



**DRAFT**

**HOUSING SURVEY RESULTS**

**GRAND VISION HOUSING SOLUTIONS NETWORK, JULY 9, 2013**

# Survey Content

- The *Framework for Our Future* housing survey asked participants to rank housing priorities, needs, and share housing experiences
- The results will allow the *Framework* to address communities needs identified by participants

# Process

- Survey distribution
  - Input Expos
  - Emails to Grand Vision networks, collaborative bodies, local governments
  - Press releases
  - Hard copies were distributed to/by county collaborative groups to include a wider demographic
- 400+ surveys received; majority completed online

# Demographics: Residency

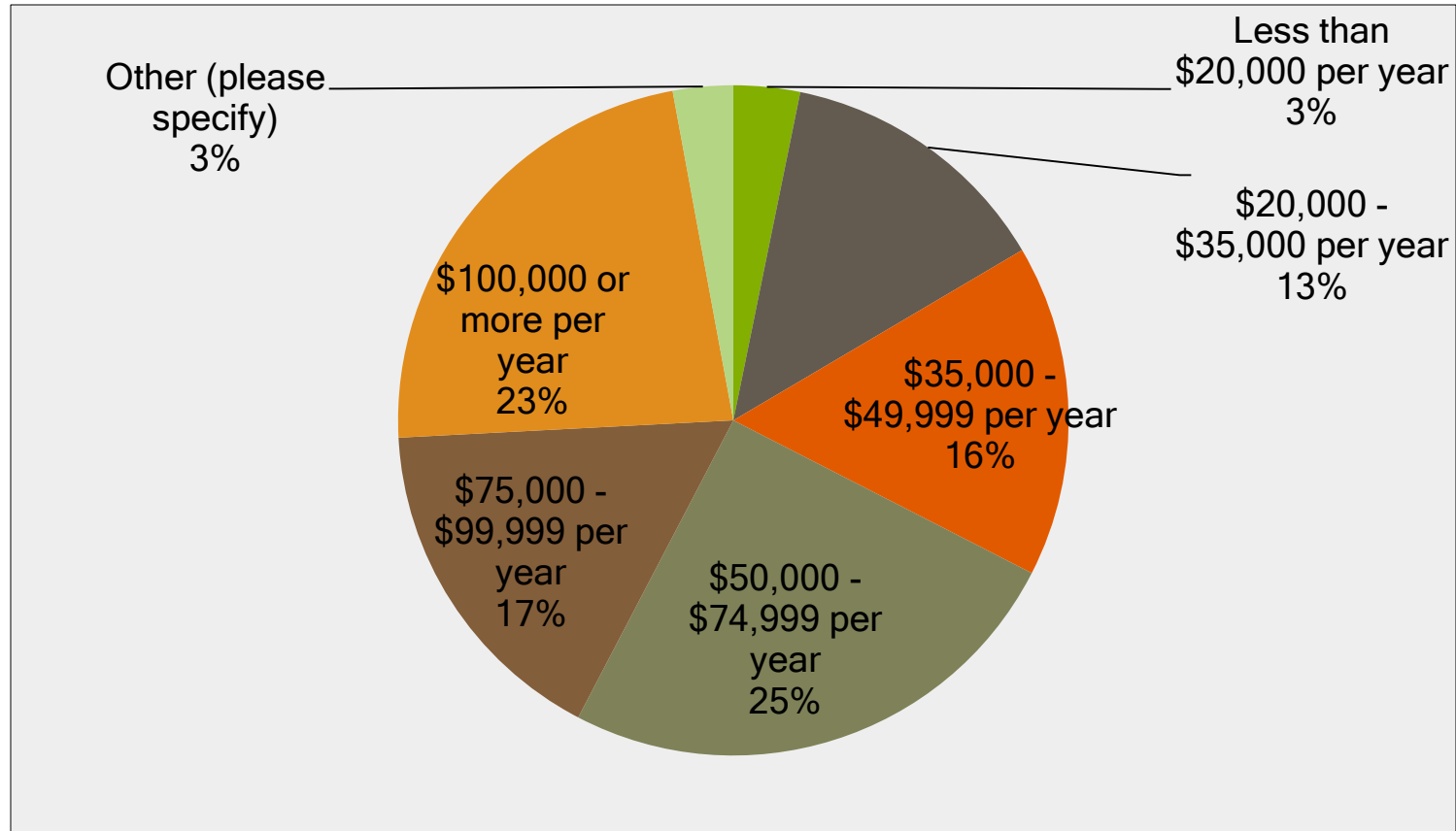
- Almost 50% of survey respondents were members of Grand Traverse County

In which county do you live?		
Answer Options	Response Percent	Response Count
Antrim County	6.7%	26
Benzie County	6.5%	25
Grand Traverse County	49.5%	191
Kalkaska County	6.7%	26
Leelanau County	14.0%	54
Wexford County	6.7%	26
Other (please specify)	9.8%	38
	<i>answered question</i>	<b>386</b>
	<i>skipped question</i>	<b>12</b>

“Other” category included: Benzie, Calhoun, Charlevoix, Emmet, Manistee, Mason, Missaukee, Muskegon, Otsego, and Ottawa County

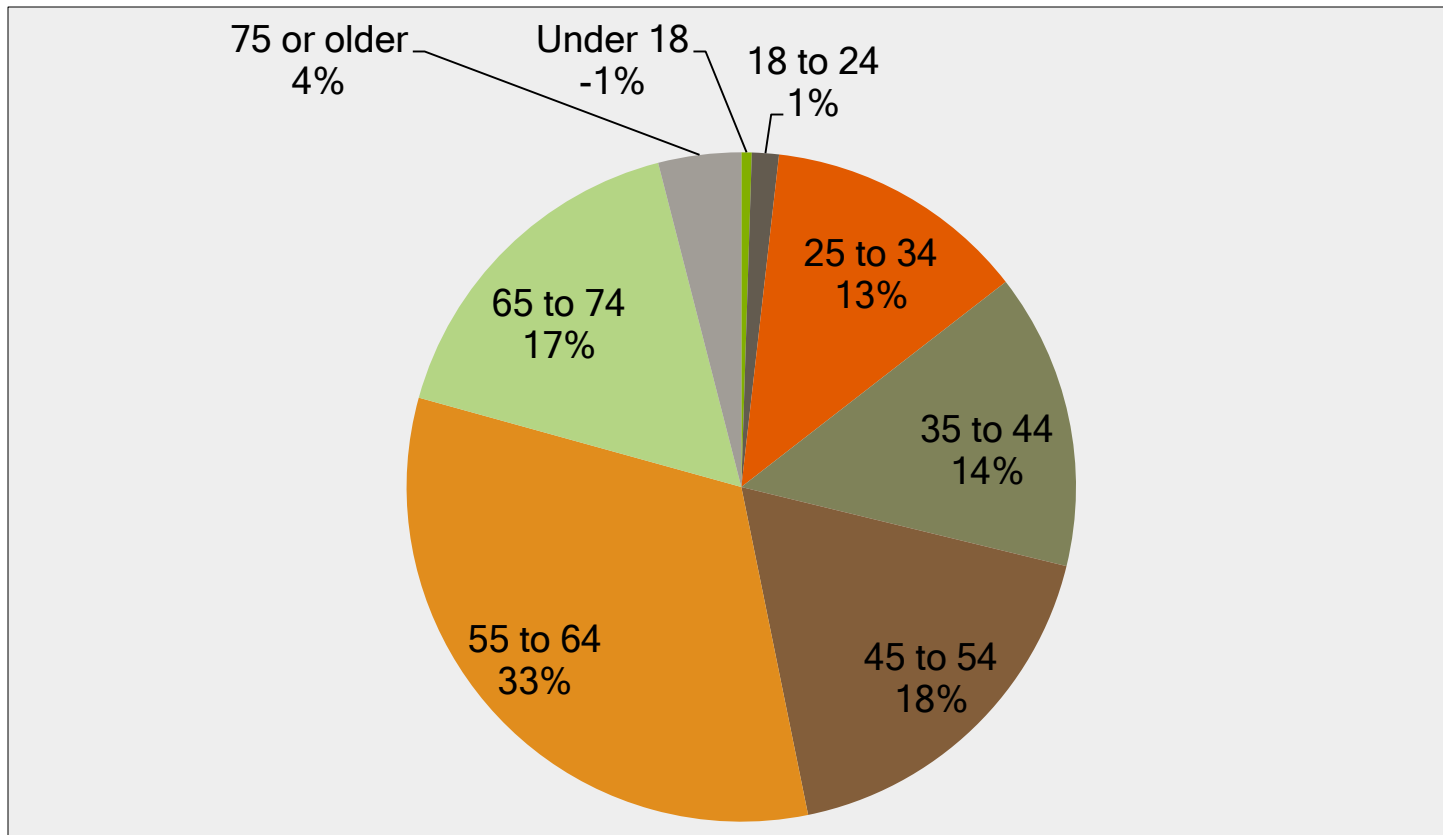
# Demographics: Annual Income

- A majority (55%) of respondents were employed full time
- A majority of respondents (65%) made \$50,000 or more per year

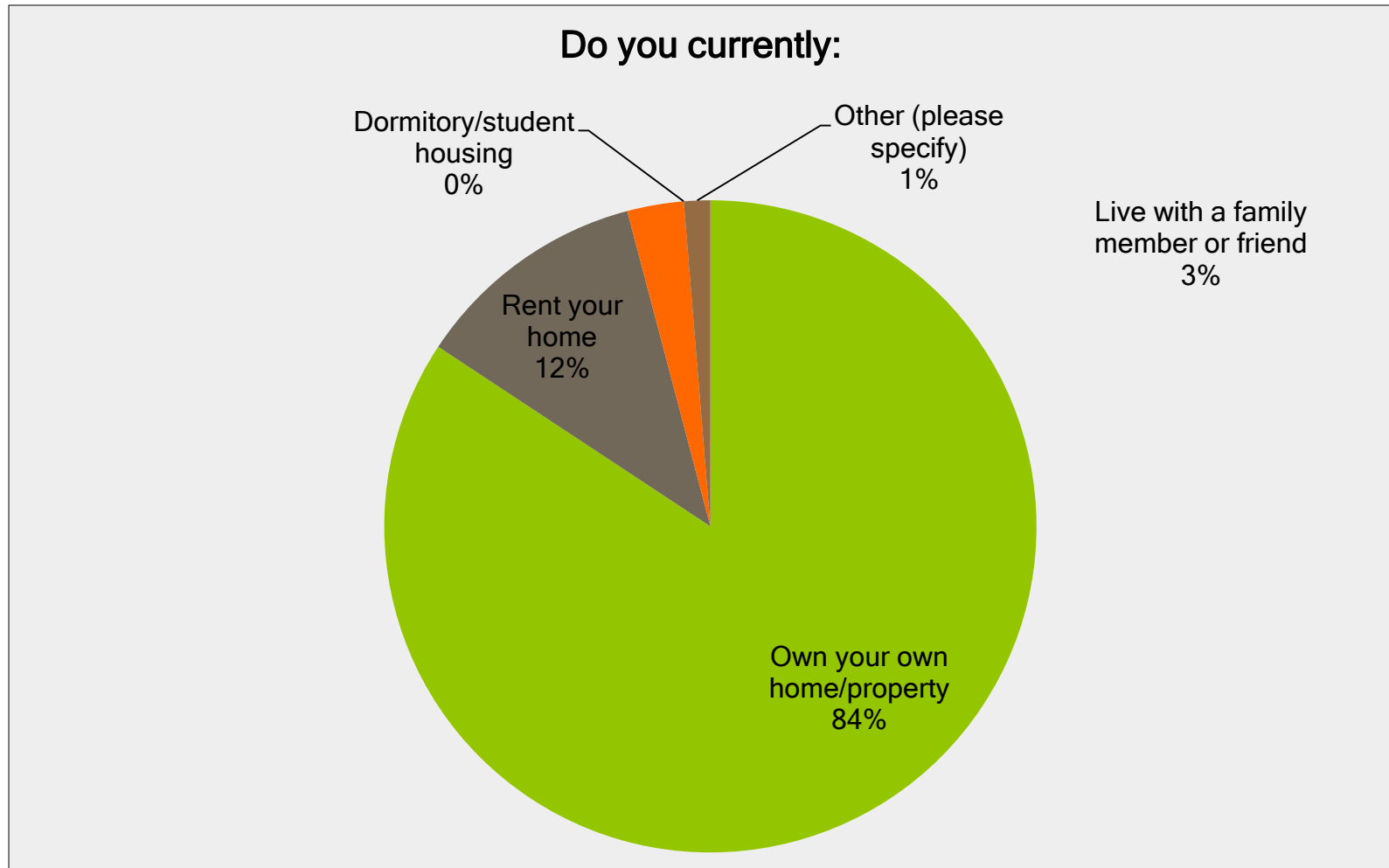


# Demographics: Age

- Almost all respondents (98%) were over 25 years old
- Almost 3/4 (71%) of respondents were over 45 years old



# Demographics: Property



# Results Overview: Housing Choice

- Participants felt their communities' housing needs were not being met in the areas of price, type, accessibility, energy efficiency, and walkability
  - Respondents reported that their communities needed more affordable and higher quality housing, although they didn't believe mobile housing was the answer to this issue
  - Respondents also indicated the need for housing to be closer to daily life and a desire to build in these locations
  - Many housing issues were financially-related



# Results Overview: Housing Discrimination

- Comments indicated that many respondents did not believe discrimination was an issue in northern Michigan
- Most housing discrimination was:
  - Believed to be based on age
  - Done by an apartment complex or rental unit
  - Occurred in Grand Traverse County
- Most respondents did not report discrimination because they believed it would not have made a difference

# #1. I feel that the housing choices in my community meet residents needs and preferences in terms of:

- Price
- Quality or condition of housing
- Size
- Design or style
- Type
- Accessibility or barrier-free features
- Energy efficiency
- Walkability
- Location
- (strongly agree, agree, not sure, disagree, strongly disagree)

# # 1 “Positive” Responses

I feel that the housing choices in my community meet residents' needs and preferences in terms of:	Needs met	Needs not met
Size	50.00%	25.77%
Design or style	49.62%	19.95%
Location	48.07%	37.28%
Quality or condition of housing	43.26%	40.97%
Walkability	34.34%	51.77%
Type (apartments, condos, single family homes)	29.80%	52.78%
Price	26.99%	60.93%
Accessibility or barrier-free features	15.74%	37.06%
Energy efficiency	13.92%	55.95%

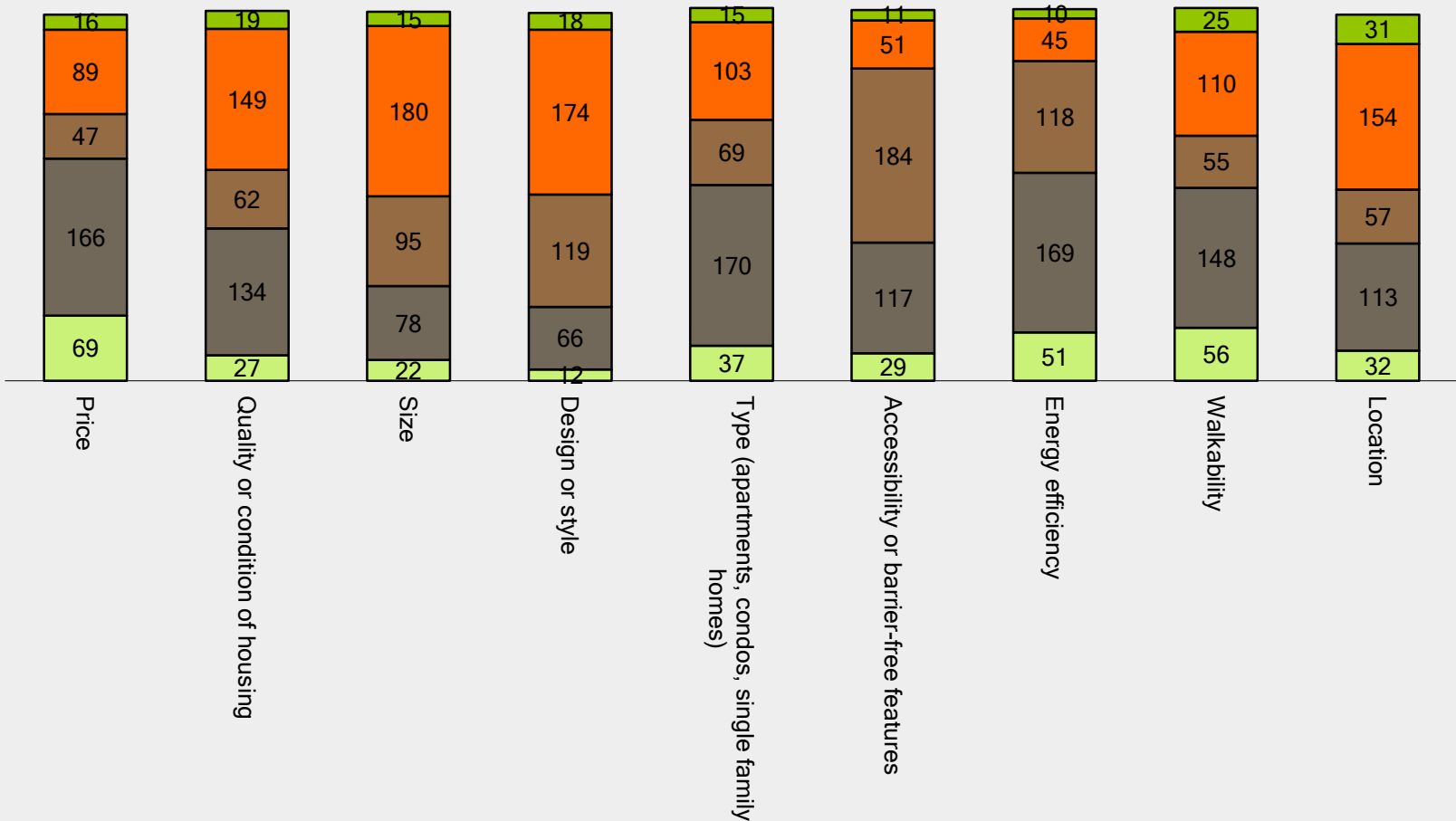
# #2 “Negative” responses

I feel that the housing choices in my community meet residents' needs and preferences in terms of:	Needs met	Needs not met
Price	26.99%	60.93%
Energy efficiency	13.92%	55.95%
Type (apartments, condos, single family homes)	29.80%	52.78%
Walkability	34.34%	51.77%
Quality or condition of housing	43.26%	40.97%
Location	48.07%	37.28%
Accessibility or barrier-free features	15.74%	37.06%
Size	50.00%	25.77%
Design or style	49.62%	19.95%

# Housing Choices

I feel that the housing choices in my community meet residents' needs and preferences in terms of:

■ Strongly Disagree  
 ■ Disagree  
 ■ Not sure  
 ■ Agree  
 ■ Strongly Agree



# #2. My community needs more housing choices that are:

- **2. My community needs more housing choices that are:**
  - Affordable
  - Higher quality or better condition
  - Larger
  - Smaller
  - Apartments or multi-family homes
  - Single family homes
  - Mobile homes
  - Accessible or include barrier-free features
  - Energy efficient
  - Walkable
  - Located close to jobs, schools, services, and shopping; located close to activities, entertainment, restaurants, and community events
  - Located in rural areas
  - Available to pet owners
- (strongly agree, agree, not sure, disagree, strongly disagree)

# Housing Choices: Location

- Strong consensus around the need for more housing choices that are:
  - Close to jobs, schools, services, and shopping (81%)
  - Walkable (78%)
  - Close to activities, entertainment, etc. (74%)
- New housing choices in rural areas were less highly prioritized

# Housing Choices: Type

- A strong majority of participants indicated that their communities need more energy efficient (84.8%) and affordable (84%) housing
- Participants were less likely to answer that larger homes are a need versus smaller homes
- Strong consensus that additional mobile homes are not a priority



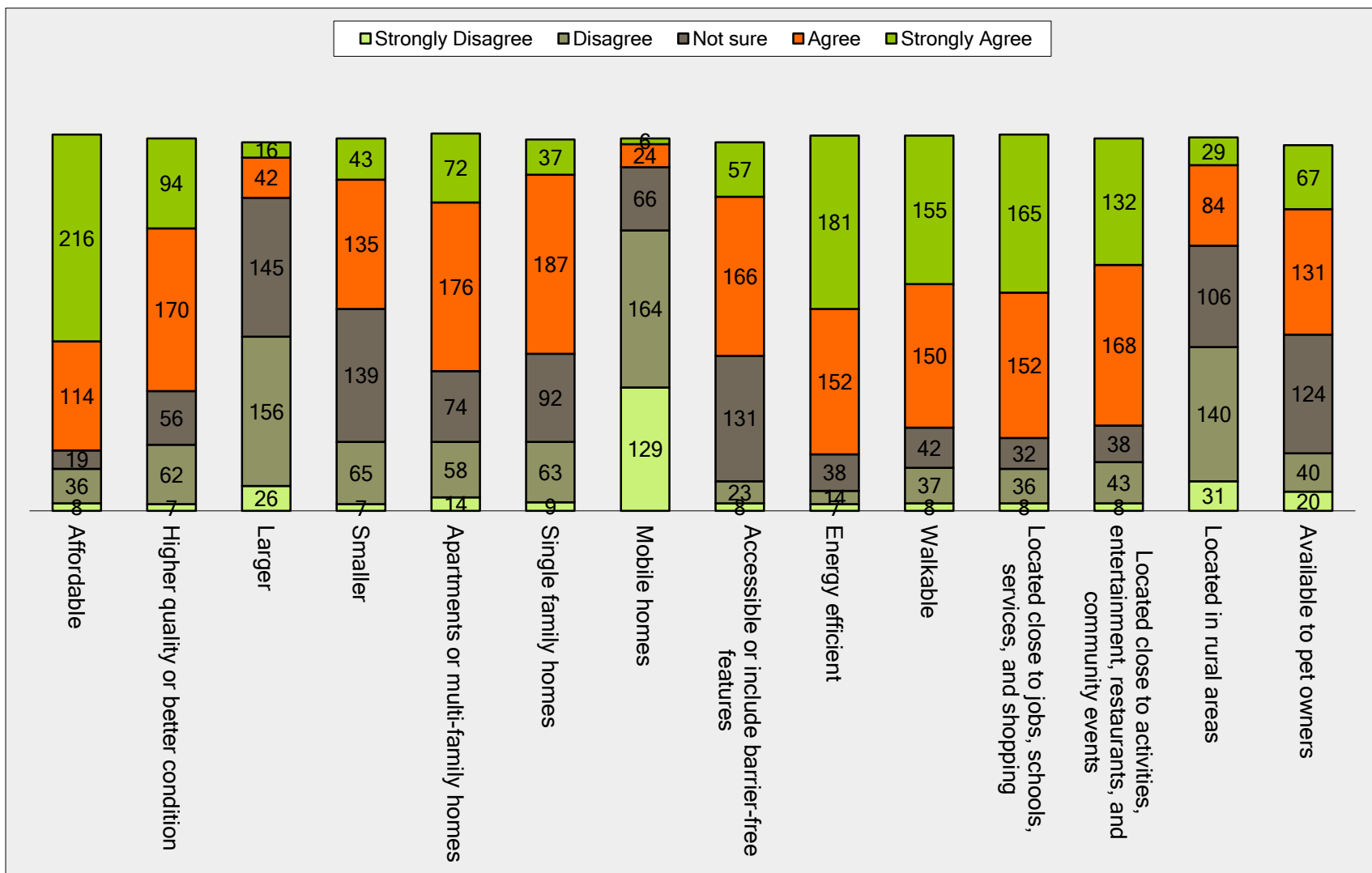
## #2 “Positive” responses

My community needs more housing choices that are:	We need more	We don't need more
Energy efficient	84.77%	5.33%
Affordable	84.05%	11.14%
Located close to jobs, schools, services, and shopping	80.76%	11.14%
Walkable	77.92%	11.42%
Located close to activities, entertainment, restaurants, and community events	76.98%	13.04%
Higher quality or better condition	67.77%	17.65%
Apartments or multi-family homes	63.13%	18.18%
Single family homes	57.95%	18.46%
Accessible or include barrier-free features	57.88%	8.01%
Available to pet owners	51.82%	15.63%
Smaller	46.04%	18.41%
Located in rural areas	29.08%	43.62%
Larger	15.25%	47.03%
Mobile homes	7.67%	75.45%

# #2 “Negative” Responses

My community needs more housing choices that are:	We need more	We don't need more
Mobile homes	7.67%	75.45%
Larger	15.25%	47.03%
Located in rural areas	29.08%	43.62%
Single family homes	57.95%	18.46%
Smaller	46.04%	18.41%
Apartments or multi-family homes	63.13%	18.18%
Higher quality or better condition	67.77%	17.65%
Available to pet owners	51.82%	15.63%
Located close to activities, entertainment, restaurants, and community events	76.98%	13.04%
Walkable	77.92%	11.42%
Affordable	84.05%	11.14%
Located close to jobs, schools, services, and shopping	80.76%	11.14%
Accessible or include barrier-free features	57.88%	8.01%
Energy efficient	84.77%	5.33%

# Question Analysis: Housing Choices



### #3. When thinking about homes for your household, which are the most important factors:

- Price
- Accessibility/barrier-free features
- Energy efficiency
- Location close to jobs, schools, services, and shopping
- Located close to activities, entertainment, restaurants, and community events
- Location in rural areas
- Size
- Type of housing
- Allow pets

# Question #3: Housing Factors

- Most important factors for respondents were:
  - Price,
  - energy efficiency,
  - location,
  - Size
  - Type
  - Allowance of pets
- Accessibility and location in rural areas received lower priority rankings

# Housing Factors: “Positive” Responses

When thinking about homes for your household, which are the most important factors?	Important factor	Not important factor
Price	96.19%	2.54%
Energy efficiency	93.35%	2.56%
Size	84.44%	6.89%
Location close to jobs, schools, services, and shopping	84.34%	11.62%
Type of housing (apartments, condos, single family homes)	81.42%	7.89%
Located close to activities, entertainment, restaurants, and community events	77.55%	15.56%
Allows pets	63.40%	26.80%
Location in rural areas	39.19%	43.26%
Accessibility/barrier-free features	37.31%	46.63%

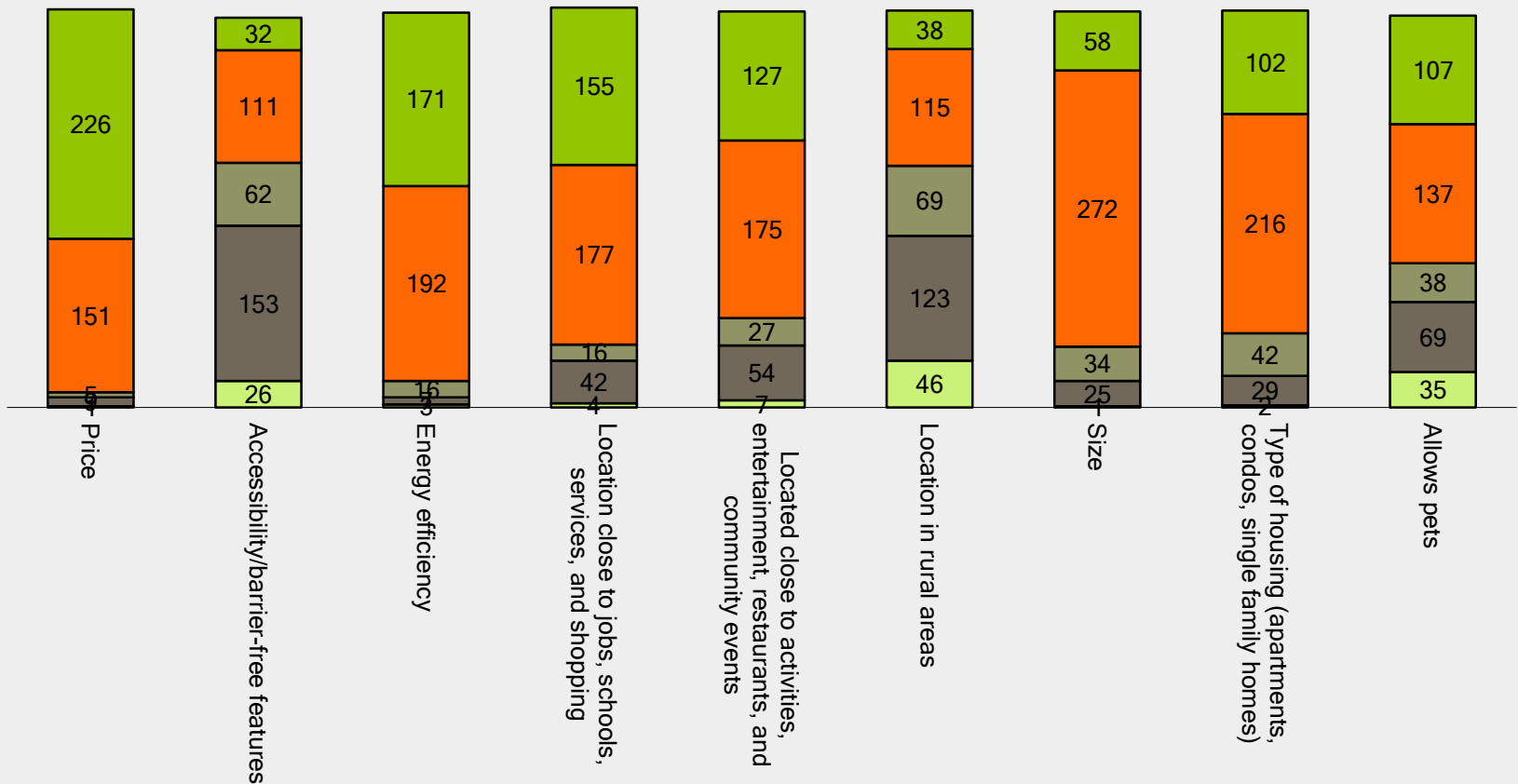
# Housing Factors: “Negative” Responses

When thinking about homes for your household, which are the most important factors?	Important factor	Not important factor
Accessibility/barrier-free features	37.31%	46.63%
Location in rural areas	39.19%	43.26%
Allows pets	63.40%	26.80%
Located close to activities, entertainment, restaurants, and community events	77.55%	15.56%
Location close to jobs, schools, services, and shopping	84.34%	11.62%
Type of housing (apartments, condos, single family homes)	81.42%	7.89%
Size	84.44%	6.89%
Energy efficiency	93.35%	2.56%
Price	96.19%	2.54%

# Question Analysis: Housing Factors

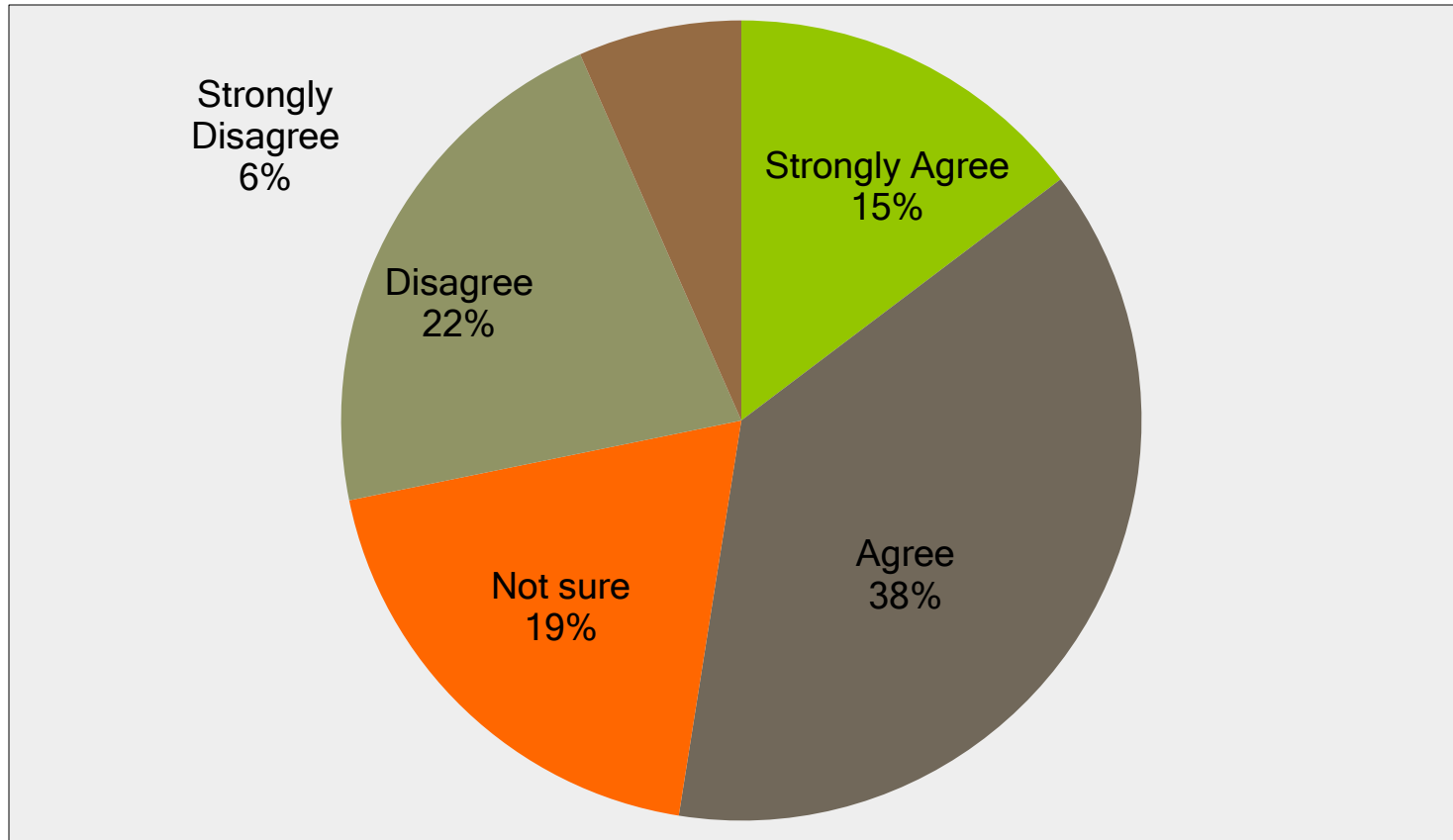
When thinking about homes for your household, which are the most important factors?

Very Unimportant   Not Important   Not sure   Important   Very Important



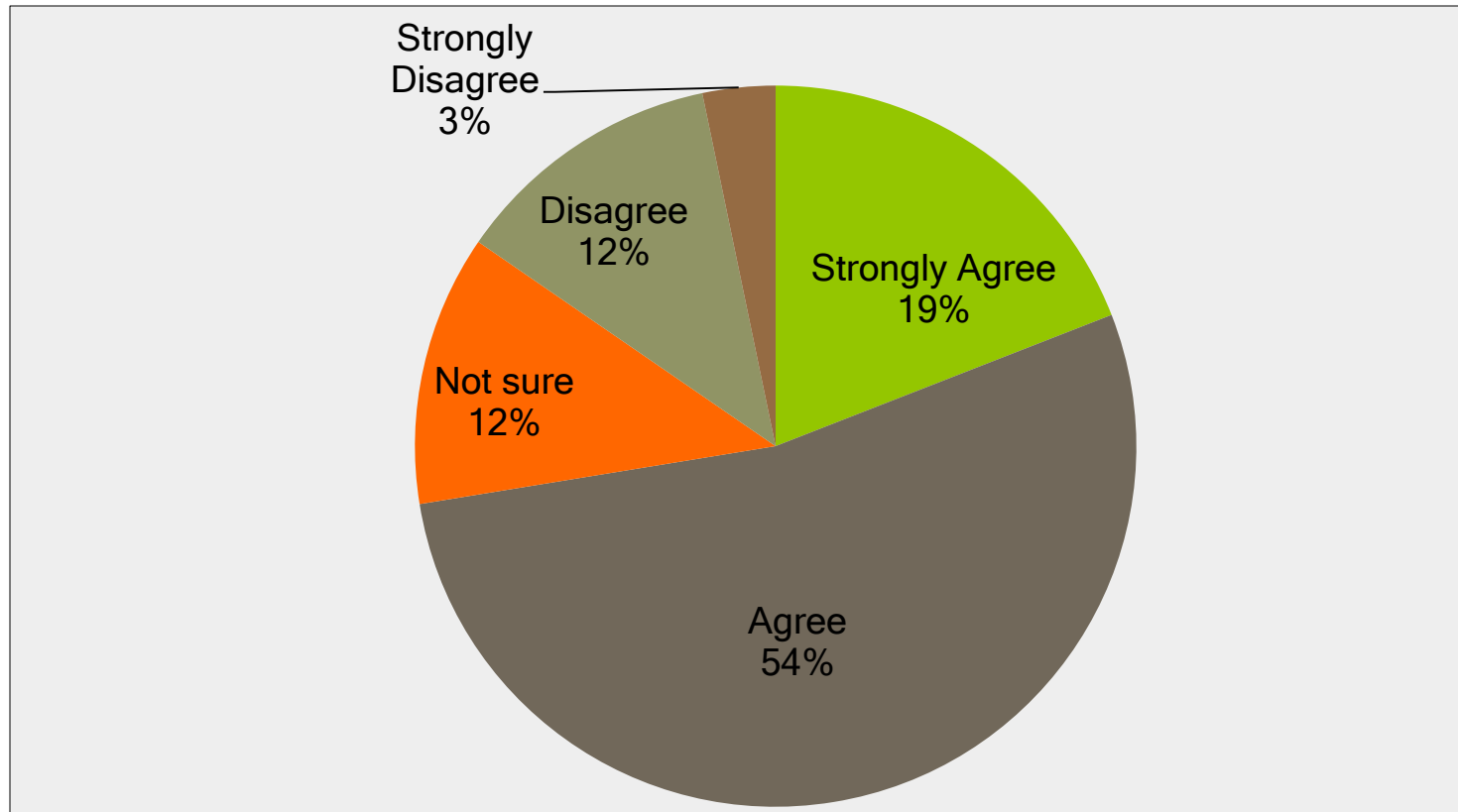


#4. I would be willing to pay more for my housing if I paid less for transportation costs.



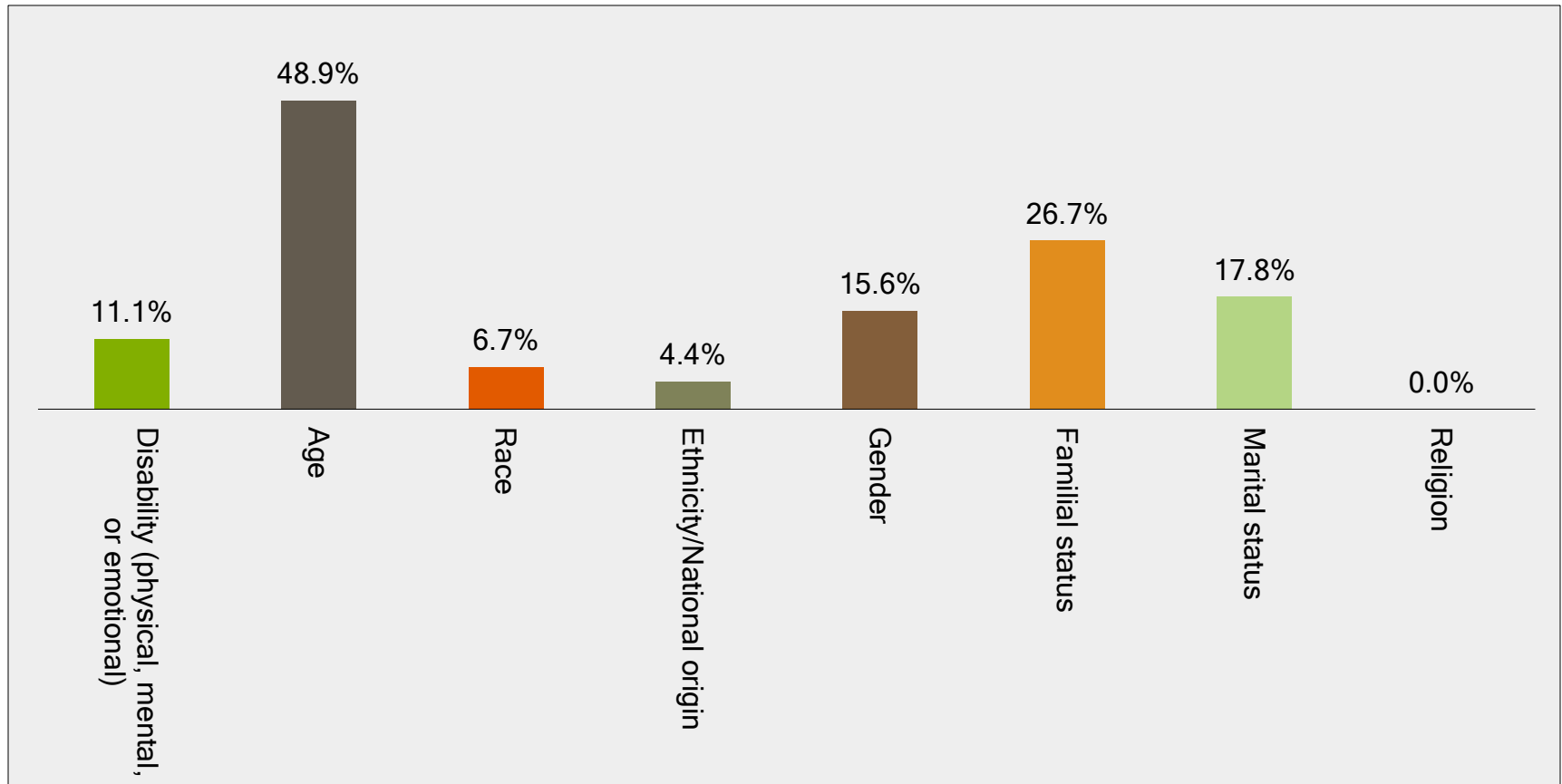
- Over half (53 %) of respondents felt positively about paying more for housing in return for lower transportation costs.

#5. I would be willing to pay more for my housing if I paid less for energy or utility costs (such as heat, electricity).



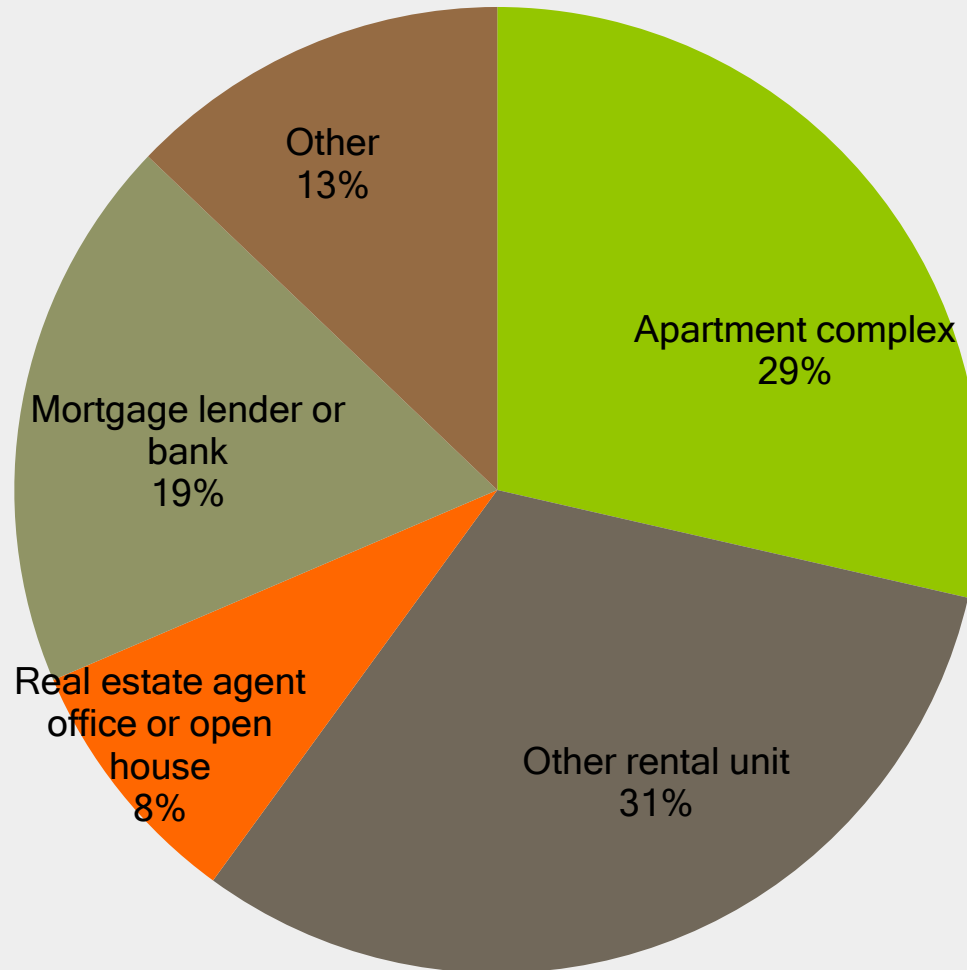
- Almost 3/4 (73.3%) of respondents felt positively about paying more for housing in return for lower energy or utility costs.

#6. In your opinion, have you ever been discriminated against, when seeking to buy or rent housing, for any of the following reasons?

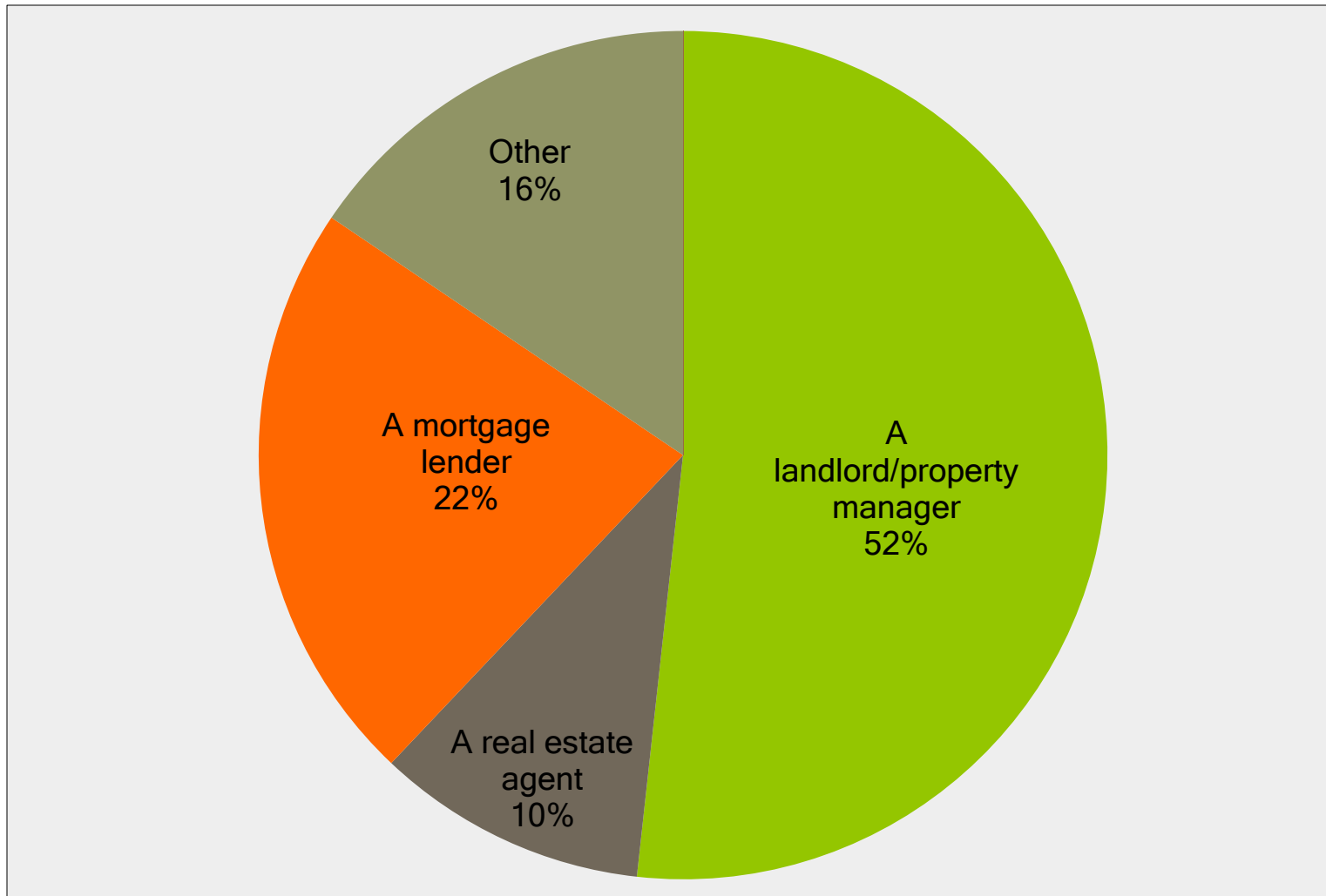


“Other” comments included suggestions for additional categories (or personal experiences): pets, number of children, sexual orientation, socio-economic status, criminal record

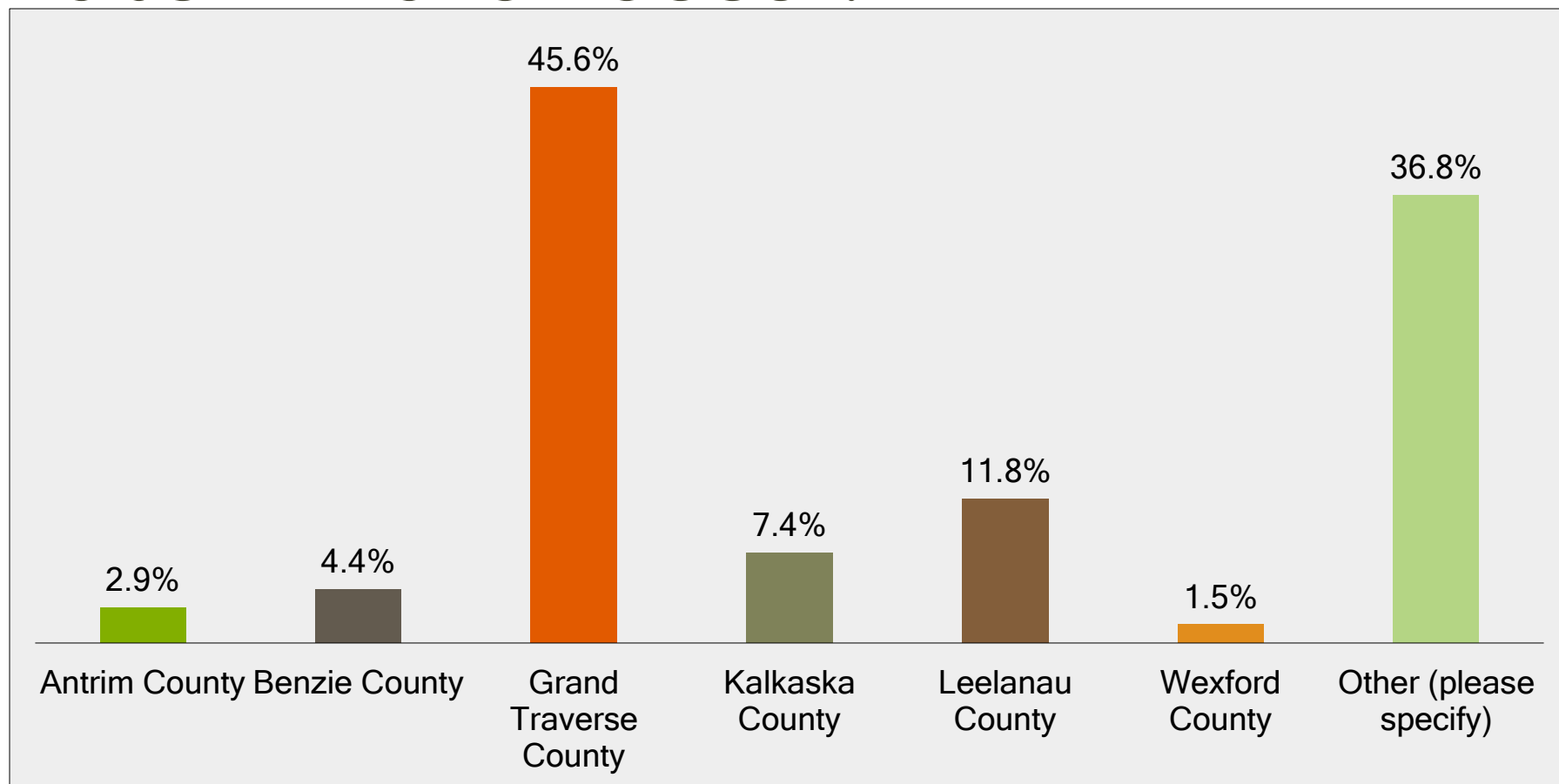
#7. If yes to the previous question, where did the discrimination occur?



# #8. Who do you believe discriminated against you?

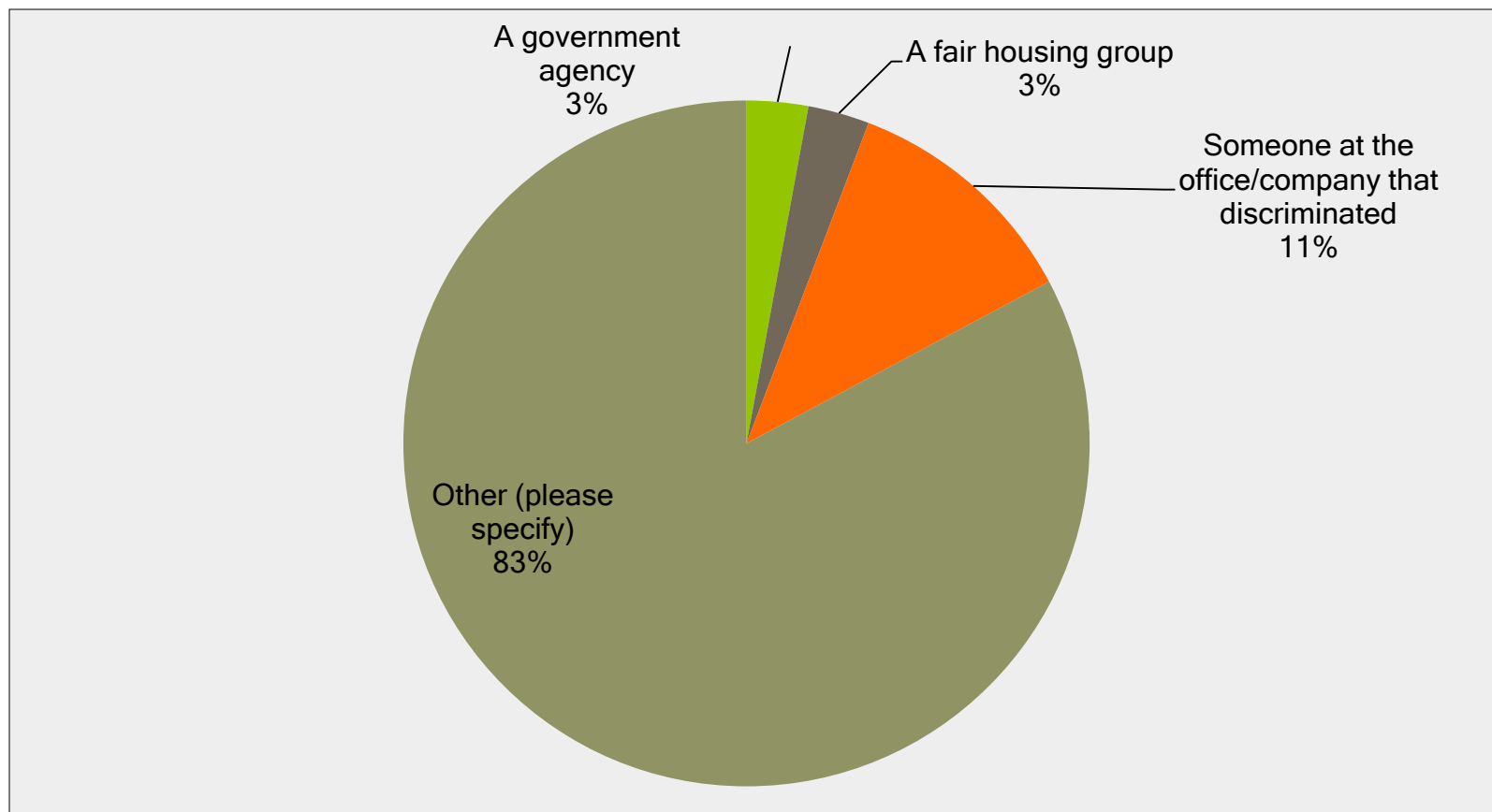


# #9. In which county did the discrimination occur?



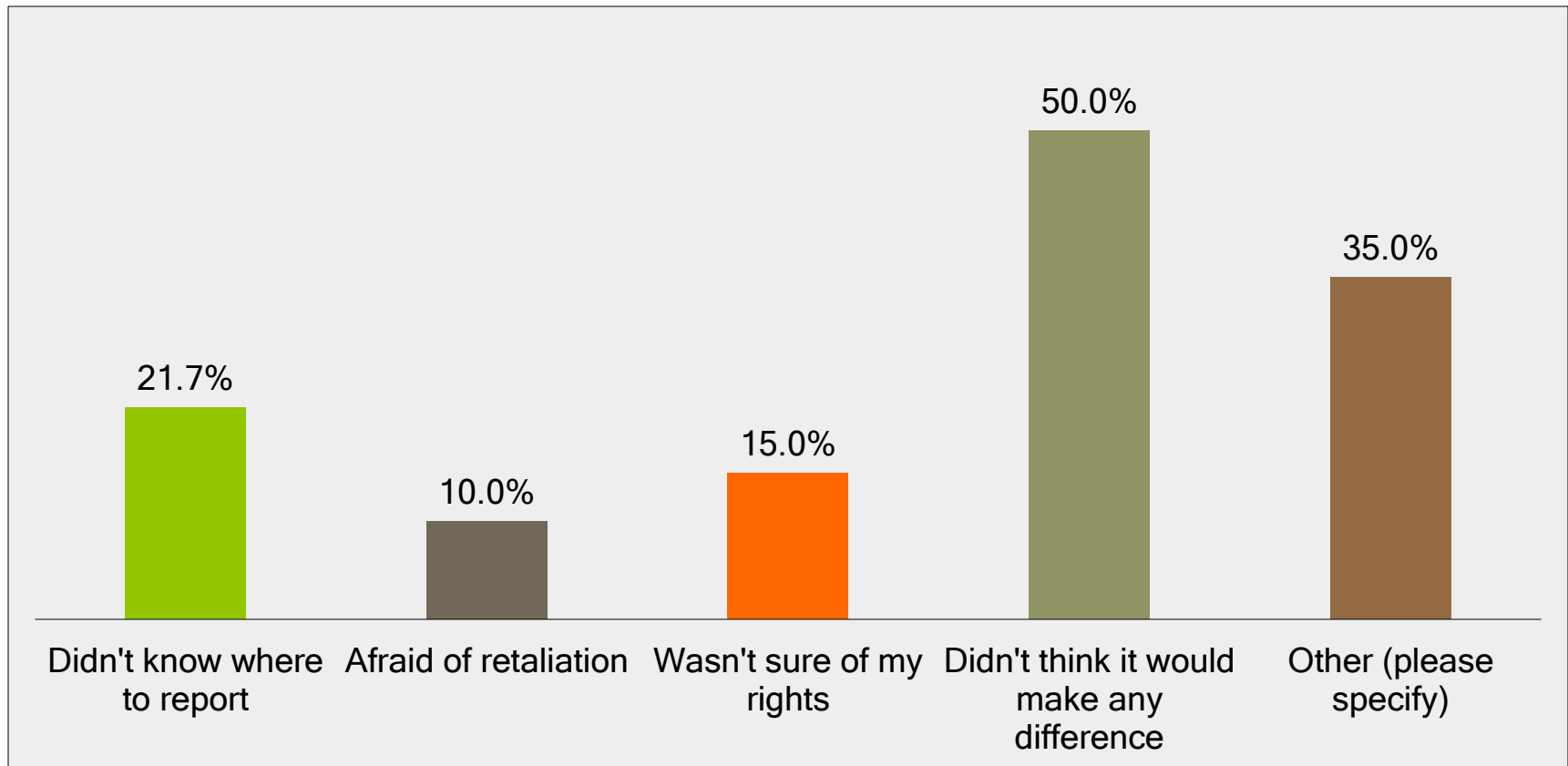
“Other” comments included “n/a,” Emmet, Kalamazoo, Marquette, and Wisconsin

# # 10. Did you report the incident to:



“Other” comments included “n/a,” individuals in local government, did not report because thought situation was unfair but within realm of law, not reported, or did not know where to report

# # 11. If you did not report the incident, why not?



“Other” comments included “n/a,” that they did not believe it was true discrimination, and not wanting to work with someone who discriminates