

Report to

ACME TOWNSHIP

for

RESIDENT AND BUSINESS SURVEY

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**ACME TOWNSHIP
2013 RESIDENT AND BUSINESS SURVEY**

1.0 OVERVIEW

*SPSS Tables include the following column headers:

Frequency – the actual count/number of respondents choosing the response category

Percent – the percent of respondents choosing the response category, based on all cases (i.e., 584)

Valid Percent – the percent of respondents choosing the response category, based only on those answering the question (omits missing data). Recommended for use when interpreting results.

Cumulative Percent – sum of valid percents.

2.0 SURVEY RESULTS

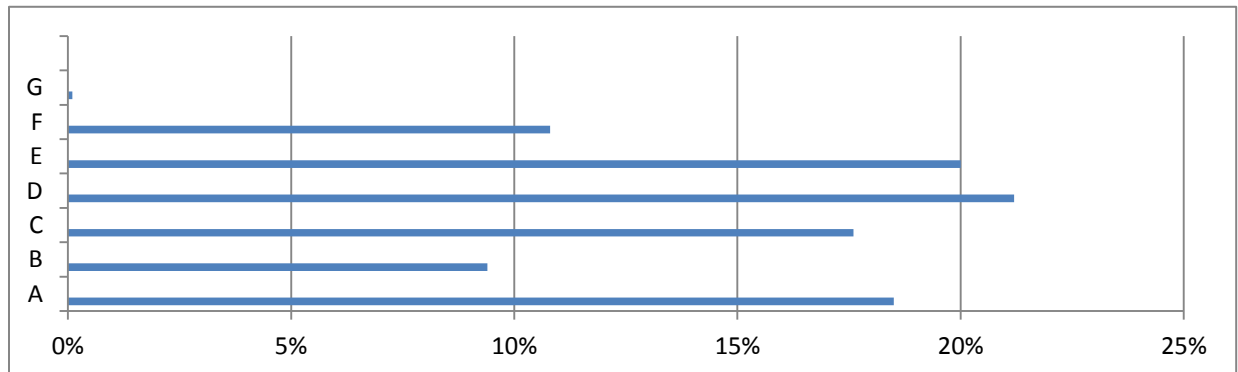
2.1 Demographics

How long have you lived in Acme Township?

	Frequency	Percent	Valid Percent	Cumulative Percent
	10	1.7	1.7	1.7
11 - 20 Years	145	24.8	24.8	26.5
2 - 5 Years	60	10.3	10.3	36.8
6 - 10 Years	121	20.7	20.7	57.5
More than 20 Years	213	36.5	36.5	94.0
Less than 2 Years	35	6.0	6.0	100.0
Total	584	100.0	100.0	

Please indicate in which area of the township you are located by referencing the enclosed Survey Sub-Areas map.

	Frequency	Percent	Valid Percent	Cumulative Percent
	8	1.4	1.4	1.4
A - Shoreline North of M-72 and west of US-31	108	18.5	18.5	19.9
B - East of US-31 and north of Brackett Road	55	9.4	9.4	29.3
C - East of US-31, south of Brackett Road and north of Bunker Hill	103	17.6	17.6	46.9
D - Cranberry Woods, Springbrook Hills, and Wellington Farms subdivisions	124	21.2	21.2	68.2
E - Holiday North & Pines Subdivision, Sherwood Farms and Stockfisch subdivisions	117	20.0	20.0	88.2
F - Bay Villa condos, Crestridge Hills, Scenic Hills and Village of Acme	63	10.8	10.8	99.0
G - Business Community	6	1.0	1.0	100.0
Total	584	100.0	100.0	

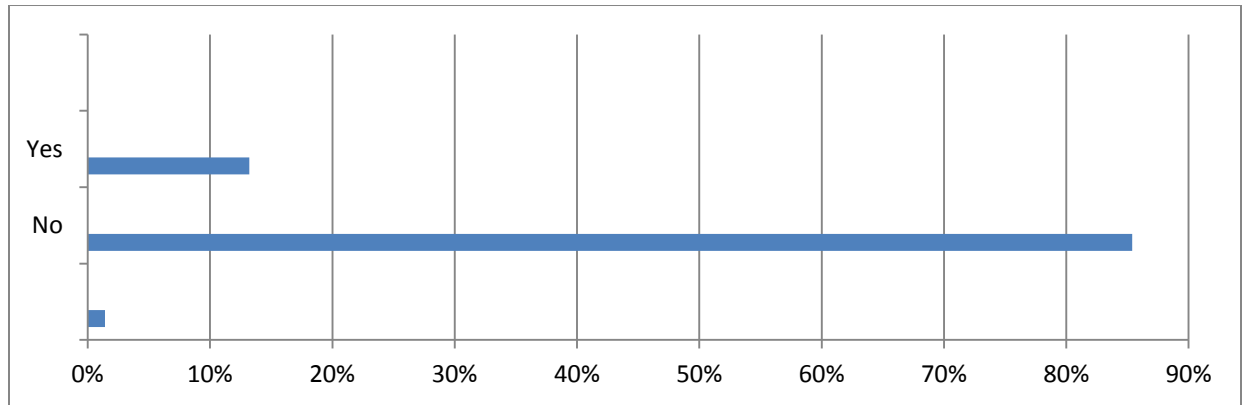


How would you classify yourself?

	Frequency	Percent	Valid Percent	Cumulative Percent
Non-resident property owner (Own property only but do not live or conduct a business in Acme Township)	7	1.2	1.2	1.2
Seasonal Resident - Primary Residence is located in another community	33	5.7	5.7	6.8
Year Round Resident - Homeowner	63	10.8	10.8	17.6
Year Round Resident - Renter	464	79.5	79.5	97.1
Total	17	2.9	2.9	100.0
	584	100.0	100.0	

Are you a business owner in Acme Township?

	Frequency	Percent	Valid Percent	Cumulative Percent
No	8	1.4	1.4	1.4
Yes	499	85.4	85.4	86.8
Total	77	13.2	13.2	100.0
	584	100.0	100.0	



Which of the following best describes your occupation?

	Frequency	Percent	Valid Percent	Cumulative Percent
	16	2.7	2.7	2.7
Agriculture	14	2.4	2.4	5.1
Arts, Entertainment, and Recreation	7	1.2	1.2	6.3
Construction	18	3.1	3.1	9.4
Currently Unemployed	7	1.2	1.2	10.6
Educational, Health, and Social Services	87	14.9	14.9	25.5
Finance, Insurance and Real Estate	31	5.3	5.3	30.8
Government	11	1.9	1.9	32.7
Information / Technology	14	2.4	2.4	35.1
Manufacturing	22	3.8	3.8	38.9
Other	34	5.8	5.8	44.7
Professional, Scientific, Management	69	11.8	11.8	56.5
Retail Trade	27	4.6	4.6	61.1
Retired	219	37.5	37.5	98.6
Transportation and Warehousing	4	.7	.7	99.3
Wholesale Trade	4	.7	.7	100.0
Total	584	100.0	100.0	

Question 23 asked: If employed, please indicate the zip code where you WORK? There were 93 (15.9%) responses for zip code 49684, 70 (12.0%) for 49686, 69 (11.8%) for 49690 and various other zip codes, totaling 320 responses.

How many children age 17 and younger live in your household?

	Frequency	Percent	Valid Percent	Cumulative Percent
0	351	60.1	77.7	77.7
1	36	6.2	8.0	85.6
2	45	7.7	10.0	95.6
3	14	2.4	3.1	98.7
4	6	1.0	1.3	100.0
Total	452	77.4	100.0	
Missing System	132	22.6		
Total	584	100.0		

What category below includes your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
	10	1.7	1.7	1.7
20 - 29 years	10	1.7	1.7	3.4
30 - 39 years	37	6.3	6.3	9.8
40 - 49 years	64	11.0	11.0	20.7
50 - 59 years	152	26.0	26.0	46.7
60 - 69 years	176	30.1	30.1	76.9
70 - 79 years	95	16.3	16.3	93.2
80 - 89 years	32	5.5	5.5	98.6
Over 89 years old	8	1.4	1.4	100.0
Total	584	100.0	100.0	

Table Acme Township will be faced with many issues in the next decade for which long-range planning is critical. Following is a series of items addressing various issues relevant to the township. First, please indicate the importance of each item when considering the future of Acme Township, and then rate Acme Township's efforts with regard to the item.

	How <i>important</i> is this issue to you?					How would you <i>rate</i> Acme Township with regard to this issue?					
	Very Imp.	Somewhat Important	Und.	Somewhat Unimp.	Very Unimp.	Exc.	Above Avg.	Average	Below Avg.	Poor	Don't Know
	% count	% count	% count	% count	% count	% count	% count	% count	% count	% count	count
Cost of Living / Affordability	49.9% 284	25.5% 145	15.3% 87	4.6% 26	4.7% 27	7.3% 37	23.8% 120	55.8% 281	9.7% 49	3.4% 17	53
Property tax rate	57.5% 332	26.2% 151	9.7% 56	2.3% 13	4.3% 25	6.2% 33	26.4% 140	45.7% 242	13.4% 71	8.3% 44	28
Responsive Government	50.9% 289	29.6% 168	13.6% 77	2.3% 13	3.7% 21	8.7% 44	26.2% 133	40.0% 203	17.9% 91	7.3% 37	49
Quality of schools	50.2% 283	22.0% 124	18.3% 103	4.6% 26	5.0% 28	10.4% 44	27.8% 118	39.2% 166	13.2% 56	9.4% 40	119
Quality of roads	54.7% 315	31.8% 183	6.4% 37	2.1% 12	5.0% 29	3.5% 19	11.5% 62	26.3% 142	25.7% 139	33.0% 178	18
Recreation Opportunities for Adults	28.6% 164	36.0% 206	25.8% 148	6.1% 35	3.5% 20	11.2% 57	27.0% 138	40.1% 205	17.0% 87	4.7% 24	50
Recreation Opportunities for Children	28.7% 162	35.8% 202	22.8% 129	7.6% 43	5.1% 29	9.1% 44	20.5% 99	42.3% 204	21.6% 104	6.4% 31	75
Access to Health Care services	40.6% 232	31.5% 180	19.4% 111	4.4% 25	4.2% 24	9.8% 46	22.4% 105	49.5% 232	14.3% 67	4.1% 19	88
Availability of Emergency Services	55.9% 320	28.5% 163	9.3% 53	3.1% 18	3.1% 18	25.2% 119	35.3% 167	33.0% 156	5.5% 26	1.1% 5	86
Job Opportunities within Walking and Biking Distance of Acme Township	15.5% 88	18.6% 106	32.5% 185	18.1% 103	15.3% 87	2.5% 11	7.0% 31	32.0% 141	36.1% 159	22.4% 99	116
Rural atmosphere	32.0% 184	32.0% 184	19.8% 114	10.4% 60	5.7% 33	16.1% 85	38.4% 203	36.3% 192	6.6% 35	2.6% 14	30
Proximity to Traverse City	31.8% 181	33.6% 191	23.7% 135	6.3% 36	4.4% 25	30.6% 152	32.6% 162	34.6% 172	1.6% 8	0.6% 3	56
Sense of community	24.7% 140	35.1% 199	30.0% 170	7.1% 40	3.2% 18	7.9% 40	23.0% 117	41.1% 209	21.0% 107	7.1% 36	45
Access to water and East Bay	50.5% 291	27.1% 156	12.7% 73	4.7% 27	5.0% 29	29.3% 157	30.1% 161	23.9% 128	11.8% 63	4.9% 26	23
Proximity to family and friends	17.7% 100	25.3% 143	39.8% 225	8.5% 48	8.7% 49	9.1% 38	20.1% 84	60.8% 254	6.5% 27	3.6% 15	126
Other, please specify:	76.1% 51	6.0% 4	9.0% 6	1.5% 1	7.5% 5	10.5% 6	5.3% 3	12.3% 7	15.8% 9	56.1% 32	18

Q2

How satisfied are you overall with the quality of life in Acme Township? (Please check ONLY ONE)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Dissatisfied	16	2.7	3.0	3.0
Somewhat Dissatisfied	50	8.6	9.4	12.4
Somewhat Satisfied	268	45.9	50.3	62.7
Very Satisfied	199	34.1	37.3	100.0
Total	533	91.3	100.0	
Missing System	51	8.7		
Total	584	100.0		

Q3

How would you rate your satisfaction with the following services provided within Acme Township?

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	No Opinion/DK
Emergency Medical Services & Fire Protection	1.1% 5	3.3% 15	36.6% 165	59.0% 266	122
Park Maintenance	2.7% 13	9.2% 44	50.4% 241	37.7% 180	91
Public Transit (BATA) Service	11.2% 29	23.2% 60	42.5% 110	23.2% 60	311
Recycling Center	1.4% 7	3.5% 17	31.2% 153	64.0% 314	72
Road Condition and Maintenance	39.7% 223	27.9% 157	26.5% 149	5.9% 33	10
Sheriff Services	2.0% 8	5.5% 22	50.3% 200	42.2% 168	167
Township Electronic Newsletter	3.9% 14	11.2% 40	45.4% 162	39.5% 141	209
Township Web Site	8.0% 27	11.6% 39	48.5% 163	31.8% 107	227
Zoning and Blight Enforcement	5.6% 20	29.9% 106	47.6% 169	16.9% 60	214

Q4

With regard to funding, do you believe the following initiatives should be pursued in Acme Township over the next 10 years?
(Please choose one response for each item)

	Yes, even if it raises my taxes	Yes, only if it does not raise my taxes	No	Uncertain
Community Center	15.0% 73	45.1% 220	40.0% 195	78
Community Newsletter (Mailed)	6.1% 32	37.7% 197	56.1% 293	50
District Branch Library	17.2% 89	34.7% 179	48.1% 248	57
New Fire Station	19.7% 93	33.5% 158	46.7% 220	103
New Township Hall	11.2% 56	35.3% 177	53.6% 269	76
Expansion of Sewer System	16.5% 72	40.6% 177	42.9% 187	139
Public Transit (BATA Station(s))	15.3% 69	46.5% 210	38.3% 173	123
Public Water Services	18.3% 83	33.1% 150	48.6% 220	118
Recycling Service	18.6% 96	58.3% 301	23.1% 119	54
Road Maintenance and Reconstruction	54.9% 307	41.9% 234	3.2% 18	12
Senior Services	17.9% 84	55.7% 262	26.4% 124	104
Shoreline and Water Quality Protection	43.1% 233	48.6% 263	8.3% 45	36
Township-wide Pathway System including Sidewalks	35.7% 193	41.5% 224	22.8% 123	33
Improvements to the US-31 Shoreline Parks	35.4% 193	50.3% 274	14.3% 78	30
Web/Televised Township Meetings	5.3% 26	35.6% 173	59.1% 287	88

Q5

Please select the one statement below that most closely matches your views on growth and development in the township.
"I would prefer the township to..." (Please choose only one)

	Frequency	Percent	Valid Percent	Cumulative Percent
Discourage growth and development	33	5.7	5.7	5.7
Encourage new growth and development	57	9.8	9.8	15.4
Maintain current rate of growth and development	293	50.2	50.2	65.6
No Opinion	189	32.4	32.4	97.9
Total	12	2.1	2.1	100.0
	584	100.0	100.0	

Q6

The township currently levies a special property tax millage for Farmland Preservation. How likely are you to vote to continue this millage when it is up for renewal in 2013-2014?

	Frequency	Percent	Valid Percent	Cumulative Percent
1 = Not Likely	61	10.4	10.4	10.4
2 = Likely	180	30.8	30.8	41.3
3 = Undecided	230	39.4	39.4	80.7
Total	113	19.3	19.3	100.0
	584	100.0	100.0	

Q7

Rate each of the following economic growth opportunities as a priority for development in Acme Township.

	Low Priority	Medium Priority	High Priority	Not a Priority
Agricultural Operations and Processing	20.3% 115	40.9% 232	29.5% 167	9.3% 53
Agricultural Tourism	25.7% 146	38.0% 216	25.0% 142	11.3% 64
Residential (Single-Family)	12.7% 72	42.1% 239	40.7% 231	4.6% 26
Residential (Multiple Family i.e. Apartments)	44.0% 248	25.9% 146	10.5% 59	19.5% 110
Retail (Locally-Owned)	10.3% 59	33.1% 190	52.6% 302	4.0% 23
Large Scale Retail (Regional and National Chains)	30.6% 176	23.0% 132	27.0% 155	19.5% 112
Restaurants and Entertainment	9.5% 55	37.4% 216	49.1% 284	4.0% 23
Professional Offices and Technology-Related Business	18.5% 106	42.3% 243	32.8% 188	6.4% 37
Mixed Use (combination of retail/professional/industrial in one building)	25.6% 147	38.0% 218	23.2% 133	13.2% 76
Recreation / Tourism	8.0% 46	34.3% 197	55.1% 316	2.6% 15
Warehousing and Distribution Facilities	44.3% 256	21.6% 125	6.4% 37	27.7% 160
Industrial	46.0% 265	17.7% 102	7.1% 41	29.2% 168

Q8

Rate each of the following as a priority for protection by Acme Township.

	Low Priority	Medium Priority	High Priority	Not a Priority
Farmlands and orchards	8.6% 50	31.0% 180	57.6% 334	2.8% 16
Opportunities for fishing and hunting	13.3% 77	34.0% 197	46.8% 271	5.9% 34
Rural character	12.8% 74	30.3% 175	53.0% 306	3.8% 22
East Bay shoreline	5.7% 33	17.4% 101	75.0% 436	1.9% 11
Water quality for streams, watersheds and East Bay	3.1% 18	12.7% 74	83.4% 486	0.9% 5
Wildlife habitat	7.7% 45	28.4% 165	62.0% 360	1.9% 11

Q9

Please rate each of the following in terms of desirability when planning for US-31 in Acme Township between M-72 and 5 Mile Road.

	Very Undesirable	Somewhat Undesirable	Somewhat Desirable	Very Desirable	No Opinion/DK
Promote safe, fast and efficient traffic flow	9.5% 53	8.5% 47	22.1% 123	59.9% 333	14
Take steps to slow traffic to a safe yet efficient flow	12.4% 69	13.5% 75	29.4% 163	44.7% 248	20
Meet the needs of local vehicular traffic	2.2% 12	5.0% 28	33.3% 185	59.5% 330	21
Meet the needs of local pedestrian traffic	4.9% 27	11.0% 61	35.5% 197	48.6% 270	23
Attract new business / commercial growth	10.9% 62	13.9% 79	33.0% 187	42.2% 239	9
Attract new residents	8.0% 44	15.1% 83	42.5% 233	34.3% 188	26
Attract tourism	6.4% 36	11.4% 64	36.9% 208	45.3% 255	12
Should remain the same	32.3% 149	24.7% 114	29.2% 135	13.9% 64	85
Other, please specify:	9.8% 4	0.0% 0	0.0% 0	90.2% 37	48

Q10

Using the enclosed VISUAL PREFERENCE GUIDE, select what you would like US-31 to look like in the future.

	Frequency	Percent	Valid Percent	Cumulative Percent
OPTION A	84	14.4	14.4	14.4
OPTION B	130	22.3	22.3	36.6
OPTION C	248	42.5	42.5	79.1
OPTION C	122	20.9	20.9	100.0
Total	584	100.0	100.0	

Q11

Please rate each of the following in terms of desirability when planning for M-72 in Acme Township between Lautner Road east to Arnold Road

	Very Undesirable	Somewhat Undesirable	Somewhat Desirable	Very Desirable	No Opinion/DK
Promote safe, fast and efficient traffic flow	7.8% 43	5.5% 30	24.8% 136	61.9% 339	14
Take steps to slow traffic to a safe yet efficient flow	14.4% 77	20.1% 107	28.7% 153	36.8% 196	26
Attract new business / commercial growth	14.5% 80	17.8% 96	31.3% 172	36.4% 200	21
Retain opportunities for agriculture	5.3% 29	10.3% 56	37.4% 203	47.0% 255	27
Compact commercial centers	16.5% 87	18.2% 96	40.7% 215	24.6% 130	36
Strip commercial development	47.8% 253	25.3% 134	21.6% 114	5.3% 28	36
Industrial / Warehousing	46.4% 245	30.1% 159	18.6% 98	4.9% 26	40
Should remain the same	31.0% 139	25.4% 114	21.9% 98	21.7% 97	83
Other, please specify:	19.2% 5	0.0% 0	3.8% 1	76.9% 20	49

Q12

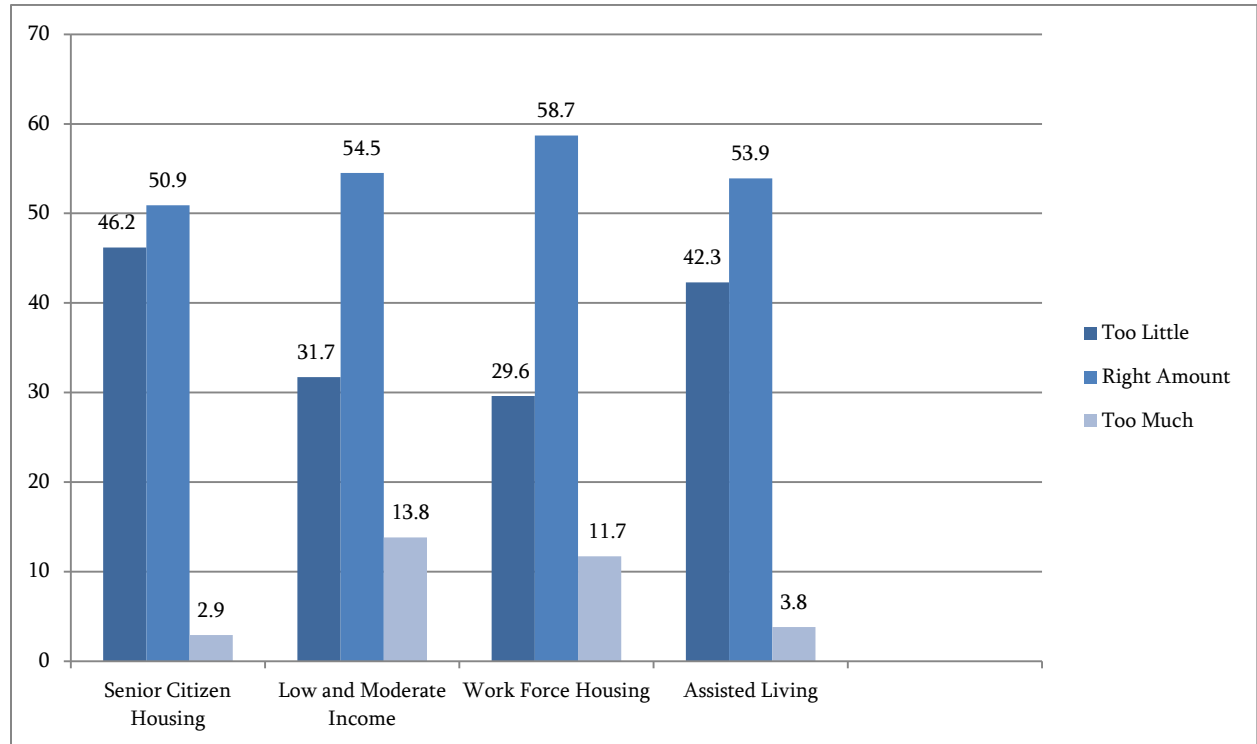
Using the enclosed VISUAL PREFERENCE GUIDE, select what you would like M-72 to look like in the future.

	Frequency	Percent	Valid Percent	Cumulative Percent
	71	12.2	12.2	12.2
OPTION A	122	20.9	20.9	33.0
OPTION B	178	30.5	30.5	63.5
OPTION C	213	36.5	36.5	100.0
Total	584	100.0	100.0	

Q13

Please indicate if you feel there is currently too much, the right amount, or too little of the following types of housing in Acme Township.

	Too Little	Right Amount	Too Much	Don't Know
Senior Citizen Housing	46.2% 178	50.9% 196	2.9% 11	194
Low and Moderate Income, individuals and families	31.7% 136	54.5% 234	13.8% 59	149
Work Force Housing (Home values less than \$145,000)	29.6% 127	58.7% 252	11.7% 50	145
Assisted Living	42.3% 145	53.9% 185	3.8% 13	235



Q14

Rate each of the following zoning issues as a priority for the township.

	Low Priority	Medium Priority	High Priority	No Opinion
Farm Markets	14.1% 78	41.1% 228	44.9% 249	18
Guest House on same lot as Primary Home	63.5% 319	25.7% 129	10.8% 54	70
Home-Based Occupations/Businesses	34.7% 176	43.4% 220	21.9% 111	63
Junk / Trash-quantity restrictions	10.1% 55	28.7% 157	61.2% 335	25
Lighting Standards / Dark Sky	16.3% 87	34.8% 186	49.0% 262	35
“Mother-in-Law” Apartments and/or Accessory Dwelling Units	45.2% 221	40.3% 197	14.5% 71	85
Noise Regulations	10.6% 59	31.3% 175	58.1% 325	16
Signs – size restrictions	15.8% 88	33.4% 186	50.8% 283	20
Wind Turbines	48.3% 248	25.7% 132	25.9% 133	58

Q15

How often do you or a member of your household visit the following public/private outdoor parks, trails and/or indoor recreation facilities located in Acme Township?

	At least Once a Week	Several Times a Month	Once a Month	Several Times a Year	Do not Visit
Bayside Park	3.5% 20	8.6% 49	8.2% 47	38.4% 219	41.2% 235
Bunker Hill Boat Launch	3.5% 20	1.7% 10	3.3% 19	14.1% 81	77.4% 445
Deepwater Point Natural Area	3.5% 20	3.9% 22	5.6% 32	27.8% 159	59.2% 338
Dock Road Boat Launch	5.4% 31	4.9% 28	3.7% 21	18.7% 107	67.3% 385
East Bay Harbor Marina	1.9% 11	2.1% 12	3.5% 20	13.6% 77	78.9% 448
Grand Traverse Resort	10.8% 62	6.6% 38	7.0% 40	51.0% 293	24.7% 142
Lochenheath Golf Course	1.2% 7	2.3% 13	3.5% 20	15.7% 90	77.4% 444
Maple Bay County Farm Park	1.9% 11	4.7% 27	4.0% 23	16.3% 93	73.0% 416
MDOT / Gilroy Roadside Park	0.7% 4	2.8% 16	1.9% 11	14.4% 82	80.2% 458
Petobego State Game Area	1.2% 7	3.0% 17	1.4% 8	18.2% 104	76.2% 436
Sayler Park	2.6% 15	3.7% 21	4.2% 24	28.8% 165	60.7% 348
Shores Beach Boat Launch	0.5% 3	0.7% 4	2.0% 11	8.5% 48	88.3% 496
TART Trail	19.7% 113	16.6% 95	5.6% 32	31.9% 183	26.2% 150
VASA Trail / Bartlett Park	14.8% 85	10.5% 60	6.6% 38	25.8% 148	42.3% 243
Yuba Creek Natural Area	1.9% 11	5.4% 31	4.2% 24	25.2% 145	63.4% 365
Yuba Park Road Boat Launch	1.4% 8	3.5% 20	2.8% 16	15.1% 87	77.3% 446

Please indicate your level of agreement with each of the following statements.

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	No Opinion
Parks and recreation facilities and services are important to our community and worthy of taxpayer support	3.9% 22	5.1% 29	37.1% 211	54.0% 307	10
Acme Township should continue additional land acquisition to provide greater access to Grand Traverse Bay	15.4% 86	12.9% 72	26.0% 145	45.7% 255	23
Acme Township should support the development of trails that connect with other adjacent parks and the Tart Trail	3.4% 19	6.0% 33	28.2% 156	62.4% 345	25
Acme Township needs a designated swimming beach	7.8% 42	10.7% 58	35.1% 190	46.4% 251	40
Acme Township should have a public marina	18.2% 92	13.4% 68	34.2% 173	34.2% 173	74
Acme Township should have an adequate public boat launch facility	6.4% 34	6.8% 36	30.5% 162	56.4% 300	48
Acme Township should actively plan for and support arts and cultural activities	11.3% 60	13.9% 74	43.8% 233	31.0% 165	49

Q17

Please indicate which of the following recreation facilities and activities Acme Township should plan for and develop. Indicate your *top three* choices by placing a 1, 2, and 3 next to your first, second, and third choice activities / facilities.

Recreation Activities	First Choice	Second Choice	Third Choice
Ball Fields	26.6% 29	25.7% 28	47.7% 52
Basketball Courts	17.9% 12	34.3% 23	47.8% 32
Bird Watching	24.7% 18	31.5% 23	43.8% 32
Canoe / Kayak Launches	30.3% 36	36.1% 43	33.6% 40
Children Play Structures	31.6% 30	33.7% 32	34.7% 33
Climbing Wall	6.3% 3	22.9% 11	70.8% 34
Community Gardens	27.9% 29	38.5% 40	33.7% 35
Cultural Events/Public Art	31.1% 33	33.0% 35	35.8% 38
Fishing Access Areas	48.6% 69	33.8% 48	17.6% 25
Frisbee Golf	11.5% 6	30.8% 16	57.7% 30
Non-Motorized Trails	46.9% 99	28.4% 60	24.6% 52
Outdoor Movies-in-the Park	18.1% 15	28.9% 24	53.0% 44
Outdoor Performance Amphitheater	20.9% 24	33.9% 39	45.2% 52
Parks with wireless capabilities	22.8% 13	24.6% 14	52.6% 30
Passive (Leisure) Parks	39.4% 56	27.5% 39	33.1% 47
Public boat docks	43.1% 84	34.4% 67	22.6% 44
Skateboard Park	4.3% 2	15.2% 7	80.4% 37
Snowshoeing	15.6% 10	51.6% 33	32.8% 21
Swimming Beach	46.0% 132	36.9% 106	17.1% 49
Tennis Courts	25.3% 22	31.0% 27	43.7% 38
Volleyball (Beach) Courts	18.6% 13	38.6% 27	42.9% 30
Volleyball (Indoor) Courts	2.2% 1	22.2% 10	75.6% 34
Walking Trails	42.1% 114	35.8% 97	22.1% 60
Water Sports (i.e. Kite boarding)	17.5% 11	33.3% 21	49.2% 31
Wind Sports	14.9% 7	36.2% 17	48.9% 23
Winter Skating Rink	27.8% 27	24.7% 24	47.4% 46