

Report to

PENINSULA TOWNSHIP

for

2010 RESIDENT SURVEY

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**Northwestern
Michigan
College**

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EXECUTIVE SUMMARY

Key Findings:

- The majority of respondents (82%) reside in Peninsula Township eight to twelve months of the year, followed by 11% reporting they reside in the Township four to seven months of the year and 7% reporting three months of the year or less.
- Approximately 58% of respondents indicated they live north of Gray Road; 42% indicated they live south of Gray Road.
- With regard to the township's compactor station on Devil's Dive Road, the single largest group of respondents (44%) indicated they do not use the station; the next largest group of respondents (33%) reported they use the station for *both trash and recycling*, followed by 17% reporting they use the station for *recycling only* and 5% reporting they use the station for *trash disposal only*.
- Respondents indicating they use the station most frequently reported using it bi-weekly, followed by monthly and weekly (28%, 24%, and 23% respectively). In addition, 20% of respondents reported using the station quarterly, while 6% reported using it more than once per week.
- The single largest group of respondents (49%) indicated they would *not* be willing to pay a fee for personal recycling if the township were to retain recycling bins at the compactor station, while 25% of respondents indicated they would be willing to pay a fee and 26% indicated they are uncertain.
- The majority of respondents (64%) indicated they do use a waste hauler to dispose of garbage; 36% indicated they do not.
- Of those respondents indicating they use a waste hauler:
 - 82% reported they use the hauler's tote/tub, while 17% use the bag system.
 - 75% reported their service *does* include recycling; the majority of those indicating their service includes recycling (87%) reported they use the recycling component of their waste hauler's service.
 - 54% of those indicating their service does *not* include recycling reported they would choose to include recycling if it was available, while 46% reported they would not.
- The majority of respondents (58%) indicated they would prefer garbage pick-up weekly, while 13% would prefer pick-up bi-weekly; 28% of respondents indicated they do not want garbage pick-up.
- The single largest group of respondents (41%) indicated they would prefer recycling pick-up weekly, while 16% would prefer pick-up bi-weekly; 36% of respondents indicated they do not want recycling pick-up.
- The majority of respondents (91%) indicated they do not want grass clipping waste pick-up.

- The single largest group of respondents (46%) indicated they do not want large/bulky item pick-up once a month, while 22% indicated they would like pick-up once a month and 33% indicated they are uncertain.
- With regard to a township contract with one waste hauler versus residents choosing their own provider, approximately 37% of respondents reported they would prefer the township contract with one waste hauler, while 38% would prefer residents choose their own provider; 25% of respondents indicated they are uncertain as to which option they prefer.
 - Respondents reporting they *prefer residents choose their own provider*, or that they are uncertain of their preference, were asked if the cost to residents were significantly less with a township contract, what would they prefer: 62% indicated they would prefer the township contract with one provider, while 20% indicated they would prefer residents to choose and 18% reported they are uncertain.
 - Respondents reporting they *prefer the township contract with one waste hauler* were asked if they would rather be billed by the waste hauler or by the township: 48% indicated they would prefer to be billed by the waste hauler, while 16% indicated they would prefer to be billed by the township and 36% reported they are uncertain.
- The majority of respondents (87%) reported their residence is easily accessible for garbage collection/recycling.
- The single largest group of respondents (37%) indicated they are very satisfied with the level of police protection in the township, with the second largest group (29%) reporting they are neither satisfied nor dissatisfied. Additionally, 23% of respondents indicated they are somewhat satisfied and approximately 10% reported some level of dissatisfaction.
- The single largest group of respondents (32%) indicated they are very supportive of combining police, fire protection, and emergency medical services in Peninsula Township, while 25% indicated they are somewhat supportive and 24% indicated they are uncertain of their level of support; approximately 20% of respondents indicated they somewhat or very unsupportive of this proposal.
- When asked if the township should pursue 24-hour a day/7-days per week coverage for emergency services to be housed at the fire station, the single largest group of respondents (42%) indicated “Yes, only if it does not raise my taxes,” while 25% indicated “Yes, even if it raises my taxes.” Additionally, 17% indicated the township should not pursue this level of coverage and 16% indicated they are uncertain.

**PENINSULA TOWNSHIP
2010 RESIDENT SURVEY**

1.0 OVERVIEW

1.1 Objective

The purpose of the research was to determine the views and opinions of Peninsula Township residents on solid waste and police protection issues currently facing the township. Through a mail survey, residents responded to questions addressing use of the compactor station, waste hauler/recycling service, and preferences for garbage and recycling pick-up, as well as preference for waste hauler provision (township contract with one hauler vs. residents choose own hauler). Residents also responded to questions regarding satisfaction with the current level of police protection and support for combining police, fire, and emergency medical services in the township.

Demographic data (i.e., number of months per year residing in the township, location of residence, age) was gathered for use in determining views by various resident subsections. The results of the research identify residents' views on current township issues, providing Peninsula Township representatives with information that can be used in future decision making.

1.2 Methodology

A mail survey was conducted with Peninsula Township residents. Based upon an approximate mailed population of 3,500, a sample size of 346 was determined to be necessary for a 95% confidence level, +/-5% margin of error. A total of 778 completed surveys was included for analyses, for a 95% confidence level, +/-3.1% margin of error.

The survey instrument was developed using Cardiff's Teleform scanning software. Survey data was analyzed using SPSS for Windows. Analyses included frequencies, cross-tabulations, and significance testing, as appropriate. The final report includes SPSS frequency tables with associated significant cross-tabulations.*

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., 778)

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.

*It should be noted that all references to “more likely” and “less likely” reference *statistical* likelihood in terms of what would be expected, not direct comparisons with other respondent groups.

2.0 SURVEY RESULTS

1. Do you use the township's compactor station on Devil's Dive Rd. for trash disposal, recycling or both?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash disposal (Go to Q2)	39	5.0	5.1	5.1
	Recycling (Go to Q2)	133	17.1	17.4	22.5
	Both trash & recycling (Go to Q2)	254	32.6	33.3	55.8
	Do not use (Skip to Q3)	337	43.3	44.2	100.0
	Total	763	98.1	100.0	
Missing		15	1.9		
Total		778	100.0		

Respondents living north of Gray Road more likely to indicate they use the compactor station for recycling or both trash disposal and recycling; respondents living south of Gray Road more likely to indicate they use the compactor station for trash disposal or do not use.

2. How often, in general, do you use the compactor station?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a week	27	3.5	6.4	6.4
	Weekly	95	12.2	22.5	28.9
	Bi-weekly	117	15.0	27.7	56.6
	Monthly	99	12.7	23.5	80.1
	Quarterly	84	10.8	19.9	100.0
	Total	422	54.2	100.0	
Missing		356	45.8		
Total		778	100.0		

Respondents living north of Gray Road more likely to indicate they use the compactor station more than once per week, weekly, or bi-weekly; respondents living south of Gray Road more likely to indicate they use the compactor station monthly or quarterly.

3. GT County is elimination "free" recycling at the end of the year. Would you be willing to pay a fee for your personal recycling if the Township were to retain recycling bins at the Compactor Station?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	187	24.0	25.0	25.0
	No	366	47.0	48.9	73.8
	Uncertain	196	25.2	26.2	100.0
	Total	749	96.3	100.0	
Missing		29	3.7		
Total		778	100.0		

Respondents living north of Gray Road more likely to indicate they would be willing to pay a fee for personal recycling; respondents living south of Gray Road more likely to indicate they would not be willing to pay a fee or that they are uncertain.

4. Do you use a waste hauler (Waste Management, American, etc.) to dispose of garbage?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes (Go to Q5)	490	63.0	63.6	63.6
No (Skip to Q9)	281	36.1	36.4	100.0
Total	771	99.1	100.0	
Missing	7	.9		
Total	778	100.0		

Respondents living north of Gray Road more likely to indicate they do *not* use a waste hauler to dispose of garbage; respondents living south of Gray Road more likely to indicate they *do* use a waste hauler.

Respondents residing in the township eight or more months of the year more likely to indicate they *do* use a waste hauler; respondents residing in the township seven months or less more likely to indicate they do *not* use a waste hauler.

5. Do you use the waste hauler's bag system or a tote/tub?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bag System	81	10.4	17.3	17.3
Tote or Tub	387	49.7	82.7	100.0
Total	468	60.2	100.0	
Missing	310	39.8		
Total	778	100.0		

Respondents residing in the township eight or more months of the year more likely to indicate they use the tote; respondents residing in the township seven months or less more likely to indicate they use the bag system.

6. Does your service include recycling?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes (Go to Q7)	357	45.9	74.5	74.5
No (Skip to Q8)	122	15.7	25.5	100.0
Total	479	61.6	100.0	
Missing	299	38.4		
Total	778	100.0		

Respondents living north of Gray Road more likely to indicate their waste hauler's service does *not* include recycling; respondents living south of Gray Road more likely to indicate their service *does* include recycling.

7. Do you use the recycling component of your waste hauler's service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes (Skip to Q9)	314	40.4	88.0	88.0
No (Skip to Q9)	43	5.5	12.0	100.0
Total	357	45.9	100.0	
Missing	421	54.1		
Total	778	100.0		

8. Would you choose to include recycling in your service if it was available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	7.6	54.1	54.1
	No	50	6.4	45.9	100.0
	Total	109	14.0	100.0	
Missing		669	86.0		
Total		778	100.0		

9. Would you prefer garbage pick-up:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	438	56.3	57.8	57.8
	Bi-weekly	98	12.6	12.9	70.7
	Monthly	7	.9	.9	71.6
	Do not want garbage pick-up	215	27.6	28.4	100.0
	Total	758	97.4	100.0	
Missing		20	2.6		
Total		778	100.0		

Respondents living south of Gray Road more likely to indicate they prefer garbage pick-up weekly or bi-weekly; respondents living north of Gray Road more likely to indicate they do not want garbage pick-up.

Respondents residing in the township eight or more months of the year more likely to indicate they prefer garbage pick-up weekly or bi-weekly; respondents residing in the township seven months or less more likely to indicate they do not want garbage pick-up.

10. Would you prefer recycling pick-up:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	311	40.0	41.1	41.1
	Bi-weekly	122	15.7	16.1	57.2
	Monthly	51	6.6	6.7	63.9
	Do not want recycling pick-up	273	35.1	36.1	100.0
	Total	757	97.3	100.0	
Missing		21	2.7		
Total		778	100.0		

Respondents living south of Gray Road more likely to indicate they prefer recycling pick-up weekly or monthly; respondents living north of Gray Road more likely to indicate they prefer pick-up bi-weekly or indicate they do not want recycling pick-up.

Respondents residing in the township eight or more months of the year more likely to indicate they prefer recycling pick-up weekly or bi-weekly; respondents residing in the township seven months or less more likely to indicate they do not want recycling pick-up.

11. Would you prefer grass clipping waste pick-up:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	37	4.8	4.9	4.9
	Bi-weekly	20	2.6	2.6	7.5
	Monthly	15	1.9	2.0	9.5
	Do not want grass clipping pick-up	684	87.9	90.5	100.0
	Total	756	97.2	100.0	
Missing		22	2.8		
Total		778	100.0		

Respondents living south of Gray Road more likely to indicate they prefer grass clipping waste pick-up weekly, bi-weekly, or monthly; respondents living north of Gray Road more likely to indicate they do not want grass clipping waste pick-up.

12. Would you like large/bulky item (e.g., furniture) pick-up once a month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	165	21.2	21.7	21.7
	No	348	44.7	45.7	67.3
	Uncertain	249	32.0	32.7	100.0
	Total	762	97.9	100.0	
Missing		16	2.1		
Total		778	100.0		

Respondents living south of Gray Road more likely to indicate they would like pick-up once a month or that they are uncertain; respondents living north of Gray Road more likely to indicate they do not want large/bulky item pick-up once per month.

13. Would you prefer the Township contract with one waste hauler or would you prefer residents to choose their own providers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Township contract one waste hauler (Skip to Q15)	271	34.8	36.5	36.5
	Residents choose their provider (Go to Q14)	283	36.4	38.1	74.6
	Uncertain (Go to Q14)	189	24.3	25.4	100.0
	Total	743	95.5	100.0	
Missing		35	4.5		
Total		778	100.0		

**14. If the cost to residents was significantly less (25%-50%)
if the Township were to contract with one waste hauler, which would you prefer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Township contract one waste hauler (Go to Q15)	291	37.4	61.9	61.9
	Residents choose their provider (Skip to Q16)	95	12.2	20.2	82.1
	Uncertain (Skip to Q16)	84	10.8	17.9	100.0
	Total	470	60.4	100.0	
Missing		308	39.6		
Total		778	100.0		

Respondents residing in the township eight or more months of the year more likely to indicate they prefer the township contract with one waste hauler; respondents residing in the township seven months or less more likely to indicate they prefer residents to choose their own provider, or that they are uncertain.

**15. If you prefer the Township contract with one waste hauler,
would you prefer to be billed by the waste hauler or by the Township?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Waste Hauler	269	34.6	48.0	48.0
	Township	92	11.8	16.4	64.5
	Uncertain	199	25.6	35.5	100.0
	Total	560	72.0	100.0	
Missing		218	28.0		
Total		778	100.0		

16. Is your residence easily accessible for garbage collection/recycling?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	662	85.1	86.6	86.6
	No	102	13.1	13.4	100.0
	Total	764	98.2	100.0	
Missing		14	1.8		
Total		778	100.0		

Respondents living north of Gray Road more likely to indicate their residence is *not* easily accessible for garbage collection/recycling; respondents living south of Gray Road more likely to indicate their residence *is* easily accessible.

Respondents residing in the township eight or more months of the year more likely to indicate their residence is easily accessible for garbage collection/recycling; respondents residing in the township seven months or less more likely to indicate their residence is *not* easily accessible.

Currently Township residents pay taxes for police protection services as a County tax on their property tax bills (about \$ 400,000 annually for on-call/general protection and jail services) and a separate millage to have one dedicated officer within the boundaries of Peninsula Township (about \$80,000). This officer is scheduled to patrol the Township for 40 hours per week less training, vacation, illnesses, etc., which is approximately 33 hours per week.

17. How satisfied are you with this level of police protection in the Township?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	284	36.5	37.4	37.4
	Somewhat Satisfied	176	22.6	23.2	60.6
	Neither Satisfied nor Dissatisfied	220	28.3	29.0	89.6
	Somewhat Dissatisfied	57	7.3	7.5	97.1
	Very Dissatisfied	22	2.8	2.9	100.0
	Total	759	97.6	100.0	
Missing		19	2.4		
Total		778	100.0		

As an alternative to a County-assigned officer, some communities combine police and fire responsibilities by cross-training personnel to perform each other's jobs. In addition to police and fire protection, this includes emergency medical services (EMS). Combining police, fire protection, and EMS services would provide two on-duty officers within the Township who could respond to police, fire and medical calls.

18. Please rate your level of support for combining police, fire protection, and emergency medical services in Peninsula Township.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Supportive	245	31.5	31.8	31.8
	Somewhat Supportive	191	24.6	24.8	56.6
	Uncertain	182	23.4	23.6	80.3
	Somewhat Unsupportive	64	8.2	8.3	88.6
	Very Unsupportive	88	11.3	11.4	100.0
	Total	770	99.0	100.0	
Missing		8	1.0		
Total		778	100.0		

**19. With regard to funding, do you believe the Township should pursue 24-hour a day/
7-days per week coverage for emergency services to be housed at the fire station?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes, even if it raises my taxes	194	24.9	25.1	25.1
Yes, only if it does not raise my taxes	323	41.5	41.8	66.9
No	134	17.2	17.3	84.2
Uncertain	122	15.7	15.8	100.0
Total	773	99.4	100.0	
Missing	5	.6		
Total	778	100.0		

Respondents living south of Gray Road more likely to indicate “Yes, even if it raises my taxes” or uncertain; respondents living north of Gray Road more likely to indicate “Yes, only if it does not raise my taxes.”

2.1 Demographics

20. Do you live north or south of Gray Road?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid North	434	55.8	57.7	57.7
South	318	40.9	42.3	100.0
Total	752	96.7	100.0	
Missing	26	3.3		
Total	778	100.0		

Respondents residing in the township eight or more months of the year more likely to indicate they live south of Gray Road; respondents residing in the township seven months or less more likely to indicate they live north of Gray Road.

21. How many months of the year do you reside in Peninsula Township?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3 months or less	54	6.9	7.1	7.1
4 to 7 months	81	10.4	10.7	17.8
8 to 12 months	623	80.1	82.2	100.0
Total	758	97.4	100.0	
Missing	20	2.6		
Total	778	100.0		

Respondents living south of Gray Road more likely to reside in the township 8-12 months of the year; respondents living north of Gray Road more likely to reside in the township 3 months of the year or less.

22. Please indicate your age range:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
26 to 35 years	11	1.4	1.5	1.5
36 to 45 years	31	4.0	4.1	5.5
46 to 55 years	119	15.3	15.7	21.2
56 to 65 years	224	28.8	29.6	50.8
66 to 75 years	207	26.6	27.3	78.1
Over 75 years	166	21.3	21.9	100.0
Total	758	97.4	100.0	
Missing	20	2.6		
Total	778	100.0		