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Laketon Township 2013 Survey Results

Marketing Analytics

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Introduction

The opportunity for Linda Meyer’s Winter 2014 Marketing Analytics (MKT 251) class to analyze live data from the Laketon Township Community Survey from 2013 was provided by the Planning Committee and Tim Stein. The class met with Kim Arter, David Sheehy, and Cindy Ackerman to discuss what the motivation behind the survey was. Some students also met with the Planning Committee on February 12 to discuss what they would like to see analyzed specifically and how they would like it to be presented to them. We asked the committee what they were looking for from the results of the survey. It had been determined the ability “To compare and contrast how the master plan has changed since the last (survey) in 2001 and to see if the residents are satisfied with how the township is or if changes should be made.”
Problem Being Solved

The survey and the master plan are intended to improve the township and community. By taking this survey residents were able to have an influence or impact on what happens in the township. As the analyzers of the data, we have considered the importance of keeping answers as true to original submission for each resident. The importance of doing so allows the residents input to be carefully considered and preserved when concluding what the township can learn and how they can improve for the Master Plan.

When we received the surveys they had not yet been looked at by the township representatives or the planning committee besides to be numbered and resident information protected. As a class every survey was carefully entered, including all answers submitted by the residents and all comments. This information was input into an Excel spreadsheet and all comments into a word document. Totals were produced for all answers for each survey question for students to create graphs from which responses would be analyzed and compared.

The Survey from 2001 had influenced many of the questions for which were proposed to residents again in 2013. These types of questions include general demographic information such as which area in the township they live, how long they have lived there, type of housing and acreage and age range among other topics. It was apparent to the class after beginning our analyzing, there is emphasis from the township on such matters as natural features, growing the township through different types of development, and any perceived issues the township can improve on to increase the quality of life within the boundaries of the township.
Data Input Process

The data input process began as a whole; the class began discussing the best way we could divide and conquer all 755 surveys to be able to grasp the survey and all of the information asked. There was a lot of important data that needed to be communicated in regard to what the residents felt about the topics asked and we wanted to ensure all of the data was complete before analyzing. Each student entered ‘x’ number of surveys excluding the comments added on the sides and the comments from the final comment/concerns question. If there were blanks or if a resident answered a question by marking two choices, these were accounted for by ‘na’. Beginning entries were simplified by 1-5 or a-f, once every survey was accounted for; titles were given to each letter or number answer for a better understanding of the scope of data.

Once every survey had been entered we divided among different groups double checking the data; if you did not enter the data originally you double check the entire survey was entered into Excel correctly. In Excel, surveys were organized easily based on survey number. When every survey had been double checked the Excel spreadsheet was verified by making sure each survey had been accounted for by summing all survey numbers and question answer totaled the survey entries; 755.

The students who met with the committee had concluded that regardless of spelling errors, the exact information as it was written was important. Therefore, when a group began entering comments and double checking comments from the entire survey we carefully entered the data as it was written on the survey based on the number.
Information from the 2010 Census Bureau for Laketon Township concluded that there are 7,563 residents in the township; this means there was a rate of about 9.98% for those that completed this updated survey in 2013 (Census). In 2000, there were 7,363 residents in the township and 391 residents responded to the survey; this means there was a rate of about 5.3% that completed this survey in 2001 (Census).

The 2013 data showed the highest number of respondents came from the age group that is over 60 years old; there were 409 which are almost 55% of the surveys totaled. According to Census data there were about 1606 residents in this age group; therefore there was a rate of 25.5% who responded to the survey which is higher than all other age groups (Census). In 2001, there were 259 respondents in the same age group of 60 or more which is a 63% increase over the 12 year period. Similarly, there were 1207 residents in this age group in 2000, therefore 21.5% responded to the survey in 2001 (Census).

This data shows that this age group is most affected by the township and finds value in the township that they are compelled to answer the survey with the clear hope that their voices will be heard and this also shows appreciation to the committee for their genuine concern.

On the 2001 survey the majority response for more Pharmacies, Grocery Stores, Gas Stations, Convenience Stores, and Pub/Taverns were Not At All wanted; where in the 2013 survey the majority response for these goods/services are now Neutral. In fact on the 2001 survey there was no desire to build any more business besides a strong desire for a Sit-down restaurant, where on the 2013 survey residents are taking a neutral stand on everything except a Mini-mall and Movie theatre; the majority response to those were Not at All.

The majority feels that it is still very important that Laketon Township continues to cooperate with surrounding communities to provide services, that the perseveration of the rural character is kept, and to continue to preserve undeveloped lands and open space through through-out the township. The majority still has a neutral stand on an increase to the township tax base, allowing more development of sewer, water, police, roads, etc., encouragement of more affordable housing for senior citizens, young families, improving existing public services, and allowing the township to keep things the way they are.
In 2001 the majority felt that it was very unimportant to create one or more neighborhood parks to complement Mullally and State parks, where in the recent 2013 survey the majority is now taking a more neutral stance.

The majority of the residences’ still are taking a neutral stance on the problems of the traffic on the main roads, water quality of the lakes, creeks and wetlands, the conditions of the townships interior roads, lack of public water and sewer, the loss of the townships rural character, the mixing of commercial uses in residential areas, the over-development around some lakes, and an increase in housing development and growth.

Changes that have occurred from the 2001 survey to the 2013 survey are that the majority have found the loss of woodlands to no longer be a serious problem, but are rather taking a more neutral stance now. The lack of neighborhood recreation facilities that were once not a problem, the majority has a neutral stance on now as well.

By comparing the 2001 and 2013 data, it is clear to see that the majority still feels that the township should have the same amount of single family homes on large and small lots and that the estate-type housing should remain as is. The majority is still showing that it wishes to have fewer rental apartments and housing for lower income/mobile homes parks. In regard to senior housing, in 2001 the majority wanted to see more and now from the 2013 survey they wish for it to stay the same. Also with site condominiums in 2001 the majority wanted fewer and now from the 2013 survey it is showing that the majority would like to see it stay the same.

In 2001 the majority found that all features listed were very important contributors’ to the township, the only variance from the 2001 survey to the 2013 survey was now the majority feels that the sparse development is somewhat important instead of very important.

Factors that stayed the same between 2001 and 2013 are that the majority finds the quality schools, natural features, low crime rate, property taxes, and rural character to still be very important. Some changes in the majority opinion are from 2001 to 2013, is that it is not seen as important to have family or friends nearby and the housing prices also are not as important.

Southeast of Giles and Buys still remains to show the majority of which the residence, that responded, live. This is true for both surveys.
The majority of the residents own their home vs. renting one.

The majority, that responded, still live in subdivisions; same as for the 2001 survey.

The majority, that responded, have lived in Laketon Township for 20 or more years; same as for the 2001 survey.

The majority, from those that responded, are 60 years or older; this also was the same in the 2001 survey.

The majority of the public still feels the same from 2001, that growth is desirable, but the quality and location of new development should be controlled.

The majority, from those that responded, owns less than two acres; this was the same in the 2001 survey.

The majority has found that there are major conditions/problems on Giles Road. The next roads to follow are Dykstra, Whitehall Road, the intersection of Giles and Whitehall Road, River Road, and Horton. These are the main responses from the survey results. Other roads mentioned but not to a significant amount (less than 4 responses) were: Fenner, 46, 31, M120, Memorial, Bear Lake Road, Buys, Peterson, and Scenic Drive.

It is evident in the comments that the speed of which people are driving on Giles, Dykstra, and River Rd. are of concern. The desire for safer travel on roads that children and adults use by foot or bike to go to school is very much wanted, as by suggestion at Giles and River Rd. Bike paths and sidewalks are the two main suggestions for fixing this problem in the comments. Other concerns pertaining to these roads are the lack of turn arrows at certain intersections, such as Giles and Whitehall Road as noted in the comment section.

In regard to the question of Water quality of lakes, creeks, and wetlands; Bear Lake was the most mentioned lake of concern to the residence that responded to the survey. Comments in regard to the smell, appearance, and excessive weed treatments by residence that live by Bear Lake are of concern. Other concerning areas (listed in order from second highest mentioned to lowest) are Muskegon Lake, Green Creek, All, Lake Michigan, Fenners Ditch, Duck Lake, Wetlands, Fenner Bayou, and Fernwood.

When asked on the survey of “other” thoughts of conditions that are problems, there is a large response for the desire and need for more bike paths; especially ones that allow for safe travel down Giles Rd. to the
schools, paths that connect to parks, and businesses. Also sidewalks are also noted several times; along Giles Rd. was the most commonly mentioned, for safe travel of children to and from school and for the bus stops.

The comments also show a vast interest in other options for cable providers and cellular services. More efficient and/or additional needed street lighting is commented on several times in the comment section and appears to be a concern for the children who are out walking in the morning to school on poorly lit streets.

Other concerns and problems noted are how the drainage ditches are not being well maintained and are backing up and overflowing into peoples’ yards, creating breeding grounds for mosquitos and unsafe conditions for their children at play. Other areas of concern that have been noted as a problem in the comments are: Junk and broke down vehicles in yards, loose dogs and noise violations from the dogs barking at all hours, snow plowing and maintenance of interior roads in the winter time, and how a lot of the street signs are worn and hard to read.

The survey shows that majority has a strong desire for more bike and walking paths. The majority has taken a neutral stance on an off-leash parks for dogs, a soccer field at Mullally Park, a better boat launch at Horton Park, non-sports programs for youth, football field at Mullally Park, picnic shelter at Horton Park, and additional softball fields at Mullally and Lange Park.

When asked for “other” opinions, the survey comments show a desire for the existing baseball fields to be better kept, improved play equipment at Horton Park, better restrooms at Mullally, upgraded parking at Mullally park, some would like to see a beach area for dogs, a township pool or splash pad, more bike paths, and sidewalks.

The majority of the residences strongly agree that Whitehall Road would not be an appropriate location for large regional retailers such as Wal-Mart, Target etc., The Township should regulate the appearance of new businesses (e.g., basic building design and certain quality of landscaping), New commercial development should not be permitted in the interior parts of the Township, The township should consider septic system maintenance standards as a means to protect water quality, The township should require dedicated open space as part of every development, and Junk and blight on people’s property is a problem in the Township.
The majority of residence ranked the community services as good, with the exception of Zoning Ordinance enforcement, Township website/Facebook, District library (Walker), Ordinance enforcement (blight, tall grass, etc.), and Spring dumpster day were all ranked as no opinion.

Just as in 2001, there are still more people who drink untreated well water out of their tap. For those that responded with “no”, the most frequently mentioned reasons were: its high in iron, they prefer bottled water, its rusty, tastes bad, smells awful, and discolors tubs and sinks.

The majority of residents strongly agree that all new developments should provide trail connections, sidewalks or walking paths as part of their construction project. They strongly support a one mil tax increase to expand bike and walking trails along major county roads in the township, and a ½ mil tax increase for both road repairs and trail development. All other additional services they had a neutral stance on.
Comparative Data 2013 These charts demonstrate the comparative data from the 2013 Laketon Township survey. The black line in between graphs represents the new start of comparative data.

This chart shows which quadrant has had residents live in that quadrant the longest. This shows that people who have lived there more than 20 years have lived in order the SE, SW, NW, and NE quadrants. This could be that people find this area to be more developed or more family oriented.

This chart shows that most of the Township agrees that Cell Service is not a problem. Some consider this to be a serious problem or somewhat a problem which can depend on location as well.

This chart shows that the Township mostly agree that Internet is not a problem. The age group 60-69 finds it to be more of a serious problem than the others. This could show they do not use the Internet or do not know how to. Again the next chart to look at would be the location in which may indicate a problem.
This chart shows that the majority of Laketon Township finds that Internet service is more of a problem in the NW and SW quadrant.

This chart shows that a majority of Laketon Township feel that the street light is not a problem with feeling neutral as second. Next I would look at the location of where the street light problem may occur. The age 60-69 have more of a problem with it than other ages.

This chart shows that Laketown township believe that street lights are not a problem or neutral about them. This shows that people who have lived in the township for more than 20 years have more of a problem than others.
This chart shows that Laketown township and all ages find it very important to have a low crime rate. This tells us that Laketown township may have a low crime rate already.

This chart shows the locations that find a low crime rate very important. It also shows you that the SE quadrant found it more important than the rest of the area which could indicate an age or family area.

This chart shows that most people find it more important than unimportant. This could show that a good portion do like things the way they are with opinions for improvement.
This chart shows the longevity of the people who have lived there 20+ years are neutral if things stay the same or change with more finding it important to keep things the way they are now.

This chart shows that the majority of surveys agree that the importance of church was neutral. This could show that the township is not in need of any more churches. It also shows that the age of 70+ find it more important than any other age.

This chart shows that most of the township either are neutral or do not want one at all. This can tell you that the age 60 and older are the ones that are not in wanting of a pub/tavern while 50-59 has a stronger desire for one.
This chart shows that every age agree that they want the same amount of Assisted Living while ages 50 and up would like to see more Assisted Living places start to be present than fewer.

This chart shows that the townships is neutral about wanting more medical offices or have no desire at all for medical offices. This is matching the desire to have more assisted living as the doctors will go to them making no need for a medical office.

This chart shows the majorities is neutral or have no desire at all to have a pharmacy. This agrees with no desire for medical offices and the desire for assisted living.
This chart shows that the majorities is neutral or have more desire for a sit-down restaurant versus no desire at all.

This chart shows that the majority is neutral or somewhat agree for more restaurants along Whitehall Rd. This says there is still more desire for a restaurant compared to no desire at all. This agrees with the age that desires more sit-down restaurants.

This chart shows that Laketown Township is in agreement that they have no desire at all for a mini-mall! Where the remainders are either neutral or have a low desire for one.
This chart shows that majority of Laketon township find it important to have bike paths. The age 40-49 find it the most important with very few finding it unimportant.

This chart shows that every age has a strong desire for more bike and walking paths. Very few find it unimportant to add more paths. This agrees with the age group 40-49 finding the paths important compared to not at all.

This chart shows that all ages find sidewalks to be more of a problem than not a problem at all. This may be more descriptive in finding out the location in which a serious problem is and which it is not.
This chart shows that people who have lived there 20+ years find the lack of sidewalks to not be a problem at all, while others find it to be somewhat important. People who have lived there 10-20 years find it to be a serious problem more than anything else. This can be further broken down with location of lack of sidewalks.

This chart shows that the SE quadrant finds that the upkeep of the bike trails and paths are good. This could say that they have a bike path while other quadrants do not. The no opinion could account for the people who do not use the trails and paths.

This chart shows that people who have lived in the township longer than 20 years have opinions that go more towards supporting new development of trails and sidewalks than they oppose. The longevity of others all supports the new development.
This chart shows that people who have lived there 20+ years either are neutral to the addition of sidewalks or strongly agree that this should happen. With other residents also agree with the addition of sidewalks with construction.

This chart shows that people who have lived there for 20+ years strongly oppose the 1 million tax increase to expand bike/walking trails where over half do strongly support this extra cost. This demonstrates that people want expansion until they are asked to pay for it.

This chart shows that residents for 20+ years strongly support this. While some residents who have been there for 20+ years strongly oppose this. This could show that they are willing to pay ½ million compared to a 1 million tax increase.
This chart shows that People in the SE quadrant find that the strongly agree that it is a problem with junk and blight on people’s property. Every quadrant strongly agrees they found it a problem.

This chart shows that most quadrants feel that the ordinance enforcement is good to fair. Lot of people had no opinion which could say they didn’t know you had ordinance enforcement or never used the service.

This chart shows that the quadrants agree that the yard waste facility is on average good. This shows that people use the yard waste facility but disagrees as to why people have a problem with junk and blight on their property.
This chart shows the amount of people who own their own home. This shows that very few people that rent in Laketon Township.

This chart the age group and how long each age group has lived in Laketon Township. This shows that a majority of people who took the survey have lived in your township for more than 20 years and are 50 or older.

This chart shows that people who have lived there 20 or years longer are primarily in the SE quadrant with SW second, NW, and lastly NE living there the longest.
This chart shows that people who have lived in Laketon Township more than 20 years find school very important. This could show they have families that have grown up there and have seen the importance of schools while other who voted neutral may not have children or attend the township schools.

This chart shows that the SE quadrant finds housing to be somewhat important to very important. The other quadrants show that they find it to be neutral to very important. This could indicate they would like a particular housing option based on many factors like family or development.

This chart shows the age and type of home the residents of Laketown Township own. This shows that a majority of the township live in a subdivision or country home/large lot.
This chart shows that the township is in agreement that they should have fewer apartments. The other opinion was to keep the same amount of apartments with hardly a voice that there should be more. This could show there is a strong sense of family based homes in comparison to single individuals.

This chart shows that they prefer to have the same or fewer of cluster housing. This disagrees with the above chart stating a majority of the township live in subdivisions or cluster type housing. This also shows the confusion possible with two different titles for the same type of housing.

This chart shows that age 30-39 and 60-69 would like more single family homes with large lots which could indicate the start of new families or more additions. The other ages would like the same amount which could indicate no new expansion of family.
This chart shows that the NW and SW quadrants would like to see more single family homes on large lots. The NE and SE quadrants would like to see the same or more.

This chart shows that the majority of Laketon Township is neutral with new development. The NW and NE quadrants see this being somewhat a problem where the SE and SW quadrants find it not to be a problem. This goes along with the above chart of stating which development the township agrees to have more or fewer of.

This chart shows the township agrees that the residential growth is desirable and controlled. This contradicts with the above chart where people agree that it is more of a problem than not for development.
This chart shows that the rest of the community agrees that there should be more control rather than no control on new development. This differs to above charts asking for more housing options. An example is the NW region is asking for more single family homes but also to control how many are being built.

This chart shows that people who have lived in the township for more than 20 years find it very important to lower property taxes. This could be that they have seen the increase over the years compared to those who have only been in the township a few years.

This chart shows that overall the township is satisfied with the upkeep on the park.
This chart shows the opinion on local parks to be overall good. People in the SE quadrant seem to have more of an opinion that the rest which may say they have the park closest to where they live.

This chart shows that most quadrants were neutral on whether there would be any new parks. The SE quadrant is very neutral on the situation finding it more important than not. The SW quadrant found it to not be very important at all.

This chart shows that more people do drink their well water compared to those who do not.
This chart shows that a majority of the township considers the lack of public water to not be a problem or neutral on the subject. It shows that the NW and SE may have more of a somewhat serious problem with it than the other quadrants.

This chart shows that the township is divided in people who strongly agree to expand water and people who strongly disagree to expand water. Location would be the next thing to look at to determine where people would like to expand water.

This chart shows that the SE quadrant agrees more to expand water service than it disagrees. The SW quadrant disagrees more than it agrees to expand water service. This could be the difference we saw on the importance of expanding the water.
This chart shows that a majority of the township find the lack of public sewer to not be a problem. The SE quadrant found to have a somewhat serious problem compared to the rest of the quadrants.

This chart shows that most of the township agrees to expand the sewer service. The SW quadrant is in more of a disagreement than the rest of the quadrants where the SE quadrant agrees more. This could show you where to expand and where not to.

This chart shows that a majority of the township strongly agree that it is very unimportant to allow storm drainage as natural constraint. This could show you that they do not care for the construction of storm drainage.
This chart shows that more people in the township strongly agree to consider septic system maintenance than they disagree.
Basic Data from 2013 Survey Results

**Location**

- na: 266
- NW: 156
- NE: 9
- SW: 116
- SE: 208

**Status**

- na: 737
- own: 6
- rent: 12

**Type**

- na: 0
- Country: 20
- Condominium: 16
- Apartment: 3
- Subdivision: 81
- Lakefront: 2
- Mobile Home: 2
- Seasonal/Acreage: 38
- Other: 20

**Longevity**

- na: 7
- < 1 Year: 22
- 1-5 Years: 64
- 5-10 Years: 88
- 10-20 Years: 161
- > 20 Years: 413
- Live outside: 0

**Age**

- na: 16
- 29 or Under: 15
- 30-39: 40
- 40-49: 90
- 50-59: 185
- 60-69: 212
- 70+: 197

**Acreage**

- na: 15
- < 1 Acre: 368
- 1.1-10 Acres: 251
- 10.1-20 Acres: 45
- 20.1-100 Acres: 36
- None: 26
- 14

**B1 Growth**

- h: 15
- f: 42
- d: 43
- b: 81
- na: 31
- = 46

**2a Family/Friends**

- na: 25
- Very important: 208
- Important: 135
- Neutral: 237
- Unimportant: 40
- Very unimportant: 110
References