more acceptable or less acceptable to you? Would [INSERT ITEM] make a plan to build multi-family housing more acceptable or less acceptable to you?

MUCH/SOMEWHAT MORE ACCEPTABLE (NET)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Q1218D Providing an affordable option to young people and seniors	93%	90%	98%	93%	93%	98%	87%
Q1218C Locating it near jobs and shopping	87%	84%	87%	89%	91%	94%	80%
Q1218B Including sufficient parking	85%	93%	83%	84%	83%	85%	83%
Q1218F Including common areas and small parks	84%	78%	82%	90%	82%	81%	80%
Q1218H Providing low income housing opportunities	82%	81%	82%	85%	86%	81%	77%
Q1218I Increased public safety patrols	79%	75%	82%	78%	83%	82%	77%
Q1218G Including sufficient road and high-way infrastructure	77%	82%	75%	80%	84%	74%	66%
Q1218A Locating it in built-up areas	71%	74%	73%	66%	76%	79%	72%
Q1218E Including multi-story buildings	56%	50%	48%	66%	57%	49%	42%

MUCH/SOMEWHAT LESS ACCEPTABLE (NET)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Q1218E Including multi-story buildings	41%	46%	49%	31%	35%	50%	55%
Q1218A Locating it in built-up areas	25%	19%	25%	29%	16%	21%	26%
Q1218G Including sufficient road and high-way infrastructure	18%	17%	21%	15%	14%	18%	28%
Q1218I Increased public safety patrols	17%	23%	13%	16%	15%	17%	18%
Q1218H Providing low income housing opportunities	15%	17%	18%	13%	13%	9%	20%
Q1218F Including common areas and small parks	13%	19%	16%	8%	17%	11%	16%
Q1218B Including sufficient parking	12%	3%	16%	12%	14%	8%	16%
Q1218C Locating it near jobs and shopping	10%	11%	12%	9%	6%	6%	18%
Q1218D Providing an affordable option to young people and seniors	6%	7%	2%	6%	3%	2%	10%

Locating it in built-up areas

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	71%	74%	73%	66%	76%	79%	72%
Much more acceptable	31%	28%	30%	33%	25%	41%	25%
Somewhat more acceptable	40%	45%	43%	33%	51%	38%	47%
Neither more nor less acceptable	4%	7%	2%	5%	8%		2%
TOTAL LESS ACCEPTABLE	25%	19%	25%	29%	16%	21%	26%
Somewhat less acceptable	18%	14%	20%	23%	14%	9%	17%
Much less acceptable	6%	5%	6%	6%	2%	11%	9%

Including sufficient parking

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	85%	93%	83%	84%	83%	85%	83%
Much more acceptable	45%	35%	50%	42%	47%	49%	51%
Somewhat more acceptable	40%	58%	33%	42%	36%	37%	31%
Neither more nor less acceptable	4%	5%	1%	4%	3%	7%	1%
TOTAL LESS ACCEPTABLE	12%	3%	16%	12%	14%	8%	16%
Somewhat less acceptable	7%	2%	5%	10%	7%	2%	7%
Much less acceptable	5%	0%	11%	2%	7%	6%	9%

Locating it near jobs and shopping

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	87%	84%	87%	89%	91%	94%	80%
Much more acceptable	48%	41%	54%	51%	46%	52%	40%
Somewhat more acceptable	39%	43%	33%	37%	45%	42%	40%
Neither more nor less acceptable	2%	4%	1%	2%	3%		2%
TOTAL LESS ACCEPTABLE	10%	11%	12%	9%	6%	6%	18%
Somewhat less acceptable	4%	4%	8%	5%	5%		3%
Much less acceptable	6%	7%	4%	4%	1%	6%	15%

Providing an affordable option to young people and seniors

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	93%	90%	98%	93%	93%	98%	87%
Much more acceptable	61%	47%	67%	62%	57%	71%	59%
Somewhat more acceptable	32%	43%	31%	31%	37%	27%	27%
Neither more nor less acceptable	2%	3%		1%	4%		3%
TOTAL LESS ACCEPTABLE	6%	7%	2%	6%	3%	2%	10%
Somewhat less acceptable	2%	4%	1%	2%	1%	1%	6%
Much less acceptable	3%	3%	2%	4%	2%	2%	4%

Including multi-story buildings

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	56%	50%	48%	66%	57%	49%	42%
Much more acceptable	16%	10%	15%	16%	17%	23%	16%
Somewhat more acceptable	40%	40%	33%	50%	40%	26%	26%
Neither more nor less acceptable	4%	5%	3%	3%	7%	2%	3%
TOTAL LESS ACCEPTABLE	41%	46%	49%	31%	35%	50%	55%
Somewhat less acceptable	22%	15%	27%	18%	22%	24%	33%
Much less acceptable	19%	30%	22%	13%	13%	26%	22%

Including common areas and small parks

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	84%	78%	82%	90%	82%	81%	80%
Much more acceptable	49%	34%	54%	58%	46%	45%	37%
Somewhat more acceptable	36%	44%	28%	32%	35%	36%	43%
Neither more nor less acceptable	3%	3%	2%	2%	2%	8%	4%
TOTAL LESS ACCEPTABLE	13%	19%	16%	8%	17%	11%	16%
Somewhat less acceptable	7%	8%	6%	7%	15%	4%	4%
Much less acceptable	6%	11%	10%	2%	1%	7%	12%

Including sufficient road and high-way infrastructure

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	77%	82%	75%	80%	84%	74%	66%
Much more acceptable	34%	33%	31%	38%	38%	28%	27%
Somewhat more acceptable	43%	50%	44%	42%	46%	46%	39%
Neither more nor less acceptable	5%	0%	4%	5%	3%	9%	6%
TOTAL LESS ACCEPTABLE	18%	17%	21%	15%	14%	18%	28%
Somewhat less acceptable	12%	12%	14%	11%	11%	5%	16%
Much less acceptable	6%	6%	7%	4%	2%	12%	12%

Providing low income housing opportunities

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	82%	81%	82%	85%	86%	81%	77%
Much more acceptable	45%	46%	50%	46%	47%	38%	40%
Somewhat more acceptable	38%	35%	32%	38%	39%	43%	36%
Neither more nor less acceptable	3%	2%		2%	1%	10%	3%
TOTAL LESS ACCEPTABLE	15%	17%	18%	13%	13%	9%	20%
Somewhat less acceptable	8%	4%	11%	9%	5%	6%	10%
Much less acceptable	7%	14%	7%	4%	8%	3%	10%

Increased public safety patrols

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOTAL MORE ACCEPTABLE	79%	75%	82%	78%	83%	82%	77%
Much more acceptable	40%	31%	52%	37%	63%	37%	40%
Somewhat more acceptable	38%	44%	30%	41%	21%	45%	37%
Neither more nor less acceptable	4%	2%	5%	5%	2%	2%	5%
TOTAL LESS ACCEPTABLE	17%	23%	13%	16%	15%	17%	18%
Somewhat less acceptable	9%	14%	6%	10%	8%	8%	8%
Much less acceptable	8%	9%	6%	7%	7%	9%	10%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1220 How important is it that the Grand Traverse region have a vision or a long range plan for growth in the region? (READ RESPONSES)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOP 2 BOX	75%	68%	75%	77%	70%	78%	72%
Extremely important	42%	34%	38%	44%	47%	45%	40%
Very important	32%	33%	37%	33%	23%	33%	33%
Somewhat important	22%	28%	21%	19%	25%	22%	25%
BOTTOM 2 BOX	3%	4%	4%	4%	6%	0%	3%
Not very important	2%	1%	2%	2%	2%		3%
Not at all important	2%	3%	2%	2%	4%		

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1225 How would you rate the performance of the Grand Traverse region when it comes to planning and preparing for the future of the region? (READ RESPONSES)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
TOP 2 BOX	41%	47%	38%	40%	39%	38%	46%
Excellent	8%	8%	16%	11%	0%	4%	3%
Good	33%	40%	22%	29%	39%	34%	43%
BOTTOM 2 BOX	59%	53%	62%	60%	61%	62%	54%
Fair	43%	35%	51%	41%	44%	54%	39%
Poor	16%	18%	11%	18%	17%	8%	15%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1240 Have you heard, read or seen anything recently about “The Grand Vision”, a regional development project in northwestern Michigan?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Yes	28%	16%	23%	32%	40%	31%	21%
No	72%	84%	77%	68%	60%	69%	79%

BASE: HAVE HEARD OF GRAND VISION (Q1230/1)

Q1245 Has what you heard, read or seen made you feel favorable or unfavorable?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	176	17	18	60	32	28	21
TOTAL FAVORABLE	71%	47%	69%	66%	92%	76%	79%
Very favorable	26%	12%	48%	24%	24%	20%	43%
Somewhat favorable	45%	36%	21%	42%	68%	55%	36%
Neither favorable nor unfavorable	12%	38%	28%	11%	3%	9%	10%
TOTAL UNFAVORABLE	16%	15%	2%	23%	5%	15%	11%
Somewhat unfavorable	10%	9%		12%	3%	15%	11%
Very unfavorable	6%	6%	2%	12%	2%		

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1250 “The Grand Vision” will be asking residents of the Grand Traverse region to share their opinions about the future of the area. Residents will have the choice of sharing their opinions through a paper survey or an online survey. Which would you prefer to complete...? (INT: READ CHOICES)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Paper survey	55%	59%	51%	47%	60%	64%	64%
Online survey	41%	28%	44%	52%	30%	30%	36%
No preference	*		1%		1%	3%	
Would not be interested in participating	4%	13%	5%	1%	10%	3%	0%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1230 Which of the following best describes your view? (READ RESPONSES)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
All of the dams on the Boardman River should be removed.	4%	2%	6%	4%	4%	2%	8%
All of the dams on the Boardman River should remain in place.	35%	33%	26%	44%	32%	28%	23%
Some of the dams on the Boardman River should be removed and some should remain in place.	35%	28%	39%	34%	47%	33%	33%
Don't Know/Refused	26%	37%	28%	18%	17%	37%	36%

SECTION 1300: DEMOGRAPHICS

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1305 Now a few questions to help classify your answers. How many years have you lived in the Grand Traverse Region? (INT: IF LIVED IN AREA FOR LESS THAN ONE YEAR ENTER "0".)

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
MEAN SCORE	26.5	29.3	28.8	23.0	31.6	30.4	25.6

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1310 Do you live here year-round?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
YES	92%	84%	84%	95%	88%	86%	99%
NO	8%	16%	16%	5%	12%	14%	1%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1312 Which of the following best describes the area in which you live?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Urban	14%	3%	1%	29%	1%		10%
Small town or village	33%	31%	51%	29%	30%	24%	43%
Rural	53%	66%	49%	42%	69%	76%	47%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1315 Thinking about where you now live, do you own or rent the property?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Own	79%	95%	80%	66%	89%	85%	90%
Rent	19%	3%	15%	30%	10%	14%	10%
Something else	2%	1%	5%	3%	1%	1%	

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1320 Do you have any children (under 18)? (IF YES, ASK) Are any of them living at home with you?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
YES, have children and living at home	33%	20%	21%	33%	48%	28%	48%
YES, have children, but none living at home	8%	10%	16%	6%	8%	13%	4%
NO, do not have any children, Never had children	59%	71%	63%	62%	44%	60%	47%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1325 Are you married, separated, divorced, or single and never been married?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Married	62%	66%	39%	57%	77%	66%	75%
Separated	1%	1%	1%	1%	3%		2%
Divorced	10%	11%	20%	11%	6%	8%	6%
Single, and Never Been Married	20%	11%	26%	27%	9%	18%	15%
Widowed	6%	12%	15%	4%	4%	8%	2%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1330 Are you currently employed, either full-time or part time? [IF NECESSARY] Is that full-time, or part time? [INTERVIEWER: SELF-EMPLOYED COUNTS AS YES, STILL GET FULL-TIME/PART-TIME]

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Yes, full-time	51%	39%	47%	58%	56%	37%	49%
Yes, part time	15%	16%	11%	16%	6%	18%	17%
No	34%	45%	41%	26%	37%	45%	34%

BASE: UNEMPLOYED (Q1330/3)

Q1335 Are you a full-time student, a homemaker, retired or something else?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	243	42	42	55	32	45	27
Homemaker	23%	19%	18%	24%	43%	29%	9%
Retired	53%	62%	71%	44%	49%	42%	67%
Unemployed	6%	1%	3%	9%	1%	5%	9%
Disabled	9%	18%	2%	9%		11%	10%

Other	8%		7%	14%	8%	12%	5%
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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1340 Have you ever lived or worked on a farm or orchard?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Yes	46%	56%	53%	43%	50%	43%	44%
No	54%	44%	47%	57%	50%	57%	56%

BASE: LIVED/WORKED ON FARM (Q1340/1)

Q1345. Do you currently live or work on a farm or orchard?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	247	41	39	66	35	34	32
Yes	23%	39%	13%	24%	7%	29%	20%
No	77%	61%	87%	76%	93%	71%	80%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1350 What is the highest level of school you have completed or the highest degree you have received?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Less than high school (grades 1-8)	1%			1%	3%		2%
Completed some high school (grades 9 – 11, 12 but no diploma)	6%	8%	12%	5%	5%	6%	5%
High school graduate	38%	37%	37%	34%	54%	35%	44%
Completed some college	25%	25%	28%	28%	16%	19%	23%
Associate degree	8%	12%	2%	9%	11%	8%	3%
Bachelor's degree (e.g., B.A., A.B., B.S.)	12%	8%	10%	15%	9%	5%	18%
Completed some graduate school (but no post-graduate degree)	1%	2%	3%	1%		5%	0%
Post-graduate degree (e.g., M.A., M.S., MEng, Med, MSW, MBA, MD, DDS, DVM, LLB, JD, Ph.D., Ed.D.)	8%	8%	7%	6%	3%	22%	5%

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1355 Are you of Spanish, Hispanic, or Latino origin or descent?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Yes, of Spanish, Hispanic, or Latino origin or descent	1%		1%	2%	0%		3%
No, not of Spanish, Hispanic, or Latino origin or descent	99%	100%	99%	98%	100%	100%	97%

Q1360 Do you consider yourself White, Black or African American, Asian or Pacific Islander, Native American or Alaskan native, or some other race?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
White	97%	98%	95%	96%	96%	98%	99%
African American	0%						1%
Native American or Alaskan native	1%	2%	2%	1%	3%		
Some other race	2%	0%	3%	4%	2%	2%	

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1365 Was your 2007 household income less than \$50,000 or \$50,000 or more?

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	547	81	76	163	74	79	74
Less than \$50,000	57%	54%	57%	55%	61%	43%	71%
\$50,000 or more	38%	41%	37%	41%	34%	48%	24%
Don't Know/Refused	5%	5%	6%	4%	5%	10%	5%

BASE: HOUSEHOLD INCOME LESS THAN \$50,000 (Q1365/1)

Q1370 Which of the following income categories best describes your total 2007 household income? Was it

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	265	37	39	79	43	26	41
\$14,999 or less	19%	22%	14%	18%	18%	44%	12%
\$15,000 to less than \$25,000	22%	25%	44%	20%	23%	18%	16%
\$25,000 to less than \$35,000	25%	20%	23%	25%	25%	26%	28%
\$35,000 to less than \$50,000	33%	32%	20%	37%	34%	12%	44%

BASE: HOUSEHOLD INCOME \$50,000 OR MORE (Q1365/2)

Q1375 Which of the following income categories best describes your total 2007 household income? Was it

	TOTAL	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
BASE	254	42	30	77	27	48	30
\$50,000 to less than \$75,000	55%	59%	57%	58%	65%	33%	53%
\$75,000 to less than \$100,000	23%	25%	19%	22%	9%	29%	27%
\$100,000 to less than \$125,000	10%	7%	12%	10%	13%	10%	12%
\$125,000 to less than \$150,000	5%	5%	3%	2%		19%	7%
\$150,000 to less than \$200,000	4%	1%	2%	6%	2%	2%	1%
\$200,000 to less than \$250,000	2%			1%	11%		
\$250,000 or more	2%	3%	7%	1%		6%	

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q625 In which of the following counties do you reside?

	TOTAL
BASE	547
Antrim	12%
Benzie	9%
Grand Traverse	41%
Kalkaska	10%
Leelanau	12%
Wexford	15%%