

Monitor Township 2021 Resident Survey Report

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Author Note

This report highlights the results of the survey conducted between
July and August of 2021.

Respectfully submitted: December 2021

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Description

At the request of the Monitor Township Board of Trustees, a survey was approved to be conducted with focus on improving methods of communication between township leadership and its residents. This report presents the results of the survey sent to residents during the summer of 2021.

Monitor Township 2021 Resident Survey Report

At the request of the Monitor Township Board of Trustees, a survey was approved to be conducted with focus on improving methods of communication between township leadership and its residents. The proposed survey items were reviewed in the final draft to the town supervisor who approved it for distribution.

Demographics of Respondents

This survey was mailed as an insert within the June 2021 newsletter to approximately 4,300 households representing over 8,600 township residents aged 18 or over with additional outreach via a digital version of the survey placed on the Township websites; paper copies available at the Township office and distributed at an event in the township. There were 246 completed surveys collected. Fifty-one percent (51%) of the responses were from printed forms. The remaining 49% were completed online. All hardcopy forms were transferred to electronic forms and all comments were entered as originally written without editing.

The most recent preliminary U.S. Census Bureau's 2020 data identified approximately 8,603 residents of the township that were age 18 or over. This calculates to the survey representing approximately 2.8% of the population of adults living within Monitor Township (United States Census Bureau, 2021). Since it was desired to collect and analyze data by the end of the year, the survey was conducted from approximately July 1st to August 31, 2021. All respondents identified themselves as being residents of the township. All personal identifying information (i.e., names, addresses, etc.) were removed from the data prior to any analysis being conducted. All results were derived from aggregated data.

Results

Question 3: Age of Respondents

For added comparison, respondents were asked to identify their age within four age groups: 18-29, 30-50, 51-64, 65 or Over. All participants (100%) responded to this question (N=246). Approximately 1% of the respondents were represented in the 18-29 age group; approximately 21% were in the 30-50 age group; approximately 24% were in

the 51-64 age group, and approximately 54% of respondents were in the “65 and Over” category.

Interpretation

*Table 2** and *Table 3* indicate a higher percentage than represented living in the township of people “65 and Over” responded to the survey suggesting responses to this survey may be slightly skewed toward this dominant age group. Additionally, not enough respondents to represent those who were between 18-29. Remaining age groups were close representations to percentage noted by 2020 Census data indicating comments may reflect these groups (United States Census Bureau, 2021).

Survey Item Results

Survey questions that were composed of multiple items were separated into their measurable aggregated components for analysis. For clarification of each sub-item, a letter was added to the question number for easier item identification.

Question 4: Satisfaction with township newsletter content

Respondents were asked to identify their satisfaction of six (6) sub-items regarding the current components of the township newsletter using a 5-point Likert-scale which ranged responses from “extremely dissatisfied” to “extremely satisfied.”

Q4a: Reports from department leaders

Most survey respondents answered this item (N=238). The pie chart indicates 71% were extremely or somewhat satisfied with newsletter content from department leaders. Eighteen percent (18%) were neutral, 7% were extremely or somewhat dissatisfied and 1% did not read reports from leaders.

** If reading electronically, clicking on table name will take you to referenced table and related charts.*

Interpretation

Table 4 indicates respondents to this item were satisfied with newsletter content from leadership.

Q4b: List of elected officials and staff

Most survey respondents answered this item (N=239). The pie chart indicates 71% were extremely or somewhat satisfied with newsletter content providing a list of elected officials and staff. Twenty-one percent (21%) were neutral, 5% were extremely or somewhat dissatisfied and 3% did not read the list of staff.

Interpretation

Table 5 indicates respondents to this item were mostly satisfied with newsletter content from township staff and elected officials.

Q4c: Township hours

Most survey respondents answered this item (N=239). The pie chart indicates 77% were extremely or somewhat satisfied with newsletter content providing the township hours of operation. Seventeen percent (17%) were neutral, 4% were extremely or somewhat dissatisfied and 2% did not read the operational hours.

Interpretation

Table 6 indicates more than three-fourths of respondents to this item were satisfied with township hours.

Q4d: Meeting dates

Most survey respondents answered this item (N=232). The pie chart indicates 67% were extremely or somewhat satisfied with newsletter content providing township meeting dates. Twenty-three percent (23%) were neutral, 7% were extremely or somewhat dissatisfied and 3% did not read township meeting dates.

Interpretation

Table 7 indicates more than two-thirds of respondents to this item were satisfied with township dates for meetings.

Q4e: Recycling dates and guide

Nearly all survey respondents answered this item (N=242). The pie chart indicates 78% were extremely or somewhat satisfied with newsletter content providing recycling dates and guide. Eleven percent (11%) were neutral, 8% were extremely or somewhat dissatisfied and 3% did not read the recycling dates and guide.

Interpretation

Table 8 indicates over three-fourths of respondents to this item were satisfied seeing Recycling content in the newsletter.

Q4f: Reminders

Most survey respondents answered this item (N=236). The pie chart indicates 70% were extremely or somewhat satisfied with newsletter content providing event reminders. Twenty-one percent (21%) were neutral, 6% were extremely or somewhat dissatisfied and 3% did not read about event reminders.

Interpretation

Table 9 indicates most respondents to this item were satisfied with reminders posted in the newsletter.

Question 5: Satisfaction with Newsletter Aspects

Respondents were asked to identify their satisfaction of five (5) sub-items regarding different aspects of the township newsletter using a 5-point Likert-scale which ranged responses from “extremely dissatisfied” to “extremely satisfied.”

Q5a: Amount of Information

Approximately 98% of survey respondents answered this item (N=240). The pie chart indicates 73% were extremely or somewhat satisfied with the amount of information shared in the newsletter. Fifteen percent (15%) were neutral, 10% were extremely or somewhat dissatisfied and 2% did not read information in newsletter.

Interpretation

Table 10 indicates nearly three-fourths of respondents to this item were satisfied with the amount of information found in the township newsletter.

Q5b: Frequency of Delivery

96% of survey respondents answered this item (N=237). The pie chart indicates 67% were extremely or somewhat satisfied with the frequency of delivery of the newsletter. Seventeen percent (17%) were neutral, 13% were extremely or somewhat dissatisfied and 3% noted “did not read.”

Interpretation

Table 11 indicates two-thirds of respondents were satisfied with the frequency of the delivery of the newsletter.

Q5c: Accuracy of Content

Approximately 98% survey respondents answered this item (N=240). The pie chart indicates 70% were extremely or somewhat satisfied with the accuracy of the content contained in the newsletter. Twenty-two percent (22%) were neutral, 5% were extremely or somewhat dissatisfied and 3% did not read for accuracy of newsletter content.

Interpretation

Table 12 indicates most respondents to this item were satisfied with the accuracy of the content found in the newsletter.

Q5d: Relevance of Material

96% survey respondents answered this item (N=237). The pie chart indicates 75% were extremely or somewhat satisfied with the relevance of the material contained in the newsletter. Sixteen percent (16%) were neutral, 6% were extremely or somewhat dissatisfied and 3% did not read for relevance.

Interpretation

Table 13 indicates that three-fourths of respondents to this item were satisfied with the relevance of the material found within the newsletter.

Q5e: Style of Presentation

95% of survey respondents answered this item (N=234). The pie chart indicates 70% were extremely or somewhat satisfied with the style of newsletter presentation. Twenty percent (20%) were neutral, 7% were extremely or somewhat dissatisfied and 3% did not read for style of newsletter presentation.

Interpretation

Table 14 indicates most respondents to this item found satisfaction with the style of newsletter presentation.

Question 6a: Interest in Being Informed

In question 6, respondents were presented 10 issues of interest the township addresses on a regular basis. Respondents were asked to select multiple items that were of interest. A total of 1,531 items were generated by 98% of respondents (N=240) from this multiple-item selection format expressed by the following relative frequency table and chart. By sorting the issues from greatest interest to least interest, items that are of highest interest are identified. Of the 10 items presented, respondents listed items that are key township issues to be of most interest down to one respondent identifying no interest in township issues.

Order of Issues by Relative Frequency

Table 1: Q6-Interested Issues

Issues of Interest	Relative Frequency
Key Township issues	13.1%
Board decisions	12.3%
Issues and trends affecting our Township	12.3%

Issues of Interest	Relative Frequency
Township services	12.0%
Strategies, goals, and action plans	10.6%
Government affairs affecting Township	10.1%
Overall financial picture	9.6%
Township success stories	8.0%
Community involvement	7.3%
Participation in Township meetings	4.3%
I am NOT interested in Township topics	0.3%

N=1531 values (N=240)

Interpretation

Table 1 and *Table 15* indicate the top order of issues. Respondents who answered this item found the highest percentage of interest in areas where 12% or higher responses identified the following areas of interest: Key township issues, Board decisions, Issues and trends affecting our township, Township services. This was followed closely by interest in strategies, goals, and action plans, government affairs, and finances between 10-11%.

Note: For open-ended responses results, please see the qualitative analysis section of this report.

Question 7: Satisfaction Level with Method Used to Receive Township Information

This question addressed the level of satisfaction with a respondent's methods to obtain information from the Township. Eleven (11) sub-items were presented to assess

how respondents receive their information about township issues using a 5-point Likert-scale which ranged responses from “extremely dissatisfied” to “extremely satisfied.”

Q7a1: Monitor Township Website

Scale Breakdown

There were 87% of survey respondents who answered this item (N=213). The relative frequency chart indicates 39.9% were extremely or somewhat satisfied with the township website for receiving information. Approximately 23.5% of respondents were neutral, 8.5% were extremely or somewhat dissatisfied and 28.2% found the website was not applicable to how they receive township information.

Scale Breakdown by Age

Additionally, when this item is examined across the four age groups, of the 28% of people who chose “Not Applicable”, nearly 21% of the responders were in the category “65 or Over”. For this item, the category by age, 65 or Over, was the dominant age in all scale choices with the one exception, “Somewhat satisfied,” 65 or Over was the lowest percentage.

Interpretation

Table 17 indicates less than half of the responders to this item are satisfied with the township website as a method of receiving township information. Additionally, about one-fourth of respondents were neither satisfied nor dissatisfied while over one-fourth felt it wasn’t applicable to them. Those who most felt that the website was not applicable to them were in the “65 and Over” age range which could suggest that older residents do not utilize the township websites.

Q7a2: Monitor Township Facebook Page

Scale Breakdown

There were 87% of survey respondents who answered this item (N=214). The relative frequency chart indicates 29.4% were extremely or somewhat satisfied with the Township Facebook page for receiving information. Approximately 24.8% of

respondents were neutral, 7% were extremely or somewhat dissatisfied and 38.8% found the Facebook page was not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, of the 38.8% of people who chose “Not Applicable”, nearly 28.5% of the responders were in the category “65 or Over”. For this item, the category by age, 65 or Over, was the dominant age in all scale choices with the one exception, “Somewhat satisfied,” “65 or Over” was 4.7%.

Interpretation

Table 18 indicates that just under one-third of the respondents in this item were satisfied with the information they receive from the township Facebook page. Over one-third of those responding felt the Facebook page was not applicable to them. Of those who felt Facebook was not applicable to them, more than one-fourth of the respondents were in the “65 and Over” age group suggesting that Facebook may not be used or available to them.

Q7a3: Monitor Township Fire Department Facebook Page

Scale Breakdown

There were 86% of survey respondents who answered this item (N=212). The relative frequency chart indicates 26.9% were extremely or somewhat satisfied with the Township Fire Department Facebook page for receiving information. Approximately 21.7% of respondents were neutral, 2.8% were extremely or somewhat dissatisfied and 47.6% found the Fire Department Facebook page was not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, of the 47.6% of people who chose “Not Applicable”, nearly 29.7% of the responders were in the category “65 or Over”. For this item, the category by age, “65 or Over”, was the dominant age in all scale choices with the one exception, “Somewhat satisfied,” “65 or Over” was 3.8%.

Interpretation

Table 19 indicates that just under one-fourth of the respondents in this item were satisfied with the information they receive from the Fire Department Facebook page. Nearly half of those responding felt the Fire Department Facebook page was not applicable to them. Of those who felt Facebook was not applicable to them, nearly one-third of the respondents were in the “65 and Over” age group suggesting that Facebook may not be used or available to them.

Q7a4: Board/Committee Meetings

Scale Breakdown

There were 84% of survey respondents who answered this item (N=206). The relative frequency chart indicates 27.2% were extremely or somewhat satisfied with the Board/Committee Meetings for receiving information. Approximately 28.6% of respondents were neutral, 11.2% were extremely or somewhat dissatisfied and 33% found the Board/Committee Meetings were not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, of the 33% of people who chose “Not Applicable”, nearly 20.4% of the responders were in the category “65 or Over”. For this item, the category by age, “65 or Over”, was the dominant age in extremely satisfied and neutral scale choices (8.3% and 10.7%, respectively). In “somewhat satisfied, categories “30-50” and “65 or Over” shared dominate age at 6.8% each. Age group, “30-50” led the rest in the “extremely” and “somewhat dissatisfied” scales with 2.4% and 3.9%, respectively.

Interpretation

Table 20 indicates approximately one-fourth of the respondents who answered this question were satisfied with board and committee meetings for receiving information about the township. One-fourth had no strong opinion regarding how meetings affected how they receive information and one-third of respondents felt board and committee meetings were not applicable to how they receive township information.

One-fifth of those who felt meetings were not applicable to how they receive township information were in the “65 and Over” age group.

Q7a5: Monitor Township Billboard

Scale Breakdown

There were 87% of survey respondents who answered this item (N=213). The relative frequency chart indicates 41.8% were extremely or somewhat satisfied with the Township Billboard for receiving information. Approximately 22.5% of respondents were neutral, 8.4% were extremely or somewhat dissatisfied and 27.2% found the Billboard was not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, for scales, “extremely and somewhat satisfied,” the age group, “65 or Over” showed highest percentage in these categories at 17.4% and 9.9% respectively. For the neutral scale, “65 or Over” showed highest at 9.9%. The “extremely dissatisfied” scale showed age groups, “51-64” and “65 or Over,” were equally highest at 0.9% with age group, “30-50,” showing highest at 2.8% for “somewhat dissatisfied” scale. For the “not applicable” scale, the age group, “65 and Over” was highest at 12.7% indicating the Township Billboard was not applicable with how they receive township information.

Interpretation

Table 21 indicates fewer than half of the respondents who answered this question were satisfied with the billboard for receiving information about the township. Nearly one-fourth had no strong opinion regarding how the billboard affected how they received information and more than one-fourth of respondents felt the billboard was not applicable to how they receive township information. Of those who felt the billboard was not applicable to how they receive township information, the “65 and Over” age group had the highest percentage at nearly 13% of respondents.

Q7a6: Monitor Township Newsletter

Scale Breakdown

There were 95% of survey respondents who answered this item (N=233). The relative frequency chart indicates 74.7% were extremely or somewhat satisfied with the Township Newsletter for receiving information. Additionally, 12.0% of respondents were neutral, 7.6% were extremely or somewhat dissatisfied and 4.7% found the Newsletter was not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, for scales, “extremely and somewhat satisfied,” the age group, “65 or Over” showed highest percentage in these categories at 36.9% and 9.0% of respondents respectively. For the neutral scale, “30-50” showed highest at 5.6%. The “extremely and somewhat dissatisfied” scale showed age group, “51-64” was highest at 2.1% each. In the “not applicable” scale, the age group, “30-50” was highest at 3.0% indicating the Township Newsletter was not applicable to how they receive township information.

For the neutral scale, all age groups except for the “18-29” group were closely represented being between at 8-9%. The “extremely and somewhat dissatisfied” scale showed all age groups hovering between 0.5-1%. For the “not applicable” scale, the age group, “30-50” was highest at 3.0% indicating the Township Newsletter was not applicable with how they receive township information.

Interpretation

Table 22 indicates three-fourths of all respondents who answered this question were satisfied with the Newsletter for receiving information about the township. Less than one-fifth of respondents had no opinion on how the Newsletter applied to how they receive information. This suggests residents utilize the Newsletter as a source for township information.

Q7a7: Valley FarmerScale Breakdown

There were 81% of survey respondents who answered this item (N=199). The relative frequency chart indicates 8.5% were extremely or somewhat satisfied with the *Valley Farmer* for receiving information. Additionally, 25.6% of respondents were neutral, 3% were extremely or somewhat dissatisfied and 62.8% found the *Valley Farmer* was not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, for scales, “extremely and somewhat satisfied,” the age group, “65 or Over” showed highest percentage in these categories at 3.5% and 1.5% of respondents, respectively. For the neutral scale, all age groups except for the “18-29” group were closely represented being between 8-9%. The “extremely and somewhat dissatisfied” scale showed all age groups hovering between 0.5-1%. For the “not applicable” scale, the age group, “65 and Over” was highest at 32.7% of the 62.8% selecting this choice indicated the *Valley Farmer* was not applicable with how they receive township information.

Interpretation

Table 23 indicates only a very small number of all respondents who answered this question were satisfied with the *Valley Farmer* for receiving information about the township. Approximately one-fourth of respondents had no opinion on how the newsletter applied to how they receive information. However, two-thirds of those who responded to this item chose the *Valley Farmer* as not applicable to how they receive township information. This suggests residents do not use or are unaware of the *Valley Farmer* as a source for receiving information about the township.

Q7a8: Local NewsScale Breakdown

There were 84% of survey respondents who answered this item (N=207). The relative frequency chart indicates 28.0% were extremely or somewhat satisfied with the Local News media for receiving information. Additionally, 27.1% of respondents were

neutral, 8.2% were extremely or somewhat dissatisfied and 36.7% found the Local News was not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, for scales, “extremely and somewhat satisfied,” the age group, “65 or Over” showed highest percentage in these categories at 9.7% and 8.7% of respondents, respectively. For the neutral scale, age group, “65 or Over” was represented highest at 11.1%. The “extremely and somewhat dissatisfied” scale showed “51-64” and “65 and Over” groups at 1.4% and 2.9%, respectively. For the “not applicable” scale, the age group, “65 and Over” was highest at 15.5% of the 36.7% selecting this choice indicated Local News was not applicable with how they receive township information.

Interpretation

Table 24 indicates more than one-fourth of respondents to this question were satisfied with local news sources for receiving information about the township. Similarly, another one-fourth of respondents showed no opinion on satisfaction. More than one-third of respondents felt that Local News was not applicable to how they receive township information. This suggests that while some rely on local news sources, there are many who do not find this source applicable to how they receive information about the township.

Q7a9: Monitor Township Neighbors/Friends (Grapevine)

Scale Breakdown

There were 83% of survey respondents who answered this item (N=203). The relative frequency chart indicates 25.7% were extremely or somewhat satisfied with Neighbors/Friends for receiving information. Additionally, 32% of respondents were neutral, 5.5% were extremely or somewhat dissatisfied and 36.9% found their neighbor and friends were not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, for scales, “extremely and somewhat satisfied,” the age group, “65 or Over” was the highest percentage in

these categories at 5.4% and 7.9% of respondents, respectively. For the neutral scale, age group, “65 or Over” was represented highest at 13.3%. The “extremely dissatisfied” scale showed “51-64” and “65 and Over” groups equal at 1.0% each while the “51-64” age group was represented highest (1.5%) for the “somewhat dissatisfied” scale. For the “not applicable” scale, the age group, “65 and Over” was highest at 19.7% of the 36.9% selecting this choice indicating neighbors and friends were not applicable with how they receive township information.

Interpretation

Table 25 indicates approximately one-fourth of respondents to this question were satisfied with utilizing neighbors for receiving information about the township. One-third of respondents showed no opinion on satisfaction. More than one-third of respondents felt that utilizing neighbors was not applicable to how they receive township information. This suggests that while some rely on their neighbors for township news, there are people who do not find neighbors applicable as to how they receive information about the township.

Q7a10: Podcasts

Scale Breakdown

There were 81% of survey respondents who answered this item (N=200). The relative frequency chart indicates 6% were extremely or somewhat satisfied with podcasts for receiving information. Additionally, 24.5% of respondents were neutral, 2% were extremely or somewhat dissatisfied and 67.5% found their podcasts were not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, for scales, “extremely and somewhat satisfied,” the age group, “65 or Over” was the highest percentage in these categories at 2.0% and 1.5% of respondents, respectively. For the neutral scale, age groups except for “18-29” (0/5%) were closely represented between 7.5 – 8.5%. The “extremely dissatisfied” scale showed three groups as highest represented equally at 0.5% each while the “30-50” age group was represented highest (1.5%) for the

“somewhat dissatisfied” scale. For the “not applicable” scale, the age group, “65 and Over” was highest at 35.5% of the 67.5% selecting this choice indicating podcasts were not applicable with how they receive township information.

Interpretation

Table 26 indicates one-fourth of those who responded to this question had no opinion or interest in using podcasts as a source for township information. Additionally, most respondents did not feel podcasts were applicable to receiving information on the township.

Q7a11: Bay City Times/M-Live

Scale Breakdown

There were 84% of survey respondents who answered this item (N=207). The relative frequency chart indicates 29.9% were extremely or somewhat satisfied with Bay City Times/M-Live for receiving information. Additionally, 24.2% of respondents were neutral, 12.6% were extremely or somewhat dissatisfied and 33.3% found the *Bay City Times/M-Live* was not applicable to how they receive township information.

Scale Breakdown by Age

When this item is examined across the four age groups, for scales, “extremely and somewhat satisfied,” the age group, “65 or Over” was the highest percentage in these categories at 5.3% and 11.6% of respondents, respectively. For the neutral scale, age group, “65 or Over” was represented highest at 11.1%. The “extremely dissatisfied” scale showed “51-64” and “65 and Over” groups equal at 1.4% each while the “30-50” and “51-64” age groups were equally represented highest (2.9%) for the “somewhat dissatisfied” scale. For the “not applicable” scale, the age group, “65 and Over” was highest at 15.0% of the 33.3% selecting this choice indicating the *Bay City Times* and *M-Live* were not applicable with how they receive township information.

Interpretation

Table 27 indicates less than one-third of the respondents to this question were satisfied with *Bay City Times/M-Live* for receiving township information. Nearly one-fourth of respondents had no opinion or interest in receiving township information from

these news sources. One-third of respondents felt these news sources were not applicable to their receiving township information. This suggests that the majority of respondents do not rely on *Bay City Times* or *M-Live* for receiving information from the township. Half of respondents who chose “not applicable” were in the “65 and Over” age group.

Question 8: Preferences on being informed by the township

This question addressed the preferred methods responders would like when being informed by the township representatives.

There were 98% of survey respondents who answered this item (N=242). Of the five (5) items available in this question, respondents could select more than one method of response. Therefore, 484 selections were provided. The relative frequency chart identified 36.7% of respondents prefer “reading a printed newsletter”; 16.1% prefer “reading a digital (online) newsletter”; 16.5% prefer “viewing township websites”; 15.3% prefer “viewing township Facebook pages; and 15.9% prefer receiving email.

Selection Breakdown by Age

When this item is examined across the four age groups, “65 or Over” were the highest responders at 23.1% out of the 36.7% who preferred “reading a printed newsletter”. Of the 16.1% who preferred “reading a digital (online) newsletter”, the “65 or Over” age group led this category with 6.0% followed closely by the “30-50” age group with 5.6%. For the websites, of the 16.5% who prefer “viewing township websites, the “51-64” age group led with 6.2%. Those 15.3% of respondents who prefer “viewing township Facebook pages” showed the “30-50” age group led all other age groups. Of the 15.9% of responders who preferred being informed by “receiving email”, “30-50” and “65 or Over” led equally with 5.4% each closely followed by the “51-64” age group (4.7%).

Interpretation

Table 28 indicates over one-third of the respondents to this question prefer a printed/paper newsletter. One-fourth of those who responded to preferring a hardcopy newsletter were in the “65 and Over” age group. All other options had similar

representation between 15-16%. This suggests that while one in three people prefer reading a hard copy newsletter, the remaining population prefers digital methods of delivery either through email, digital newsletters or the various township and social media websites.

Note: Open-ended responses are included within the qualitative analysis section.

Question 9: Device preference when accessing information online

This question addressed the preferred devices responders use when accessing information online.

There were 96% of survey respondents who answered this item (N=236). Of the five (5) items available in this question, respondents could select more than one type of response. Therefore, 327 selections were provided. The relative frequency chart identified 30.6% of respondents prefer accessing information online with a “computer”; 17.1% prefer an “iPad/tablet”; and 34.6% prefer “smartphones”. Those who stated, “I prefer not to access information online,” represented 10.1% of responses and 7.6% represented “I do not have internet access”.

Selection Breakdown by Age

When this item is examined across the four age groups, “65 or Over” led responses at 14.4% out of the 30.6% who preferred “Computer”. Of the 17.1% who preferred “iPad/tablet”, the “51-64” and “65 or Over” age groups led this category with 7.0% each. Of the 34.6% who preferred “smartphones”, the “30-50” age group led with 14.7%. Of the 10.1% of respondents who noted “I prefer not to access information online”, the “65 and Over” age group represented 9.2% of that category. Of the 7.6% of responders who noted “I do not have internet access”, the “65 or Over” age group represented 7.3%.

Interpretation

Table 29 indicates nearly all survey participants answered this question. About one-third of respondents prefer to use computers; just over one-third prefer using their smartphones; and some utilize tablets (e.g., iPads). While this question allowed for multiple responses, age groups preferences were identifiable. Of particular note, those

respondents “65 and Over” who used devices prefer using a computer. Those respondents “30-50” prefer using smartphones. Nearly one-fifth of respondents who preferred not to access information online or did not have internet access were in the “65 and Over” age group. This suggests there is a split in how people access information online using primarily computers and smartphones. Additionally, those who do not connect to the internet tend to be in the “65 and Over” age group.

Note: Open-ended responses are included within the qualitative analysis section.

Question 10: Interested in helping to improve communications

This question addressed the interest of responders in helping to improve communications between residents and township leaders.

There were 86% of survey respondents who answered this item (N=211). Of the four (4) items available in this question, respondents could select more than one response. All responders chose to make one response making 211 selections. The frequency chart identified 12 (6%) respondents interested in “being a communication committee member”; six (3%) of respondents interested in “helping with administration of website and Facebook pages”; and 17 (8%) respondents interested in being a “volunteer at township and communication sponsored events”. There were 176 (83%) respondents who were “not interested in helping at this time.”

Question 11 was reserved for the address of those who were interested in being involved and therefore is not presented as part of this analysis to maintain privacy and aggregated data integrity.

Interpretation

Table 30 indicates the most respondents to this question were not interested in helping to improve township communications. However, there were respondents who did show interest. These respondents will be shared with township leadership for future follow up.

Question 12: Would like to receive email communication

This question addressed whether responders would like to receive communication from the Township via email.

85% of survey respondents answered this item (N=210). Respondents had the choice of selecting “yes” or “no”. The relative frequency chart shows 43.8% of responders selecting the “no” response and 56.2% of responders selecting “yes”.

Selection Breakdown by Age

When this question was separated by age groups, 28.7% of the 43.8% of respondents who selected “no” were from the “65 or Over” age group leading in this category. 23.8% of the 56.2% of respondents who selected “yes” were from the “65 or Over” age group leading in this category.

Interpretation

Table 31 indicates while more than half of respondents to this question would be interested in receiving email, there were many who were not interested. This suggests the question may need to be revisited to obtain further detail. Within each group, approximately one-fourth of the respondents were in the “65 and Over” age group.

Question 13: Desired frequency of email communication

This question addressed the frequency of email communication for those residents who desired to receive email.

48% of survey respondents answered this item (N=117) within parameters with an additional 23 respondents (9.3%) choosing to respond “other”. Respondents had the choice of selecting “once a month”, “once a year”, “twice a year”, “four times a year” or “other...” where they could suggest an alternative. The relative frequency chart shows 68.4% of responders selected “once a month”, 29.1% selected “four times a year”, 2.6% “twice a year” and 0% selected “once a year”.

Selection Breakdown by Age

When this question was examined by age groups, 27.4% of the 68.4% of respondents who selected “once a month” were from the “65 or over” age group led in this category followed closely by the “30-50” age group with 24.8%. Of the 29.1% who selected “four times a year”, the “51-64” age group led in the category with 12% selecting this category. Of the 2.6% who selected “twice a year”, the “65 and Over” age group led with 1.7%.

Interpretation

Table 32 indicates a below 50% response rate for this question. Two-thirds of respondents to this question desired receiving email once a month, approximately one-third desired emails 4 times a year. A very small percentage desired email twice a year which is the same as the current newsletter mailing.

Note: Open-ended responses are included within the qualitative analysis section.

Question 14: Would like to receive printed version of newsletter

This question addressed whether responders would like to receive a printed version of the township newsletter.

94% of survey respondents answered this item (N=231). Respondents had the choice of selecting “yes” or “no”. The relative frequency chart shows 23.4% of responders selecting the “no” response and 76.6% of responders selecting “yes”.

Selection Breakdown by Age

When this question was separated by age groups, 10.8% of the 23.4% of respondents who selected “no” were from the “30-50” age group leading in this category. 49.4% of the 76.6% of respondents who selected “yes” were from the “65 or Over” age group leading in this category.

Interpretation

Table 33 indicates more than three-fourths of respondents to this question wish to receive printed (hardcopy) versions of the township newsletter. Nearly half of those who wish to receive printed newsletters were in the “65 and Over” age group.

Qualitative Data

In order to obtain an indication for the feelings of those responding, the comments identified in the open-ended responses, a qualitative analysis was conducted by the researcher who judged and coded the responses. The analysis provided increased insight into the feelings of respondents and in providing further explanation to support the quantitative results presented above.

“Other” Items

There were five (5) survey items that contained opportunities for short-answer open-ended comments. These items were Q6, Q8, Q9, Q10, and Q13. Instead of or in addition to the identified items to select, some respondents presented additional comments found in *Table 34* through *Table 38*.

Q6: Interest in being informed - Other Responses

There were 26 comments noted by 21 respondents regarding their interest in being informed on topics. Responses ranged from interest in marijuana and power production in the township to tax information. Common themes of interest in being informed that emerged for this question were:

- Proposals and Plans (14%)
- Appreciation for the newsletter (9%)
- Issues with receiving current newsletter (9%)
- Crime and names of Sheriff deputies patrolling township (9%)
- Ordinances (9%)

Q8: Preferred method to keep informed - Other Responses

Three (3) respondents shared comments regarding preferred methods to being kept informed. The common theme was “not receiving the newsletter” (67%).

Q9: Device preference when accessing information - Other Responses

Six (6) respondents shared comments regarding device preferences when accessing information online. Two themes emerged:

- Not having internet or a computer (66%)
- Prefer to receive some version of the newsletter (33%)

Q10: Interested in helping to improve communications- Other Responses

13 respondents shared comments regarding interest in helping to improve township communications. Two themes emerged:

- An inability to be involved (38%)
- A willingness to being involved in some way (30%)

Q13: Desired frequency of email communication - Other Responses

22 respondents shared comments regarding their desired frequency of email communication. Three themes emerged:

- Email only when noteworthy (major problem or issue) (36%)
- N/A or don't email (23%)
- Email monthly and when major issues/problems (18%)

Coded Items (Open-Ended Questions)

Three (3) survey items (Question 7b, Question 11, and Question 15) required applying the qualitative technique of coding responses to aid in grouping common responses for further analysis. The lead researcher served as content judge. 37 coded groups were generated to aid in providing deeper insight into respondents' interests. Each coded item resulted in groups of similar comments that allowed for easier categorization of respondents' interests. *Table 39* provides a list of the coded groups with a count of the comments in each group. For a list of all comments, see *Appendix 2: Monitor Township Comments*.

Of all survey responders, 22 (9%) respondents provided additional comments for Q7b, 60 (24%) respondents for Q11 and 115 (47%) respondents for Q15. From these contributions, 441 segments were collated into 37 coded groups of similar segments. The following identifies major themes that emerged and the percentage of the segments it represents:

- Request/Comment segments for improving Township (17.7%)
- Positive of Township work and leadership (7.0%)
- Everything is Fine as it is (4.5%)
- Positive Township Newsletter (printed and content) (3.4%)
- Negative of Township and leadership (3.8%)
- Mailed and Printed Newsletter Preferred (1.8%)
- Township websites (1.6%)

- Township Facebook Pages (1.4%)
- Email communication (1.1%)

Key Findings

This survey was created as a response to town residents' request for Monitor Charter Township leadership to review the current efficacy, efficiency, and timeliness of current methods of public communication with constituents. This section of the report will highlight key survey findings and provide insights into understanding key survey results.

Survey Demographics and Age

The survey collected the age range of all respondents in order to see how closely the survey related to the demographics of the township. Of important note is of all age groups, the "65 and Over" age group was represented higher than what is represented in the township. Additionally, the youngest age group (18-29) had the lowest representation where the data could not fairly reflect group concerns. The remaining groups (30-50 and 51-64) fairly reflect the township population (Town Charts, 2021).

The primary researcher interprets this finding as typical, given the demographics of the township. Those who are "65 and Over" tend to be more involved in the day-to-day behaviors of a community due to availability of time and/or desire to be active in the community through volunteerism (Stebbins, 2019). Therefore, the response rate to the survey would be expected to be higher. By asking for respondents to identify the age group they are in, it was possible to show comparisons where age impacts how communication is made, received, and preferred by township residents. Question 3 and subsequent survey items where age influenced results provided valuable insight into how to best communicate.

Newsletter satisfaction with content and design aspects and print version (Questions 4, 5, 14)

Questions 4 and 5 explored resident feelings about the content and design observed in the current newsletter format. These questions explored 6 areas common in the newsletter and 5 elements impacting its design.

Key findings were that the content in the newsletter within the identified areas were positively received by most respondents indicating they like the concept of having

a newsletter. Similarly, positive comments reflected this such as, "None. I am happy with this newsletter" (Respondent 94) and "I do like the newsletter - feel it is very informative." (Respondent 31). However, additional comments reflected the desire to have more frequent newsletters and/or increased content. For example, "Keep the Newsletter, possibly send out extra mailings for hot topics that can't wait for the next newsletter" (Respondent 92) and "More Newsletter updates & clips" (Respondent 58) and "A lot of older people don't use a computer or have email. We need more news information letters" (Respondent 244).

Having a consistent and structured design for the newsletter will help in ensuring all necessary content is provided. Township should consider increasing the number of newsletter mailings to provide more information and allow for a quicker response from township residents.

Interest in being Informed (Question 6)

This question identified 10 areas of interest the township addresses on a regular basis. While there was interest in all areas of township topics, residents seemed most interested in issues affecting key township decisions, board decisions, issues and trends that impact the township, and strategic goals and action plans.

Resident comments focused feelings of being informed in a timely manner such as "Let us know when important issues are even being considered - I don't appreciate hearing about things one or two days before a meeting." (Respondent 191) and "Inform the community more often and in a timely manner to allow adequate time for community response." (Respondent 245).

Residents want to be made aware of decisions that impact the township. They also want to have ample time to address issues of concern and not feel rushed. Most of those who responded to this question felt positively toward township leaders but want to hear more often and in more detail what the township leadership is doing.

Methods used and preferred to receive information (Questions 7 & 8)

The question addressed the methods were available to or employed by the township to inform township residents of issues and/or coming meetings and events. Eleven (11) forms of communication were listed to identify resident preferences.

The most recognized form of communication by survey responders was the newsletter. Three out of four people in the survey found value in receiving the newsletter and stands far above other methods currently deployed by the township. This result supports *Questions 4 and 5* above where residents commented on the usefulness of getting a newsletter. There is strong evidence to support keeping (and improving) newsletter content and mailing it to households. As supported by the data presented in this report, this is particularly true for those who do not use or have access to the Internet which includes many senior citizens who are unfamiliar or uncomfortable with today's electronic resources.

Nearly all other methods utilized by the township such as the Monitor Charter Township Website and subsequent Facebook pages (i.e., Township and Fire Department pages), township hall billboard, meetings, and local news were utilized by approximately one in four people who responded to this question respectively. Comments by residents reflect some of the issues. Respondent 204 is a representative example, "I didn't realized there was a separate fire dept fb page; since I'm involved that's where I get my info and I think our website needs some work still. It's better than before but the township probably needs a tech person, But that takes \$" and Respondent 31 stated, "I receive all information via the Newsletter, Billboard or local news."

The *Bay City Valley Farmer* (aka *Valley Farmer*) is a public paper the township uses for its announcements. This form of communication by the township received the lowest recognition of all methods used by the township. Most residents in the survey were unaware of this paper. This is reflected in comments regarding the *Valley Farmer*, "Valley Farmer - Don't know what this is" (Respondent 131).

Question 7 identified that residents like the newsletter format and a hardcopy newsletter that is mailed is a desirable method of communication by one-third of responders. However, there is enough evidence to support that other methods

presented should be revisited and explored further to expand readership and usefulness as communications tools.

Device preference for online access (Question 9)

Most survey respondents answered this question regarding preferred devices to use when accessing information online. Two out of three use computers and smartphones. This result is supported by the nearly 90% of households that own or have access to a computer in the township (United States Census Bureau, 2021) . Nearly one in five either preferred to not use the internet or reported they did not have internet access. Of those who did not use the internet, the majority were in the “65 and Over” age group.

This supports the previous analysis for the need to utilize a multi-pronged approach of communication offerings in order to reach a larger number of township residents. One respondent (159) sums up this approach by stating a clear communication theme, "Open communication should be used in various ways, while considering the ages and technical abilities of its residents. You can never have too much communication."

Frequency of email communication (Question 13)

Though less than half of the respondents answered this question, of those who did respond, the consensus was to have an increased frequency of communication. The two top responses were in receiving an email communication monthly and four times a year. The theme of receiving more frequent communication is expressed by Respondent 235, "Perhaps a biweekly or monthly e-blast email with important information or upcoming events/dates etc for that time period?"

Themes to Consider (Q6, Q7b, Q8, Q9, Q10, Q13, Q11, Q15)

With over 400 comments from the survey, grouping the types of responses makes it easier to identify common issues within the comments. Two very clear themes from residents were the need for increased communication and sharing of information regarding township proposals and plans and the other is that there is appreciation to the township leadership.

Word Cloud Representation

In the figures, *Word Cloud 1* and *Word Cloud 2*[†], a visual representation of key words used by respondents in their comments appears. The larger (and darker) the word appears in the “cloud” of words, the more frequently it appeared in respondents’ comments. Reading associated comments related to the words lead to some further themes on what is important. The key words of “applicable” and “township” as the two most often used words supports a theme for making information available to the community. Other words when looked through the lenses of the comments that generated them identify appreciation for the service provided by township leaders (i.e. the word, “satisfied”), but also disapproval (i.e., “dissatisfaction”) occurs when information is received. This word representation provides additional support for the other findings reported.

Survey Limitations and Future Steps

This study contained some limitations that should be considered when conducting future resident surveys. While the results of the survey may not be statistically representative of the population of the township, there are trends that can be noted. Some survey questions made the incorrect assumption that the responder read or received the township newsletter.

Important data analysis notes to recognize: Low response rate relative to population could lead to Non-Response Bias. The skew toward “65 and Over” may indicate an active and concerned older resident population who made the effort to respond. Since the age group “18-29” did not have enough responders to impact any item within the survey, another approach to reach this age group should be explored further.

The timing of this survey may not have been ideal given the timeframe (the summer months) it was distributed. In the future, a different timeframe should be

[†] If reading this document electronically, you can click on the word cloud number to access the figure being discussed.

explored to ensure the highest return levels. It is believed that future surveys sent out for resident input will increase as township communication with the community increases. The greater the demonstration of communication by township leadership, the greater the likelihood of resident participation.

Key Recommendations

The following bullet points summarize recommendations from this report for when considering a communication process for township residents:

- **Age Groups:** Be aware of township residents age groups. Utilize the statistical data available to ensure reaching the most constituents. For example, it is clear there is a large and actively involved senior population. Additionally, there is a large population of young family households.
- **Newsletter Content and Design:** residents like the content found within the newsletter but find the depth of the information lacking. For example, more in-depth reporting of board decisions and earlier notification of important meetings, etc. Standardize the newsletter template to ensure residents can always find the topics of interest.
- **Timely Information:** Residents are concerned that information is not timely nor consistent. Explore ways to provide important and time-sensitive information that will reach the majority of constituents in a timely manner that will allow for resident input.
- **Methods for Communicating:** The current approaches to communicating information has not been adequate for reaching a majority of residents. All methods have some areas that need improvement:
 - Printed Newsletter:(see above)
 - Billboard: Exploration in enhancing should be explored.
 - Valley Farmer: Most residents are unaware of it. This appears to be an inefficient means of disseminating township information. It may be better to find a different source that better reaches constituents or explore better distribution process.
 - Mailings: Increase mailings to include important topics. According to recent Census data, one person in 10 is without a computer. Seniors represent more than one in four residents in the township, and many prefer information mailed to them.
 - Meetings: Provide more information such as providing transcripts of discussion. These can be edited as may be necessary or required.
 - Websites: Identify which websites are township managed websites and link all sites together for easier access. Continue to improve content and

establish a schedule for regular updates, special announcements and maintenance.

- **Email:** It is important to note that based on the township Census, approximately 54% of the township are between 18 and 64 years of age. It is strongly encouraged that the township explore collecting and maintaining a database of residents' email addresses in order to reach a larger number of constituents. This could also serve as a tool for outreach for special events or for providing emergency/time-sensitive information.
- **Frequency of Communication:** Most residents would like to receive information more often than the current twice a year newsletter. Exploration of alternative methods or increasing newsletter frequency should be considered.
- **Electronic Devices:** Nearly 90% of the township owns a computer. From the survey data, many use smartphones. Steps should be taken to ensure that any electronic communication from the township appear properly on such devices or provide access to electronic equipment at the township hall.

Concluding Remarks

Following the approval of the Township Board of Trustees, this survey and subsequent report were conducted to address the concerns of residents that communication, particularly on topics that impact the township and its residents, had not been meeting the community's expectations.

This survey was an attempt to get a sense of what concerns residents had and to begin identifying possible areas for improvement. It should be recognized that this survey was not intended to address all the issues of concerns that residents expressed. As this was the first attempt by the township to obtain feedback from residents using this formal structure, future surveys should be designed to address the other issues of concern only hinted in the survey comments.

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<https://www.census.gov/quickfacts/fact/table/monitorchartertownshipbaycountymichigan,MI/PST045219>

Appendices

Appendix 1: Monitor Township Charts & Tables

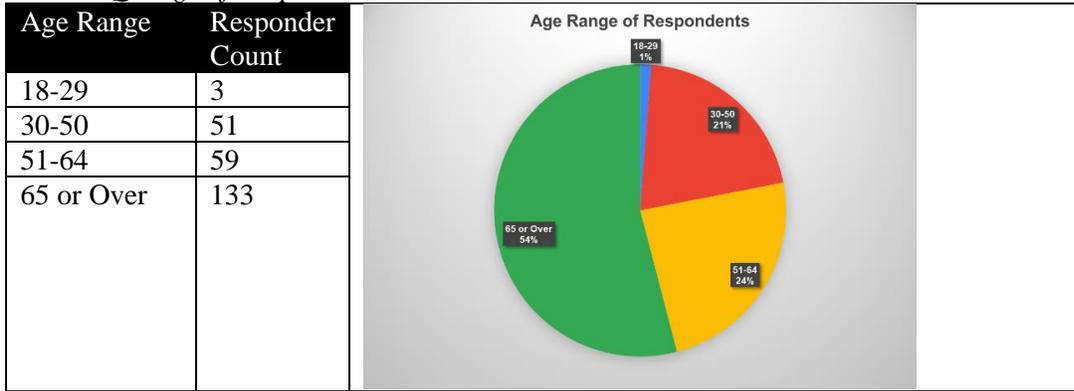
Preliminary Town Census Data 2020 (United States Census Bureau, 2021)

Table 2: Town Census Data

Fact	Data
Population	10, 687
Persons under 18 (%) <i>Implies persons 18 and over</i>	19.5% (~2084) 80.5% (~8603) <i>This is extrapolated</i>
Persons 65 and Over (%)	26.4% (~2,821) or 32.79% of those over 18
Households w/computers (2015-2019)	89.2%
Households w/broadband (highspeed) internet	83.9%
Survey Representation %	~2.8% (246)

Question 3

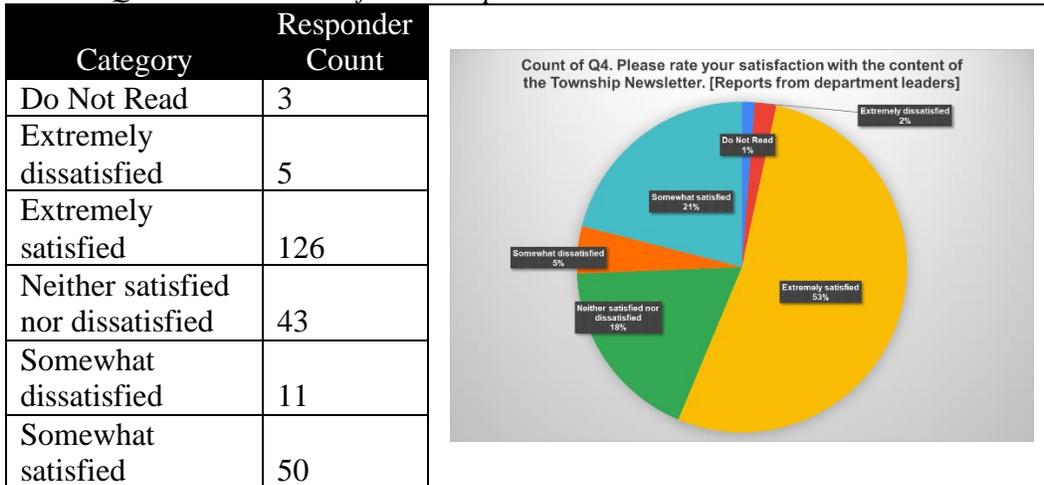
Table 3: Q3-Age of Responders



N=246

Question 4a: Satisfaction with Newsletter Content – Dept. Leader Reports Section

Table 4: Q4a-Newsletter Satisfaction-Dept. Leaders



N=238

Q4b: Satisfaction with Newsletter Content from Elected Officials

Table 5: Q4b-Newsletter Satisfaction-Elected Officials

Category	Responder Count
Extremely satisfied	136
Somewhat satisfied	33
Neither satisfied nor dissatisfied	49
Somewhat dissatisfied	8
Extremely dissatisfied	5
Do Not Read	8

N=239

Q4c: Satisfaction with Newsletter Content: Township Hours

Table 6: Q4c-Newsletter Satisfaction - Township Hours

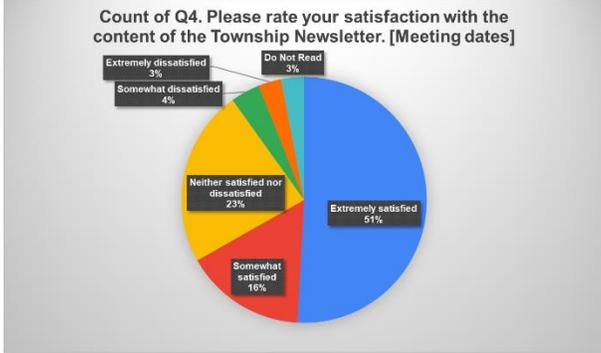
Category	Responder Count
Extremely satisfied	142
Somewhat satisfied	42
Neither satisfied nor dissatisfied	40
Somewhat dissatisfied	4
Extremely dissatisfied	6
Do Not Read	5

N=239

Q4d: Satisfaction with Newsletter Content: Meeting Dates

Table 7: Q4d-Newsletter Satisfaction-Meeting Dates

Category	Responder Count
Extremely satisfied	118
Somewhat satisfied	37
Neither satisfied nor dissatisfied	54
Somewhat dissatisfied	9
Extremely dissatisfied	7
Do Not Read	7



Count of Q4. Please rate your satisfaction with the content of the Township Newsletter. [Meeting dates]

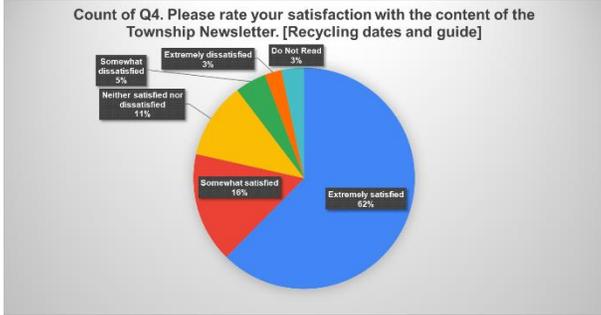
Satisfaction Level	Percentage
Extremely satisfied	51%
Somewhat satisfied	10%
Neither satisfied nor dissatisfied	23%
Somewhat dissatisfied	4%
Extremely dissatisfied	3%
Do Not Read	3%

N=232

Q4e: Satisfaction with Newsletter Content: Recycling Dates and Guide

Table 8: Q4e-Newsletter Satisfaction-Recycling

Category	Responder Count
Extremely satisfied	151
Somewhat satisfied	39
Neither satisfied nor dissatisfied	27
Somewhat dissatisfied	11
Extremely dissatisfied	6
Do Not Read	8



Count of Q4. Please rate your satisfaction with the content of the Township Newsletter. [Recycling dates and guide]

Satisfaction Level	Percentage
Extremely satisfied	62%
Somewhat satisfied	16%
Neither satisfied nor dissatisfied	11%
Somewhat dissatisfied	5%
Extremely dissatisfied	3%
Do Not Read	3%

N=242

Q4f: Satisfaction with Newsletter Content: Reminders

Table 9: Q4f-Newsletter Satisfaction-Reminders

Category	Responder Count
Extremely satisfied	124
Somewhat satisfied	40
Neither satisfied nor dissatisfied	49
Somewhat dissatisfied	10
Extremely dissatisfied	5
Do Not Read	8

N=236

Q5a: Satisfaction with Newsletter Aspect: Amount of Information

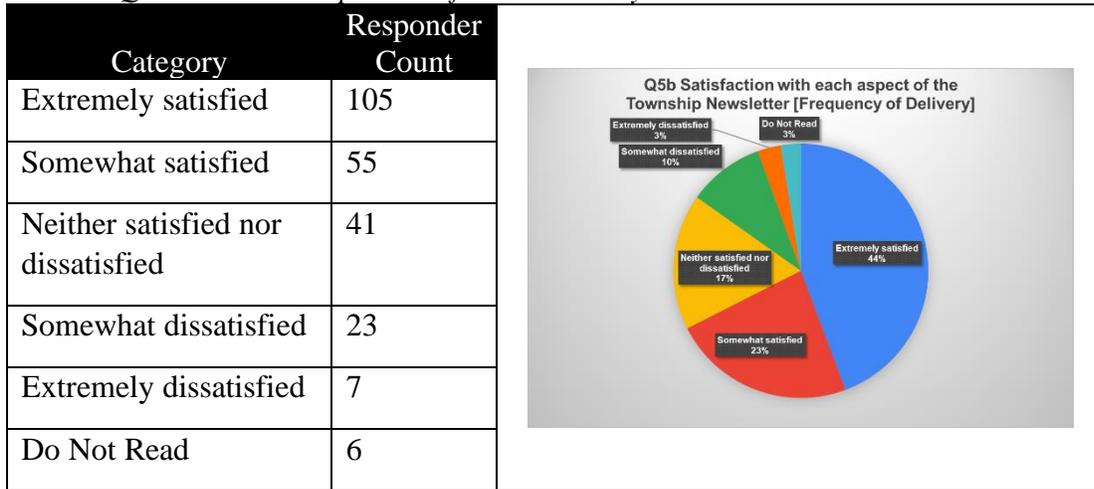
Table 10: Q5a-Newsletter Aspect Satisfaction-Information Amount

Category	Responder Count
Extremely satisfied	117
Somewhat satisfied	57
Neither satisfied nor dissatisfied	36
Somewhat dissatisfied	19
Extremely dissatisfied	5
Do Not Read	6

N=240

Q5b: Satisfaction with Newsletter Aspect: Frequency of Delivery

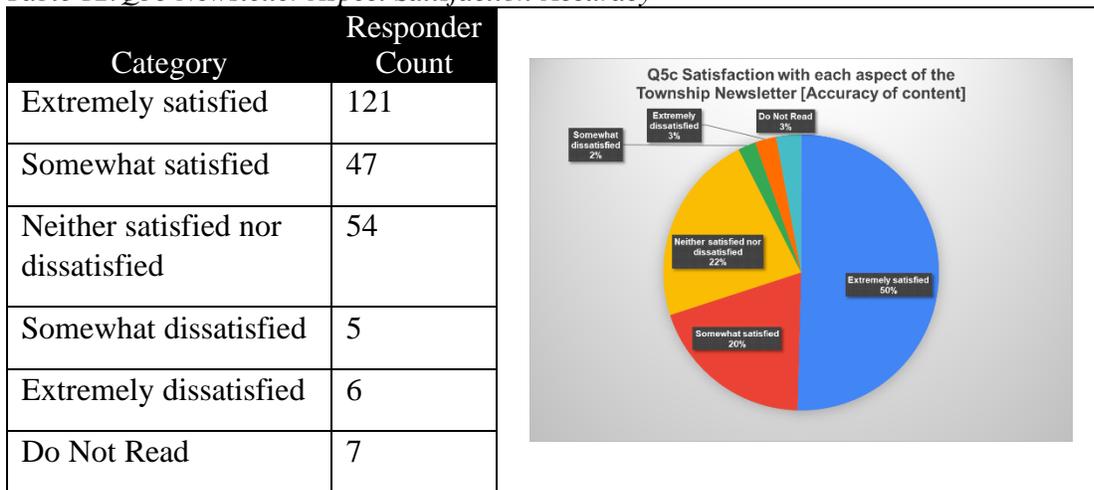
Table 11: Q5b-Newsletter Aspect Satisfaction-Delivery



N=237

Q5c: Satisfaction with Newsletter Aspect: Accuracy of Content

Table 12: Q5c-Newsletter Aspect Satisfaction-Accuracy



N=240

Q5d: Satisfaction with Newsletter Aspect: Relevance of Material

Table 13: Q5d-Newsletter Aspect Satisfaction-Relevance

Category	Responder Count
Extremely satisfied	119
Somewhat satisfied	59
Neither satisfied nor dissatisfied	38
Somewhat dissatisfied	7
Extremely dissatisfied	8
Do Not Read	6

N=237

Q5e: Satisfaction with Newsletter Aspect: Style of Presentation

Table 14: Q5e-Newsletter Aspect Satisfaction-Style

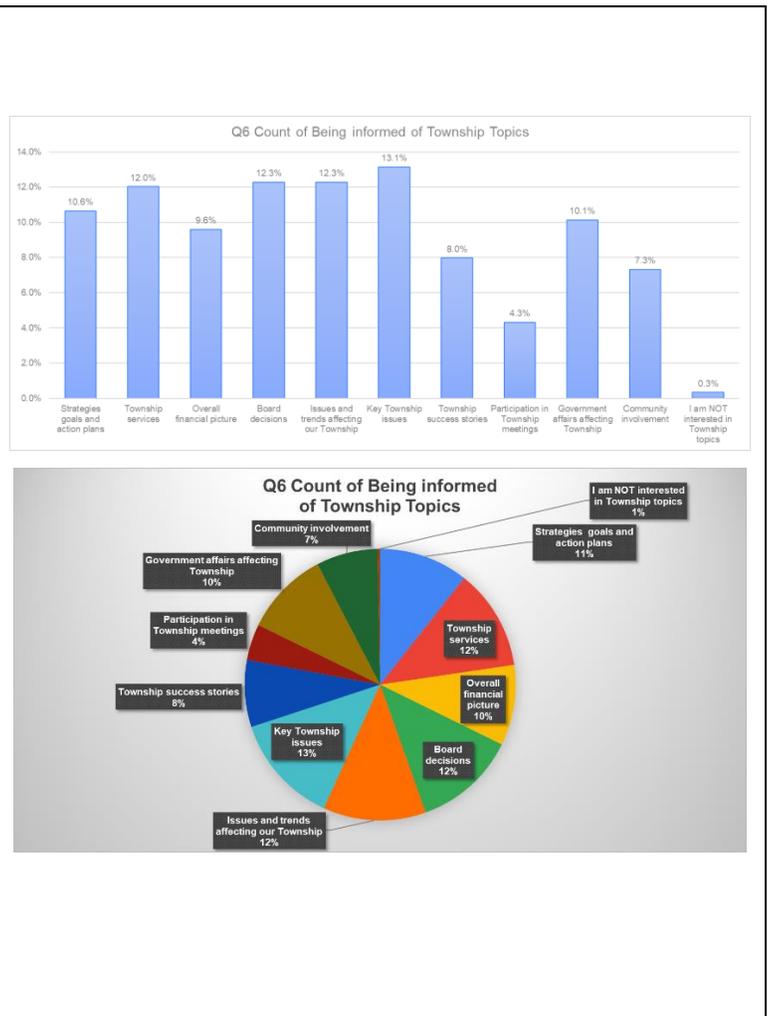
Category	Responder Count
Extremely satisfied	119
Somewhat satisfied	45
Neither satisfied nor dissatisfied	47
Somewhat dissatisfied	11
Extremely dissatisfied	6
Do Not Read	6

N=234

Q6: Interest in Being Informed on Following Topics

Table 15: Q6-Being Informed

Category	Respondent Breakdown
Strategies goals and action plans	163
Township services	184
Overall financial picture	147
Board decisions	188
Issues and trends affecting our Township	188
Key Township issues	201
Township success stories	122
Participation in Township meetings	66
Government affairs affecting Township	155
Community involvement	112
I am NOT interested in Township topics	5
Total	1,531



N=240

Row Labels	Count of Value
Strategies goals and action plans	163
Township services	184
Overall financial picture	147
Board decisions	188
Issues and trends affecting our Township	188
Key Township issues	201
Township success stories	122
Participation in Township meetings	66
Government affairs affecting Township	155
Community involvement	112
I am NOT interested in Township topics	5
Grand Total	1531

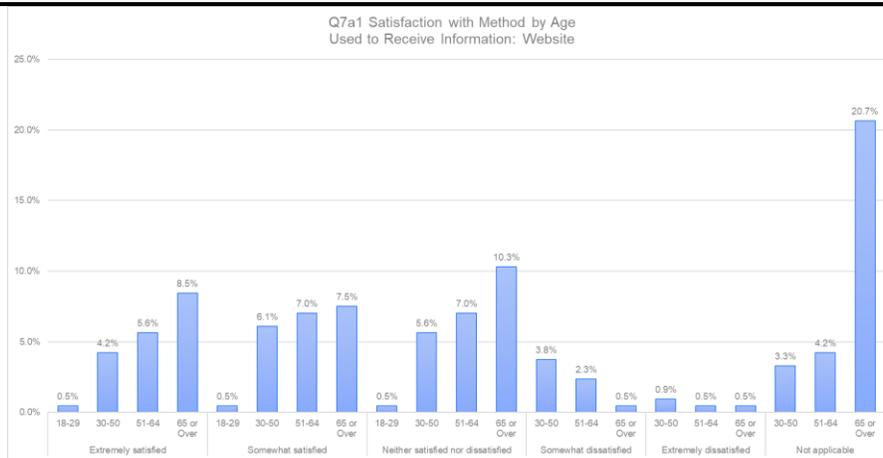
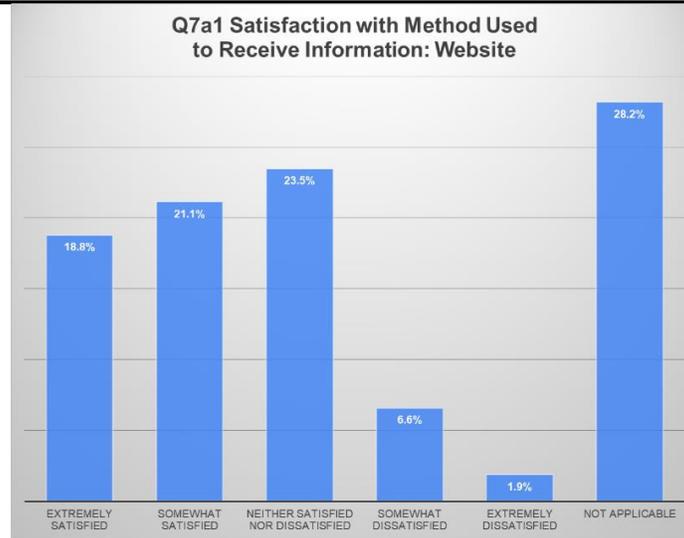
Q6b Other Comments

Table 16: Q6-Being Informed (comments)

Count	Category	Respondent Breakdown
1	All	1
2	ALL topics that affect Monitor residents	1
3	changes to township structure/departments	1
4	Crime in township	1
5	Election (local	1
6	emergency response records	1
7	Excellent Newsletter info Keep up the good work!!	1
8	Future Ideas/development	1
9	Future plans for the township	1
10	I have never received a township flyer.	1
11	I have no computer	1
12	I would like to receive the newsletter (Do not get one.)	1
13	I'm interested in all of it that's why I got involved	1
14	Include Board votes on key issues in newsletter	1
15	Names of Sheriff Dept. Deputies patrolling Monitor TWSP	1
16	national) news that will impact voting.	1
17	Ordinances reminders i.e. fireworks and anti-blight	1
18	plans	1
19	Proposals	1
20	Road Resurfacing Projects!	1
21	state	1
22	This twp has established an orderly ordinance to protect our neighborhoods so that neighbors are protected from each other. We receive information about the twp by reading the twp meeting minutes. The twp has a brand new zoning ordinance. Why then are we reading that these or certain ordinance need to be changed? Why did the twp take years to approve the ordinance only to change them?	1
23	Through the newsletter	1
24	Would like to be informed about marijuana issues in the township. Also about land use for marijuana and energy production use.	1
25	ALL	1
26	ALL Township news	1
27	I would like CPR for my school I would also be able pay cash for my taxes	1
28	Newsletter works for me	1

Q7a1: Satisfaction Method Used to Receive Information: Website

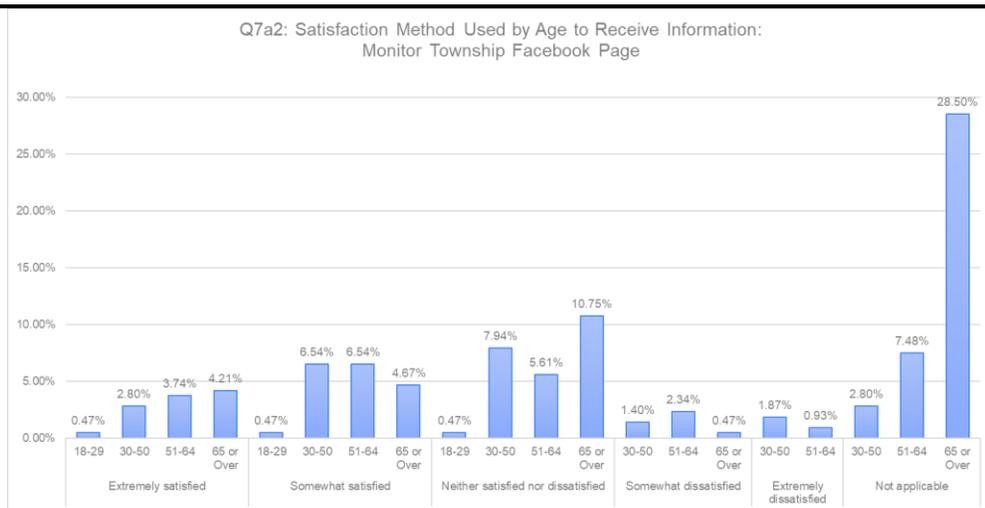
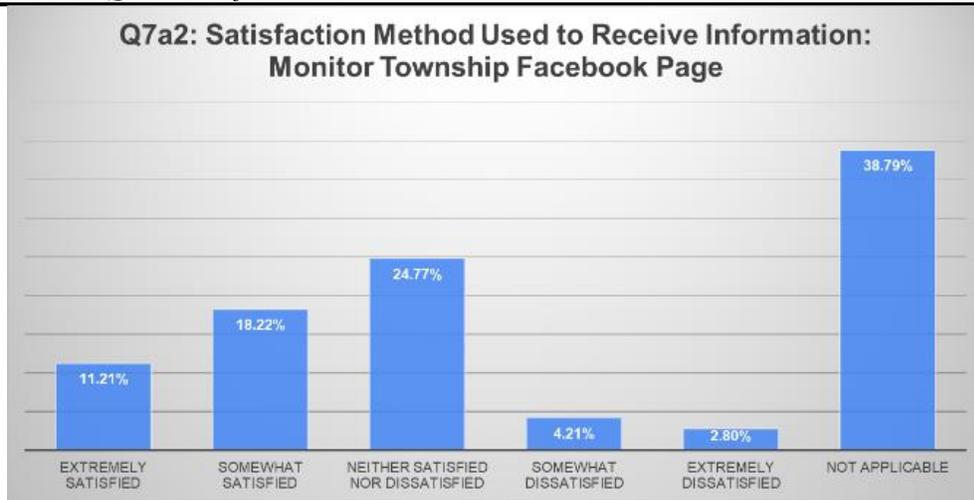
Table 17: Q7a1-Satisfaction-Website



Row Labels	Count of ResponseNum
Extremely satisfied	40
18-29	1
30-50	9
51-64	12
65 or Over	18
Somewhat satisfied	45
18-29	1
30-50	13
51-64	15
65 or Over	16
Neither satisfied nor dissatisfied	50
18-29	1
30-50	12
51-64	15
65 or Over	22
Somewhat dissatisfied	14
30-50	8
51-64	5
65 or Over	1
Extremely dissatisfied	4
30-50	2
51-64	1
65 or Over	1
Not applicable	60
30-50	7
51-64	9
65 or Over	44
Grand Total	213

Q7a2: Satisfaction Method Used to Receive Information: Facebook Page

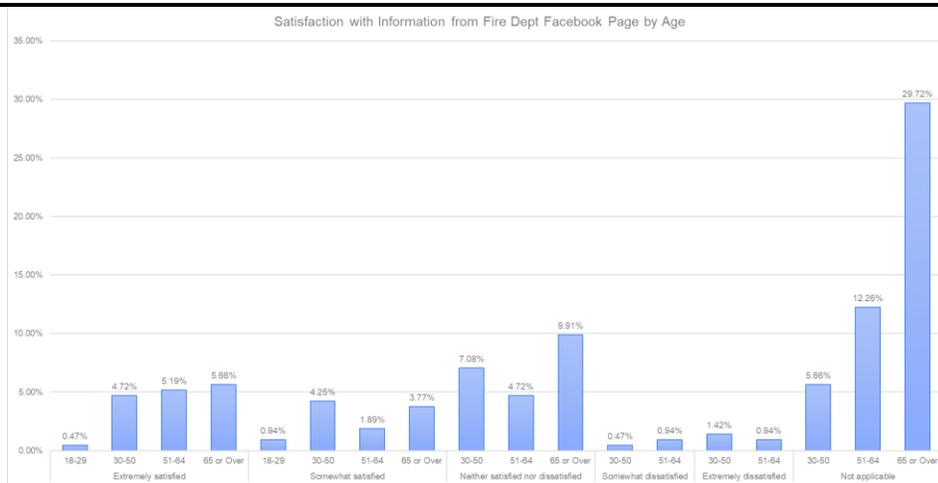
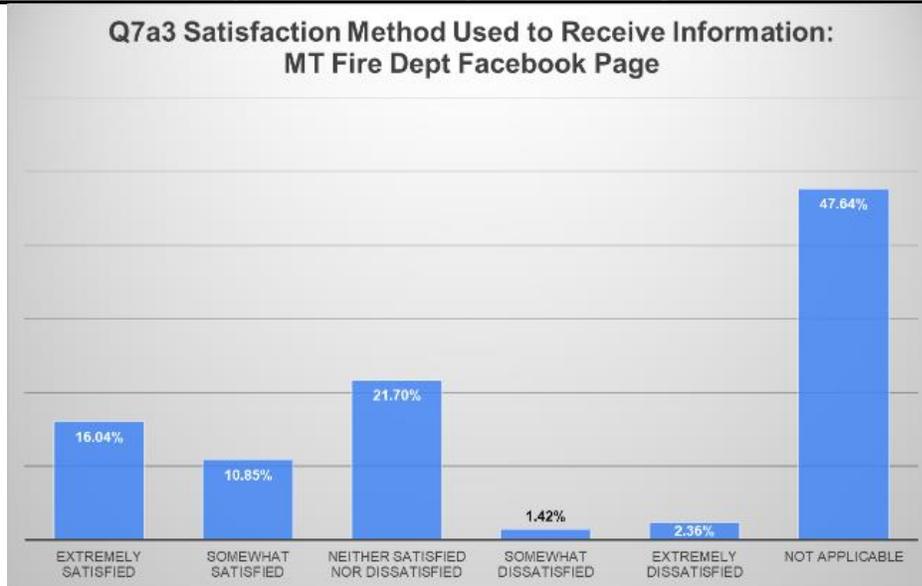
Table 18: Q7a2-Satisfaction-FaceBook



Row Labels	Count of ResponseNum
Extremely satisfied	24
18-29	1
30-50	6
51-64	8
65 or Over	9
Somewhat satisfied	39
18-29	1
30-50	14
51-64	14
65 or Over	10
Neither satisfied nor dissatisfied	53
18-29	1
30-50	17
51-64	12
65 or Over	23
Somewhat dissatisfied	9
30-50	3
51-64	5
65 or Over	1
Extremely dissatisfied	6
30-50	4
51-64	2
Not applicable	83
30-50	6
51-64	16
65 or Over	61
Grand Total	214

Q7a3: Satisfaction Method Used to Receive Information: MT Fire Dept Facebook Page

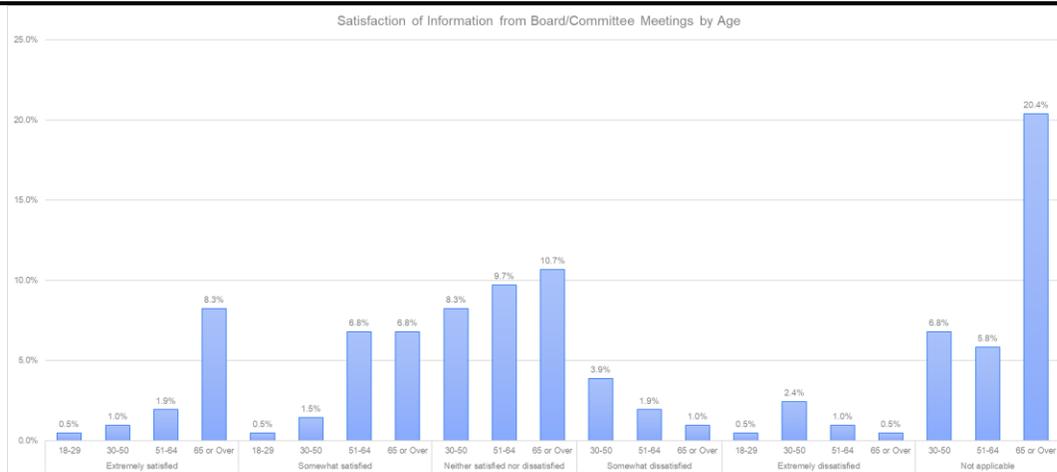
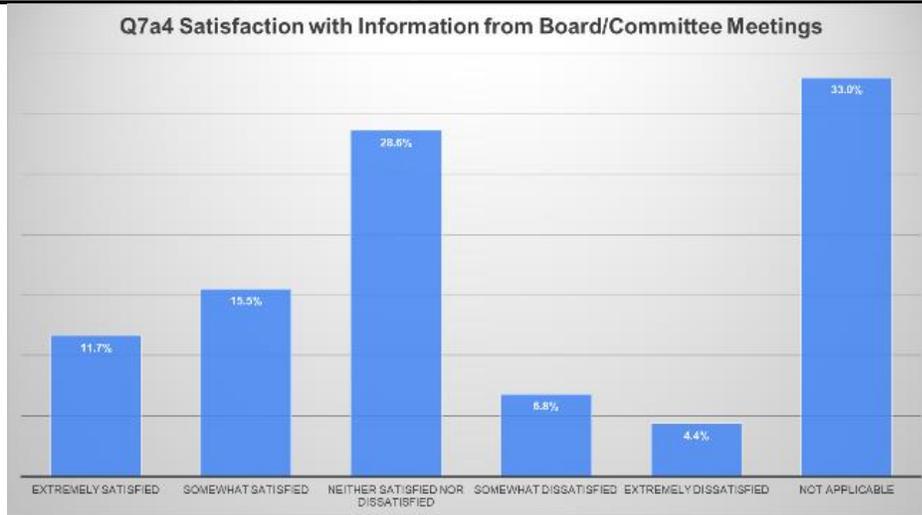
Table 19: Q7a3-Satisfaction-MT Fire Dept. Facebook Page



Row Labels	Count of ResponseNum
Extremely satisfied	34
18-29	1
30-50	10
51-64	11
65 or Over	12
Somewhat satisfied	23
18-29	2
30-50	9
51-64	4
65 or Over	8
Neither satisfied nor dissatisfied	46
30-50	15
51-64	10
65 or Over	21
Somewhat dissatisfied	3
30-50	1
51-64	2
Extremely dissatisfied	5
30-50	3
51-64	2
Not applicable	101
30-50	12
51-64	26
65 or Over	63
Grand Total	212

Q7a4: Satisfaction Method Used to Receive Information: Board/Committee Meetings

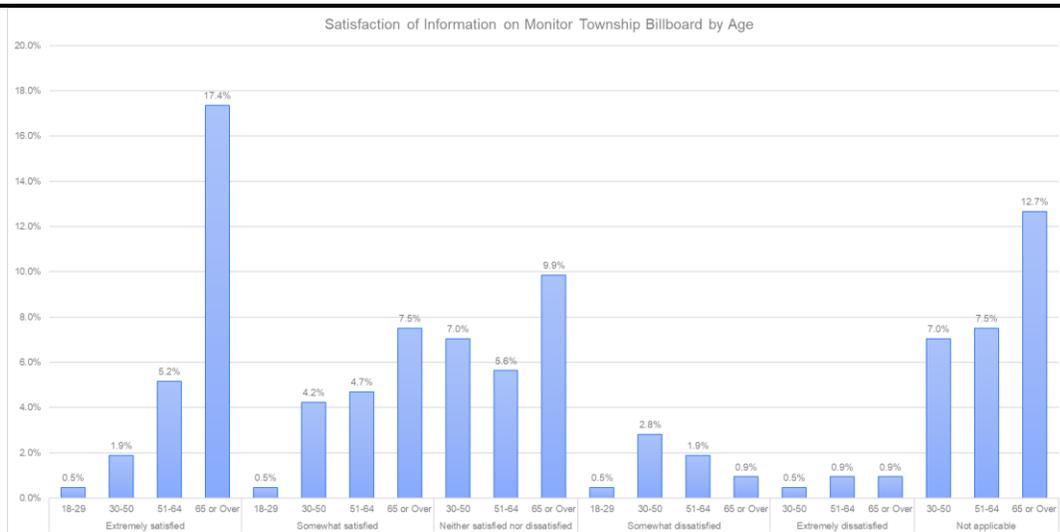
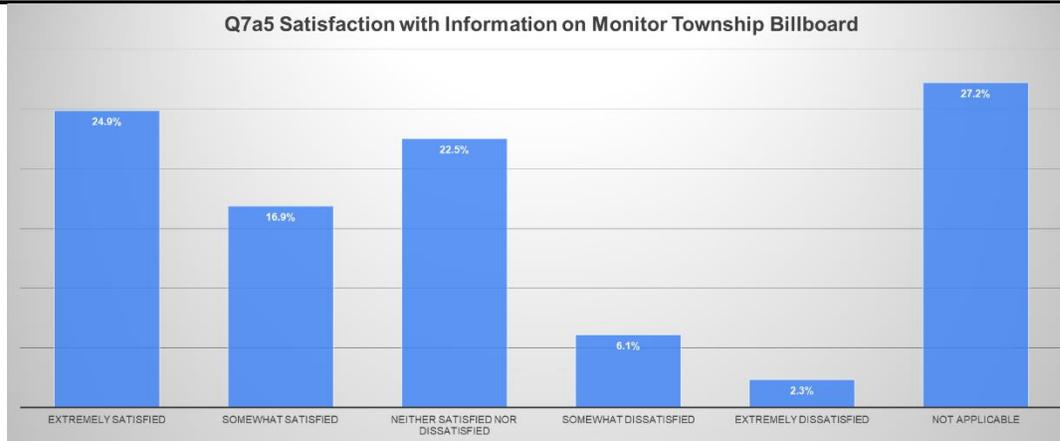
Table 20: Q7a4-Satisfaction-Meetings



Row Labels	Count of ResponseNum
Extremely satisfied	24
18-29	1
30-50	2
51-64	4
65 or Over	17
Somewhat satisfied	32
18-29	1
30-50	3
51-64	14
65 or Over	14
Neither satisfied nor dissatisfied	59
30-50	17
51-64	20
65 or Over	22
Somewhat dissatisfied	14
30-50	8
51-64	4
65 or Over	2
Extremely dissatisfied	9
18-29	1
30-50	5
51-64	2
65 or Over	1
Not applicable	68
30-50	14
51-64	12
65 or Over	42
Grand Total	206

Q7a5: Satisfaction Method Used to Receive Information: Billboard

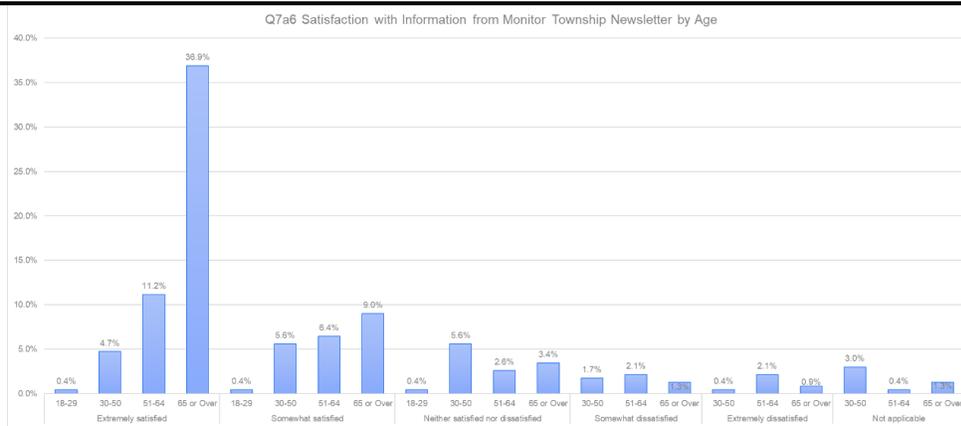
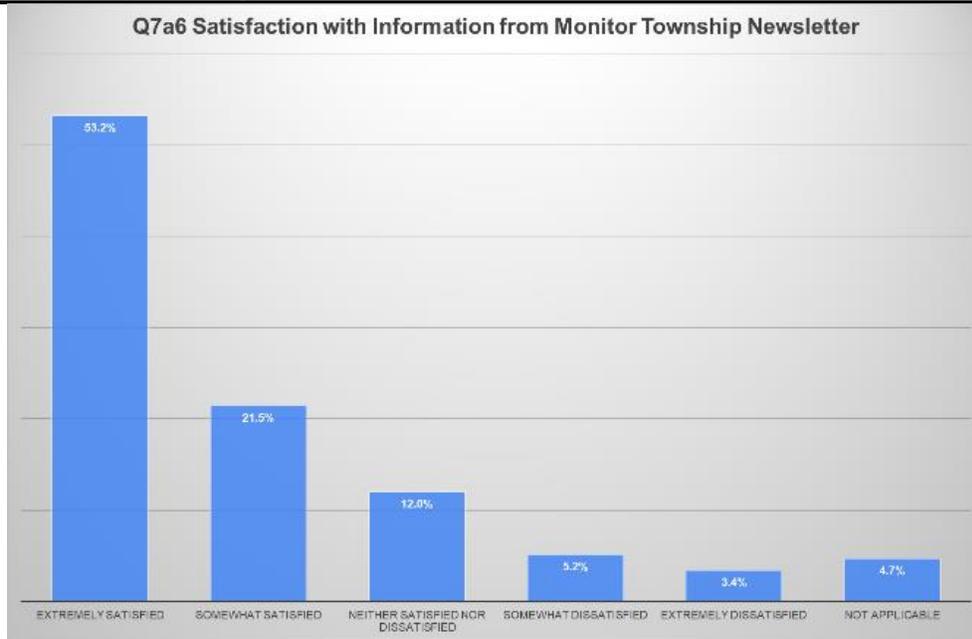
Table 21: Q7a5-Satisfaction-Billboard



Row Labels	Count of ResponseNum
Extremely satisfied	53
18-29	1
30-50	4
51-64	11
65 or Over	37
Somewhat satisfied	36
18-29	1
30-50	9
51-64	10
65 or Over	16
Neither satisfied nor dissatisfied	48
30-50	15
51-64	12
65 or Over	21
Somewhat dissatisfied	13
18-29	1
30-50	6
51-64	4
65 or Over	2
Extremely dissatisfied	5
30-50	1
51-64	2
65 or Over	2
Not applicable	58
30-50	15
51-64	16
65 or Over	27
Grand Total	213

Q7a6: Satisfaction Method Used to Receive Information: MT Newsletter

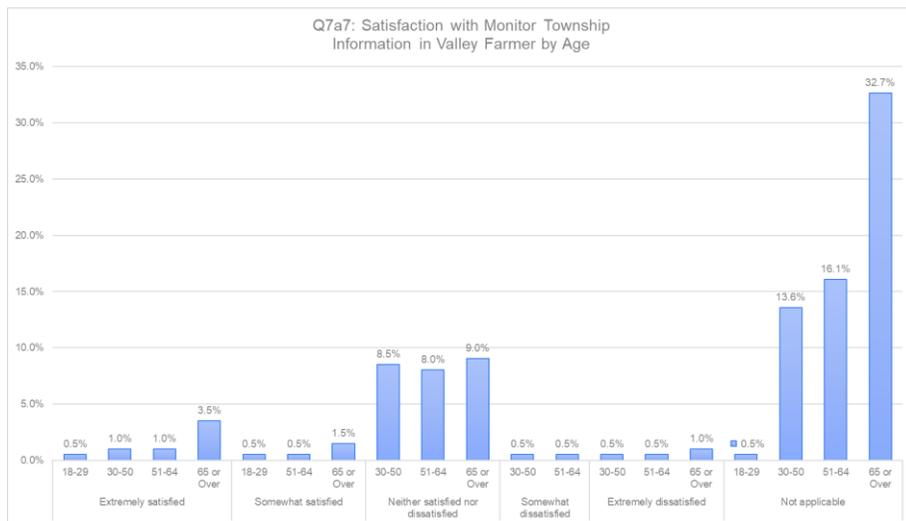
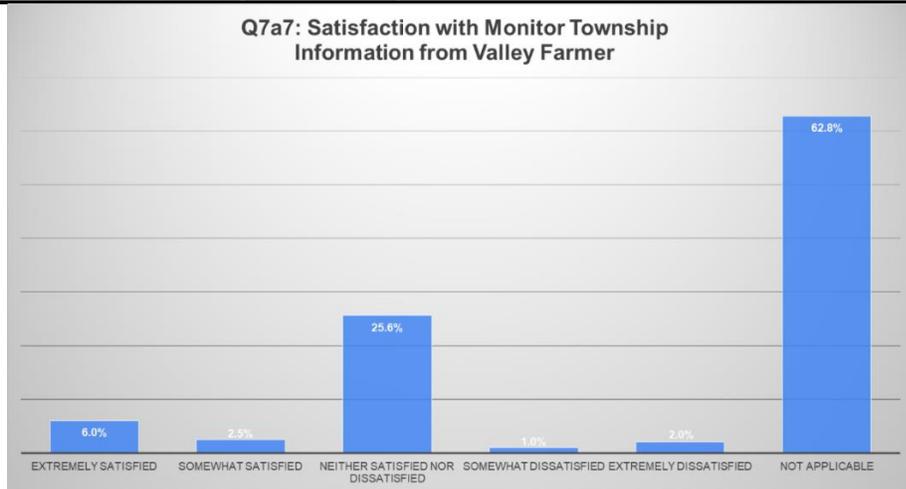
Table 22: Q7a6-Satisfaction-MT Newsletter



Row Labels	Count of Response Num
Extremely satisfied	124
18-29	1
30-50	11
51-64	26
65 or Over	86
Somewhat satisfied	50
18-29	1
30-50	13
51-64	15
65 or Over	21
Neither satisfied nor dissatisfied	28
18-29	1
30-50	13
51-64	6
65 or Over	8
Somewhat dissatisfied	12
30-50	4
51-64	5
65 or Over	3
Extremely dissatisfied	8
30-50	1
51-64	5
65 or Over	2
Not applicable	11
30-50	7
51-64	1
65 or Over	3
Grand Total	233

Q7a7: Satisfaction Method Used to Receive Information: Valley Farmer

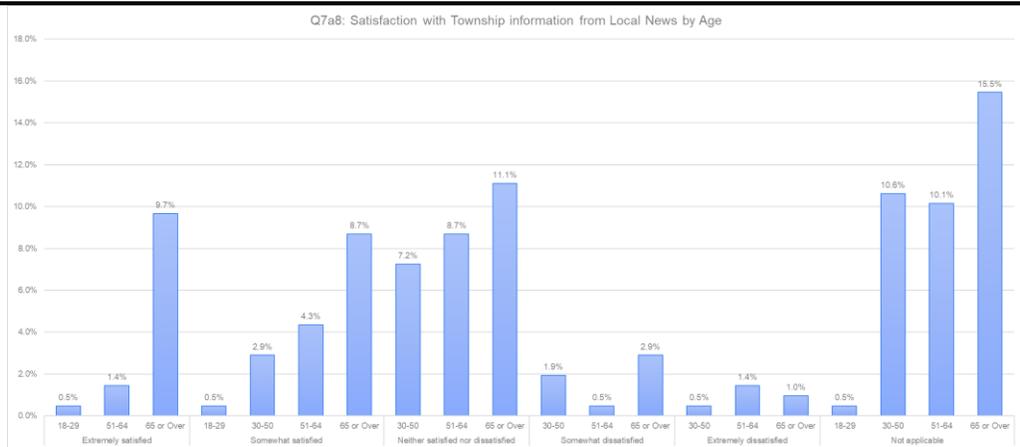
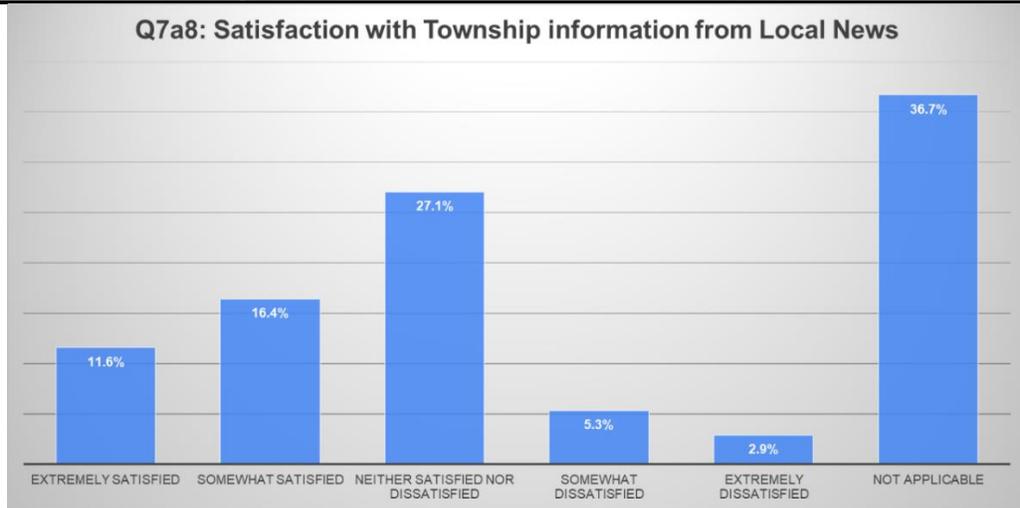
Table 23: Q7a7-Satisfaction-Valley Farmer



Row Labels	Count of ResponseNum
Extremely satisfied	12
18-29	1
30-50	2
51-64	2
65 or Over	7
Somewhat satisfied	5
18-29	1
51-64	1
65 or Over	3
Neither satisfied nor dissatisfied	51
30-50	17
51-64	16
65 or Over	18
Somewhat dissatisfied	2
30-50	1
51-64	1
Extremely dissatisfied	4
30-50	1
51-64	1
65 or Over	2
Not applicable	125
18-29	1
30-50	27
51-64	32
65 or Over	65
Grand Total	199

Q7a8: Satisfaction Method Used to Receive Information: Local News

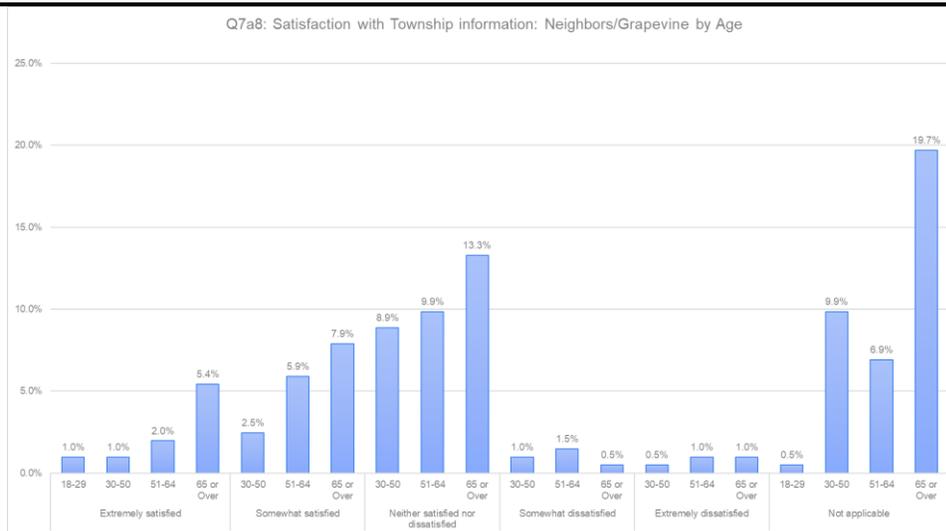
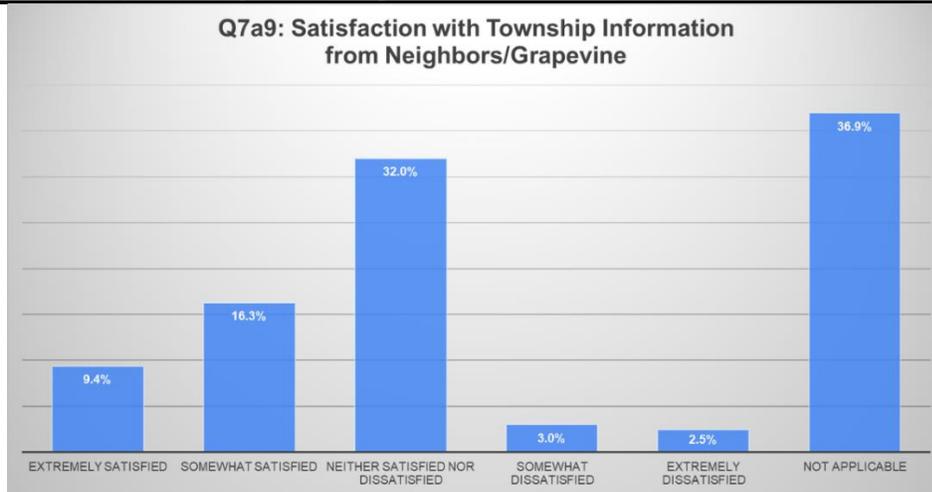
Table 24: Q7a8-Satisfaction-Local News



Row Labels	Count of Response Num
Extremely satisfied	24
18-29	1
51-64	3
65 or Over	20
Somewhat satisfied	34
18-29	1
30-50	6
51-64	9
65 or Over	18
Neither satisfied nor dissatisfied	56
30-50	15
51-64	18
65 or Over	23
Somewhat dissatisfied	11
30-50	4
51-64	1
65 or Over	6
Extremely dissatisfied	6
30-50	1
51-64	3
65 or Over	2
Not applicable	76
18-29	1
30-50	22
51-64	21
65 or Over	32
Grand Total	207

Q7a9: Satisfaction Method Used to Receive Information: Neighbors/Grapevine

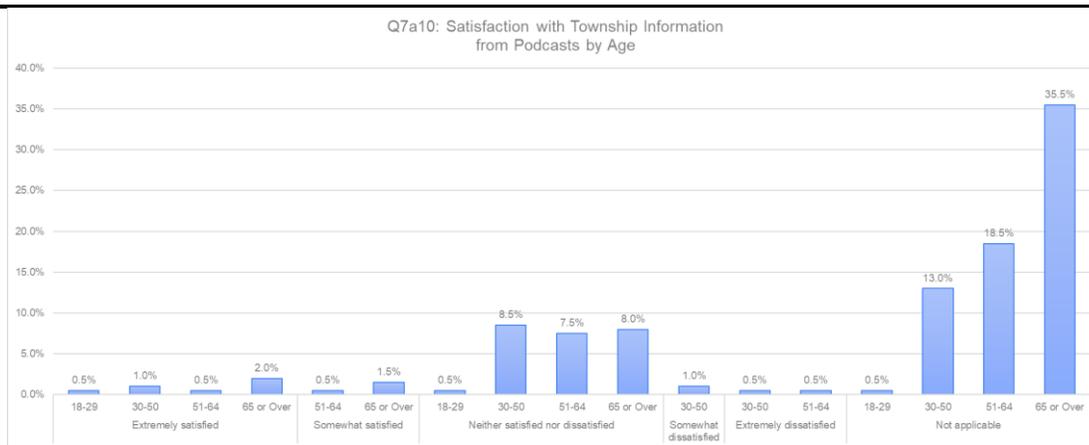
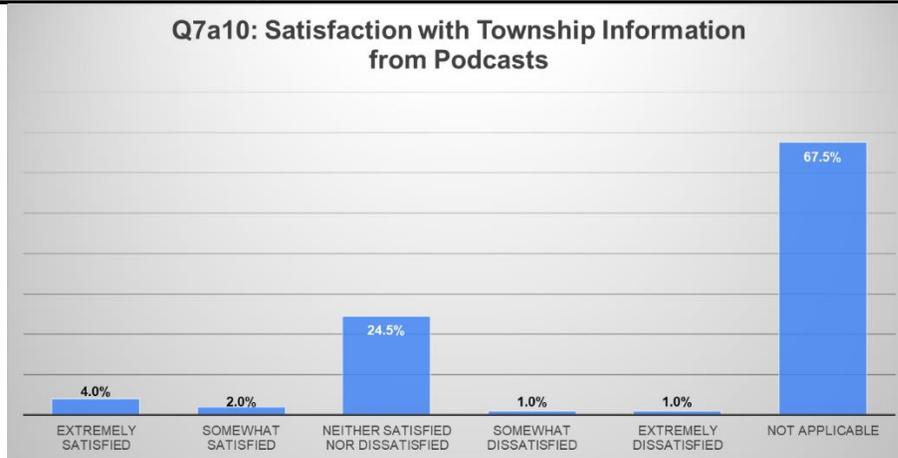
Table 25: Q7a9-Satisfaction-Neighbors



Row Labels	Count of ResponseNum
Extremely satisfied	19
18-29	2
30-50	2
51-64	4
65 or Over	11
Somewhat satisfied	33
30-50	5
51-64	12
65 or Over	16
Neither satisfied nor dissatisfied	65
30-50	18
51-64	20
65 or Over	27
Somewhat dissatisfied	6
30-50	2
51-64	3
65 or Over	1
Extremely dissatisfied	5
30-50	1
51-64	2
65 or Over	2
Not applicable	75
18-29	1
30-50	20
51-64	14
65 or Over	40
Grand Total	203

Q7a10: Satisfaction Method Used to Receive Information: Podcasts

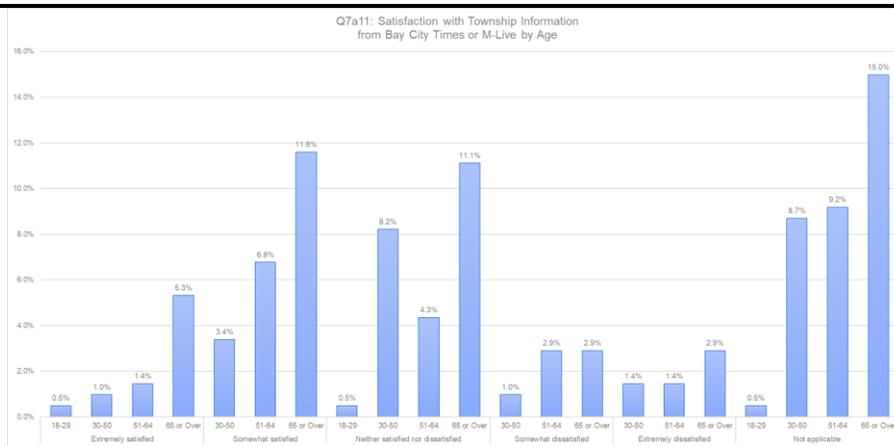
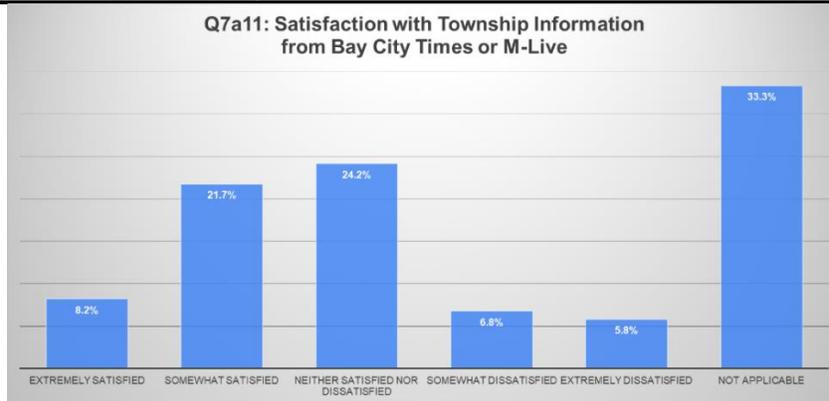
Table 26: Q7a10-Satisfaction-Podcasts



Row Labels	Count of ResponseNum
Extremely satisfied	8
18-29	1
30-50	2
51-64	1
65 or Over	4
Somewhat satisfied	4
51-64	1
65 or Over	3
Neither satisfied nor dissatisfied	49
18-29	1
30-50	17
51-64	15
65 or Over	16
Somewhat dissatisfied	2
30-50	2
Extremely dissatisfied	2
30-50	1
51-64	1
Not applicable	135
18-29	1
30-50	26
51-64	37
65 or Over	71
Grand Total	200

Q7a11: Satisfaction Method Used to Receive Information: Bay City Times/M-Live

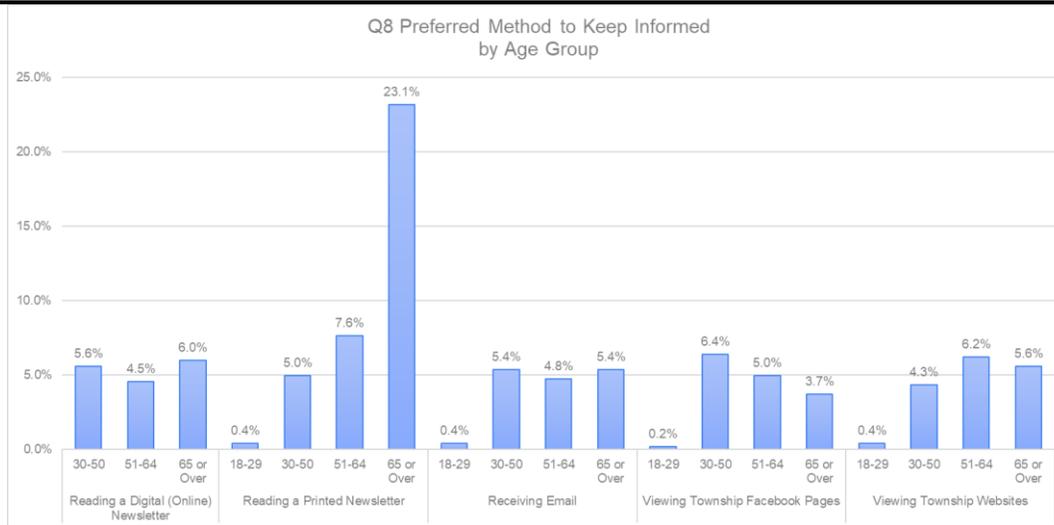
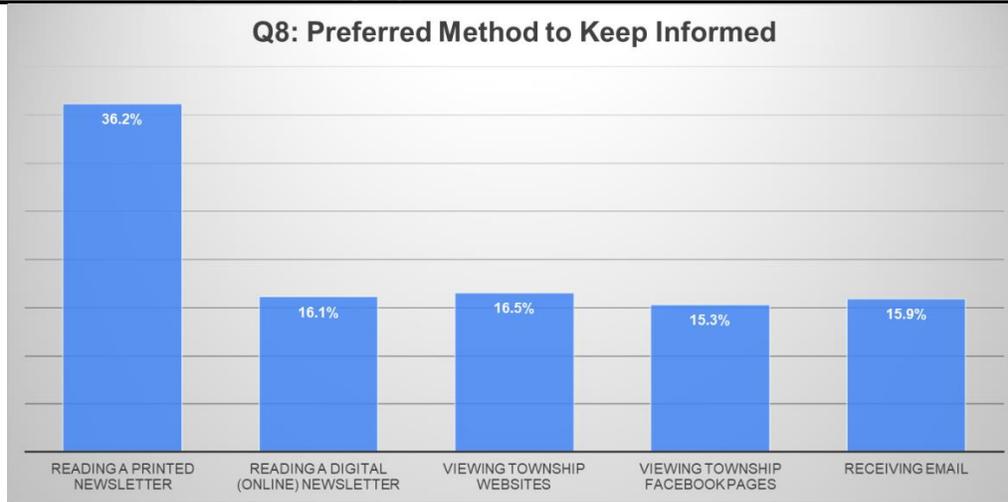
Table 27: Q7a11-Satisfaction-BCT/M-Live



Row Labels	Count of ResponseNum
Extremely satisfied	17
18-29	1
30-50	2
51-64	3
65 or Over	11
Somewhat satisfied	45
30-50	7
51-64	14
65 or Over	24
Neither satisfied nor dissatisfied	50
18-29	1
30-50	17
51-64	9
65 or Over	23
Somewhat dissatisfied	14
30-50	2
51-64	6
65 or Over	6
Extremely dissatisfied	12
30-50	3
51-64	3
65 or Over	6
Not applicable	69
18-29	1
30-50	18
51-64	19
65 or Over	31
Grand Total	207

Q8: Preferred Method to Keep Informed

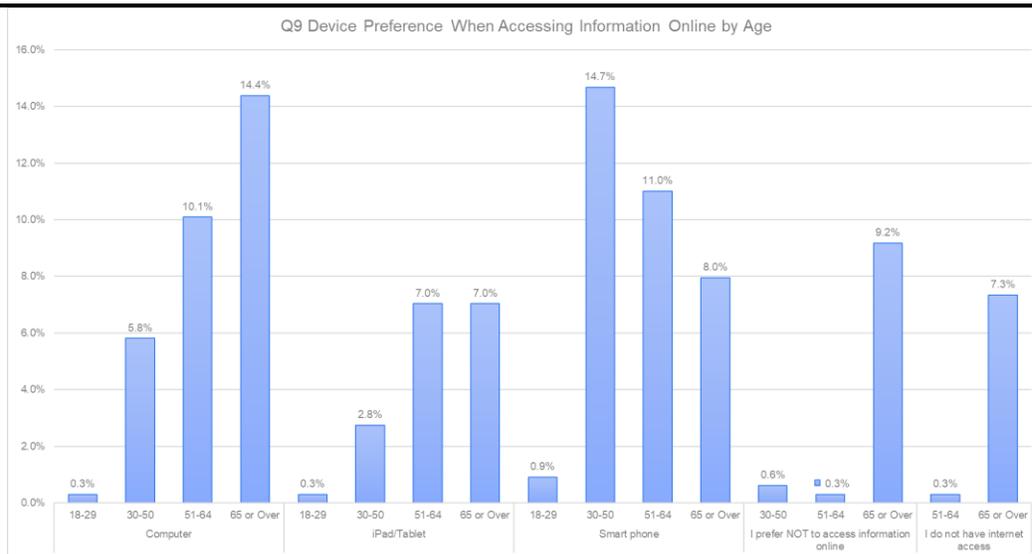
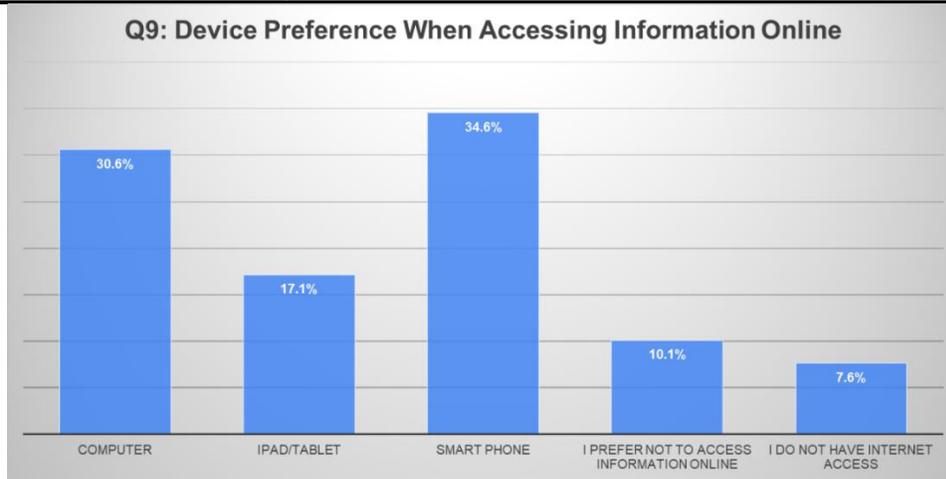
Table 28: Q8-Preferred to Keep Informed



Row Labels	Count of Responses	Num
Reading a Digital (Online) Newsletter		78
30-50	27	
51-64	22	
65 or Over	29	
Reading a Printed Newsletter		175
18-29	2	
30-50	24	
51-64	37	
65 or Over	112	
Receiving Email		77
18-29	2	
30-50	26	
51-64	23	
65 or Over	26	
Viewing Township Facebook Pages		74
18-29	1	
30-50	31	
51-64	24	
65 or Over	18	
Viewing Township Websites		80
18-29	2	
30-50	21	
51-64	30	
65 or Over	27	
Grand Total		484

Q9: Device Preference When Accessing Information Online

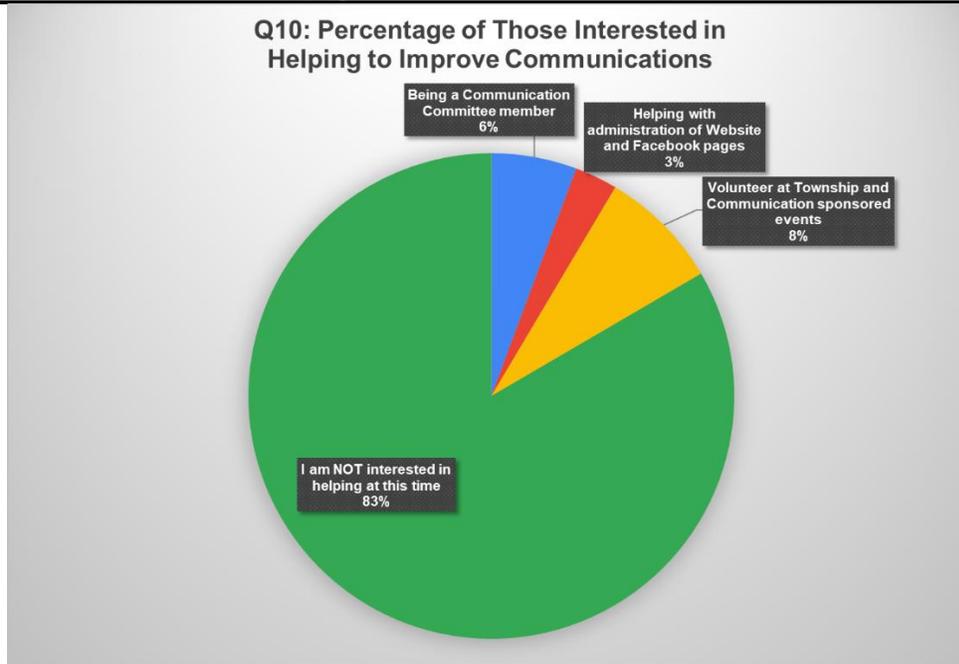
Table 29: Q9-Device Preference



Row Labels	Count of ResponseNum
Computer	100
18-29	1
30-50	19
51-64	33
65 or Over	47
iPad/Tablet	56
18-29	1
30-50	9
51-64	23
65 or Over	23
Smart phone	113
18-29	3
30-50	48
51-64	36
65 or Over	26
I prefer NOT to access information online	33
30-50	2
51-64	1
65 or Over	30
I do not have internet access	25
51-64	1
65 or Over	24
Grand Total	327

Q10: Interested in Helping to Improve Communications

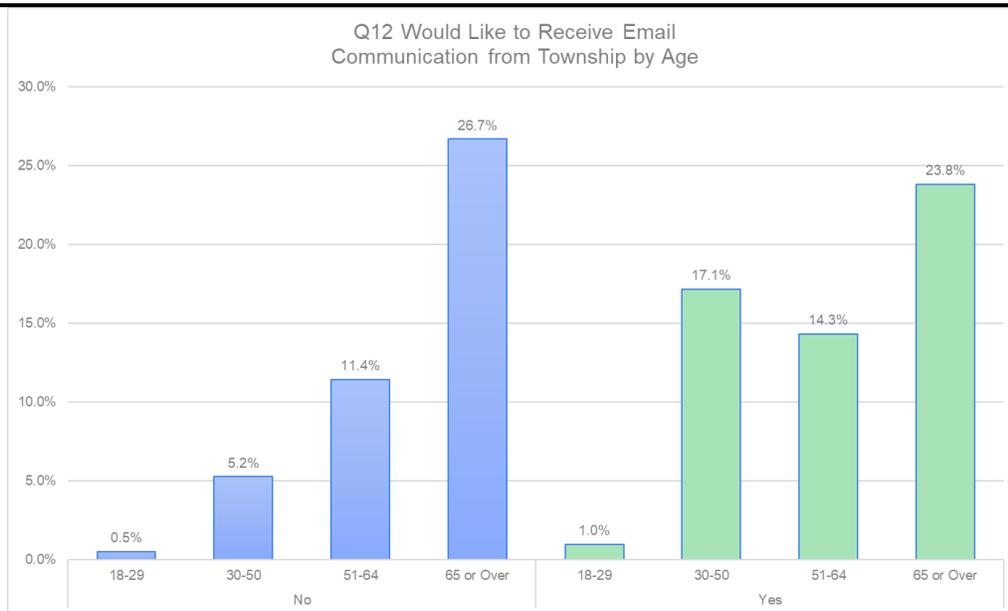
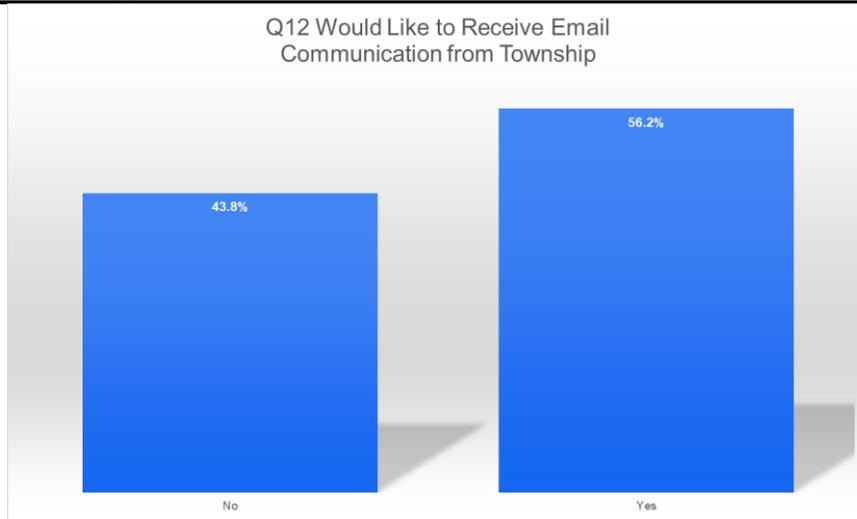
Table 30: Q10-Interest to Help



Row Labels	Count of ResponseNum
Being a Communication Committee member	12
Helping with administration of Website and Facebook pages	6
Volunteer at Township and Communication sponsored events	17
I am NOT interested in helping at this time	176
Grand Total	211

Q12: Would Like to Receive Email Communication from Township

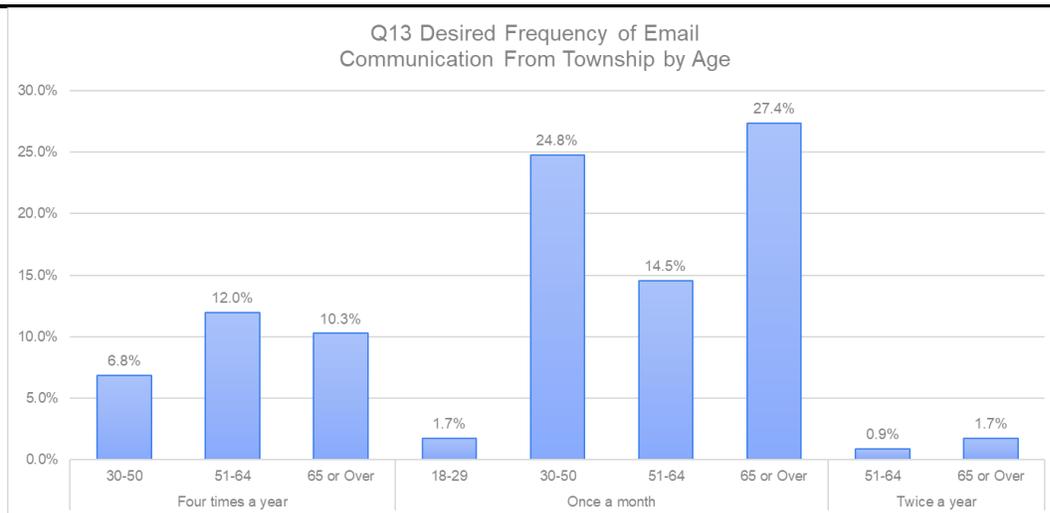
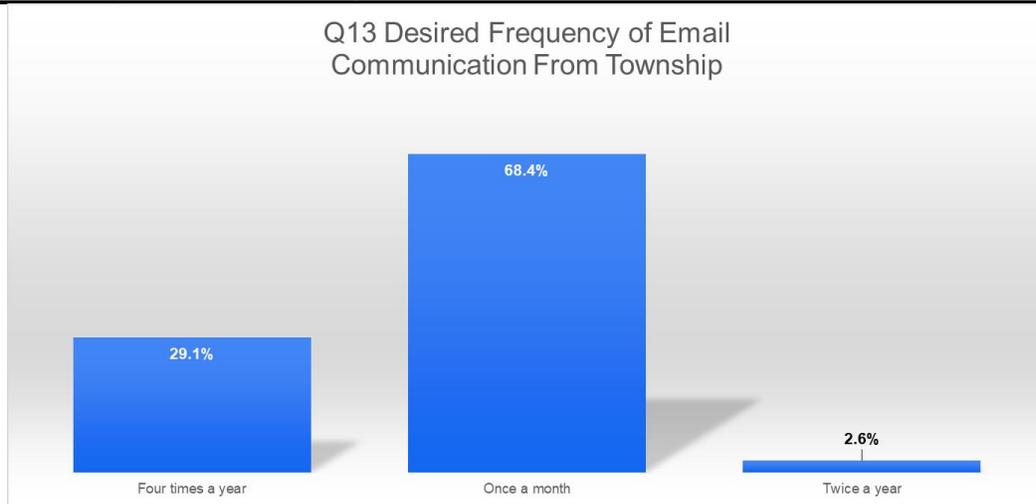
Table 31: Q12-Receive Email



Row Labels	Count of Response	Num
No		92
18-29		1
30-50		11
51-64		24
65 or Over		56
Yes		118
18-29		2
30-50		36
51-64		30
65 or Over		50
Grand Total		210

Q13: Desired Frequency of Email Communication

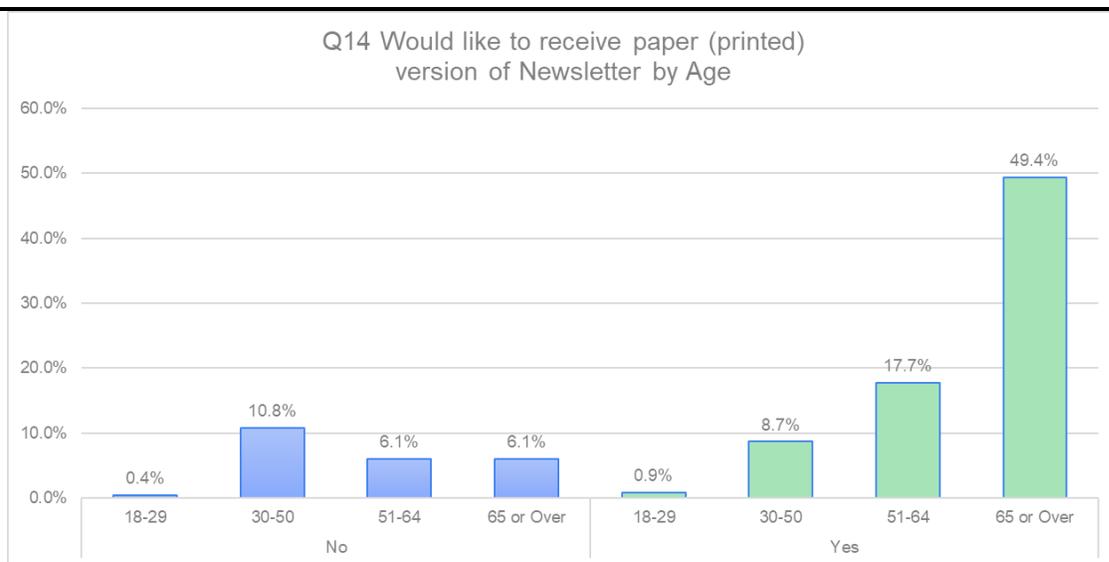
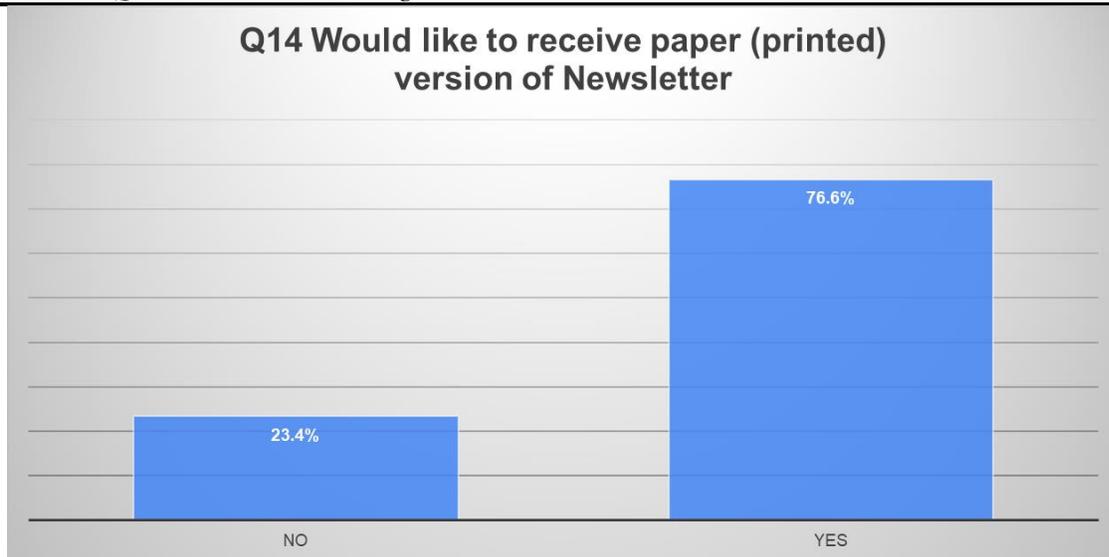
Table 32: Q13-Email Frequency



Row Labels	Count of Response	Num
Four times a year		34
30-50	8	
51-64	14	
65 or Over	12	
Once a month		80
18-29	2	
30-50	29	
51-64	17	
65 or Over	32	
Twice a year		3
51-64	1	
65 or Over	2	
Grand Total		117

Q14: Would like to receive paper (printed) Newsletter

Table 33: Q14-Interest in Receiving Print Newsletter



Row Labels	Count of Response	Num
<input checked="" type="checkbox"/> No		54
18-29		1
30-50		25
51-64		14
65 or Over		14
<input checked="" type="checkbox"/> Yes		177
18-29		2
30-50		20
51-64		41
65 or Over		114
Grand Total		231

Qualitative Tables – Open-Ended Responses
(Items with Other)

Q6: Interest in Being Informed on Following Topics (Other Responses)

Table 34: Q6-Being Informed (Other)

3	Crime in township
3	emergency response records
12	I have never received a township flyer.
23	Names of Sheriff Dept. Deputies patrolling Monitor TWSP
29	I would like CPR for my school I would also be able pay cash for my taxes
32	I have no computer
37	Excellent Newsletter info Keep up the good work!!
41	Newsletter works for me
53	Proposals
53	plans
53	changes to township structure/departments
64	Ordinances reminders i.e. fireworks and anti-blight
113	Future plans for the township
133	Road Resurfacing Projects!
151	ALL Township news
153	Through the newsletter
155	This twp has established an orderly ordinance to protect our neighborhoods so that neighbors are protected from each other. We receive information about the twp by reading the twp meeting minutes. The twp has a brand new zoning ordinance. Why then are we reading that these or certain ordinance need to be changed? Why did the twp take years to approve the ordinance only to change them?
170	Would like to be informed about marijuana issues in the township. Also about land use for marijuana and energy production use.
191	ALL topics that affect Monitor residents
202	Future Ideas/development
204	I'm interested in all of it that's why I got involved
206	Election (local
206	state
206	national) news that will impact voting.
209	Include Board votes on key issues in newsletter
210	I would like to receive the newsletter (Do not get one.)

Q8: Preferred Method to Keep Informed (Other)

Table 35: Q8-Kept Informed (Other)

ResponseNum	Q3. Your age range:	Q8. I would prefer being kept informed by the Township by: (Select all that apply.)
32	65 or Over	News letter
200	51-64	Email with newsletter .pdf attached. Have never received a printed newsletter in the mail
200	51-64	nor the printed survey.
204	51-64	I'm good w/ whatever

Q9: Device Preference When Accessing Information Online

Table 36: Q9-Device Preference (Other)

ResponseNum	Q3. Your age range:	Q9. The device I prefer to use when accessing information online is a: (Select all that a
35	65 or Over	Mailed news
44	65 or Over	I do not have email/on-line service (prefer phone or newsprint)
61	65 or Over	none
135	65 or Over	newsletter
153	65 or Over	not online
211	65 or Over	No computer

Q10: Interested in Helping to Improve Communications (Other)

Table 37: Q10-Interest in Helping (Other)

ResponseNum	Q3. Your age range:	Q10. I would be interested in helping to improve communications between the Township and the residents by: (Select all that apply.)
37	65 or Over	Perhaps if I should ever retire
37	65 or Over	I might consider working the voting polls
51	65 or Over	Maybe
147	65 or Over	not able
156	65 or Over	Disabled
181	51-64	Attending meetings
182	51-64	No time right now
188	65 or Over	Too Old (93)
204	51-64	if I can help - let me know
223	65 or Over	unable
229	30-50	Once I settle into my new job I would consider volunteering or helping in some way. I just need the dust to settle first!
237	65 or Over	Due to lack of mobility
237	65 or Over	I am unable to participate.
242	51-64	I am not able to assist at this time.

Q13: Desired Frequency of Email Communication (Other)

Table 38: Q13-Email Frequency (Other)

Row Labels	Count of ResponseNum
--	1
as often as needed	1
DNA	1
if available	1
Mail us letters	1
Monthly, and others as needed on a specific problem or issue the township is wrestling with.	1
N.A.	1
N/A	1
NA	1
Never	1
None	2
Once a month & more often for important communication	1
Once a month or ASAP when there's an emergency	1
Once per month and more often on current topics such as township spending.	1
ONLY for something noteworthy or urgent	1
When ever needed	1
when pertinent	1
Whenever	1
Whenever deemed necessary by Twp. administrators	1
Whenever new information will affect residents	1
Whenever possible	1
While monthly emails would be nice, residents must take into consideration the number of staffing hours to assemble a newsletter or any other type of information. Handy links in Facebook postings may be sufficient in lieu of managing a large database of email addresses.	1
Grand Total	23

Q7b, Q11, Q15: Full Open-Ended Comments

All open-ended comments for Questions, 7b, 11, and 15 were coded and can be found in the separate document labeled: *Appendix 2: Monitor Township Comments.*

37 Total Code System for Open-ended Questions (Q7b, Q11, Q15)

Table 39: Grouped Comments (Code System)

Code System			
Code System			441
• Newsletter Frequency			4
• Communication Viewpoint			7
• Recent/New Resident			3
• Misc			1
• Questions			3
• Address Supplied			3
• Requests/comments			78
• Residents Feelings about Township Management			0
• Negative			17
• Positive			31
• Township Current Methods to Communicate			0
• Valley Farmer			3
• Meetings			3
• Mailings			2
• Survey			3
• FaceBook Pages			6
• Websites			7
• Newsletter			15
• Grapevine/Neighbors			3
• Billboard			1
• Happy for Any Input			1
• Obtain Communications/Marketing			1
• Communication Preference			0
• Facebook Page			1
• Meetings			1
• Websites			4
• Mailings			0
• Billboard			1
• Email			5
• Online Newsletter Preferred			2
• Emailed Newsletter Preferred			2
• Mailed and Printed Newsletter Preferred			8
• Everything is Fine			20
• Q7b. Please identify the "Other" if you selected it above.			22
• Q11. What additional suggestions or comments do you hav...			60
• No Comments/Suggestions			3
• Q15. Are there any general comments you would like to ma...			115
• Everything is Fine			1
• No Comments/Suggestions			4