

Georgetown Township Survey
[FREQUENCY REPORT OF SURVEY RESPONSES – 400 SAMPLE – ERROR ±4.9%]
Polling Dates: December 2, 2016 through December 3, 2016
(30% completed via cell phones)

SAMPLE: 1=Cell/2=Land

DATE: _____ / _____ / _____ **PHONE:** _____

ZIPCODE: _____ **INTERVIEWER:** _____

Hello, this is **(Name)** from **EPIC-MRA**, a Lansing based survey research firm. We're conducting a random survey about important local issues in your area. We are not trying to sell anything, you will not be asked for a donation and you will not be called again because you participated in a survey. This is strictly issue research and I'd like to take a few minutes to include the opinions of your household.

We need to have a balance of men and women in this survey, and we also need to have young people represented. May I please speak to the youngest adult [**MALE/FEMALE, depending on quota specified on list**], aged 18 or older who is at home now?

IF YES: REPEAT INTRODUCTION FOR NEW RESPONDENT AND CONTINUE
IF NO, ASK: "Is there any other adult [**MALE/FEMALE, as specified**], 18 years or older, who is at home right now?" **IF NOT, TERMINATE INTERVIEW.**

[IF ASKED WHILE CONDUCTING SURVEY WHO COMMISSIONED IT, INFORM RESPONDENT ONLY AFTER SURVEY IS COMPLETED THAT... "This survey was commissioned by Georgetown Township"]

___01. In which Michigan city, village, or township do you reside and pay taxes? [**DO NOT READ**]

- 100% | Georgetown Township -----**CONTINUE INTERVIEW**
- | Some other specific named city, village or township -----**TERMINATE INTERVIEW**
- | Undecided/Refused [**ASK:** "Do you live in Georgetown Township?" - **IF YES, CONTINUE AND CODE "1"** -- **IF STILL UNDECIDED/OTHER/REFUSED --TERMINATE**

___02. Thinking about the job Georgetown Township does in providing quality, efficient local government services, would you offer a positive job rating of excellent or pretty good, or a negative rating of only fair or poor, for the quality of local government services provided by Georgetown Township?

- 18% | Excellent
- 56% | Pretty good
- 74% | TOTAL POSITIVE**
- 18% | TOTAL NEGATIVE**
- 14% | Only fair
- 4% | Poor
- 8% | Undecided/Refused

___03. Thinking specifically about the quality of services provided in developing and maintaining parks and recreational facilities and services for township residents, would you offer Georgetown Township a positive rating of excellent or pretty good, or a negative rating of only fair or poor, for the quality of parks and recreation services provided?

32%	Excellent
53%	Pretty good
87%	TOTAL POSITIVE
9%	TOTAL NEGATIVE
7%	Only fair
2%	Poor
4%	Undecided/Refused

___04. Thinking about the quality of services you receive from Georgetown Township in return for the state and local taxes you pay that funds those services -- do you think your state and local taxes are too high, too low, or about right for what you get back in local government services? **[IF TOO HIGH, ASK: 'Would that be much or somewhat?'** **AND CODE BEST RESPONSE]**

6%	Much too high
17%	Somewhat too high
23%	TOTAL TOO HIGH
70%	About right
---	Too low
7%	Undecided/Refused

___05. Overall, how would you rate the job that Georgetown Township has done managing township finances -- would you give the township a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

8%	Excellent
46%	Pretty good
54%	TOTAL POSITIVE
34%	TOTAL NEGATIVE
22%	Only fair
12%	Poor
12%	Undecided/Refused

___06. Thinking about the important community attractions there are in Georgetown Township, what would you say is the most recognizable community attraction when people visit Georgetown Township? [CODE OR WRITE IN UNDER OTHER]

18%	Veterans Plaza
14%	Maplewood Park
7%	Parks
5%	Hager Park
4%	Baldwin Street Corridor
2%	Chicago Drive
2%	Jenison Museum
2%	Meijer
1%	Athletics-Fields-Sports Complex
1%	Dog Park
1%	Fairgrounds
1%	Ice-Skating Arena
1%	Jenison Fine Arts Center
1%	Library
1%	Nature-Open Space
1%	Nice Homes-Landscaping-Clean Area
1%	None
1%	Schools-Quality of Education
1%	Senior Center
1%	Water Fall
1%	Water Fountain
1%	Water Park-Splash Pad
32%	Other (<i>less than 1% each</i>)/Undecided/Refused

___07. Of the community attractions that are located in Georgetown Township, which one attraction is considered the gateway to the community? [CODE OR WRITE IN UNDER OTHER]

26%	Veterans Plaza
9%	Baldwin Street Corridor
6%	Maplewood Park
3%	Chicago Drive
3%	Water Fountain
2%	Fairgrounds
2%	Hager Park
2%	Jenison Museum
2%	Parks
2%	Water Fall
1%	Athletics-Fields-Sports Complex
1%	Grand River
1%	Jenison Fine Arts Center
1%	Meijer
1%	Nice Homes-Landscaping-Clean Area
1%	None
1%	Water Park-Splash Pad
36%	Other (<i>less than 1% each</i>)/Undecided/Refused

Q.6/Q.7 COMPARISON (Top of Mind vs. Gateway to Community):

<u>Q.6</u>	<u>Q.7</u>	
18%	26%	Veterans Plaza
14%	6%	Maplewood Park
7%	2%	Parks
5%	2%	Hager Park
4%	9%	Baldwin Street Corridor
2%	3%	Chicago Drive
2%	2%	Jenison Museum
2%	1%	Meijer
1%	3%	Water Fountain
1%	2%	Fairgrounds
1%	2%	Water Fall
1%	1%	Athletics-Fields-Sports Complex
1%	1%	Jenison Fine Arts Center
1%	1%	Nice Homes-Landscaping-Clean Area
1%	1%	None
1%	1%	Water Park-Splash Pad
1%	---	Dog Park
1%	---	Ice-Skating Arena
1%	---	Library
1%	---	Nature-Open Space
1%	---	Schools-Quality of Education
1%	---	Senior Center
---	1%	Grand River
32%	36%	Other (<i>less than 1% each</i>)/Undecided/Refused

___08. Veterans Plaza, which was recently completed, is considered one of the gateways to the community. Three acres of property adjacent to the Veterans Plaza used to be the location of the Old Church. The area has been cleared for several years and recently there have been discussions about what should be done with the property. How familiar are you with the discussions that have taken place about how this property should be used in the future – very familiar, somewhat familiar, only a little familiar or not really familiar at all?

12%	Very familiar
29%	Somewhat familiar
41%	TOTAL FAMILIAR
18%	Only a little familiar
41%	Not really familiar at all
---%	Undecided/Refused

___09. Based on what you may know or have heard or read about any of the ideas that have been discussed as a potential use for the three acres of property adjacent to the Veterans Plaza, what future use for the property would you suggest? [**WRITE COMMENT AS STATED**]

18%	Park
10%	Parking for Veterans Plaza
7%	Do Nothing-Keep As Is
7%	Retail-Commercial Use
3%	Farmers Market
2%	Sell It
1%	Community Center
1%	Dog Park
1%	Housing
1%	Landscape-Green Space
1%	Playground-Area for Kids
1%	Restaurant
1%	Senior Center
1%	Skate Park
45%	Other (<i>less than 1% each</i>)/Undecided/Refused

Now I would like to describe the ideas that have been discussed for the use of this property. After I describe each possible use, please tell me whether you think each use is a good idea or a bad idea?

ROTATE Q.10 THROUGH Q.12 – SORTED BY TOTAL “GOOD IDEA”

___11. Keep the three acres of property as public land under Georgetown Township control, and develop it as an anchor for the area, possibly as a picnic pavilion, a small park, a location for a community Christmas Tree, a location to show art work by area artists, or some other public use that could become vibrant community attraction. Do you think keeping the property and developing it as a larger public attraction is a good idea or a bad idea? [**IF GOOD/BAD IDEA, ASK: “Would that be a very or somewhat (*good/bad*) idea?” AND CODE BEST RESPONSE**]

41%	Very good idea
30%	Somewhat good idea
71%	TOTAL GOOD IDEA
26%	TOTAL BAD IDEA
13%	Somewhat bad idea
13%	Very bad idea
3%	Undecided/Refused

___10. Sell the property so it can be used as a small retail center. It could be sold and developed into a retail center, which would make it a source of immediate revenue for the township. The sale would also eliminate the cost of maintaining the property. Starbucks has expressed an interest in locating a retail outlet on the site, but while other small retail outlets may also be interested in locating on the property, it is not known whether new businesses would be attracted to the location, or, if businesses that are already located in other commercial buildings in the area would move to this location, thereby not really attracting new business. Knowing this, do you think using this property for a small retail center is a good idea or a bad idea? **[IF GOOD/BAD IDEA, ASK: “Would that be a very or somewhat (*good/bad*) idea?” AND CODE BEST RESPONSE]**

15%	Very good idea
28%	Somewhat good idea
43%	TOTAL GOOD IDEA
52%	TOTAL BAD IDEA
23%	Somewhat bad idea
29%	Very bad idea
5%	Undecided/Refused

___13. Wait and see what develops in the future by keeping the property vacant for two or three years. Do you think that is a good idea, or do you think it is a bad idea and the property should be developed for a specific purpose soon? **[IF GOOD/BAD IDEA, ASK: “Would that be a very or somewhat (*good/bad*) idea?” AND CODE BEST RESPONSE]**

14%	Very good idea
26%	Somewhat good idea
40%	TOTAL GOOD IDEA
52%	TOTAL BAD IDEA
22%	Somewhat bad idea
30%	Very bad idea
8%	Undecided/Refused

___12. Keep about half of the three acres under Township control for public use and sell the other half of the property so it can be developed as a small retail center, with mixed use. Do you think using the property for mixed use as both a public attraction and as a small retail center is a good idea or a bad idea? **[IF GOOD/BAD IDEA, ASK: “Would that be a very or somewhat (*good/bad*) idea?” AND CODE BEST RESPONSE]**

14%	Very good idea
23%	Somewhat good idea
37%	TOTAL GOOD IDEA
56%	TOTAL BAD IDEA
27%	Somewhat bad idea
29%	Very bad idea
7%	Undecided/Refused

___14. Of the four possible ideas being considered for the future of Veterans Plaza, which one purpose would you prefer to see it used for the most? **[READ AND ROTATE 1 THROUGH 4 BELOW – CODE FIRST AND ONLY ONE RESPONSE]**

41%	Keep the three acres of property as public land under Georgetown Township control and develop them for public use
20%	Keep about half of the three acres under Township control for public use, and sell the other half of the property so it can be developed as a small retail center
18%	Sell the property so it can be used as a small retail center
17%	Wait and see what develops in the future by keeping the property vacant for two or three years
4%	Undecided/Refused

___15A-C. People get their information about their community from many places. Where would you say you get the information that influences your opinions the most about Georgetown Township? **[DO NOT READ -- CODE UP TO 3 RESPONSES OR WRITE IN UNDER “OTHER” IF NOT LISTED- PROBE WITH ‘Are there any others?’ UNTIL 3 RESPONSES OFFERED OR UNPRODUCTIVE]**

27%	The Advance
18%	General word-of-mouth
11%	Social media; such as Facebook, Twitter, etc.
10%	Grand Rapids Press
10%	Television news reports
6%	“Personal involvement”
5%	Community newsletters
3%	The web site of Georgetown Township
2%	Information from township officials
2%	MLive
1%	None; have <u>no source</u> of information
1%	Radio news reports
1%	The Shopper
1%	Township Meetings
2%	Other (<i>less than 1% each</i>)/Undecided/Refused

Finally, I would like to ask you a few questions for statistical purposes only.

___16. Are you married, single, separated, widowed, divorced, or living with a life partner?

69%	Married
17%	Single
10%	Separated
2%	Widowed
1%	Living with a life partner
---	Divorced
1%	Undecided/Refused

___17. Do you have children who are school age or younger living in your home?

31%	Yes
68%	No
1%	Undecided/Refused

___18. Could you please tell me in what year you were born? **[IF REFUSED, ASK: ‘Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.’ AND READ 1 TO 4]**

[RECORD YEAR HERE _____ AND THEN CODE BELOW]

19%	18 to 34 years -----	(1982 to 1998)
22%	35 to 49 -----	(1967 to 1981)
29%	50 to 64 -----	(1952 to 1966)
28%	65 and over -----	(1951 or before)
2%	Undecided/Refused	

___19. What is the last grade or level of schooling you completed? **[DO NOT READ - CODE RESPONSE]**

4%	1st to 11th Grade
26%	High School Graduate
3%	Non-college post high school (technical training)
13%	Some college
38%	College graduate
15%	Post graduate school
1%	Undecided/Refused

___20. For how many years have you lived in Georgetown Township? **[DO NOT READ - CODE BEST RESPONSE]**

3%	2 years or less
8%	3 to 5 years
11%	6 to 10 years
10%	11 to 15 years
8%	16 to 20 years
50%	Over 20 years
9%	All of their life (VOLUNTEERED)
1%	Undecided/Refused

__21. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to you. **[READ 1 TO 7]**

9%	Under \$25,000
16%	\$25,000 to \$50,000
15%	\$50,000 to \$75,000
15%	\$75,000 to \$100,000
12%	\$100,000 to \$150,000
8%	Over \$150,000
---	Retired (VOLUNTEERED - ASK: ‘But is there an income category which I read that would apply to your household?’ AND CODE BEST RESPONSE)
25%	Undecided/Refused

__22. Sex of respondent (**DO NOT ASK -- BY OBSERVATION ONLY**)

50%	Male
50%	Female

THANK RESPONDENT FOR HIS/HER TIME