



Emmet County
MICHIGAN



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SERVICES

Telephone Survey of Emmet County Voters

May 2015

Methodology

- ▶ Telephone survey of registered voters in Emmet County, Michigan
- ▶ Conducted May 14-21, 2015
- ▶ 300 completed surveys
- ▶ Conducted on landlines and cell phones
- ▶ Margin of Error: ± 5.66 percentage points for overall results

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Voters are generally optimistic about the direction of the county.
- ▶ Roads and road repairs are a significant concern for many voters and received a very high priority rating for issues on which the county should focus.
- ▶ Protecting local natural resources and creating more local jobs were also highly rated priorities.
- ▶ The Emmet County Board of Commissioners received a net-positive favorability rating; job ratings were mixed.
- ▶ A majority of voters oppose a property tax increase to fund a countywide public transit system.

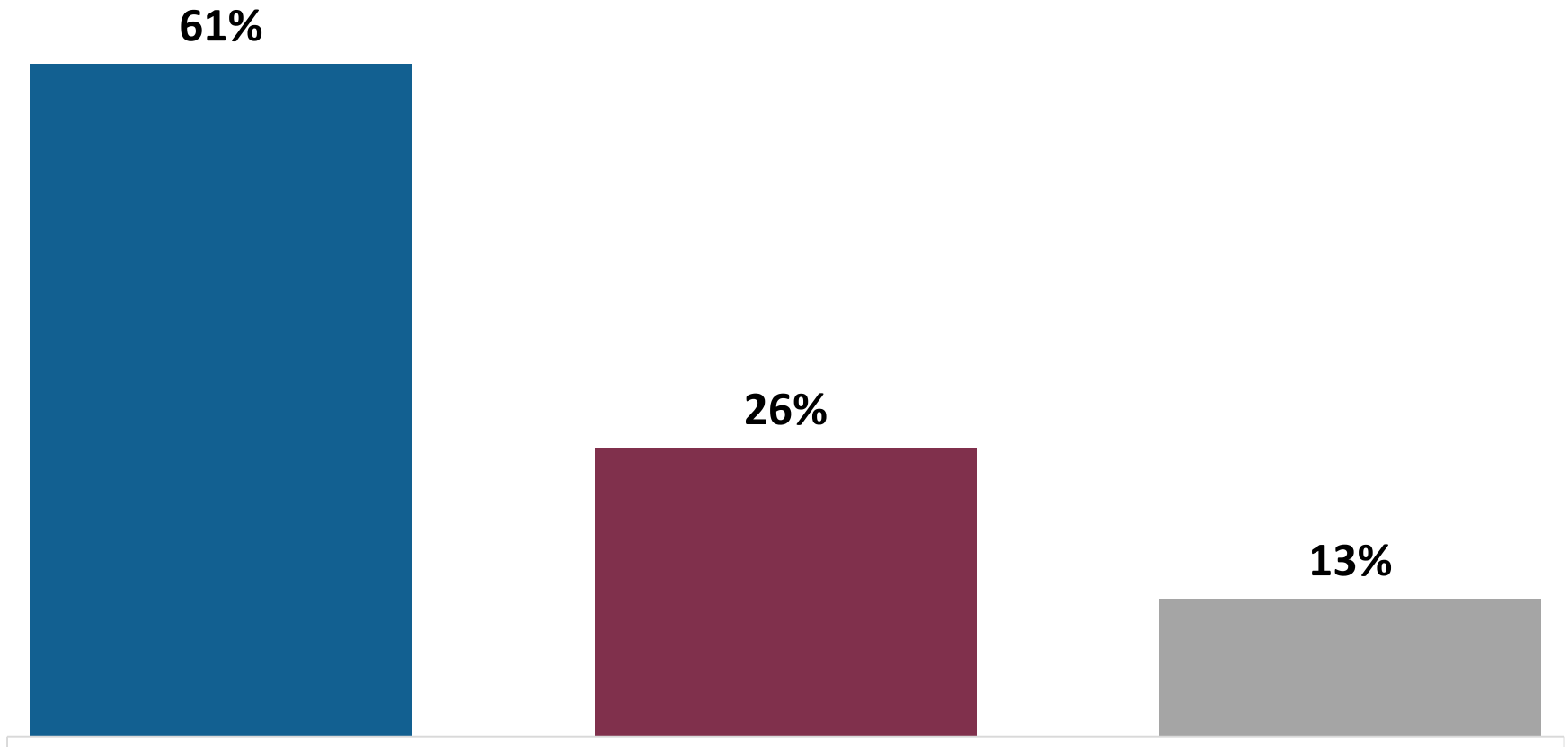


Issue Environment

Emmet County Right Direction/Wrong Track

More than sixty percent of voters feel the county is heading in the right direction.

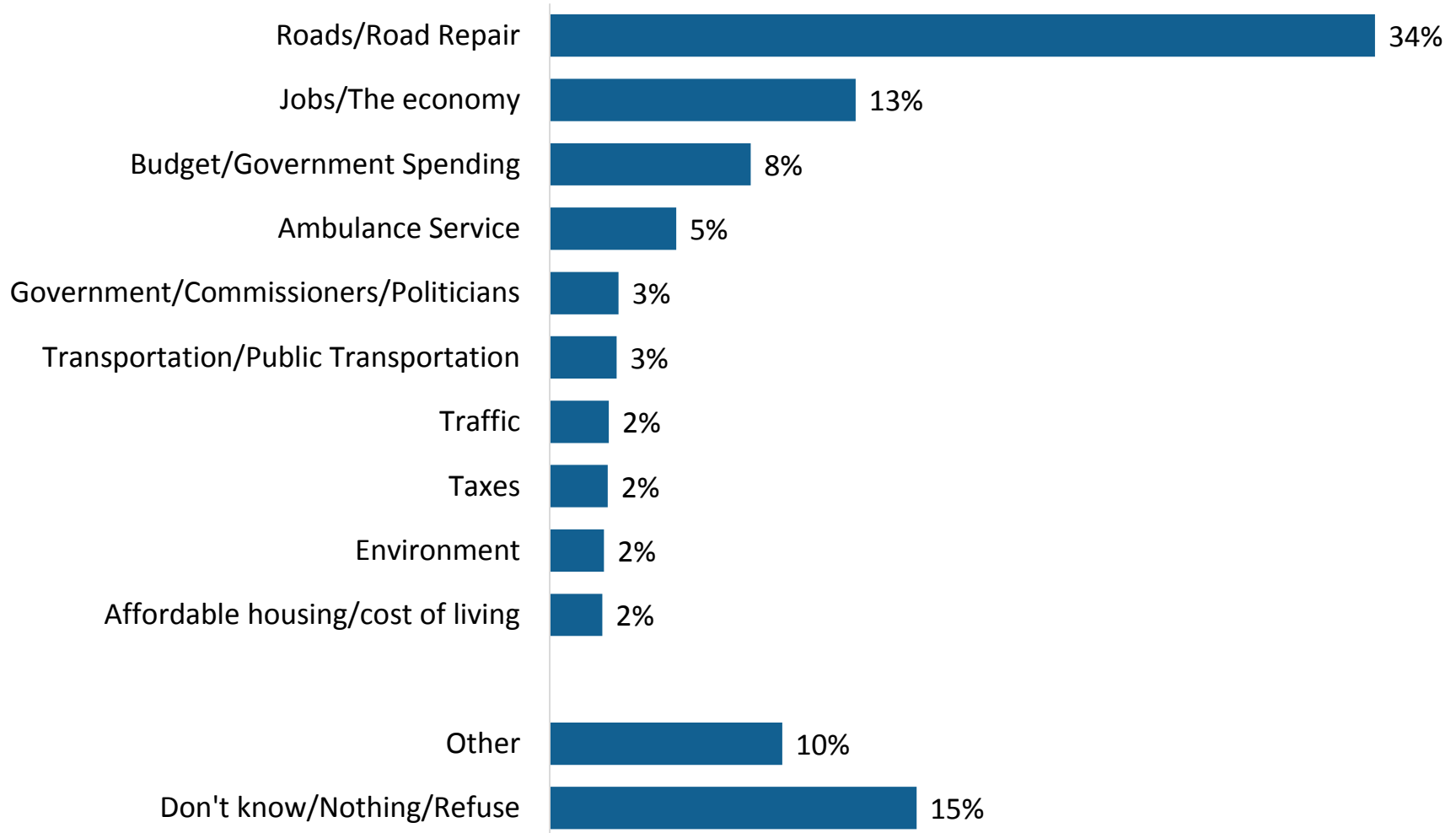
■ Right direction ■ Wrong track ■ Don't know



Q3. Do you feel that things in Emmet County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Emmet County Most Important Problem

More than a third of voters found roads or road repair to be the most important problem facing the county.



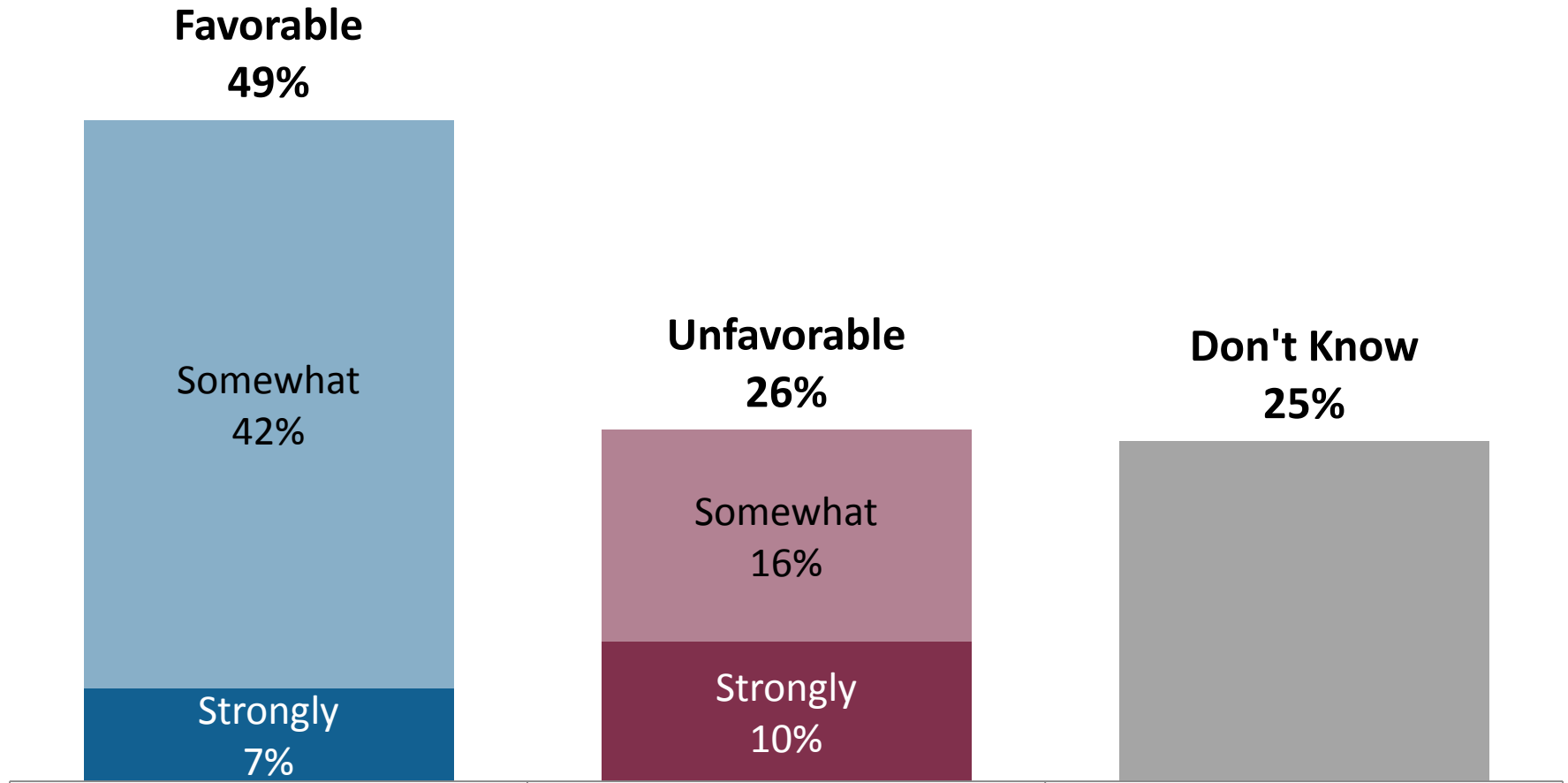
Q4. What do you think is the most important problem facing Emmet County today? **(OPEN END, ACCEPT ONE RESPONSE)**



Board of Commissioners

Board of Commissioners Favorability

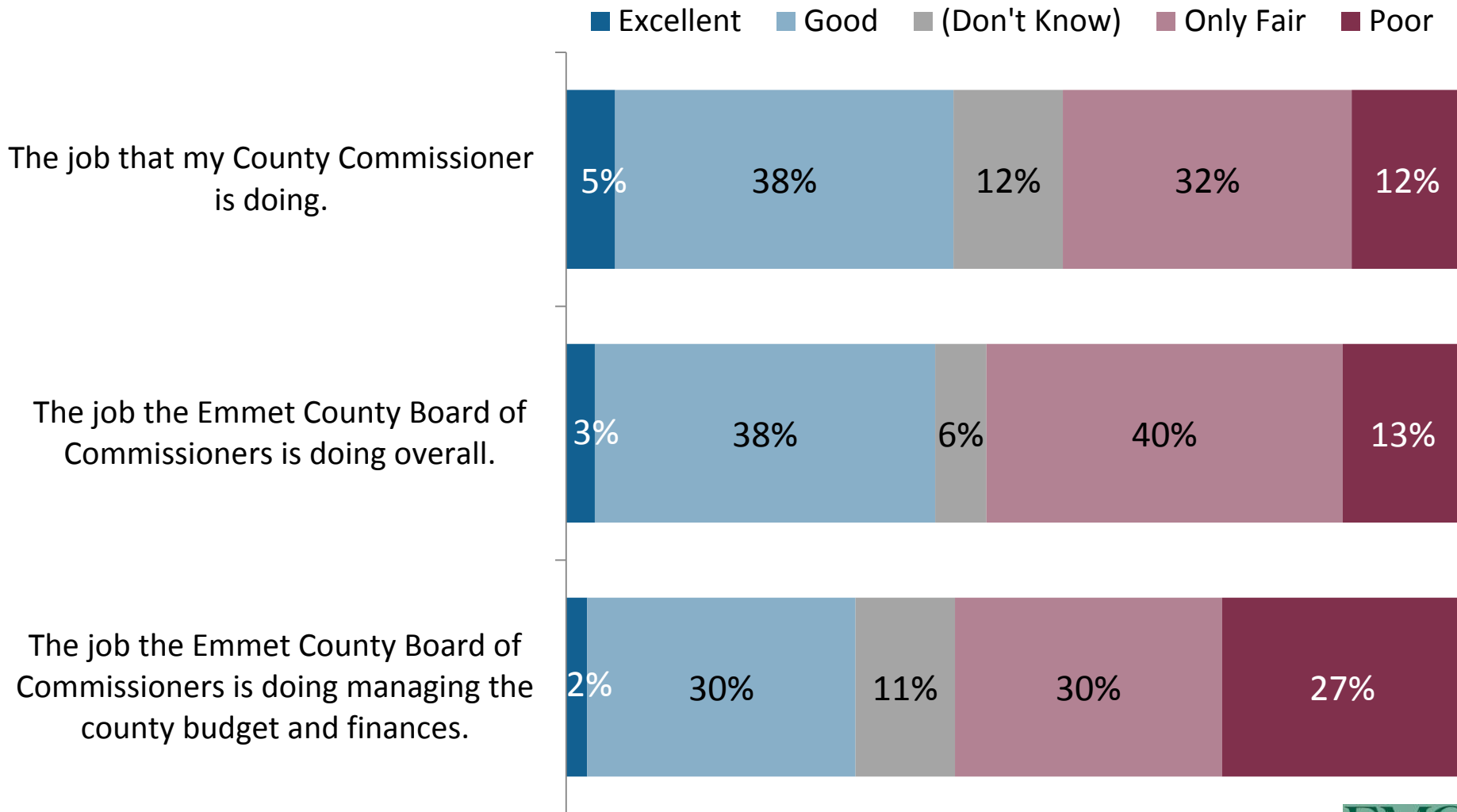
Nearly half of voters gave the Emmet County Board of Commissioners a favorable rating.



Q5. Do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the **Emmet County Board of Commissioners**?

Board of Commissioners Job Ratings

The job the Board is doing managing the county budget and finances receives a very negative rating, with more than one-quarter giving the Board a Poor rating.

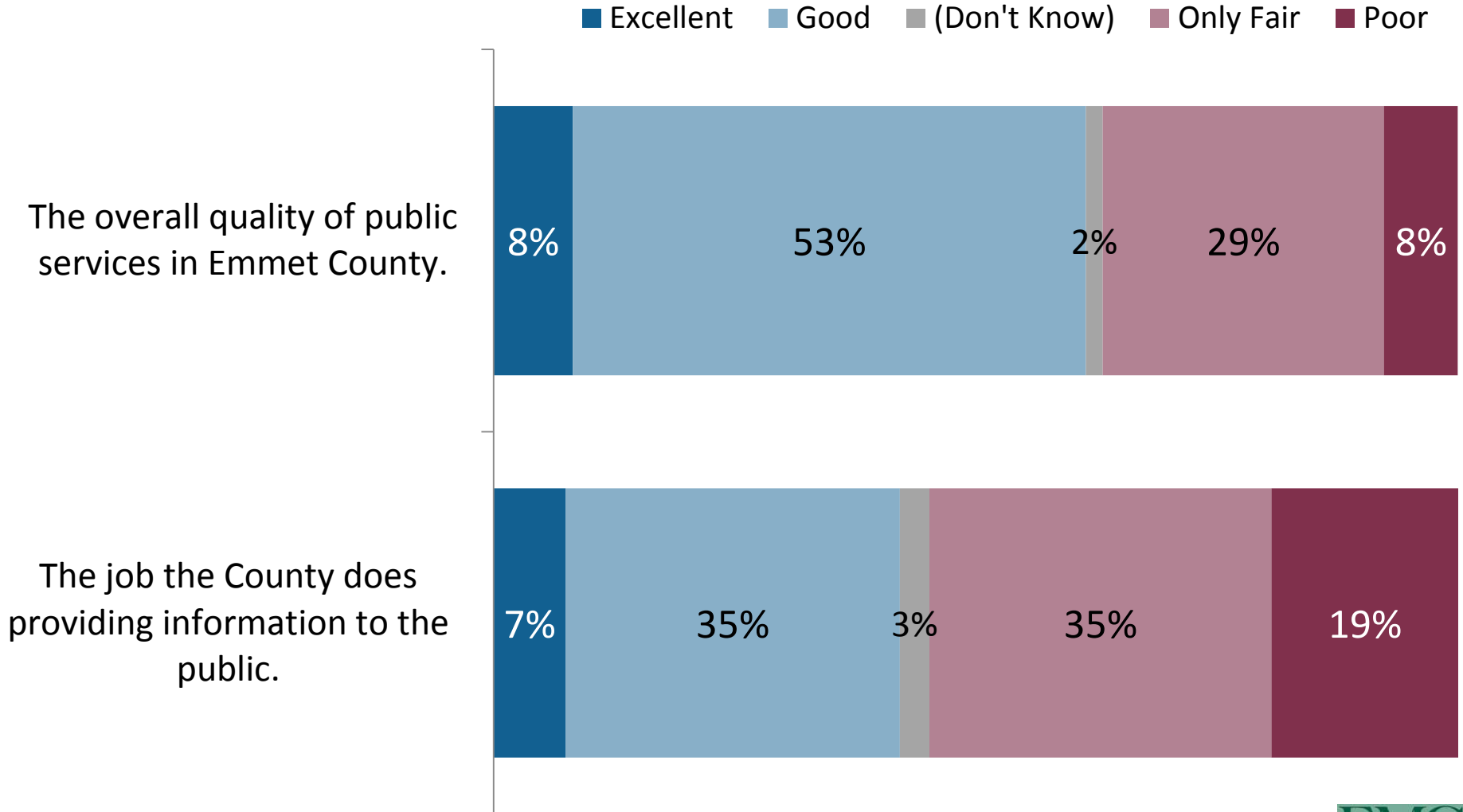


Q6-Q10. Using a scale of excellent, good, only fair, or poor, please rate each of the following.



Emmet County Job Ratings

More than six in ten give the quality of public services in the county a positive rating; a majority give a negative rating on communication with the public.

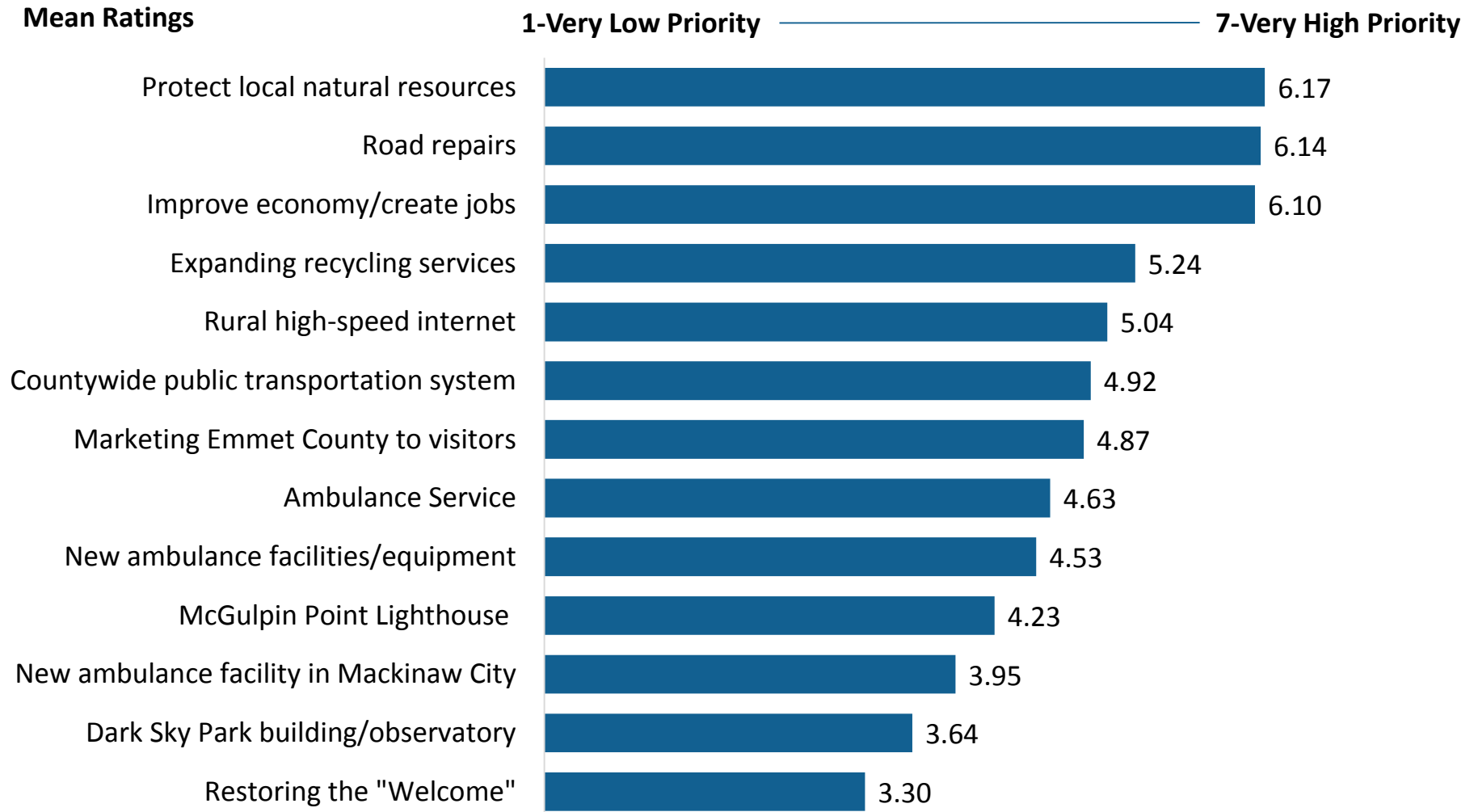




County Priorities

Emmet County Priorities

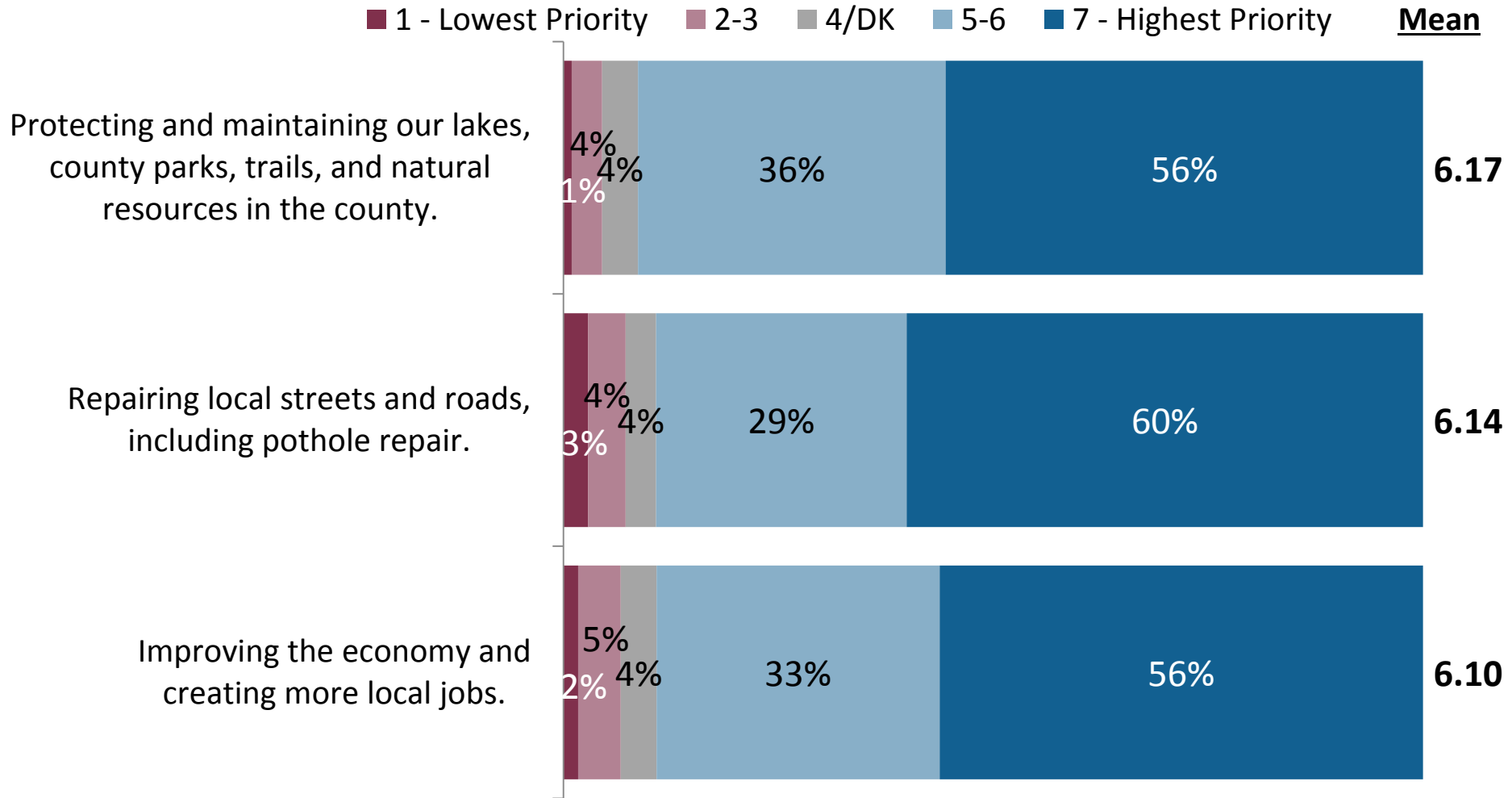
Protecting local natural resources, repairing roads, and creating jobs are the highest priorities for Emmet County voters.



Q11-Q23. Using a 1 to 7 scale, where 1 means Very Low Priority and 7 means Very High Priority, please rate how much of a priority you think each of the following should be for Emmet County.

Emmet County Priorities

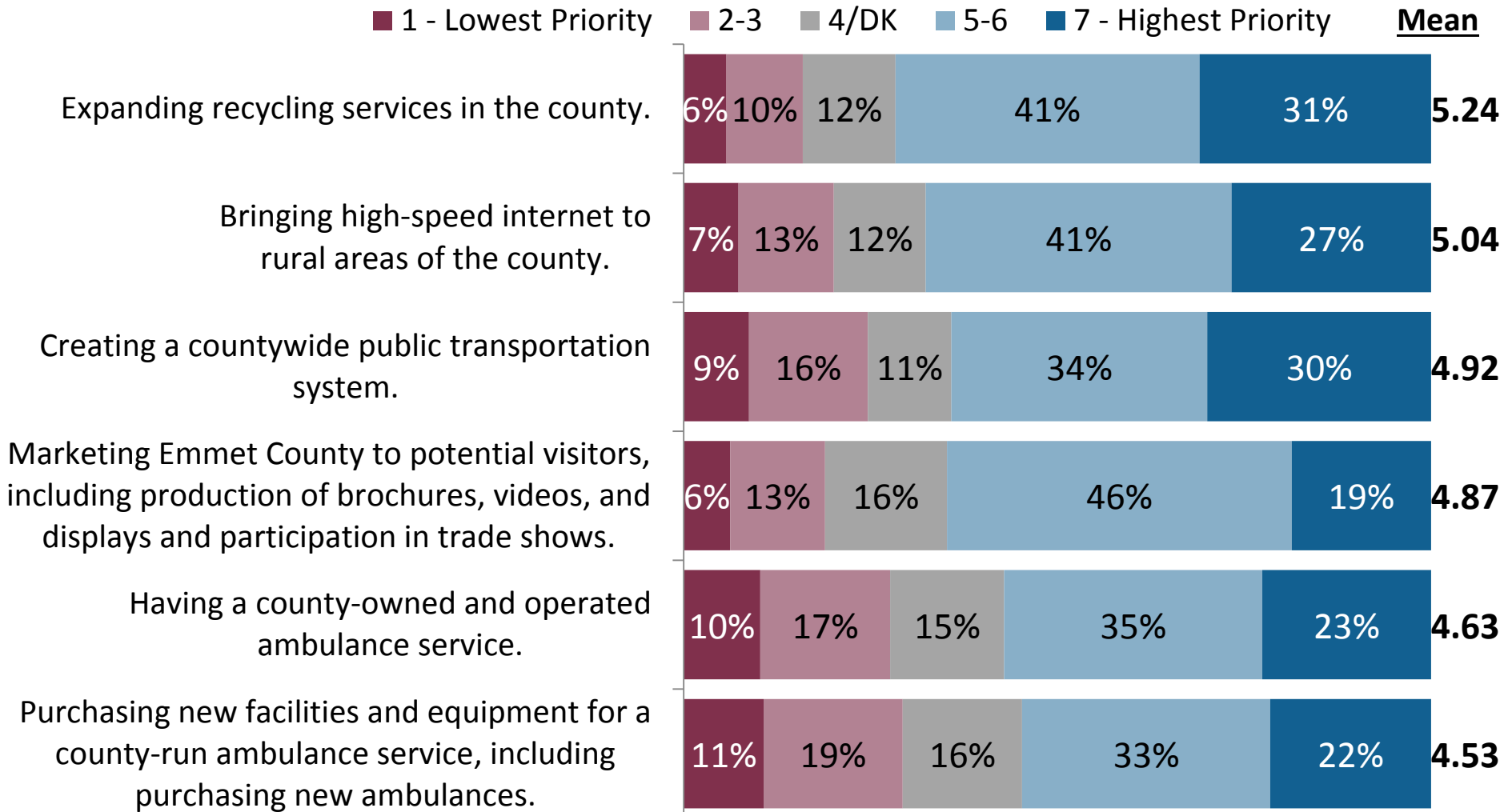
Protecting and maintaining natural resources, repairing roads, and creating more jobs are the top priorities of voters.



Q11-Q23. Using a 1 to 7 scale, where 1 means Very Low Priority and 7 means Very High Priority, please rate how much of a priority you think each of the following should be for Emmet County.

Emmet County Priorities

Expanding recycling and rural high-speed internet are priorities for many voters.

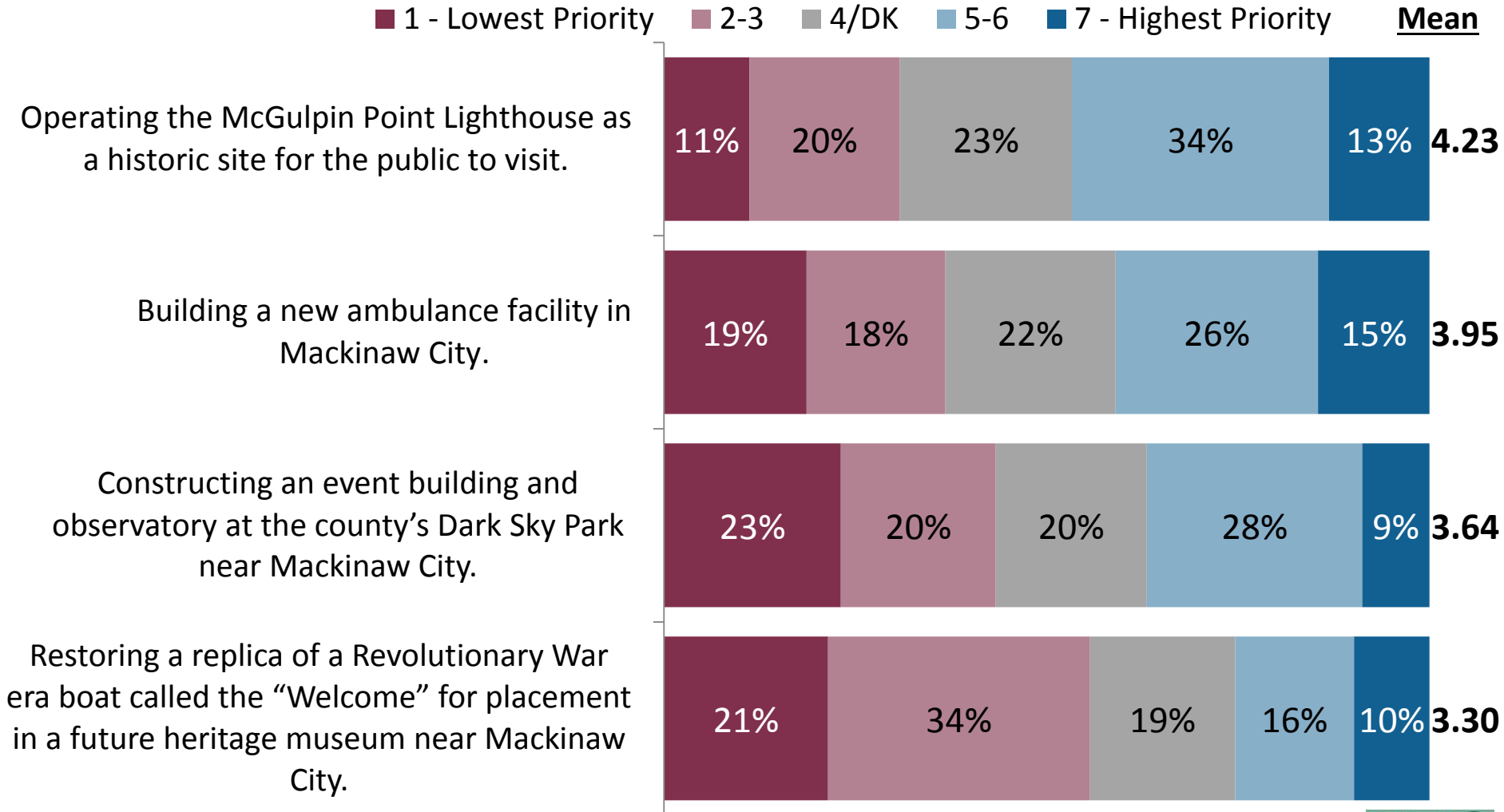


Q11-Q23. Using a 1 to 7 scale, where 1 means Very Low Priority and 7 means Very High Priority, please rate how much of a priority you think each of the following should be for Emmet County.



Emmet County Priorities

Restoring the “Welcome” and constructing an event building and observatory at Dark Sky Park are low priorities for many voters.



Q11-Q23. Using a 1 to 7 scale, where 1 means Very Low Priority and 7 means Very High Priority, please rate how much of a priority you think each of the following should be for Emmet County.



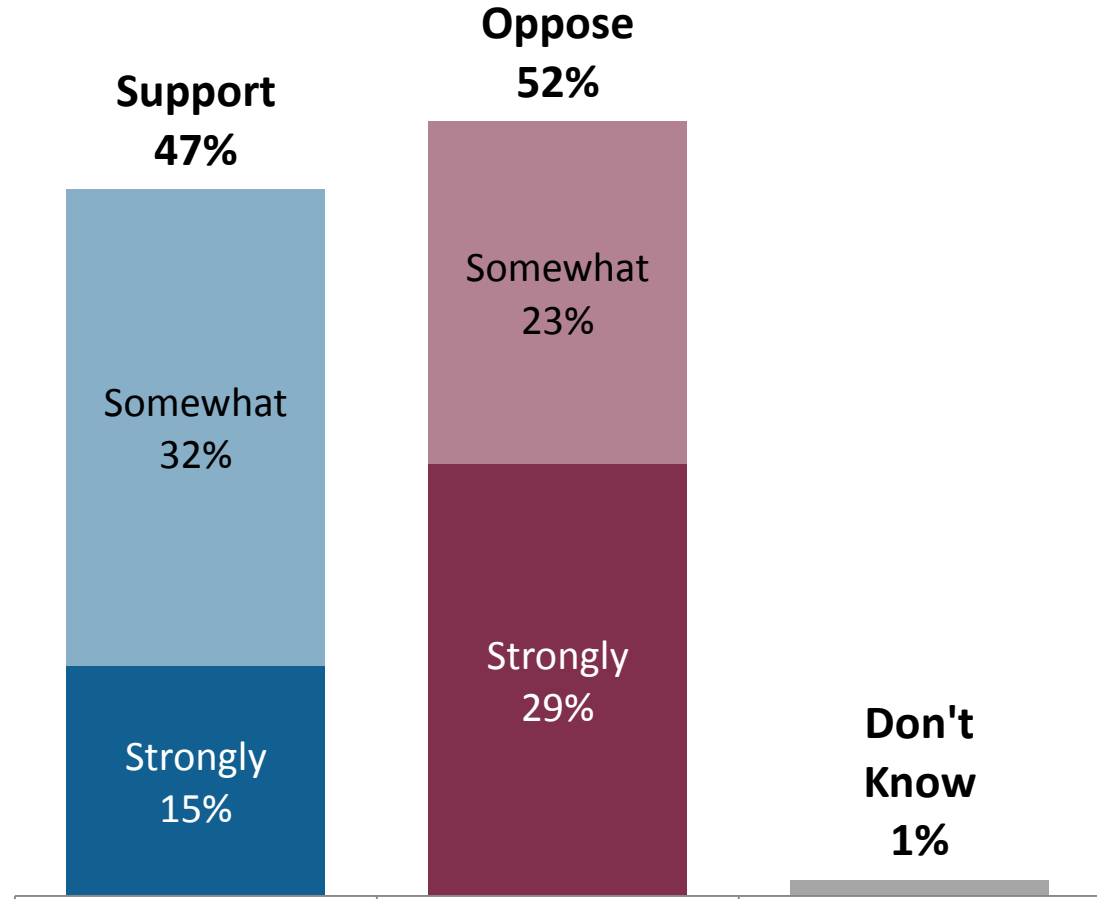
Publicly Funded Transit System

Support for Publicly Funded Transit System

A majority of voters oppose increasing property taxes to pay for a countywide public transit system.

Several community groups have asked the Emmet County Board of Commissioners to consider establishing a countywide public transit system. In order to fund such a system, voters would have to approve an increase in property taxes.

Based on what you know today, would you strongly support, somewhat support, somewhat oppose, or strongly oppose an increase in property taxes to fund a countywide public transit system?



Support for Public Transit System After Info

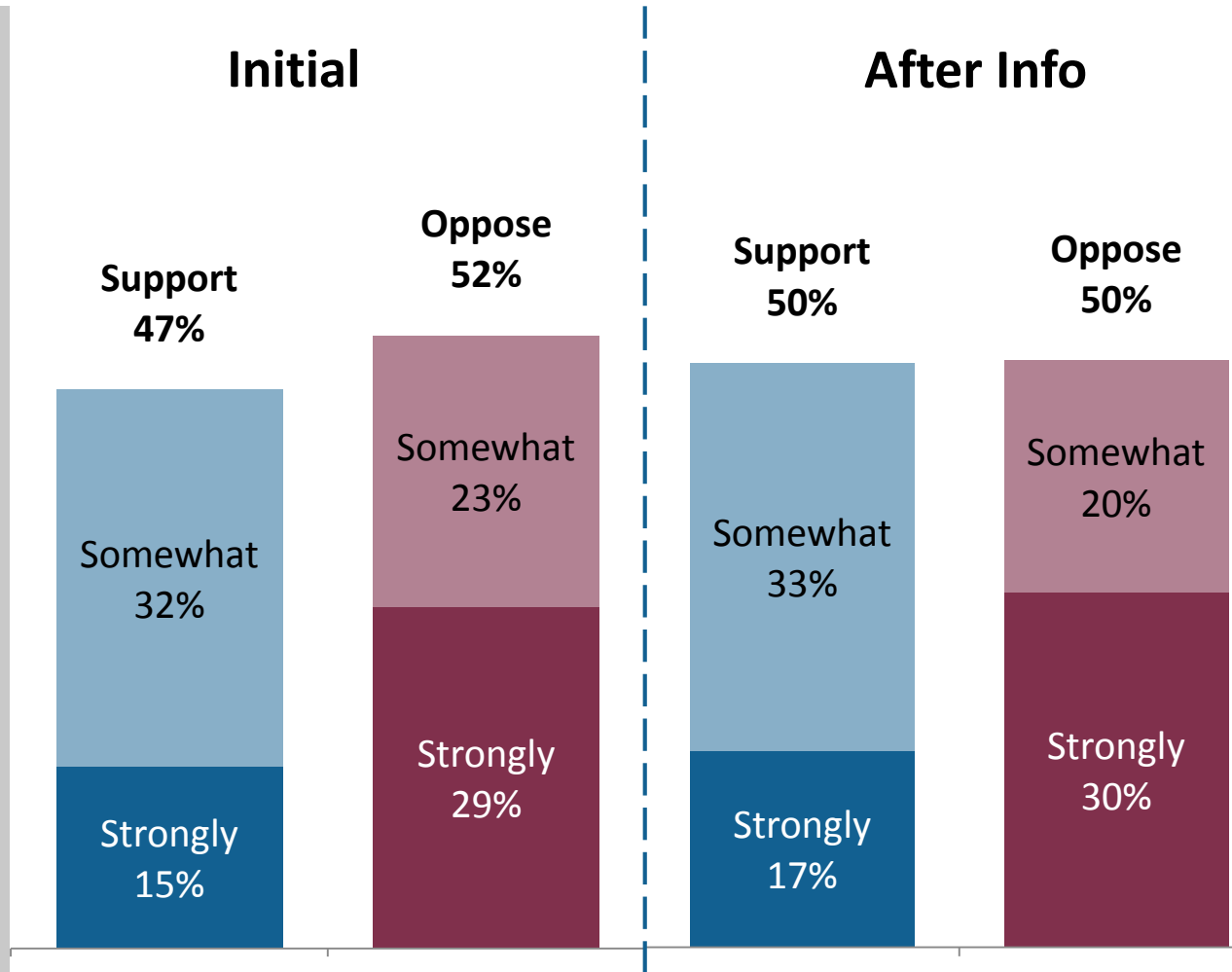
Voters are split after additional information is provided; strong opposition outnumbers strong support by nearly 2-to-1.

(Rotate Paragraphs)

[Some/Other] people say that almost every other county in Michigan, including nearby counties like Charlevoix and Cheboygan, have county-wide public transportation systems, while Emmet County has only limited service that is primarily for senior citizens. It's time to make this important investment to provide better transportation service for everyone in the county.

[Some/Other] people say an investment in a countywide public transportation system is unnecessary. We already have some transit service and building a bigger system would be a waste of time, effort, and money since most people will never use it.

Based on what you've heard, would you strongly support, somewhat support, somewhat oppose, or strongly oppose an increase in property taxes to fund a countywide public transit system?





Conclusions

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- ▶ Voters are optimistic about the county's general direction but are generally dissatisfied with the job the Board of Commissioners is doing, particularly with respect to managing the county finances.
- ▶ Voters are concerned about the condition of local roads and rate road repairs as a very high priority for the county, along with protecting natural resources and improving the local economy.
- ▶ Although the survey language was relatively vague and did not include a specific tax amount, the results suggest it would be challenging to pass a countywide property tax increase to fund a public transit system. Additional research would be needed to fully determine the viability of such an effort.

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