

City of Midland Budget Planning Study

October 2018

In Partnership with:



Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments and nonprofit organizations
- Collaborating with Munetrix to combine high-quality community engagement with cutting-edge budget planning techniques

Measuring Where You Are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about City decisions
- Perception impacts behaviors you care about
- Understanding community perception helps you improve and promote the City
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal groups with the reality of limited resources
- Bottom line outcome measurement of service and trust: Good administration requires quality measurement and reporting

Study Goals

- Support budget and strategic planning decisions
- Establish a baseline of service levels to demonstrate future improvements in programs and services over time
- Where applicable, benchmark performance against a standardized performance index statewide, regionally and nationally

Bottom Line

- Residents are pleased with the community based on satisfaction ratings
- General opinion of maintaining services, even if that will cost a little more
- Willing to pay more if streets are improved, but not through a dedicated millage
- Limited interest in special districts, but more consideration for transit and senior/affordable housing
- Very supportive of public safety ideas tested for future exploration
- Mixed support of curbside recycling and park ideas

Methodology

- Distributed surveys to 2,000 residents by first class mail in August and September of 2018
- Valid response from 559 residents, providing a conventional margin of error of +/- 4.0 percent
 - Note: National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- There were 303 residents who were not part of the random sample who participated in the survey as well. Total response to the survey was 862
 - The 303 were not included in the calculations to preserve the statistical integrity of the sample; however, the results of the responses are included in the detailed crosstabs
- Results by the following demographics: residency, ownership, employment location, age, education, income, home composition, gender, business ownership, and ward

Preserving Voice: Looking Into Details

Example:

2018 City of Midland
Budget Planning Study

Sample Response: 551
+/- 4.0% (95% Confidence)

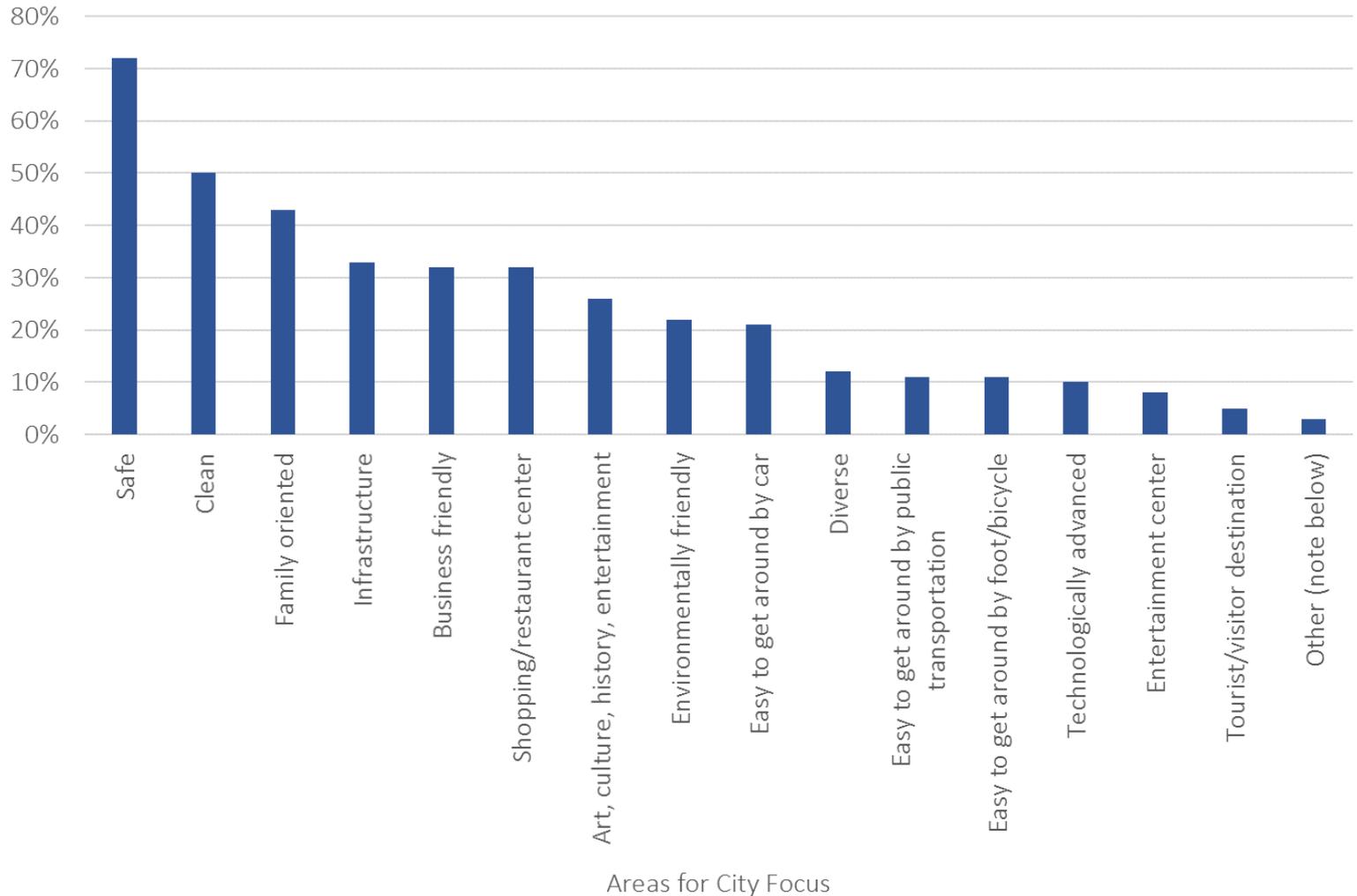
Non-Sample Response: 308

		Areas for City Focus															
		Clean	Business friendly	Entertainment center	Shopping/restaurant center	Safe	Diverse	Environmentally friendly	Technologically advanced	Family oriented	Art, culture, history, entertainment	Infrastructure	Tourist/visitor destination	Easy to get around by car	Easy to get around by public transportation	Easy to get around by foot/bicycle	Other (See comments)
Sample Overall		50%	32%	8%	32%	72%	12%	22%	10%	43%	26%	33%	5%	21%	11%	11%	3%
Non Sample		40%	25%	13%	26%	71%	20%	32%	10%	47%	29%	31%	6%	20%	9%	9%	5%
Length of Residency	One year or fewer*	62%	15%	8%	38%	69%	8%	38%	8%	54%	23%	15%	15%	31%	8%	15%	8%
	1-5 years	44%	35%	6%	19%	60%	10%	38%	13%	44%	27%	38%	8%	15%	17%	10%	2%
	6-10 years	51%	31%	13%	33%	79%	10%	15%	10%	41%	31%	28%	5%	18%	5%	13%	-
	10 years+	50%	32%	8%	33%	73%	13%	20%	9%	42%	26%	34%	5%	21%	12%	11%	4%
Own/Rent	Own	51%	32%	8%	34%	74%	12%	21%	9%	43%	28%	36%	5%	20%	9%	9%	3%
	Rent/Lease	44%	25%	11%	23%	58%	12%	30%	18%	42%	16%	19%	11%	23%	33%	23%	7%
Employment in Midland	Yes	48%	33%	12%	38%	69%	12%	22%	13%	40%	27%	35%	6%	15%	8%	11%	3%
	A different community	57%	25%	7%	29%	72%	12%	19%	6%	56%	38%	29%	4%	21%	9%	12%	1%
	Not currently employed*	38%	31%	12%	35%	65%	19%	27%	12%	62%	23%	15%	19%	4%	8%	19%	8%
	I am retired	51%	33%	4%	27%	76%	12%	21%	8%	40%	22%	34%	3%	28%	15%	11%	4%
Age	18 to 24*	29%	50%	29%	21%	36%	29%	29%	14%	36%	50%	14%	14%	-	7%	36%	7%
	25 to 34	49%	23%	21%	38%	59%	5%	36%	13%	62%	23%	28%	10%	10%	10%	8%	3%
	35 to 44	57%	17%	8%	31%	82%	14%	23%	9%	51%	25%	34%	3%	14%	9%	12%	5%
	45 to 54	46%	35%	15%	36%	59%	13%	15%	15%	38%	32%	27%	10%	18%	11%	9%	3%
	55 to 64	50%	38%	5%	34%	79%	8%	18%	6%	46%	28%	37%	2%	18%	6%	14%	2%
	65+	51%	31%	2%	29%	78%	14%	22%	9%	37%	22%	35%	5%	29%	15%	9%	3%

Results



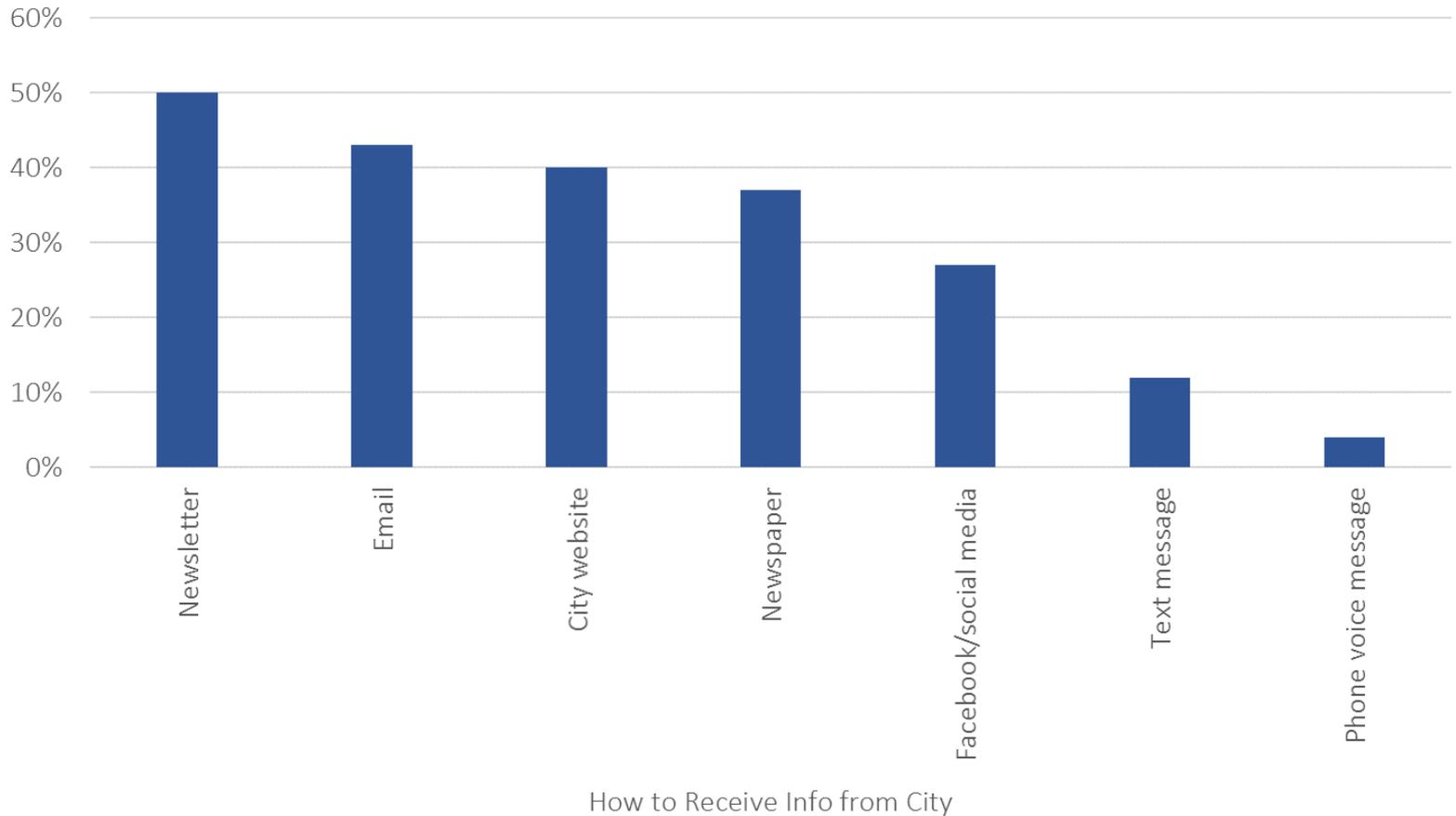
City Focus



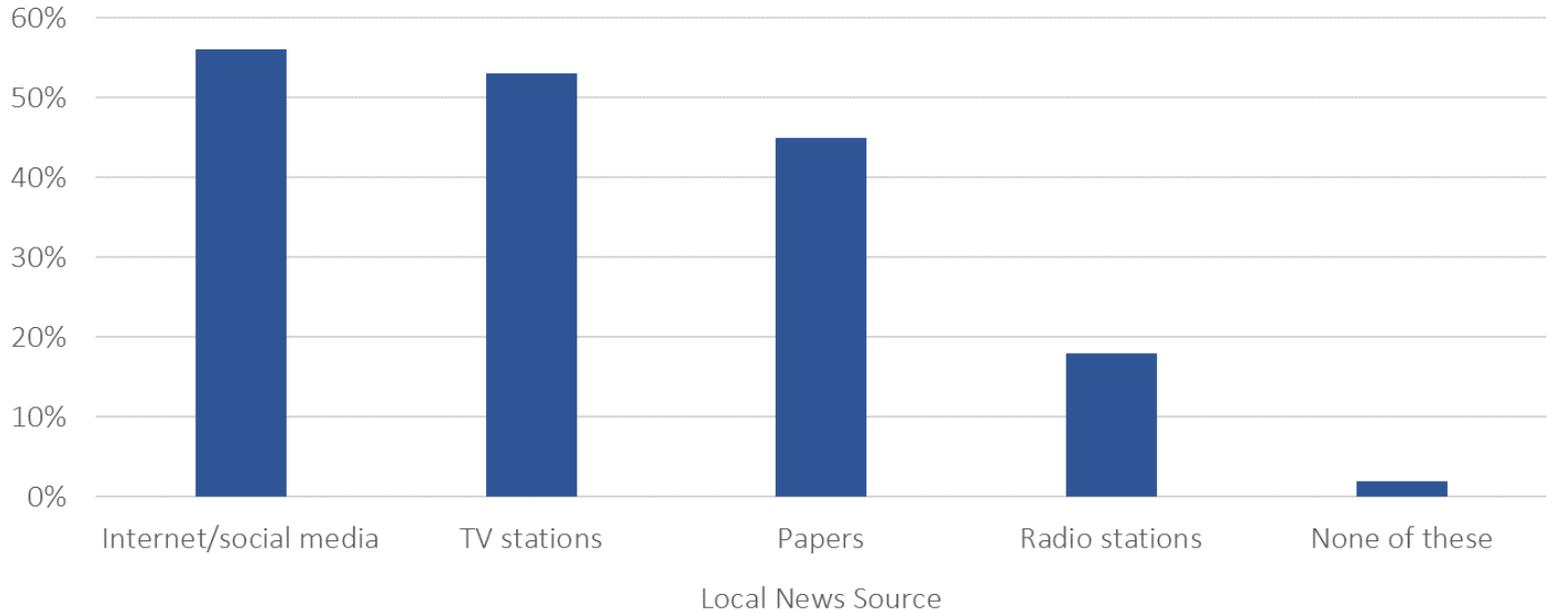
		Clean	Business friendly	Entertainment center	Shopping/restaurant center	Safe	Diverse	Environmentally friendly	Technologically advanced	Family oriented	Art, culture, history, entertainment	Infrastructure	Tourist/visitor destination	Easy to get around by car	Easy to get around by public transportation	Easy to get around by foot/bicycle	Other (See comments)
Household Income	\$25,000 or less	49%	34%	8%	17%	66%	13%	15%	15%	34%	15%	25%	8%	32%	34%	15%	8%
	\$25,001 to \$50,000	50%	30%	6%	26%	74%	11%	28%	9%	48%	17%	34%	9%	22%	12%	4%	3%
	\$50,001 to \$100,000	54%	28%	6%	35%	71%	16%	24%	6%	42%	27%	32%	6%	22%	10%	13%	2%
	Over \$100,000	48%	34%	11%	36%	72%	11%	20%	12%	45%	33%	35%	3%	15%	6%	12%	3%

See document "Open Ended Where City Should Focus - Other" for verbatim responses to "other"

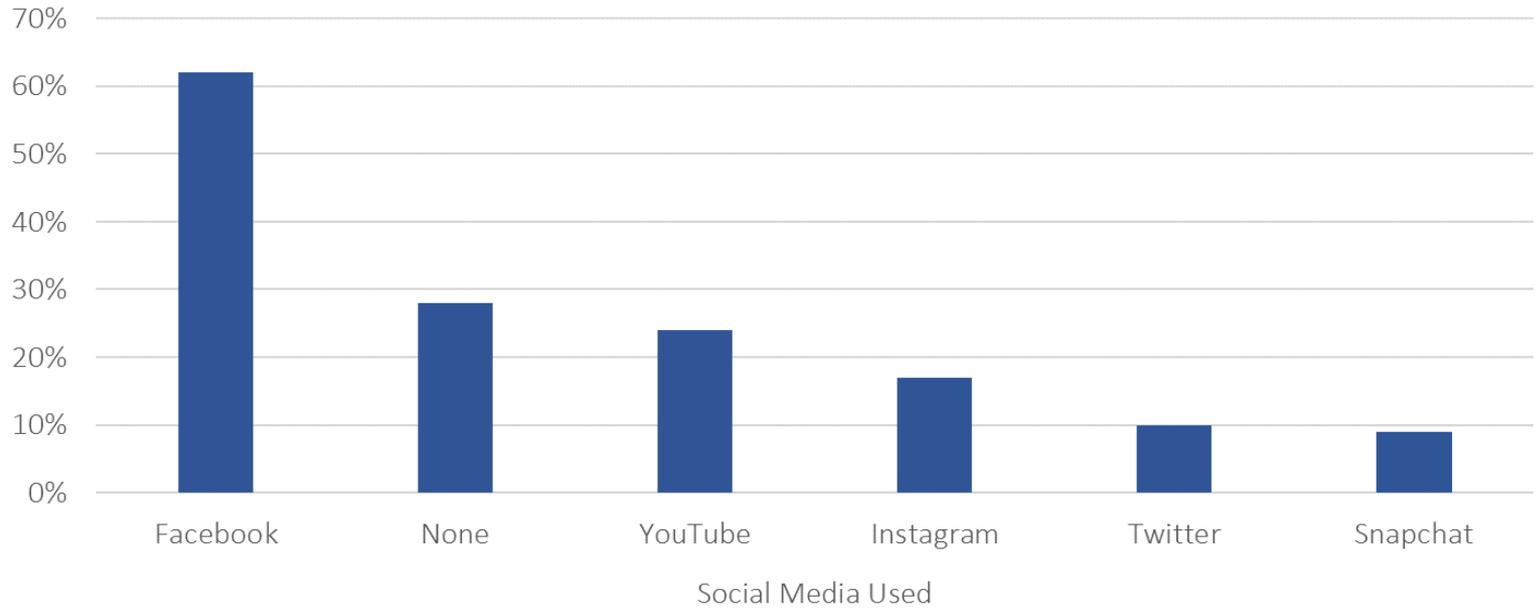
Preferred Communication from City



Preferred Local News Source



Social Media Used

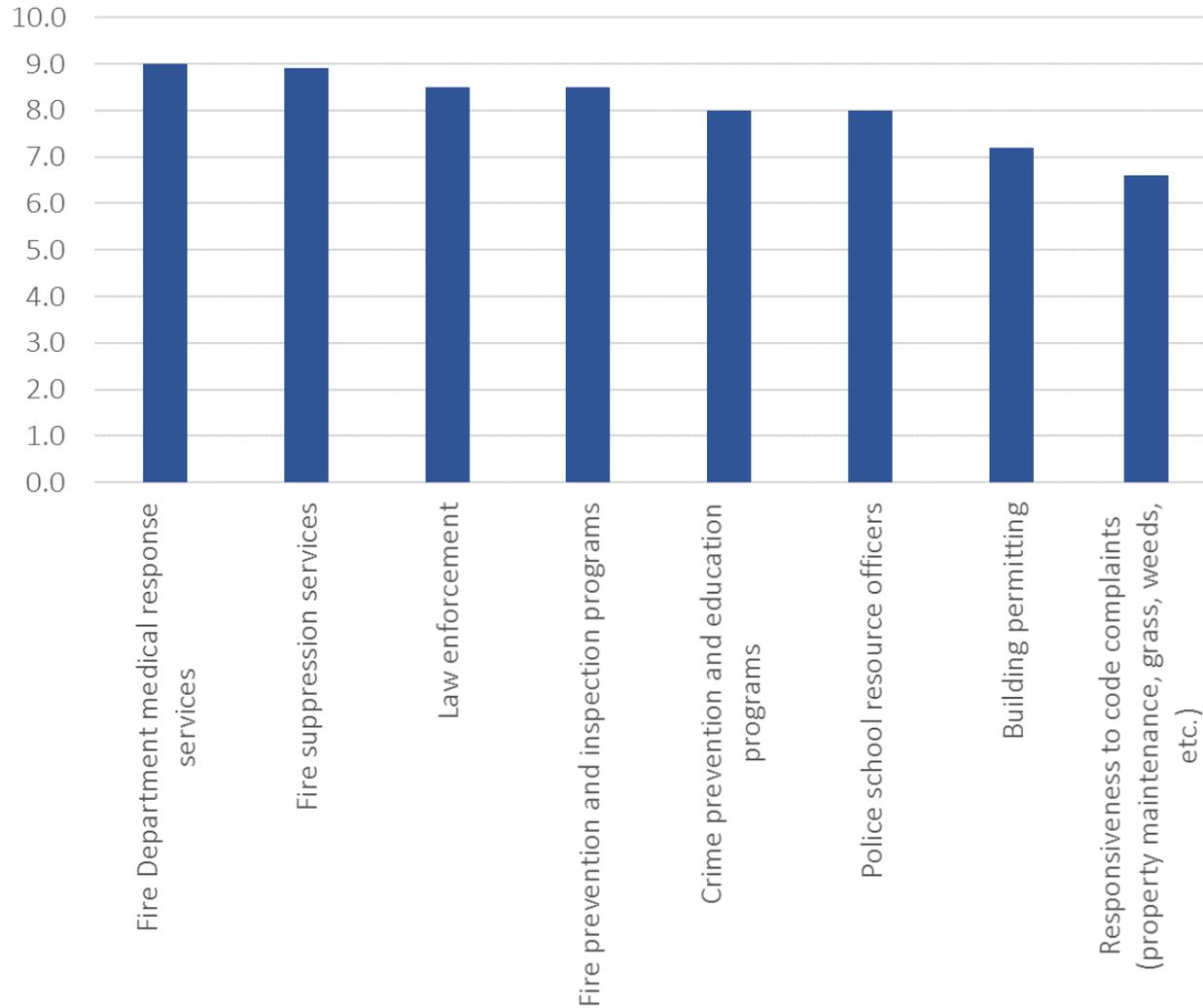


Communication by Age

		How to Receive Info from City							Local News Source					Social Media Used					
		Newspaper	Email	City website	Newsletter	Facebook/social media	Phone voice message	Text message	TV stations	Radio stations	Papers	Internet/social media	None of these	Facebook	Twitter	YouTube	Instagram	Snapchat	None
Age	18 to 24*	7%	36%	43%	36%	71%	-	14%	14%	7%	7%	100%	-	71%	29%	57%	57%	57%	-
	25 to 34	10%	44%	31%	49%	64%	3%	31%	28%	15%	10%	92%	3%	95%	21%	44%	49%	46%	3%
	35 to 44	9%	57%	43%	40%	42%	2%	20%	45%	20%	17%	86%	-	75%	12%	40%	26%	11%	15%
	45 to 54	18%	45%	48%	41%	43%	3%	15%	57%	25%	28%	74%	3%	79%	25%	25%	27%	11%	10%
	55 to 64	33%	45%	44%	59%	17%	3%	7%	50%	18%	44%	53%	3%	60%	7%	25%	11%	5%	30%
	65+	64%	39%	34%	52%	12%	7%	8%	63%	16%	70%	30%	1%	45%	2%	12%	4%	1%	46%



Public Safety Satisfaction

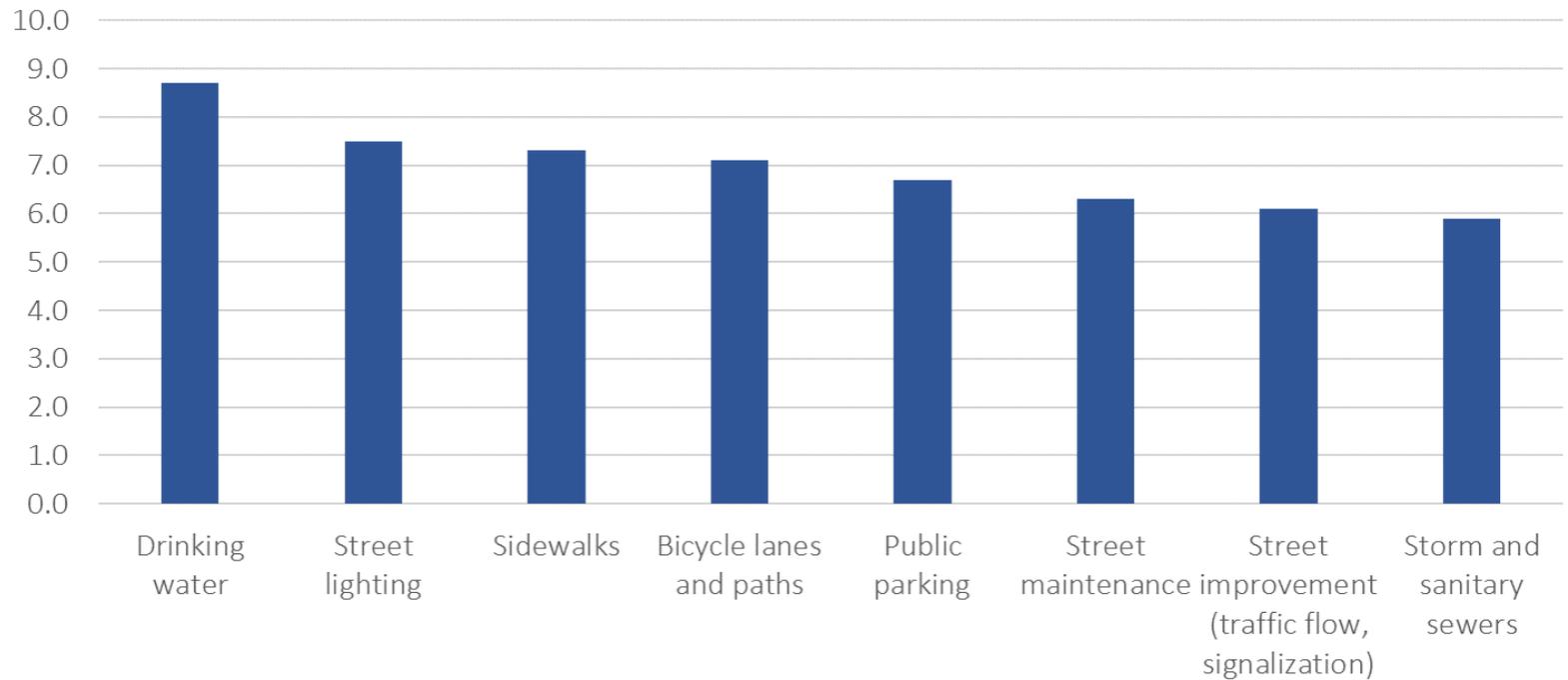


Public Safety Satisfaction

Public Safety Satisfaction

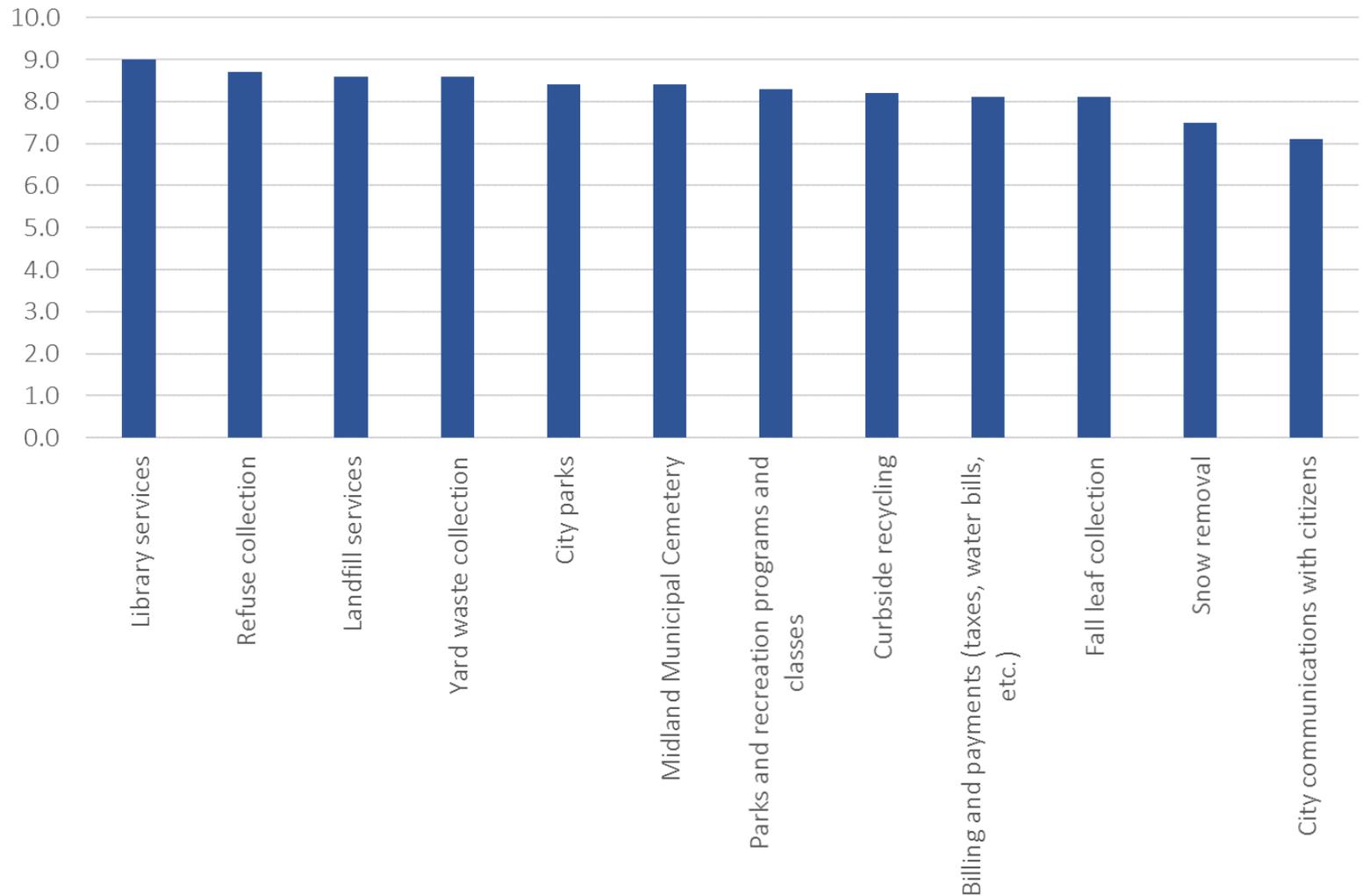
		Building inspection	Building permitting	Building permitting	Responsiveness to code complaints (property maintenance, grass, weeds, etc.)	Crime prevention and education programs	Police school resource officers	Law enforcement	Fire suppression services	Fire Department medical response services	Fire prevention and inspection programs
Household Income	\$25,000 or less	5.5	5.9	5.9	5.3	7.2	7.0	7.7	9.0	8.8	8.4
	\$25,001 to \$50,000	6.9	7.3	7.3	6.7	8.0	8.2	8.6	9.2	9.1	8.9
	\$50,001 to \$100,000	7.2	7.1	7.1	6.6	8.1	8.0	8.6	8.9	9.1	8.6
	Over \$100,000	7.9	7.6	7.6	7.2	8.2	8.2	8.7	8.8	8.9	8.3
Home Composition	Young Child(ren) 12 or under	7.0	7.2	7.2	6.2	7.8	8.0	8.5	8.8	8.6	8.1
	Child(ren) over age 12	6.7	6.9	6.9	6.7	8.0	8.2	8.5	8.9	9.0	8.3
	Parent age 65 or older	7.6	7.6	7.6	6.3	7.4	7.2	8.0	8.9	9.0	7.2
	None of these	7.0	7.2	7.2	6.7	8.1	8.0	8.6	9.0	9.1	8.8

Streets and Infrastructure Satisfaction



Streets and Infrastructure Satisfaction

Other City Services Satisfaction



Other City Services Satisfaction

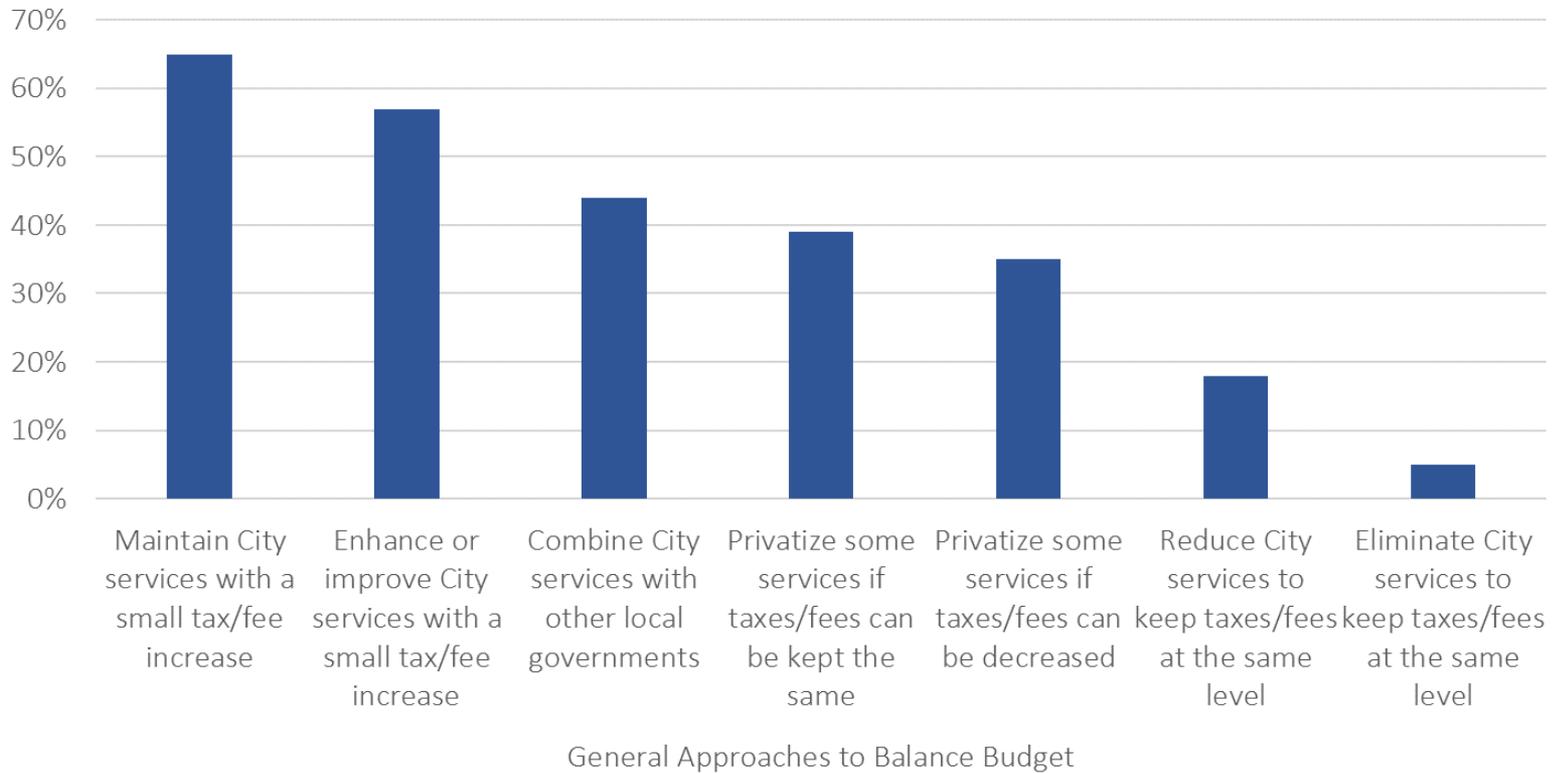
Other City Services Satisfaction

		Billing and payments (taxes, water bills, etc.)	City communications with citizens	City parks	Curbside recycling	Refuse collection	Landfill services	Library services	Midland Municipal Cemetery	Parks and recreation programs and classes	Snow removal	Fall leaf collection	Yard waste collection
Age	18 to 24*	7.3	7.0	7.9	8.3	8.8	8.7	8.4	6.0	8.0	7.7	7.8	8.2
	25 to 34	8.1	6.7	8.8	7.1	8.7	8.1	9.0	8.0	8.5	7.4	7.8	8.3
	35 to 44	7.1	6.5	8.3	7.1	7.8	8.3	8.7	7.9	8.0	6.8	7.4	7.9
	45 to 54	8.1	6.8	8.5	8.5	8.8	8.6	8.9	8.1	8.4	7.2	8.2	8.9
	55 to 64	8.1	7.1	8.3	8.3	8.8	8.9	9.1	8.6	8.4	7.3	8.2	8.7
	65+	8.4	7.5	8.5	8.5	8.9	8.6	9.0	8.6	8.3	7.9	8.3	8.8
Home Composition	Young Child(ren) 12 or under	7.6	6.8	8.5	7.3	8.3	8.3	8.8	7.9	8.1	6.9	7.6	8.2
	Child(ren) over age 12	7.8	6.9	8.5	8.1	8.6	8.9	9.1	8.8	8.5	7.4	8.2	8.6
	Parent age 65 or older	7.6	6.2	7.9	7.4	7.6	8.5	8.3	7.9	7.8	7.3	7.8	8.2
	None of these	8.3	7.2	8.4	8.4	8.9	8.6	9.0	8.4	8.3	7.6	8.3	8.8
Gender	Male	8.1	6.8	8.3	7.8	8.6	8.5	8.8	8.4	8.1	7.3	7.9	8.4
	Female	8.1	7.3	8.6	8.4	8.8	8.7	9.1	8.5	8.5	7.6	8.2	8.8
	Other*	5.7	5.3	6.0	5.7	6.0	6.3	6.0	5.0	2.0	5.0	5.7	6.0

Comparison with Benchmarks

Cobalt Community Research Local Government Benchmarks	2018 US Benchmark		2018 Midwest Benchmark	2018 MI Benchmark		2018 Midland	2018 Midland
	25,001-100,000	Overall	Overall	25,001-100,000	Overall	25,001-100,000	From MI 25-100K Benchmark
Scale 0-100 (Perfect=100)							
Fire prevention education	77	70	72	79	70	83	↑ 4
Quick response to fires	85	83	84	86	83	88	→ 2
Quick response to fire/EMS emergencies	85	84	84	86	85	89	→ 3
Traffic free of congestion	50	52	60	58	62	57	→ -1
Bicycle and foot traffic space	57	53	57	56	54	68	↑ 12
Ease of finding parking	62	61	68	66	66	63	→ -3
Drinking water quality	69	71	71	72	76	86	↑ 14
Adequate garbage collection	81	81	81	82	84	86	→ 4
Brush and leaf disposal	71	67	66	70	73	84	↑ 14
Recycling service	74	71	73	75	69	86	↑ 11
Police Department Overall	82	75	75	73	75	83	↑ 10
Enforcing appearance/safety codes	57	55	56	60	58	62	→ 2
Parks and Recreation Overall	70	68	69	69	70	82	↑ 13
Quality of parks/rec programs	70	65	67	67	68	81	↑ 14
Variety of parks/red programs	66	63	63	65	64	81	↑ 16
Library Overall	81	80	80	83	82	84	→ 1

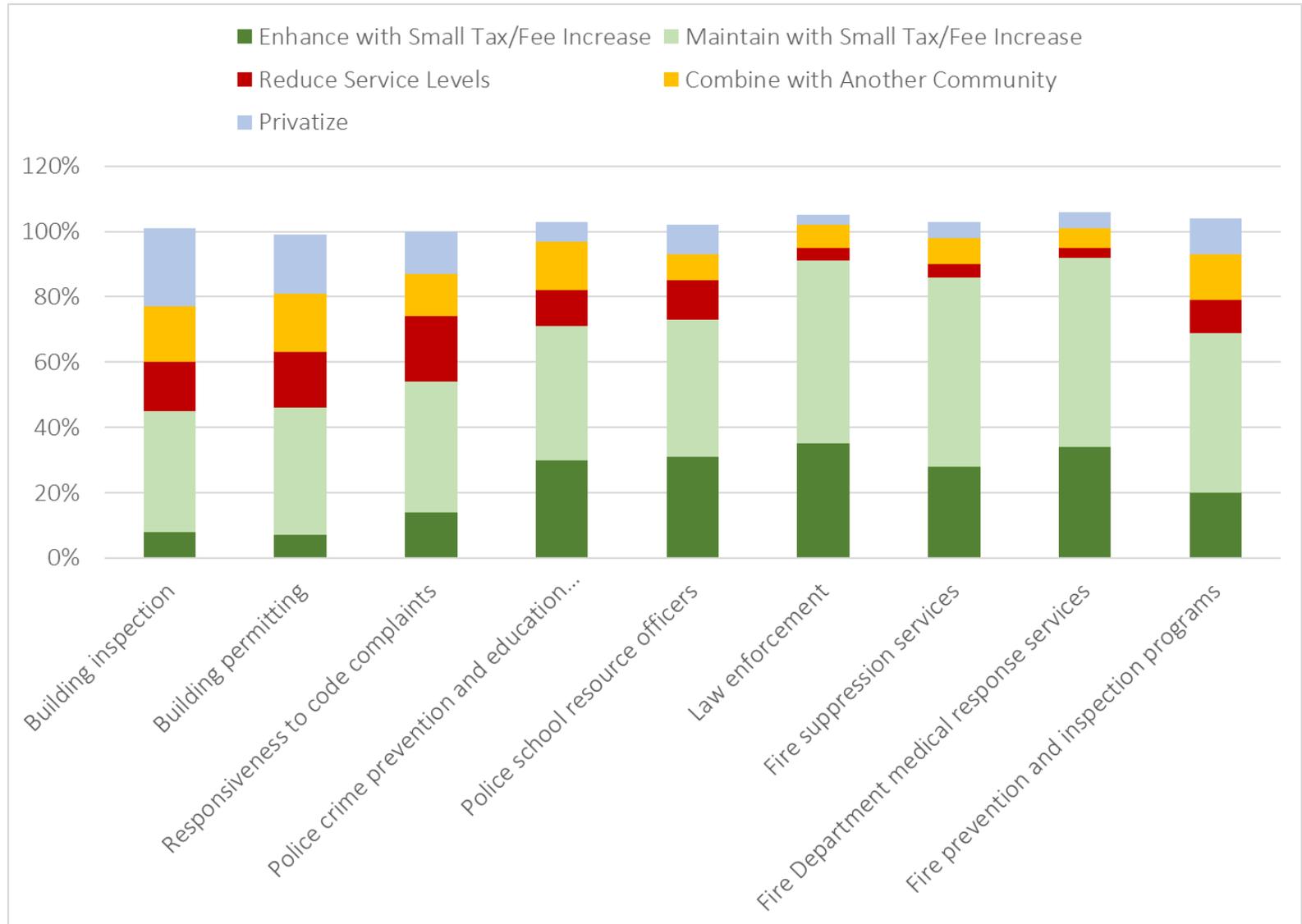
General Approaches for Future Budget Constraints



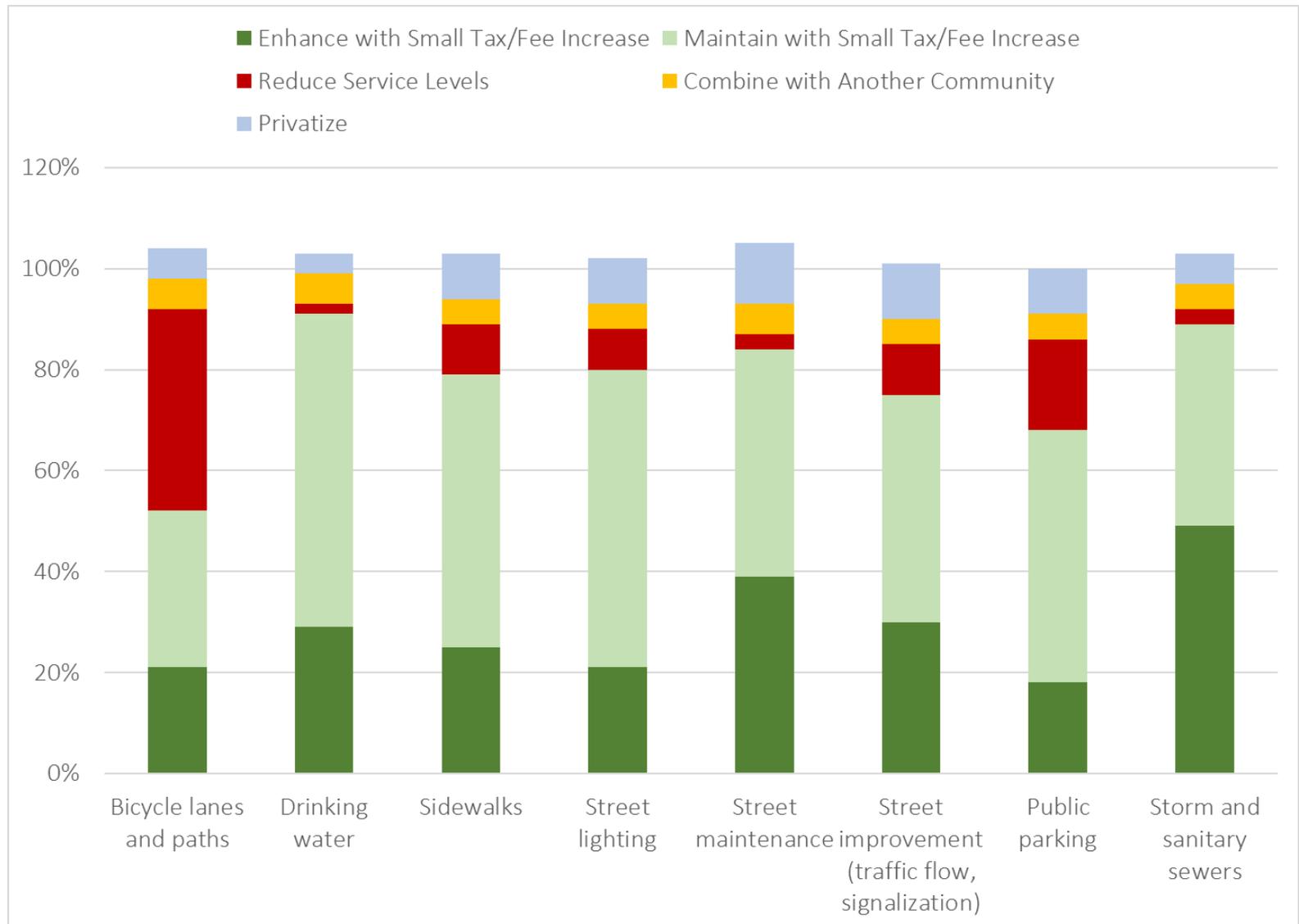
General Approaches for Future Budget Constraints

		Eliminate City services to keep taxes/fees at the same level	Reduce City services to keep taxes/fees at the same level	Maintain City services with a small tax/fee increase	Enhance or improve City services with a small tax/fee increase	Combine City services with other local governments	Privatize some services if taxes/fees can be kept the same	Privatize some services if taxes/fees can be decreased
Age	18 to 24*	14%	29%	36%	57%	29%	29%	43%
	25 to 34	5%	13%	56%	72%	44%	44%	41%
	35 to 44	13%	19%	63%	60%	41%	43%	40%
	45 to 54	7%	20%	61%	53%	43%	43%	33%
	55 to 64	6%	24%	62%	55%	46%	37%	34%
	65+	1%	14%	72%	57%	44%	38%	33%
Home Composition	Young Child(ren) 12 or under	8%	20%	63%	66%	47%	38%	46%
	Child(ren) over age 12	6%	18%	66%	62%	40%	38%	32%
	Parent age 65 or older	4%	17%	78%	61%	43%	26%	26%
	None of these	4%	18%	66%	54%	45%	41%	34%

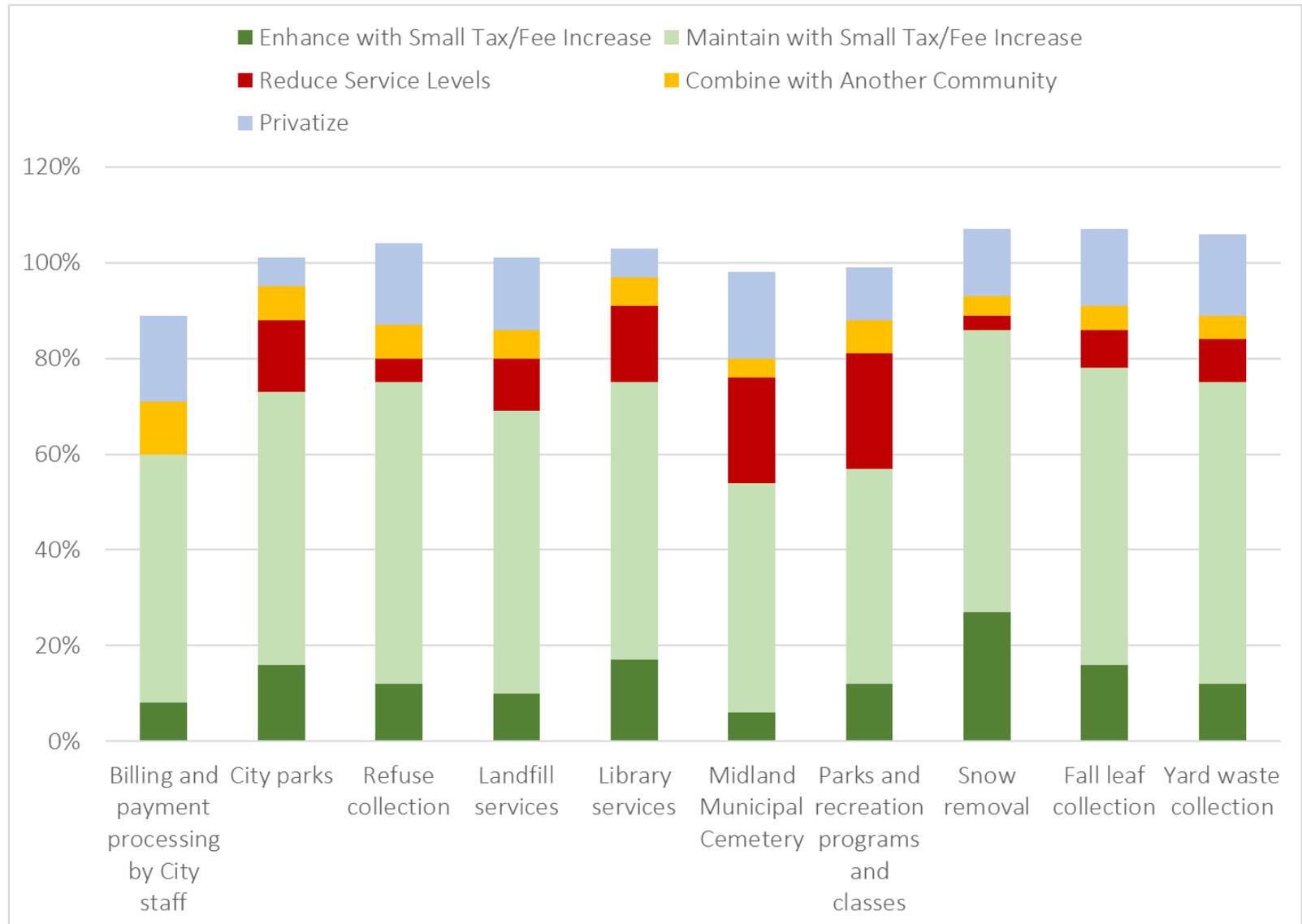
Specific Approaches for Budget Constraints: Public Safety



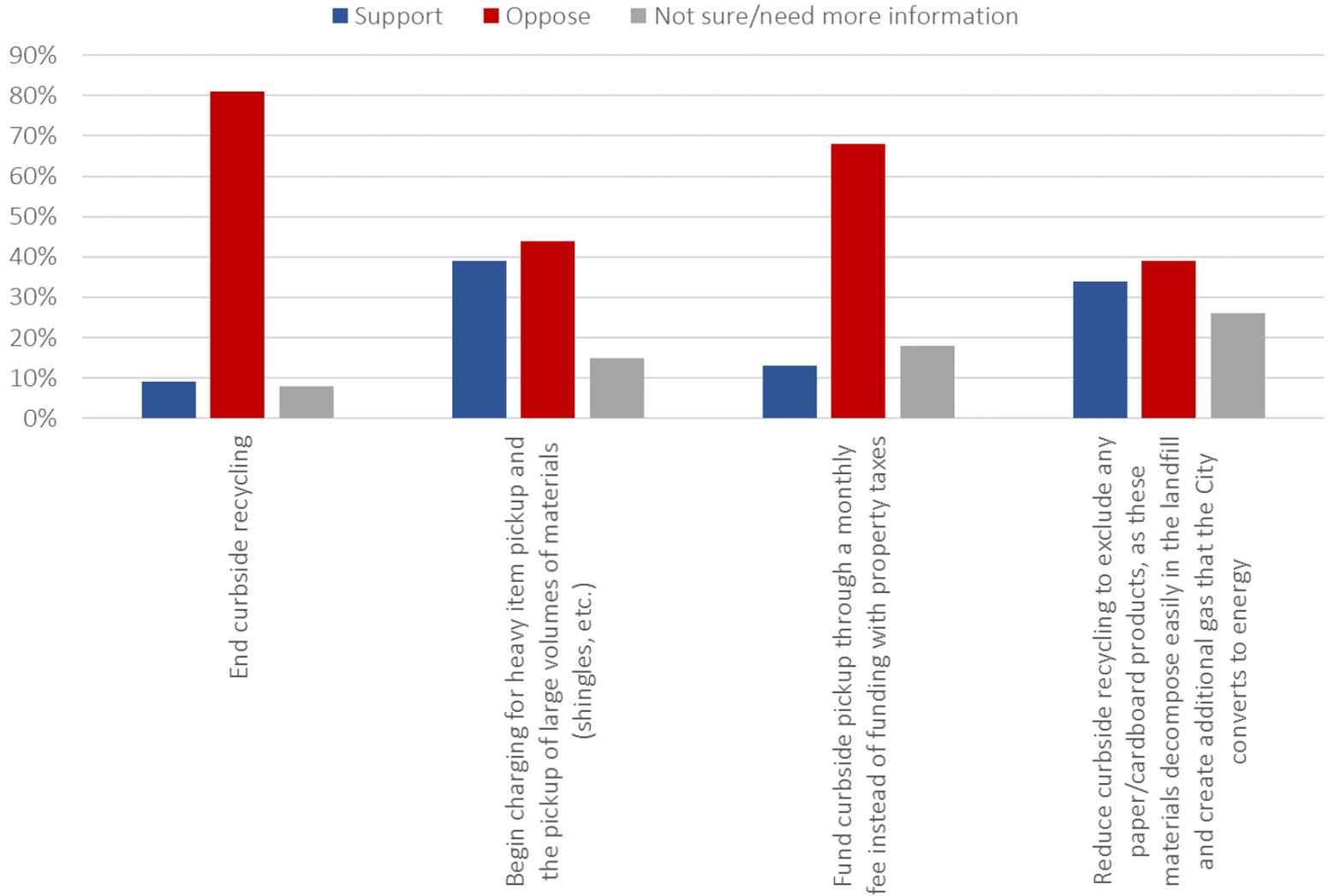
Specific Approaches for Budget Constraints: Streets and Infrastructure



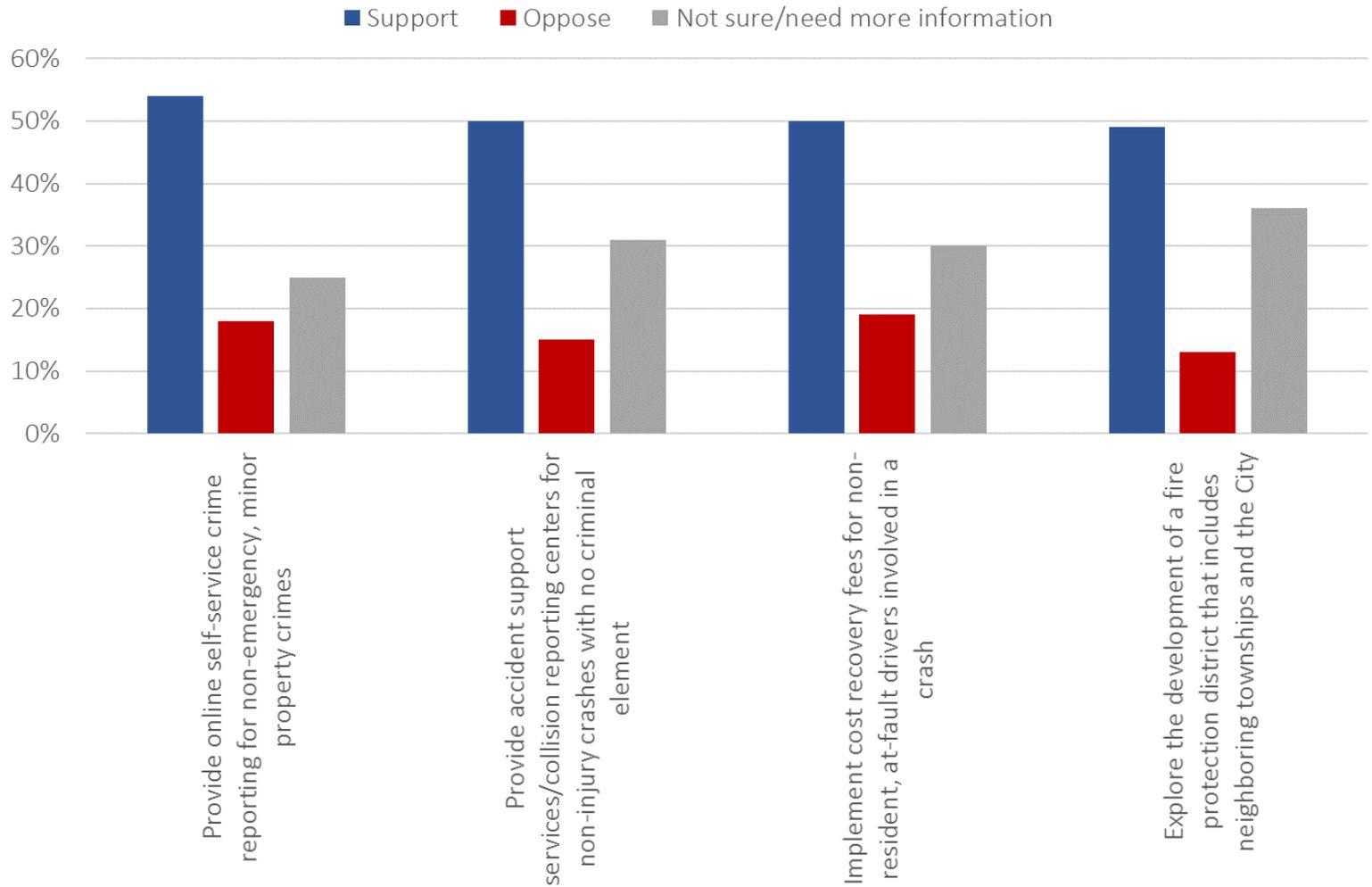
Specific Approaches for Budget Constraints: Other City Services



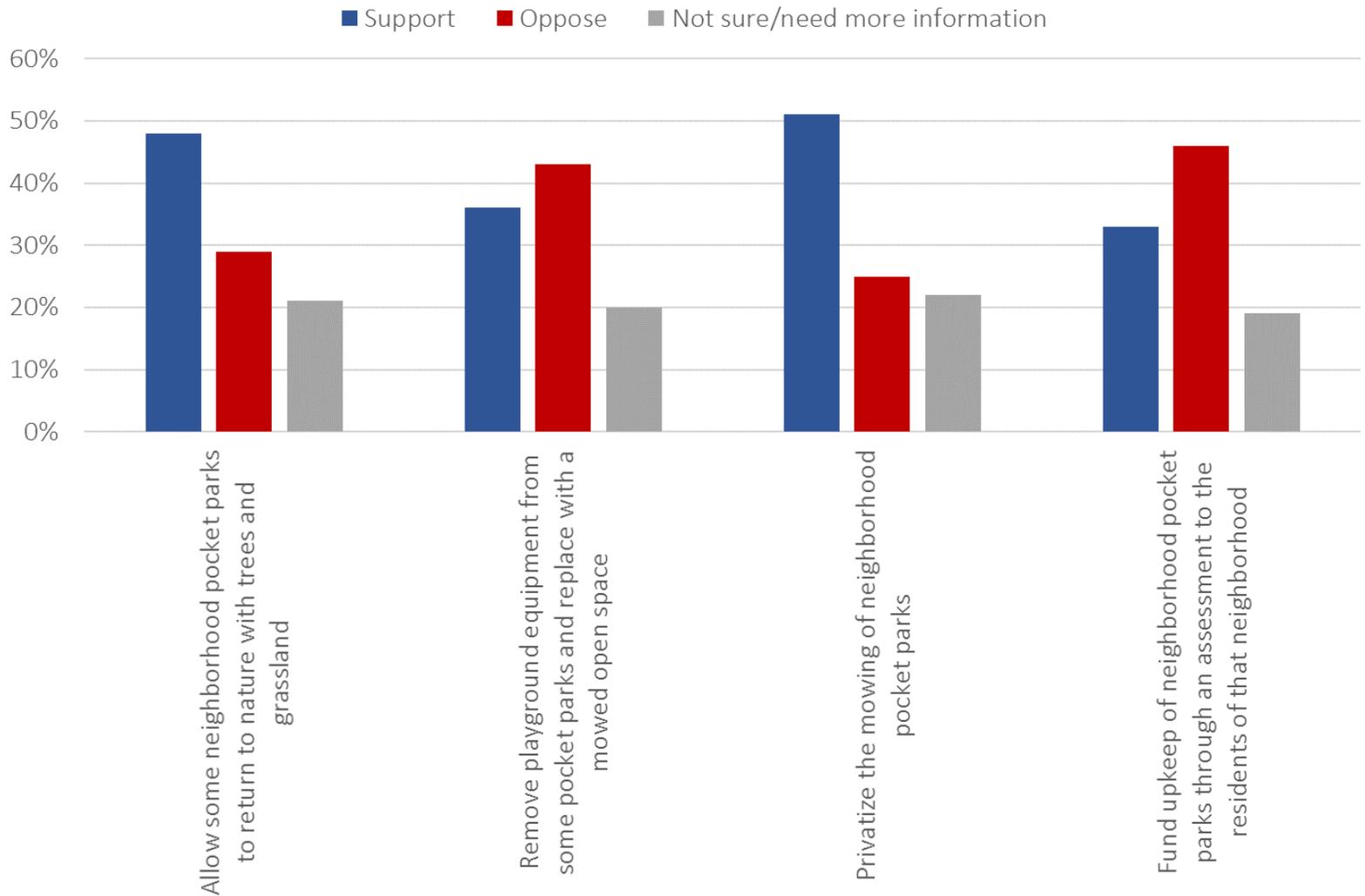
Potential Ideas to Explore: Curbside Waste Collection



Potential Ideas to Explore: Public Safety



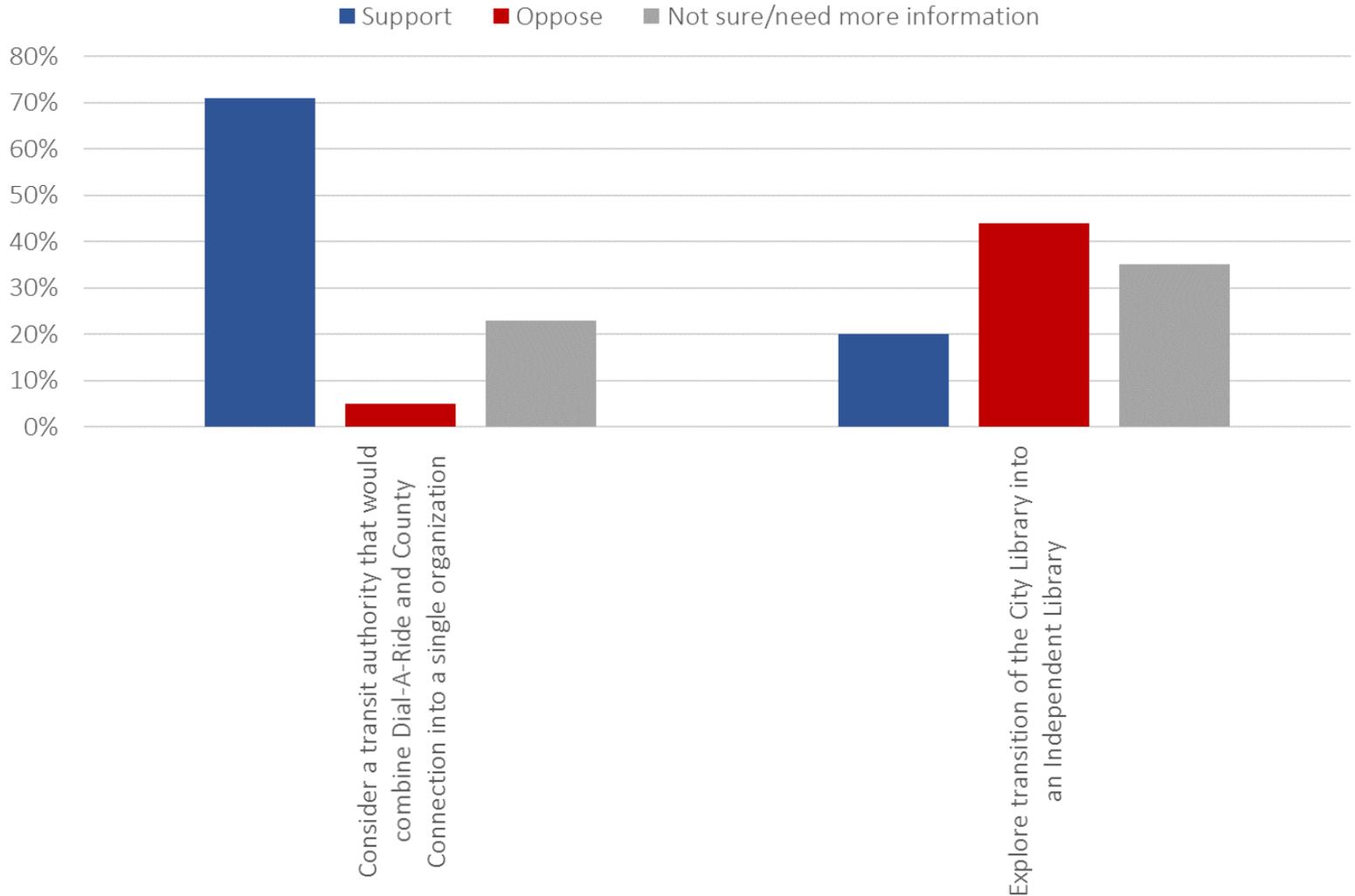
Potential Ideas to Explore: Parks



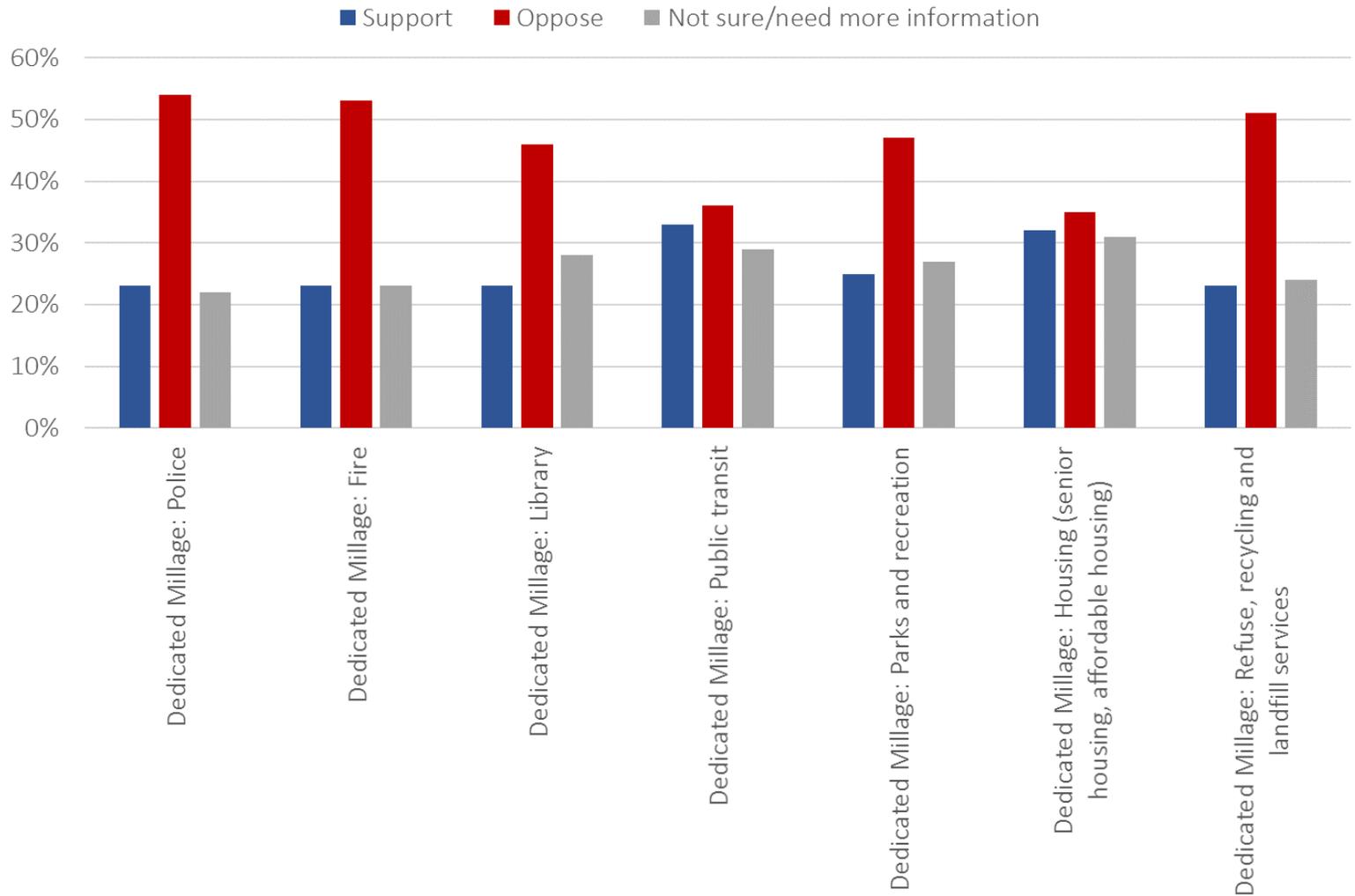
Potential Ideas to Explore: Parks

		Allow some neighborhood pocket parks to return to nature with trees and grassland			Remove playground equipment from some pocket parks and replace with a mowed open space			Privatize the mowing of neighborhood pocket parks			Assessment to fund upkeep of neighborhood pocket parks		
		Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information
Age	18 to 24*	36%	29%	21%	21%	50%	21%	50%	14%	29%	14%	71%	7%
	25 to 34	41%	33%	26%	18%	51%	28%	64%	18%	18%	31%	28%	38%
	35 to 44	51%	32%	18%	34%	55%	14%	54%	17%	31%	45%	31%	26%
	45 to 54	53%	29%	16%	45%	39%	16%	52%	29%	16%	36%	46%	17%
	55 to 64	44%	30%	25%	36%	43%	20%	56%	25%	15%	30%	51%	16%
	65+	52%	27%	21%	38%	38%	21%	45%	29%	25%	32%	49%	18%
Home Composition	Young Child(ren) 12 or under	40%	36%	25%	19%	63%	20%	54%	19%	28%	38%	34%	29%
	Child(ren) over age 12	47%	32%	20%	40%	39%	21%	54%	28%	19%	32%	46%	23%
	Parent age 65 or older	52%	26%	17%	39%	43%	9%	57%	26%	9%	30%	48%	13%
	None of these	50%	27%	21%	39%	39%	19%	51%	25%	21%	33%	46%	18%

Potential Ideas to Explore: Other City Services



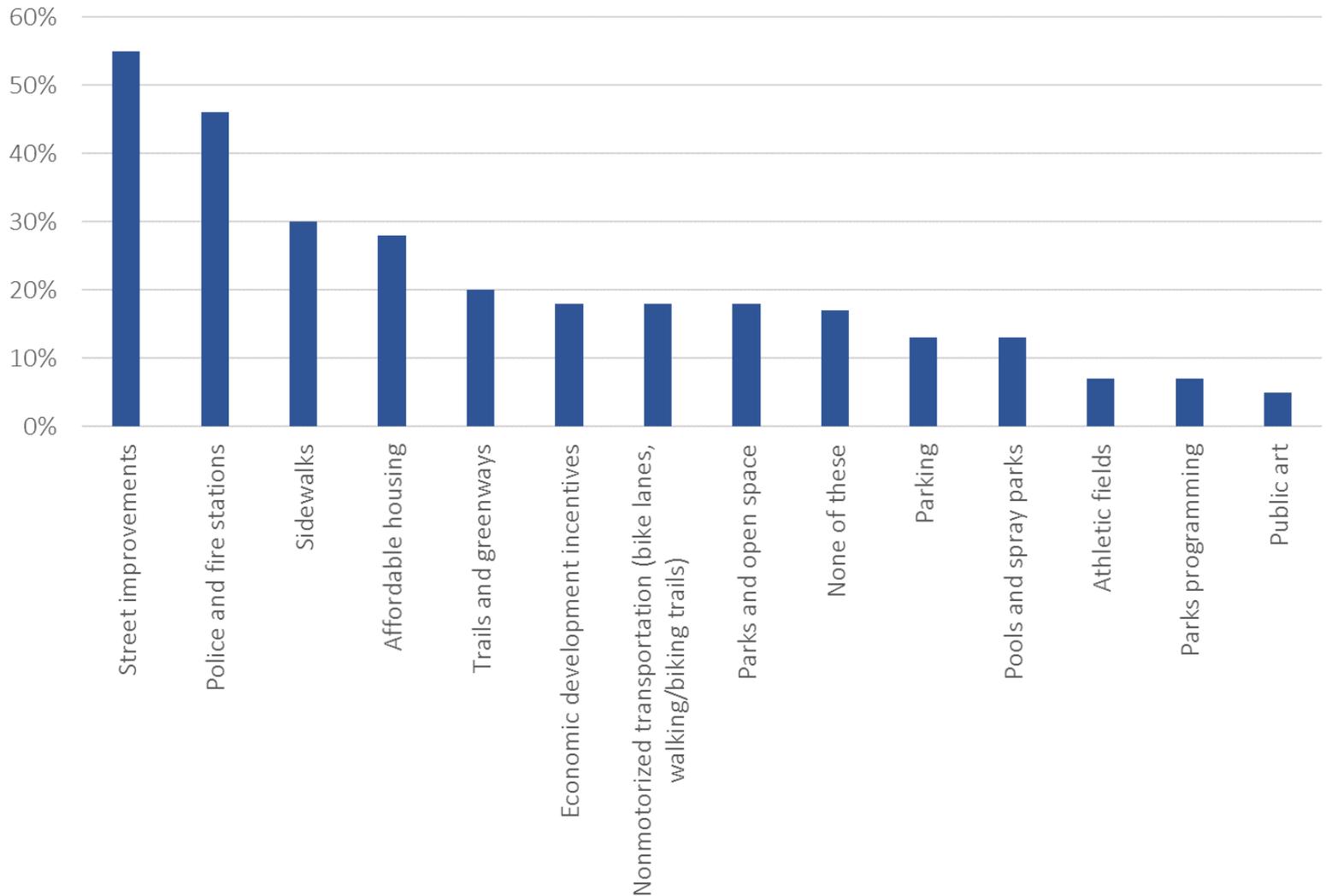
Potential Ideas to Explore: Separate Dedicated Millage



Potential Ideas to Explore: Separate Dedicated Millage

		Dedicated Millage: Public transit			Dedicated Millage: Housing (senior housing, affordable housing)		
		Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information
Length of Residency	One year or fewer*	31%	38%	31%	46%	31%	23%
	1-5 years	35%	38%	27%	40%	31%	29%
	6-10 years	26%	44%	31%	36%	31%	33%
	10 years+	33%	35%	29%	30%	36%	31%
Age	18 to 24*	29%	29%	43%	36%	29%	36%
	25 to 34	36%	21%	44%	41%	13%	46%
	35 to 44	31%	37%	32%	34%	34%	32%
	45 to 54	37%	33%	30%	38%	33%	32%
	55 to 64	40%	34%	23%	36%	34%	27%
	65+	27%	43%	27%	25%	41%	31%

Willing to Pay Higher Taxes if Enhanced



Support for Higher Taxes if Enhanced

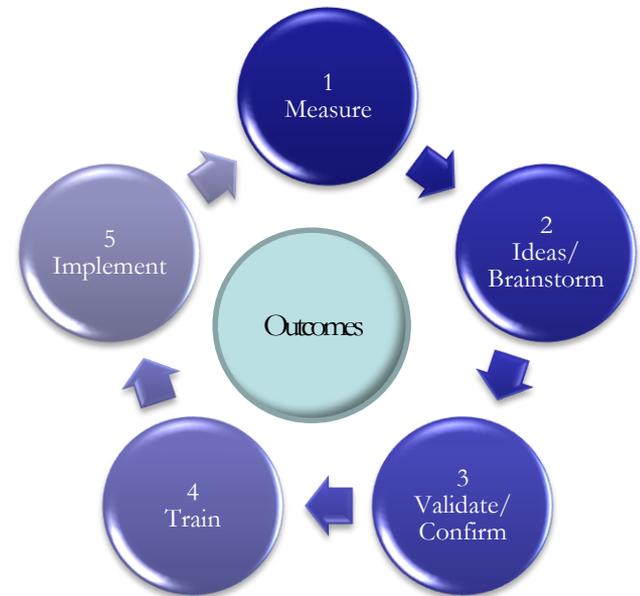
Willing to Pay Higher Taxes if Enhanced

		Support for Higher Taxes if Enhanced													
		Economic development incentives	Street improvements	Nonmotorized transportation (bike lanes, walking/biking trails)	Sidewalks	Parks and open space	Athletic fields	Trails and greenways	Police and fire stations	Public art	Parking	Pools and spray parks	Affordable housing	Parks programming	None of these
Age	18 to 24*	14%	50%	14%	43%	43%	14%	57%	29%	7%	7%	14%	43%	14%	21%
	25 to 34	28%	69%	15%	33%	36%	8%	33%	44%	10%	3%	28%	13%	15%	5%
	35 to 44	34%	48%	25%	23%	26%	17%	28%	46%	6%	12%	28%	17%	17%	15%
	45 to 54	18%	45%	19%	26%	17%	7%	20%	42%	6%	12%	12%	30%	3%	20%
	55 to 64	20%	60%	18%	36%	15%	5%	22%	54%	3%	16%	9%	23%	6%	15%
	65+	9%	56%	15%	29%	13%	3%	12%	43%	4%	14%	8%	25%	5%	20%
Household Income	\$25,000 or less	14%	47%	20%	31%	16%	6%	12%	35%	4%	16%	6%	53%	8%	27%
	\$25,001 to \$50,000	11%	56%	9%	35%	15%	4%	17%	57%	6%	16%	9%	36%	7%	18%
	\$50,001 to \$100,000	14%	55%	16%	35%	20%	5%	20%	43%	6%	9%	14%	26%	8%	16%
	Over \$100,000	25%	58%	25%	28%	20%	9%	28%	46%	5%	16%	18%	20%	8%	11%
Home Composition	Young Child(ren) 12 or under	34%	60%	25%	30%	30%	10%	24%	46%	6%	10%	35%	20%	15%	9%
	Child(ren) over age 12	20%	56%	18%	35%	18%	14%	19%	53%	7%	13%	16%	30%	8%	15%
	Parent age 65 or older	13%	57%	13%	39%	9%	-	17%	43%	9%	13%	9%	26%	-	30%
	None of these	16%	54%	17%	29%	16%	4%	20%	46%	4%	14%	9%	30%	5%	17%

Strategy is About Action: Improve Performance to Improve Outcomes

The diagram at the right provides a framework for following up on this survey.

- The first step (measurement) is complete. This measurement helps prioritize resources and create a baseline against which progress can be measured.
- The second step is to use internal teams to further analyze the results and form ideas about why respondents answered as they did and potential actions in response.
- The third step is to validate ideas and potential actions through conversations with residents and line staff – do the ideas and actions make sense. Focus groups, short special-topic surveys and benchmarking are helpful. (e.g., Strategic Plan)
- The fourth step is to provide staff with the skills and tools to effectively implement the actions.
- The fifth step is to execute the actions.
- The final step is to re-measure to ensure progress was made and track changes in resident needs.



Next Steps

Community Engagement Forums

- City Council members welcome to attend
- Guidelines:
 - As City leaders, residents will naturally pay attention to what you ask and say
 - Important to avoid skewing the natural course of the conversations
 - Observe, but hold questions/comments until the end of each forum

2018 City of Midland Budget Planning Study

Sample Response: 551
+/- 4.0% (95% Confidence)

Non-Sample Response: 308

Areas for City Focus

		Areas for City Focus															
		Clean	Business friendly	Entertainment center	Shopping/restaurant center	Safe	Diverse	Environmentally friendly	Technologically advanced	Family oriented	Art, culture, history, entertainment	Infrastructure	Tourist/visitor destination	Easy to get around by car	Easy to get around by public transportation	Easy to get around by foot/bicycle	Other (See comments)
Sample Overall		50%	32%	8%	32%	72%	12%	22%	10%	43%	26%	33%	5%	21%	11%	11%	3%
Non Sample		40%	25%	13%	26%	71%	20%	32%	10%	47%	29%	31%	6%	20%	9%	9%	5%
Length of Residency	One year or fewer*	62%	15%	8%	38%	69%	8%	38%	8%	54%	23%	15%	15%	31%	8%	15%	8%
	1-5 years	44%	35%	6%	19%	60%	10%	38%	13%	44%	27%	38%	8%	15%	17%	10%	2%
	6-10 years	51%	31%	13%	33%	79%	10%	15%	10%	41%	31%	28%	5%	18%	5%	13%	-
	10 years+	50%	32%	8%	33%	73%	13%	20%	9%	42%	26%	34%	5%	21%	12%	11%	4%
Own/Rent	Own	51%	32%	8%	34%	74%	12%	21%	9%	43%	28%	36%	5%	20%	9%	9%	3%
	Rent/Lease	44%	25%	11%	23%	58%	12%	30%	18%	42%	16%	19%	11%	23%	33%	23%	7%
Employment in Midland	Yes	48%	33%	12%	38%	69%	12%	22%	13%	40%	27%	35%	6%	15%	8%	11%	3%
	A different community	57%	25%	7%	29%	72%	12%	19%	6%	56%	38%	29%	4%	21%	9%	12%	1%
	Not currently employed*	38%	31%	12%	35%	65%	19%	27%	12%	62%	23%	15%	19%	4%	8%	19%	8%
	I am retired	51%	33%	4%	27%	76%	12%	21%	8%	40%	22%	34%	3%	28%	15%	11%	4%
Age	18 to 24*	29%	50%	29%	21%	36%	29%	29%	14%	36%	50%	14%	14%	-	7%	36%	7%
	25 to 34	49%	23%	21%	38%	59%	5%	36%	13%	62%	23%	28%	10%	10%	10%	8%	3%
	35 to 44	57%	17%	8%	31%	82%	14%	23%	9%	51%	25%	34%	3%	14%	9%	12%	5%
	45 to 54	46%	35%	15%	36%	59%	13%	15%	15%	38%	32%	27%	10%	18%	11%	9%	3%
	55 to 64	50%	38%	5%	34%	79%	8%	18%	6%	46%	28%	37%	2%	18%	6%	14%	2%
65+	51%	31%	2%	29%	78%	14%	22%	9%	37%	22%	35%	5%	29%	15%	9%	3%	
Education	Some high school*	50%	-	-	-	50%	-	-	-	-	-	-	-	100%	-	50%	-
	High school graduate	58%	38%	4%	29%	75%	10%	17%	8%	40%	8%	31%	10%	33%	17%	8%	4%
	Some college	53%	32%	8%	31%	69%	9%	24%	8%	45%	19%	35%	5%	23%	15%	6%	2%
	College graduate	50%	33%	10%	31%	74%	8%	25%	9%	40%	27%	34%	6%	20%	9%	13%	3%
	Graduate degree(s)	44%	30%	7%	35%	71%	21%	18%	12%	47%	37%	31%	4%	15%	10%	12%	4%
Household Income	\$25,000 or less	49%	34%	8%	17%	66%	13%	15%	15%	34%	15%	25%	8%	32%	34%	15%	8%
	\$25,001 to \$50,000	50%	30%	6%	26%	74%	11%	28%	9%	48%	17%	34%	9%	22%	12%	4%	3%
	\$50,001 to \$100,000	54%	28%	6%	35%	71%	16%	24%	6%	42%	27%	32%	6%	22%	10%	13%	2%
	Over \$100,000	48%	34%	11%	36%	72%	11%	20%	12%	45%	33%	35%	3%	15%	6%	12%	3%
Marital Status	Single	33%	33%	7%	30%	57%	18%	27%	15%	23%	27%	42%	10%	17%	32%	18%	3%
	Married/with partner	51%	32%	8%	34%	74%	11%	21%	8%	46%	26%	34%	5%	20%	7%	11%	4%
	Widowed/separated/ divorced	55%	30%	7%	20%	78%	13%	22%	11%	41%	29%	23%	5%	27%	17%	7%	4%
Home Composition	Young Child(ren) 12 or under	49%	21%	14%	33%	68%	13%	24%	10%	68%	26%	29%	5%	13%	8%	13%	6%
	Child(ren) over age 12	48%	29%	14%	31%	68%	14%	21%	8%	51%	31%	29%	4%	16%	11%	9%	6%
	Parent age 65 or older	61%	13%	-	39%	70%	13%	13%	13%	39%	26%	43%	4%	39%	9%	4%	4%
	None of these	49%	36%	6%	32%	74%	12%	21%	10%	37%	24%	35%	6%	22%	13%	12%	2%
Gender	Male	51%	33%	7%	27%	72%	12%	19%	12%	42%	25%	39%	4%	22%	9%	14%	4%
	Female	47%	30%	9%	35%	74%	13%	24%	7%	42%	27%	31%	6%	21%	13%	9%	3%
	Other*	33%	33%	-	-	33%	33%	-	33%	33%	33%	33%	-	-	67%	-	67%
Ethnicity/Race	Asian*	50%	38%	-	13%	63%	25%	63%	25%	25%	13%	50%	-	13%	13%	13%	-
	White/Caucasian	51%	32%	8%	33%	73%	12%	21%	10%	43%	27%	32%	6%	21%	12%	11%	3%
	Black/African American*	50%	100%	-	-	50%	50%	-	-	50%	-	-	-	100%	-	-	-
	Hispanic/Latino*	71%	29%	14%	29%	71%	14%	14%	14%	57%	14%	43%	-	14%	-	-	14%
	American Indian/Native*	33%	17%	17%	33%	67%	-	17%	17%	67%	17%	50%	-	33%	-	17%	17%
Other*	67%	67%	-	-	67%	17%	-	17%	33%	-	50%	-	33%	-	33%	17%	
Own Business	Yes	50%	55%	8%	26%	82%	21%	24%	11%	42%	24%	32%	5%	16%	11%	3%	-
	No	50%	30%	8%	33%	72%	12%	22%	9%	42%	27%	33%	5%	21%	12%	12%	4%
Ward	1	41%	35%	3%	18%	88%	12%	15%	12%	29%	21%	15%	6%	35%	21%	21%	9%
	2	44%	36%	5%	29%	66%	8%	20%	15%	39%	27%	36%	5%	29%	12%	14%	3%
	3	50%	43%	9%	26%	74%	28%	22%	4%	41%	30%	30%	6%	11%	7%	17%	2%
	4	46%	41%	10%	35%	67%	13%	17%	12%	44%	23%	40%	4%	17%	13%	9%	3%
	5	57%	23%	7%	33%	85%	10%	25%	7%	43%	25%	42%	5%	17%	10%	2%	2%
	Don't know	51%	27%	9%	33%	69%	9%	26%	8%	45%	29%	31%	5%	20%	10%	12%	4%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		How to Receive Info from City						Local News Source					
		Newspaper	Email	City website	Newsletter	Facebook/social media	Phone voice message	Text message	TV stations	Radio stations	Papers	Internet/social media	None of these
Sample Overall		37%	43%	40%	50%	27%	4%	12%	53%	18%	45%	56%	2%
Non Sample		17%	50%	37%	23%	62%	2%	18%	27%	13%	23%	80%	3%
Length of Residency	One year or fewer*	-	62%	54%	46%	69%	8%	31%	31%	31%	-	92%	-
	1-5 years	31%	44%	38%	42%	33%	-	19%	42%	15%	29%	73%	2%
	6-10 years	15%	64%	33%	46%	33%	5%	21%	46%	23%	33%	82%	-
	10 years+	41%	41%	40%	51%	25%	5%	10%	56%	18%	49%	51%	2%
Own/Rent	Own	36%	46%	41%	52%	27%	5%	12%	54%	19%	45%	57%	2%
	Rent/Lease	35%	26%	30%	35%	35%	-	16%	51%	14%	37%	51%	-
Employment in Midland	Yes	23%	46%	43%	51%	34%	4%	13%	44%	20%	29%	74%	3%
	A different community	19%	50%	34%	50%	43%	3%	19%	47%	23%	27%	71%	1%
	Not currently employed*	12%	50%	42%	27%	54%	4%	27%	42%	12%	12%	88%	-
	I am retired	58%	38%	38%	52%	15%	5%	8%	65%	16%	67%	32%	1%
Age	18 to 24*	7%	36%	43%	36%	71%	-	14%	14%	7%	7%	100%	-
	25 to 34	10%	44%	31%	49%	64%	3%	31%	28%	15%	10%	92%	3%
	35 to 44	9%	57%	43%	40%	42%	2%	20%	45%	20%	17%	86%	-
	45 to 54	18%	45%	48%	41%	43%	3%	15%	57%	25%	28%	74%	3%
	55 to 64	33%	45%	44%	59%	17%	3%	7%	50%	18%	44%	53%	3%
65+	64%	39%	34%	52%	12%	7%	8%	63%	16%	70%	30%	1%	
Education	Some high school*	50%	-	-	50%	50%	-	-	50%	-	50%	-	-
	High school graduate	54%	27%	35%	46%	17%	6%	10%	73%	21%	54%	40%	-
	Some college	39%	33%	38%	51%	28%	7%	11%	65%	16%	44%	49%	2%
	College graduate	30%	43%	37%	51%	33%	3%	13%	49%	20%	37%	65%	2%
	Graduate degree(s)	40%	55%	46%	49%	23%	4%	12%	47%	16%	52%	54%	2%
Household Income	\$25,000 or less	43%	17%	21%	53%	25%	6%	4%	64%	17%	40%	36%	4%
	\$25,001 to \$50,000	32%	43%	48%	52%	32%	8%	13%	63%	22%	40%	53%	1%
	\$50,001 to \$100,000	39%	44%	43%	48%	30%	2%	13%	51%	22%	45%	58%	2%
	Over \$100,000	33%	54%	35%	50%	25%	3%	14%	46%	17%	44%	64%	1%
Marital Status	Single	28%	43%	42%	40%	33%	2%	18%	53%	15%	33%	55%	2%
	Married/with partner	37%	45%	42%	51%	30%	4%	12%	52%	20%	46%	59%	2%
	Widowed/separated/ divorced	43%	35%	27%	51%	14%	8%	10%	60%	13%	48%	42%	5%
Home Composition	Young Child(ren) 12 or under	11%	55%	41%	45%	50%	1%	21%	40%	16%	19%	88%	3%
	Child(ren) over age 12	21%	43%	40%	50%	35%	3%	13%	52%	23%	33%	70%	3%
	Parent age 65 or older	30%	52%	30%	48%	30%	4%	-	57%	13%	48%	65%	-
	None of these	47%	41%	40%	49%	22%	5%	11%	57%	18%	53%	47%	2%
Gender	Male	37%	43%	39%	48%	28%	3%	12%	48%	18%	47%	56%	3%
	Female	37%	43%	39%	52%	30%	6%	13%	58%	18%	43%	57%	1%
	Other*	33%	33%	-	33%	-	-	-	33%	-	33%	67%	-
Ethnicity/Race	Asian*	50%	50%	63%	75%	-	-	13%	13%	25%	38%	63%	-
	White/Caucasian	38%	43%	38%	49%	29%	5%	13%	54%	18%	45%	56%	2%
	Black/African American*	50%	-	100%	-	-	-	-	100%	-	50%	-	-
	Hispanic/Latino*	43%	43%	57%	29%	14%	14%	14%	29%	-	43%	43%	-
	American Indian/Native*	17%	33%	50%	50%	67%	-	-	83%	17%	17%	50%	-
Other*	33%	33%	50%	33%	17%	-	-	33%	-	67%	67%	-	
Own Business	Yes	31%	49%	38%	56%	31%	10%	15%	49%	26%	49%	67%	-
	No	38%	43%	40%	49%	27%	4%	12%	53%	17%	44%	55%	2%
Ward	1	60%	23%	31%	40%	23%	14%	9%	69%	26%	71%	34%	-
	2	41%	57%	51%	48%	25%	3%	16%	59%	16%	48%	61%	3%
	3	46%	46%	37%	54%	31%	4%	13%	39%	20%	57%	56%	2%
	4	37%	50%	38%	49%	22%	2%	11%	56%	21%	50%	52%	1%
	5	37%	57%	48%	53%	32%	10%	17%	58%	15%	45%	55%	3%
	Don't know	29%	38%	35%	51%	32%	2%	12%	47%	18%	33%	61%	2%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Social Media Used					
		Facebook	Twitter	YouTube	Instagram	Snapchat	None
Sample Overall		62%	10%	24%	17%	9%	28%
Non Sample		91%	21%	30%	32%	18%	8%
Length of Residency	One year or fewer*	85%	15%	46%	54%	38%	8%
	1-5 years	71%	15%	40%	21%	19%	13%
	6-10 years	72%	8%	41%	21%	13%	15%
	10 years+	60%	10%	20%	15%	7%	32%
Own/Rent	Own	64%	10%	24%	16%	8%	27%
	Rent/Lease	54%	14%	28%	23%	21%	30%
Employment in Midland	Yes	70%	14%	28%	24%	13%	20%
	A different community	79%	24%	40%	24%	20%	10%
	Not currently employed*	85%	15%	42%	38%	23%	8%
	I am retired	48%	2%	14%	5%	1%	43%
Age	18 to 24*	71%	29%	57%	57%	57%	-
	25 to 34	95%	21%	44%	49%	46%	3%
	35 to 44	75%	12%	40%	26%	11%	15%
	45 to 54	79%	25%	25%	27%	11%	10%
	55 to 64	60%	7%	25%	11%	5%	30%
	65+	45%	2%	12%	4%	1%	46%
Education	Some high school*	50%	-	-	-	-	50%
	High school graduate	42%	4%	12%	12%	4%	46%
	Some college	66%	5%	20%	13%	11%	24%
	College graduate	69%	11%	26%	21%	11%	22%
	Graduate degree(s)	59%	15%	29%	15%	8%	30%
Household Income	\$25,000 or less	38%	8%	19%	9%	11%	45%
	\$25,001 to \$50,000	73%	3%	24%	16%	11%	23%
	\$50,001 to \$100,000	68%	12%	29%	21%	11%	25%
	Over \$100,000	62%	14%	25%	18%	8%	26%
Marital Status	Single	58%	13%	25%	23%	20%	30%
	Married/with partner	67%	11%	26%	18%	8%	24%
	Widowed/separated/ divorced	47%	7%	16%	10%	10%	45%
Home Composition	Young Child(ren) 12 or under	80%	14%	41%	31%	18%	11%
	Child(ren) over age 12	79%	19%	28%	26%	13%	13%
	Parent age 65 or older	61%	9%	30%	22%	4%	35%
	None of these	55%	6%	20%	12%	7%	35%
Gender	Male	60%	12%	32%	13%	9%	29%
	Female	67%	9%	19%	21%	11%	25%
	Other*	33%	-	33%	-	-	67%
Ethnicity/Race	Asian*	38%	13%	50%	13%	13%	25%
	White/Caucasian	64%	10%	24%	17%	10%	27%
	Black/African American*	50%	-	-	-	-	50%
	Hispanic/Latino*	57%	14%	43%	14%	-	29%
	American Indian/Native*	67%	-	-	-	-	33%
Other*	17%	-	17%	33%	-	67%	
Own Business	Yes	72%	21%	36%	21%	10%	23%
	No	62%	10%	23%	17%	9%	29%
Ward	1	46%	3%	20%	9%	6%	49%
	2	62%	13%	25%	18%	13%	34%
	3	63%	9%	20%	7%	4%	24%
	4	63%	13%	29%	19%	7%	25%
	5	65%	3%	23%	12%	8%	23%
	Don't know	67%	11%	24%	20%	13%	26%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study

Sample Response: 551
+/- 4.0% (95% Confidence)

Non-Sample Response: 308

		Public Safety Satisfaction								
		Building inspection	Building permitting	Responsiveness to code complaints (property maintenance, grass, weeds, etc.)	Crime prevention and education programs	Police school resource officers	Law enforcement	Fire suppression services	Fire Department medical response services	Fire prevention and inspection programs
Sample Overall		7.0	7.2	6.6	8.0	8.0	8.5	8.9	9.0	8.5
Non Sample		7.5	7.0	7.0	8.0	8.2	8.5	9.0	9.2	8.5
Length of Residency	One year or fewer*	8.5	10.0	7.7	8.6	7.8	8.9	9.1	9.4	8.7
	1-5 years	7.1	7.0	6.1	8.1	7.2	8.4	9.1	9.3	8.7
	6-10 years	6.9	7.3	7.7	8.1	7.8	8.6	9.1	9.0	8.6
	10 years+	7.0	7.1	6.6	8.0	8.1	8.5	8.9	9.0	8.5
Own/Rent	Own	7.3	7.4	6.7	8.1	8.1	8.6	8.9	9.0	8.5
	Rent/Lease	5.6	5.4	5.3	7.0	7.2	8.0	8.8	8.9	8.1
Employment in Midland	Yes	7.4	7.2	6.6	8.1	8.0	8.5	8.8	8.8	8.2
	A different community	7.3	7.0	6.8	8.0	8.0	8.6	8.7	8.9	8.6
	Not currently employed*	6.0	8.8	6.5	7.8	8.7	8.6	9.5	9.3	9.5
	I am retired	6.7	7.1	6.6	8.0	8.0	8.6	9.0	9.1	8.7
Age	18 to 24*	6.0	7.5	6.5	7.1	7.9	7.3	9.3	9.2	7.5
	25 to 34	7.4	7.3	7.1	8.2	7.9	8.8	9.1	9.0	9.0
	35 to 44	7.4	7.3	6.4	7.8	7.9	8.3	8.5	8.4	7.9
	45 to 54	7.6	7.1	6.7	8.1	8.1	8.7	8.9	9.0	8.5
	55 to 64	7.2	7.2	6.6	8.2	8.4	8.4	9.0	9.1	8.7
	65+	6.7	7.2	6.8	8.1	7.8	8.7	8.9	9.1	8.7
Education	Some high school*	7.0	-	-	-	-	6.5	9.5	10.0	7.0
	High school graduate	6.0	6.5	6.3	7.3	7.2	8.0	8.4	8.7	8.2
	Some college	7.1	7.4	6.6	8.0	7.9	8.3	8.9	9.0	8.9
	College graduate	7.2	7.1	6.5	7.9	8.0	8.5	8.9	9.0	8.6
	Graduate degree(s)	7.2	7.3	7.3	8.4	8.6	8.9	9.1	9.1	8.4
Household Income	\$25,000 or less	5.5	5.9	5.3	7.2	7.0	7.7	9.0	8.8	8.4
	\$25,001 to \$50,000	6.9	7.3	6.7	8.0	8.2	8.6	9.2	9.1	8.9
	\$50,001 to \$100,000	7.2	7.1	6.6	8.1	8.0	8.6	8.9	9.1	8.6
	Over \$100,000	7.9	7.6	7.2	8.2	8.2	8.7	8.8	8.9	8.3
Marital Status	Single	7.2	7.2	6.8	7.9	7.8	8.3	9.2	8.9	8.8
	Married/with partner	7.3	7.4	6.7	8.1	8.1	8.6	8.9	9.1	8.6
	Widowed/separated/ divorced	6.1	6.2	6.4	8.1	8.1	8.6	8.9	8.9	8.5
Home Composition	Young Child(ren) 12 or under	7.0	7.2	6.2	7.8	8.0	8.5	8.8	8.6	8.1
	Child(ren) over age 12	6.7	6.9	6.7	8.0	8.2	8.5	8.9	9.0	8.3
	Parent age 65 or older	7.6	7.6	6.3	7.4	7.2	8.0	8.9	9.0	7.2
	None of these	7.0	7.2	6.7	8.1	8.0	8.6	9.0	9.1	8.8
Gender	Male	7.1	6.9	6.5	8.1	8.1	8.5	8.9	8.9	8.4
	Female	7.1	7.5	6.9	8.0	8.1	8.6	9.0	9.1	8.7
	Other*	1.0	1.0	1.0	5.3	6.7	7.0	8.3	8.0	7.5
Ethnicity/Race	Asian*	4.0	8.5	8.0	7.4	8.0	8.0	9.0	9.0	9.0
	White/Caucasian	7.0	7.1	6.6	8.1	8.0	8.6	8.9	9.0	8.5
	Black/African American*	4.0	7.0	7.0	6.5	8.0	6.5	8.5	8.5	8.0
	Hispanic/Latino*	1.0	-	6.5	6.8	8.0	7.8	8.5	9.2	9.0
	American Indian/Native*	5.6	7.3	5.8	7.0	8.8	8.5	9.2	8.8	9.0
Other*	3.5	4.3	5.3	6.8	7.0	7.4	8.4	7.8	7.0	
Own Business	Yes	8.1	7.7	7.0	8.0	7.8	8.7	9.0	9.0	8.0
	No	7.0	7.1	6.6	8.0	8.1	8.5	8.9	9.0	8.6
Ward	1	7.1	6.7	6.5	7.7	7.5	7.7	8.8	9.0	8.3
	2	7.0	7.3	6.4	8.0	8.4	8.6	9.3	9.1	8.8
	3	7.0	7.4	7.4	8.8	8.7	8.9	9.0	9.1	7.9
	4	6.7	7.2	6.8	8.0	8.2	8.4	9.0	9.0	8.7
	5	8.2	8.0	7.0	8.0	7.9	8.7	8.9	9.1	8.8
	Don't know	6.9	6.9	6.4	7.9	7.8	8.6	8.8	9.0	8.5

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Streets and Infrastructure Satisfaction							
		Bicycle lanes and paths	Drinking water	Sidewalks	Street lighting	Street maintenance	Street improvement (traffic flow, signalization)	Public parking	Storm and sanitary sewers
Sample Overall		7.1	8.7	7.3	7.5	6.3	6.1	6.7	5.9
Non Sample		6.5	8.4	7.2	7.3	6.0	5.2	6.5	5.6
Length of Residency	One year or fewer*	7.5	8.8	7.5	7.8	8.1	6.7	7.7	6.2
	1-5 years	7.2	7.6	7.1	7.5	6.2	5.9	6.9	5.4
	6-10 years	7.0	8.6	7.3	7.3	6.7	5.5	6.9	5.0
	10 years+	7.1	8.8	7.3	7.5	6.3	6.2	6.6	6.0
Own/Rent	Own	7.2	8.7	7.3	7.5	6.4	6.1	6.7	5.9
	Rent/Lease	5.8	7.8	6.2	7.1	5.7	5.4	6.4	5.5
Employment in Midland	Yes	7.2	8.6	7.3	7.6	6.2	5.7	6.6	5.6
	A different community	7.0	8.6	7.0	6.9	6.6	6.3	7.0	5.6
	Not currently employed*	6.9	8.5	6.9	7.0	5.7	6.0	6.2	5.5
	I am retired	7.0	8.8	7.3	7.6	6.4	6.4	6.7	6.2
Age	18 to 24*	6.2	8.8	7.4	7.9	5.9	5.9	6.9	6.4
	25 to 34	6.7	8.7	7.2	7.1	6.2	5.7	7.3	5.6
	35 to 44	7.0	8.2	7.3	7.2	6.3	5.6	6.6	4.9
	45 to 54	7.2	8.5	6.9	7.4	6.2	5.9	6.5	5.7
	55 to 64	7.2	8.8	7.2	7.6	6.2	6.0	6.6	5.9
	65+	7.1	8.9	7.4	7.6	6.5	6.6	6.7	6.3
Education	Some high school*	7.0	6.0	5.5	7.5	6.0	4.5	4.5	5.0
	High school graduate	6.4	8.3	6.3	7.3	6.1	6.1	6.4	5.9
	Some college	7.6	8.5	7.2	7.4	6.2	5.8	6.5	6.0
	College graduate	7.0	8.6	7.1	7.4	6.0	5.8	6.6	5.8
	Graduate degree(s)	7.2	9.0	7.8	7.8	7.0	6.6	7.1	6.0
Household Income	\$25,000 or less	6.8	7.9	6.3	7.0	5.8	5.7	6.3	5.7
	\$25,001 to \$50,000	7.1	8.7	7.1	7.7	6.0	5.8	6.2	6.4
	\$50,001 to \$100,000	6.9	8.6	7.4	7.4	6.5	6.3	6.9	6.2
	Over \$100,000	7.3	8.9	7.4	7.5	6.5	6.2	6.9	5.6
Marital Status	Single	6.9	8.4	7.0	7.1	6.0	5.7	6.5	5.9
	Married/with partner	7.1	8.8	7.3	7.6	6.4	6.1	6.8	5.8
	Widowed/separated/ divorced	7.3	8.4	7.1	7.7	6.4	6.4	6.6	6.4
Home Composition	Young Child(ren) 12 or under	6.6	8.4	7.3	7.2	6.1	5.4	6.9	5.1
	Child(ren) over age 12	7.4	8.8	7.4	7.3	6.4	6.0	6.6	5.8
	Parent age 65 or older	7.3	8.5	7.0	7.3	5.7	6.1	6.9	5.7
	None of these	7.1	8.8	7.3	7.6	6.4	6.2	6.7	6.1
Gender	Male	6.8	8.6	7.1	7.4	6.3	6.0	6.6	5.8
	Female	7.4	8.7	7.4	7.6	6.4	6.2	6.8	5.9
	Other*	5.7	8.0	5.7	5.7	4.3	4.7	5.0	4.0
Ethnicity/Race	Asian*	7.7	8.0	8.1	7.5	7.3	7.9	8.4	6.5
	White/Caucasian	7.1	8.7	7.3	7.5	6.3	6.1	6.7	5.9
	Black/African American*	7.5	9.0	7.5	7.5	5.0	7.0	7.0	6.0
	Hispanic/Latino*	8.1	9.4	8.3	8.2	6.8	7.2	7.7	5.9
	American Indian/Native*	8.5	7.8	5.0	8.2	5.5	5.8	6.8	7.2
Other*	6.8	9.0	7.0	6.7	4.2	5.7	6.3	4.8	
Own Business	Yes	7.4	8.5	7.6	7.8	6.3	5.6	6.8	5.8
	No	7.1	8.7	7.2	7.5	6.4	6.1	6.7	5.9
Ward	1	7.7	9.1	6.5	7.5	5.3	5.5	6.3	5.4
	2	6.4	8.7	7.2	7.4	6.2	5.6	6.5	5.6
	3	7.3	8.7	7.8	7.6	6.6	6.1	7.0	5.7
	4	7.2	8.9	7.4	7.8	6.5	6.6	6.6	6.3
	5	7.1	9.1	7.4	7.7	6.6	6.6	6.9	5.9
	Don't know	7.1	8.4	7.1	7.3	6.3	6.1	6.9	5.9

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Other City Services Satisfaction											
		Billing and payments (taxes, water bills, etc.)	City communications with citizens	City parks	Curbside recycling	Refuse collection	Landfill services	Library services	Midland Municipal Cemetery	Parks and recreation programs and classes	Snow removal	Fall leaf collection	Yard waste collection
Sample Overall		8.1	7.1	8.4	8.2	8.7	8.6	9.0	8.4	8.3	7.5	8.1	8.6
Non Sample		7.7	6.8	8.4	7.4	8.5	8.5	9.0	8.3	8.1	7.2	7.8	8.3
Length of Residency	One year or fewer*	7.0	8.5	8.9	7.4	8.5	9.0	8.6	8.0	8.2	8.5	8.4	8.6
	1-5 years	7.9	6.4	8.5	7.3	8.3	8.1	8.9	8.2	8.3	7.1	7.4	7.7
	6-10 years	8.3	7.3	8.4	7.8	8.7	8.7	9.4	8.8	8.7	6.8	7.5	8.5
	10 years+	8.1	7.1	8.4	8.3	8.7	8.6	8.9	8.4	8.3	7.5	8.2	8.7
Own/Rent	Own	8.2	7.2	8.5	8.3	8.8	8.7	9.1	8.6	8.4	7.5	8.2	8.8
	Rent/Lease	6.8	6.0	7.6	7.1	7.8	7.1	7.9	7.0	7.1	6.9	7.0	7.3
Employment in Midland	Yes	7.9	7.0	8.5	8.0	8.6	8.5	9.0	8.4	8.3	7.2	8.1	8.6
	A different community	7.9	6.8	8.5	7.9	8.4	8.8	9.0	8.3	8.2	7.1	7.8	8.5
	Not currently employed*	7.5	6.7	7.6	8.3	8.7	8.2	8.6	8.3	8.0	7.6	8.0	8.4
	I am retired	8.4	7.2	8.4	8.4	8.9	8.7	9.0	8.4	8.3	7.8	8.2	8.7
Age	18 to 24*	7.3	7.0	7.9	8.3	8.8	8.7	8.4	6.0	8.0	7.7	7.8	8.2
	25 to 34	8.1	6.7	8.8	7.1	8.7	8.1	9.0	8.0	8.5	7.4	7.8	8.3
	35 to 44	7.1	6.5	8.3	7.1	7.8	8.3	8.7	7.9	8.0	6.8	7.4	7.9
	45 to 54	8.1	6.8	8.5	8.5	8.8	8.6	8.9	8.1	8.4	7.2	8.2	8.9
	55 to 64	8.1	7.1	8.3	8.3	8.8	8.9	9.1	8.6	8.4	7.3	8.2	8.7
65+	8.4	7.5	8.5	8.5	8.9	8.6	9.0	8.6	8.3	7.9	8.3	8.8	
Education	Some high school*	7.0	4.0	8.0	8.0	8.5	8.0	-	-	-	7.5	6.5	7.5
	High school graduate	7.4	6.5	7.6	7.8	8.2	7.9	8.4	7.6	7.4	7.3	7.3	8.2
	Some college	8.1	7.2	8.4	8.2	8.7	8.5	8.9	8.5	8.3	7.4	8.0	8.5
	College graduate	8.0	6.9	8.4	8.1	8.7	8.6	9.0	8.5	8.5	7.4	8.2	8.7
	Graduate degree(s)	8.4	7.4	8.8	8.3	8.8	8.8	9.1	8.6	8.3	7.7	8.3	8.8
Household Income	\$25,000 or less	7.1	6.2	7.5	7.4	7.8	7.4	8.0	7.2	7.4	7.1	6.9	7.4
	\$25,001 to \$50,000	8.1	6.9	8.4	8.4	8.7	8.6	9.1	9.1	8.6	7.6	8.1	8.6
	\$50,001 to \$100,000	8.3	7.3	8.4	8.2	8.9	8.6	8.9	8.4	8.0	7.7	8.5	8.8
	Over \$100,000	8.1	7.2	8.7	8.2	8.7	8.8	9.1	8.5	8.5	7.2	8.1	8.7
Marital Status	Single	7.9	6.7	7.9	7.9	8.3	8.3	8.5	7.6	7.8	7.4	8.0	8.3
	Married/with partner	8.1	7.1	8.5	8.2	8.8	8.7	9.1	8.5	8.3	7.5	8.2	8.7
	Widowed/separated/ divorced	8.1	7.4	8.6	8.3	8.4	8.2	8.8	8.5	8.7	7.6	7.8	8.3
Home Composition	Young Child(ren) 12 or under	7.6	6.8	8.5	7.3	8.3	8.3	8.8	7.9	8.1	6.9	7.6	8.2
	Child(ren) over age 12	7.8	6.9	8.5	8.1	8.6	8.9	9.1	8.8	8.5	7.4	8.2	8.6
	Parent age 65 or older	7.6	6.2	7.9	7.4	7.6	8.5	8.3	7.9	7.8	7.3	7.8	8.2
	None of these	8.3	7.2	8.4	8.4	8.9	8.6	9.0	8.4	8.3	7.6	8.3	8.8
Gender	Male	8.1	6.8	8.3	7.8	8.6	8.5	8.8	8.4	8.1	7.3	7.9	8.4
	Female	8.1	7.3	8.6	8.4	8.8	8.7	9.1	8.5	8.5	7.6	8.2	8.8
	Other*	5.7	5.3	6.0	5.7	6.0	6.3	6.0	5.0	2.0	5.0	5.7	6.0
Ethnicity/Race	Asian*	8.4	7.6	7.9	8.0	8.5	8.1	8.9	9.0	8.4	8.3	8.0	8.5
	White/Caucasian	8.1	7.1	8.5	8.2	8.7	8.6	9.0	8.4	8.3	7.5	8.1	8.6
	Black/African American*	7.5	7.0	6.5	9.5	9.5	8.5	8.5	8.0	7.5	9.0	9.0	9.0
	Hispanic/Latino*	8.4	7.0	8.6	8.6	9.1	9.7	9.6	9.0	6.5	8.4	8.9	9.5
	American Indian/Native*	8.0	4.8	6.2	8.3	8.3	8.2	8.5	8.0	8.2	6.7	8.2	8.3
Other*	7.8	8.0	7.0	7.7	8.7	8.2	8.5	6.0	7.0	7.7	8.2	8.5	
Own Business	Yes	7.9	7.2	8.5	7.9	8.6	8.3	8.5	8.2	8.0	7.9	8.7	8.9
	No	8.1	7.1	8.4	8.2	8.7	8.6	9.0	8.4	8.3	7.4	8.0	8.6
Ward	1	8.1	7.2	8.6	8.3	8.9	8.8	8.9	8.0	8.3	7.7	7.9	8.8
	2	8.4	6.9	8.4	8.6	8.8	8.9	9.3	9.1	8.5	7.4	8.1	8.7
	3	8.4	7.6	8.8	8.4	8.9	8.8	9.2	7.5	8.2	7.8	8.5	9.0
	4	8.1	6.9	8.4	8.3	8.8	8.6	9.0	8.7	8.4	7.5	8.3	8.7
	5	8.3	7.3	8.6	8.4	9.0	8.8	9.0	8.3	8.5	8.1	8.7	9.1
	Don't know	7.7	7.0	8.4	7.9	8.5	8.4	8.8	8.2	8.3	7.2	7.8	8.3

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study

Sample Response: 551
+/- 4.0% (95% Confidence)

Non-Sample Response: 308

General Approaches to Balance Budget

Eliminate City services to keep taxes/fees at the same level

Reduce City services to keep taxes/fees at the same level

Maintain City services with a small tax/fee increase

Enhance or improve City services with a small tax/fee increase

Combine City services with other local governments

Privatize some services if taxes/fees can be kept the same

Privatize some services if taxes/fees can be decreased

		Eliminate City services to keep taxes/fees at the same level	Reduce City services to keep taxes/fees at the same level	Maintain City services with a small tax/fee increase	Enhance or improve City services with a small tax/fee increase	Combine City services with other local governments	Privatize some services if taxes/fees can be kept the same	Privatize some services if taxes/fees can be decreased
Sample Overall		5%	18%	65%	57%	44%	39%	35%
Non Sample		4%	16%	62%	64%	48%	32%	26%
Length of Residency	One year or fewer*	8%	38%	46%	62%	23%	69%	54%
	1-5 years	16%	20%	58%	53%	60%	36%	44%
	6-10 years	3%	18%	66%	55%	47%	50%	39%
	10 years+	4%	18%	66%	58%	42%	38%	33%
Own/Rent	Own	5%	18%	66%	57%	42%	40%	34%
	Rent/Lease	8%	19%	57%	62%	55%	34%	40%
Employment in Midland	Yes	8%	22%	56%	57%	46%	41%	38%
	A different community	9%	19%	70%	59%	41%	39%	30%
	Not currently employed*	4%	13%	67%	54%	29%	50%	46%
	I am retired	2%	15%	72%	58%	44%	37%	31%
Age	18 to 24*	14%	29%	36%	57%	29%	29%	43%
	25 to 34	5%	13%	56%	72%	44%	44%	41%
	35 to 44	13%	19%	63%	60%	41%	43%	40%
	45 to 54	7%	20%	61%	53%	43%	43%	33%
	55 to 64	6%	24%	62%	55%	46%	37%	34%
	65+	1%	14%	72%	57%	44%	38%	33%
Education	Some high school*	-	100%	50%	50%	50%	-	50%
	High school graduate	6%	21%	69%	52%	38%	40%	31%
	Some college	7%	15%	70%	61%	38%	45%	35%
	College graduate	6%	21%	60%	51%	44%	40%	40%
	Graduate degree(s)	3%	16%	69%	66%	49%	36%	29%
Household Income	\$25,000 or less	8%	27%	65%	55%	47%	29%	31%
	\$25,001 to \$50,000	3%	20%	59%	55%	34%	53%	36%
	\$50,001 to \$100,000	3%	14%	71%	62%	48%	36%	33%
	Over \$100,000	6%	20%	64%	57%	44%	37%	36%
Marital Status	Single	7%	21%	66%	62%	45%	36%	22%
	Married/with partner	4%	19%	66%	56%	44%	41%	36%
	Widowed/separated/ divorced	5%	15%	63%	65%	43%	34%	36%
Home Composition	Young Child(ren) 12 or under	8%	20%	63%	66%	47%	38%	46%
	Child(ren) over age 12	6%	18%	66%	62%	40%	38%	32%
	Parent age 65 or older	4%	17%	78%	61%	43%	26%	26%
	None of these	4%	18%	66%	54%	45%	41%	34%
Gender	Male	6%	21%	65%	59%	49%	38%	32%
	Female	4%	16%	65%	59%	39%	40%	37%
	Other*	-	33%	67%	67%	67%	33%	33%
Ethnicity/Race	Asian*	-	38%	38%	50%	75%	50%	25%
	White/Caucasian	4%	17%	66%	59%	43%	39%	35%
	Black/African American*	-	-	50%	100%	-	100%	50%
	Hispanic/Latino*	-	-	43%	71%	29%	57%	57%
	American Indian/Native*	33%	17%	67%	33%	33%	83%	33%
	Other*	17%	17%	17%	50%	50%	50%	83%
Own Business	Yes	5%	29%	66%	58%	55%	32%	32%
	No	5%	18%	65%	57%	43%	40%	35%
Ward	1	-	12%	74%	59%	44%	41%	26%
	2	2%	17%	67%	67%	50%	38%	33%
	3	4%	13%	72%	64%	60%	30%	28%
	4	3%	20%	66%	54%	39%	40%	35%
	5	-	14%	75%	59%	44%	36%	27%
	Don't know	10%	24%	59%	54%	43%	41%	40%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Building inspection					Building permitting					Responsiveness to code complaints (property maintenance, grass, weeds, etc.)				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		15%	37%	8%	17%	24%	17%	39%	7%	18%	18%	20%	40%	14%	13%	13%
Non Sample		17%	36%	9%	31%	15%	17%	36%	8%	29%	11%	29%	32%	10%	22%	10%
Length of Residency	One year or fewer*	8%	15%	-	38%	62%	8%	23%	-	38%	54%	38%	23%	23%	8%	23%
	1-5 years	21%	34%	13%	19%	30%	23%	30%	11%	19%	28%	21%	38%	26%	11%	15%
	6-10 years	10%	38%	8%	26%	26%	13%	38%	5%	28%	21%	23%	38%	15%	15%	13%
	10 years+	15%	38%	7%	15%	22%	17%	41%	7%	17%	16%	19%	41%	12%	13%	12%
Own/Rent	Own	16%	38%	7%	17%	24%	17%	39%	7%	18%	18%	20%	41%	13%	13%	13%
	Rent/Lease	13%	27%	15%	18%	25%	15%	33%	11%	18%	22%	20%	31%	25%	11%	13%
Employment in Midland	Yes	17%	33%	7%	19%	28%	18%	34%	6%	21%	23%	22%	37%	9%	17%	15%
	A different community	14%	39%	13%	17%	29%	17%	39%	13%	17%	22%	22%	36%	17%	22%	17%
	Not currently employed*	15%	23%	-	19%	38%	23%	12%	-	19%	38%	19%	31%	19%	8%	23%
	I am retired	14%	43%	8%	15%	18%	15%	47%	8%	16%	11%	18%	45%	17%	7%	9%
Age	18 to 24*	21%	29%	14%	-	43%	29%	21%	7%	-	43%	21%	36%	21%	-	29%
	25 to 34	13%	28%	8%	18%	36%	15%	33%	8%	18%	28%	31%	28%	10%	15%	13%
	35 to 44	22%	35%	5%	23%	22%	26%	31%	5%	23%	23%	31%	34%	14%	22%	15%
	45 to 54	19%	37%	7%	21%	26%	18%	37%	7%	21%	21%	22%	38%	10%	16%	18%
	55 to 64	13%	32%	11%	18%	30%	14%	35%	10%	20%	20%	17%	38%	16%	18%	12%
	65+	13%	44%	7%	13%	18%	14%	49%	7%	15%	11%	16%	48%	15%	6%	11%
Education	Some high school*	50%	-	-	-	-	50%	-	-	-	-	50%	-	-	-	-
	High school graduate	20%	40%	4%	12%	20%	18%	40%	6%	10%	18%	20%	42%	16%	4%	8%
	Some college	15%	29%	14%	18%	22%	18%	32%	11%	18%	16%	21%	39%	19%	9%	11%
	College graduate	16%	37%	6%	15%	31%	18%	39%	5%	17%	25%	21%	38%	11%	15%	16%
	Graduate degree(s)	13%	40%	8%	20%	20%	15%	43%	8%	22%	12%	20%	42%	14%	15%	13%
Household Income	\$25,000 or less	18%	33%	12%	14%	16%	22%	29%	8%	16%	14%	18%	43%	22%	2%	10%
	\$25,001 to \$50,000	14%	32%	7%	11%	36%	20%	36%	5%	13%	26%	24%	38%	13%	10%	15%
	\$50,001 to \$100,000	12%	42%	11%	19%	17%	12%	45%	11%	20%	12%	15%	43%	17%	12%	14%
	Over \$100,000	17%	36%	5%	21%	26%	17%	38%	5%	22%	19%	23%	37%	11%	18%	11%
Marital Status	Single	17%	40%	8%	10%	25%	17%	42%	8%	10%	18%	22%	38%	15%	8%	12%
	Married/with partner	15%	37%	8%	18%	25%	16%	40%	8%	19%	19%	20%	41%	13%	14%	14%
	Widowed/separated/ divorced	16%	38%	6%	20%	18%	22%	35%	4%	20%	14%	20%	39%	20%	10%	9%
Home Composition	Young Child(ren) 12 or under	21%	31%	9%	19%	26%	25%	33%	8%	19%	23%	26%	38%	16%	18%	15%
	Child(ren) over age 12	18%	34%	6%	21%	25%	22%	32%	7%	22%	18%	30%	32%	9%	19%	16%
	Parent age 65 or older	13%	43%	9%	13%	17%	13%	43%	9%	22%	13%	9%	57%	17%	9%	9%
	None of these	12%	39%	9%	17%	24%	13%	43%	8%	18%	18%	17%	42%	15%	11%	12%
Gender	Male	18%	42%	9%	17%	20%	17%	46%	9%	20%	12%	21%	43%	15%	14%	12%
	Female	13%	34%	7%	17%	28%	16%	35%	6%	16%	24%	20%	40%	14%	11%	13%
	Other*	-	33%	-	33%	33%	-	33%	-	33%	33%	-	33%	33%	-	33%
Ethnicity/Race	Asian*	38%	50%	13%	-	13%	25%	50%	13%	25%	-	25%	25%	13%	25%	13%
	White/Caucasian	15%	37%	8%	17%	24%	17%	39%	7%	18%	18%	20%	40%	14%	13%	13%
	Black/African American*	50%	50%	-	-	-	50%	50%	-	-	-	50%	50%	-	-	-
	Hispanic/Latino*	14%	57%	14%	-	14%	14%	57%	14%	-	-	14%	43%	29%	-	14%
	American Indian/Native*	17%	17%	-	33%	33%	17%	17%	-	33%	33%	17%	17%	-	33%	33%
	Other*	17%	17%	-	33%	33%	17%	17%	-	33%	17%	17%	17%	-	17%	50%
Own Business	Yes	16%	34%	16%	16%	29%	16%	42%	13%	21%	18%	18%	39%	18%	18%	13%
	No	16%	38%	7%	17%	24%	17%	40%	7%	17%	18%	21%	40%	14%	12%	13%
Ward	1	9%	56%	6%	12%	21%	9%	53%	9%	12%	18%	18%	53%	15%	12%	3%
	2	7%	41%	7%	21%	25%	7%	48%	7%	21%	11%	15%	48%	13%	13%	15%
	3	17%	30%	8%	25%	19%	15%	34%	8%	26%	17%	32%	36%	9%	13%	8%
	4	21%	42%	6%	18%	20%	25%	43%	6%	19%	15%	24%	42%	14%	9%	14%
	5	12%	48%	15%	18%	18%	10%	53%	13%	18%	15%	15%	45%	23%	15%	13%
	Don't know	17%	31%	7%	15%	30%	20%	31%	6%	17%	24%	21%	37%	12%	15%	15%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Police crime prevention and education programs					Police school resource officers					Law enforcement				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		11%	41%	30%	15%	6%	12%	42%	31%	8%	9%	4%	56%	35%	7%	3%
Non Sample		13%	40%	34%	17%	4%	17%	34%	37%	14%	7%	7%	50%	37%	11%	1%
Length of Residency	One year or fewer*	8%	23%	15%	54%	8%	15%	38%	23%	15%	15%	-	62%	31%	15%	-
	1-5 years	9%	38%	40%	13%	15%	11%	45%	34%	6%	13%	4%	51%	40%	6%	11%
	6-10 years	8%	41%	44%	10%	10%	10%	44%	41%	5%	8%	-	59%	41%	5%	3%
	10 years+	11%	42%	28%	15%	5%	12%	42%	30%	8%	9%	5%	57%	35%	6%	2%
Own/Rent	Own	11%	43%	28%	15%	6%	12%	43%	31%	8%	9%	4%	57%	36%	6%	2%
	Rent/Lease	11%	22%	40%	20%	9%	13%	38%	33%	5%	11%	5%	45%	35%	13%	7%
Employment in Midland	Yes	12%	38%	28%	19%	8%	13%	36%	33%	11%	11%	6%	52%	38%	7%	5%
	A different community	12%	33%	38%	22%	9%	13%	42%	32%	10%	17%	1%	64%	41%	7%	4%
	Not currently employed*	4%	35%	54%	4%	8%	4%	50%	42%	-	4%	-	50%	46%	-	4%
	I am retired	10%	46%	26%	11%	5%	11%	47%	29%	5%	6%	4%	59%	30%	7%	0%
Age	18 to 24*	7%	29%	50%	7%	14%	7%	50%	36%	-	14%	-	57%	36%	-	14%
	25 to 34	5%	38%	41%	18%	3%	10%	38%	41%	3%	8%	5%	56%	38%	3%	3%
	35 to 44	9%	42%	37%	18%	8%	12%	37%	37%	14%	11%	6%	40%	51%	12%	3%
	45 to 54	17%	29%	29%	22%	7%	16%	39%	36%	9%	10%	3%	62%	37%	8%	2%
	55 to 64	13%	41%	27%	15%	9%	13%	38%	35%	8%	9%	5%	56%	38%	5%	2%
65+	9%	47%	26%	11%	5%	10%	49%	24%	7%	8%	4%	61%	28%	6%	3%	
Education	Some high school*	50%	-	-	-	-	50%	-	-	-	-	-	-	-	50%	-
	High school graduate	14%	34%	22%	10%	12%	8%	42%	24%	4%	12%	6%	56%	20%	6%	8%
	Some college	8%	40%	34%	11%	6%	8%	44%	31%	4%	10%	6%	52%	38%	4%	1%
	College graduate	11%	42%	26%	19%	5%	13%	46%	29%	9%	7%	4%	59%	33%	8%	2%
	Graduate degree(s)	10%	42%	36%	14%	7%	12%	38%	37%	9%	10%	3%	56%	43%	6%	3%
Household Income	\$25,000 or less	18%	27%	33%	18%	4%	16%	43%	25%	6%	4%	8%	51%	27%	8%	4%
	\$25,001 to \$50,000	13%	34%	30%	16%	9%	12%	37%	34%	9%	9%	5%	49%	36%	5%	2%
	\$50,001 to \$100,000	8%	45%	31%	14%	6%	11%	47%	30%	7%	11%	2%	59%	38%	6%	3%
	Over \$100,000	10%	43%	27%	16%	7%	11%	41%	33%	8%	9%	5%	59%	34%	7%	2%
Marital Status	Single	18%	22%	35%	17%	8%	18%	28%	32%	10%	10%	5%	55%	33%	3%	5%
	Married/with partner	9%	45%	30%	15%	6%	10%	45%	33%	7%	9%	4%	58%	36%	7%	2%
	Widowed/separated/ divorced	13%	38%	29%	16%	5%	14%	44%	28%	8%	6%	4%	54%	33%	9%	3%
Home Composition	Young Child(ren) 12 or under	6%	48%	39%	15%	5%	10%	45%	39%	9%	9%	3%	50%	49%	11%	1%
	Child(ren) over age 12	12%	42%	31%	14%	7%	13%	37%	40%	8%	9%	3%	54%	44%	9%	1%
	Parent age 65 or older	9%	43%	22%	17%	-	13%	43%	30%	4%	4%	-	70%	17%	9%	-
	None of these	12%	39%	29%	16%	7%	12%	44%	28%	8%	9%	5%	58%	32%	5%	4%
Gender	Male	12%	45%	29%	14%	7%	15%	43%	30%	6%	12%	5%	58%	33%	8%	3%
	Female	7%	38%	32%	16%	6%	8%	43%	34%	9%	7%	3%	57%	37%	5%	2%
	Other*	33%	33%	-	33%	-	33%	33%	-	-	33%	-	33%	-	33%	33%
Ethnicity/Race	Asian*	38%	50%	-	13%	-	38%	50%	-	13%	-	38%	63%	-	-	-
	White/Caucasian	10%	41%	31%	15%	6%	11%	43%	33%	7%	9%	4%	56%	37%	6%	3%
	Black/African American*	50%	50%	-	-	-	50%	50%	-	-	-	50%	50%	-	-	-
	Hispanic/Latino*	14%	43%	43%	-	-	14%	-	71%	14%	-	14%	57%	29%	-	-
	American Indian/Native*	17%	17%	33%	33%	-	17%	33%	50%	-	-	33%	33%	33%	-	-
Other*	33%	33%	-	17%	17%	33%	17%	-	50%	-	33%	33%	-	17%	17%	
Own Business	Yes	18%	34%	24%	21%	11%	18%	29%	32%	8%	16%	8%	58%	34%	5%	5%
	No	10%	42%	30%	15%	6%	11%	44%	31%	8%	9%	4%	57%	35%	7%	2%
Ward	1	12%	47%	29%	15%	3%	15%	53%	26%	3%	6%	3%	50%	41%	9%	-
	2	18%	38%	28%	16%	3%	15%	34%	41%	10%	7%	7%	51%	43%	10%	-
	3	6%	42%	32%	17%	4%	8%	42%	40%	9%	6%	6%	66%	30%	6%	2%
	4	9%	46%	27%	17%	5%	11%	51%	27%	6%	7%	4%	64%	27%	8%	4%
	5	3%	47%	42%	13%	7%	7%	53%	30%	5%	13%	2%	62%	40%	3%	2%
	Don't know	13%	37%	28%	17%	9%	14%	38%	30%	10%	11%	5%	53%	36%	7%	4%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Fire suppression services					Fire Department medical response services					Fire prevention and inspection programs				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		4%	58%	28%	8%	5%	3%	58%	34%	6%	5%	10%	49%	20%	14%	11%
Non Sample		6%	50%	35%	13%	3%	6%	48%	40%	12%	4%	14%	40%	27%	20%	6%
Length of Residency	One year or fewer*	-	54%	23%	23%	-	-	62%	31%	8%	8%	8%	38%	8%	31%	23%
	1-5 years	4%	53%	36%	4%	13%	2%	53%	43%	2%	13%	9%	49%	28%	9%	17%
	6-10 years	5%	54%	36%	8%	13%	-	59%	41%	10%	3%	8%	46%	31%	5%	15%
	10 years+	4%	59%	26%	8%	4%	4%	59%	32%	6%	5%	10%	49%	19%	15%	10%
Own/Rent	Own	4%	60%	27%	8%	4%	3%	60%	34%	6%	4%	10%	51%	18%	14%	11%
	Rent/Lease	5%	42%	35%	7%	9%	2%	45%	36%	7%	9%	7%	36%	36%	11%	13%
Employment in Midland	Yes	4%	55%	28%	10%	9%	4%	57%	33%	6%	7%	13%	45%	19%	16%	13%
	A different community	-	67%	32%	12%	6%	1%	59%	39%	12%	9%	10%	51%	22%	16%	12%
	Not currently employed*	-	46%	46%	-	4%	-	50%	46%	-	4%	-	42%	38%	4%	12%
	I am retired	6%	60%	24%	7%	2%	3%	60%	31%	4%	3%	8%	52%	19%	12%	9%
Age	18 to 24*	7%	50%	29%	-	14%	7%	57%	29%	-	14%	7%	50%	29%	-	14%
	25 to 34	3%	64%	26%	3%	5%	-	51%	44%	-	5%	5%	59%	18%	8%	15%
	35 to 44	2%	54%	38%	14%	6%	3%	51%	42%	14%	9%	12%	45%	32%	12%	8%
	45 to 54	6%	57%	30%	8%	4%	3%	59%	36%	8%	3%	11%	46%	21%	19%	9%
	55 to 64	3%	55%	32%	13%	5%	3%	57%	38%	6%	5%	11%	43%	21%	20%	13%
65+	5%	63%	21%	6%	4%	4%	64%	26%	3%	5%	9%	54%	15%	11%	11%	
Education	Some high school*	50%	-	-	-	-	-	100%	-	-	-	50%	-	-	-	-
	High school graduate	6%	52%	20%	6%	10%	4%	48%	24%	8%	10%	12%	44%	18%	8%	14%
	Some college	4%	54%	30%	6%	4%	3%	57%	35%	4%	5%	8%	48%	23%	14%	9%
	College graduate	4%	60%	24%	10%	6%	3%	62%	30%	6%	5%	9%	52%	16%	15%	12%
	Graduate degree(s)	3%	59%	34%	8%	4%	2%	57%	40%	6%	5%	10%	48%	24%	14%	11%
Household Income	\$25,000 or less	8%	47%	27%	8%	6%	6%	49%	31%	8%	6%	12%	39%	25%	12%	8%
	\$25,001 to \$50,000	7%	51%	29%	9%	3%	5%	52%	36%	4%	2%	9%	38%	25%	15%	13%
	\$50,001 to \$100,000	2%	61%	34%	7%	3%	2%	59%	38%	6%	4%	6%	60%	18%	14%	7%
	Over \$100,000	3%	63%	22%	9%	7%	2%	65%	27%	6%	7%	12%	47%	17%	14%	14%
Marital Status	Single	2%	53%	30%	5%	7%	3%	48%	37%	5%	5%	5%	38%	30%	17%	12%
	Married/with partner	3%	62%	27%	8%	4%	3%	61%	34%	5%	5%	10%	51%	20%	13%	11%
	Widowed/separated/ divorced	10%	49%	27%	10%	6%	3%	58%	32%	8%	6%	11%	49%	15%	16%	11%
Home Composition	Young Child(ren) 12 or under	5%	55%	39%	11%	4%	4%	49%	46%	11%	8%	11%	51%	31%	9%	8%
	Child(ren) over age 12	4%	55%	35%	12%	3%	3%	58%	39%	9%	2%	9%	47%	21%	15%	13%
	Parent age 65 or older	-	65%	22%	4%	-	4%	57%	26%	4%	4%	-	52%	13%	22%	4%
	None of these	4%	59%	25%	8%	6%	3%	61%	32%	4%	6%	10%	49%	19%	14%	11%
Gender	Male	3%	63%	27%	7%	5%	3%	59%	34%	6%	7%	13%	49%	20%	13%	10%
	Female	5%	55%	29%	8%	4%	4%	59%	34%	5%	4%	6%	49%	22%	14%	11%
	Other*	-	33%	-	33%	33%	-	33%	-	33%	33%	-	33%	-	33%	33%
Ethnicity/Race	Asian*	-	88%	13%	-	-	-	88%	13%	-	-	13%	63%	13%	13%	-
	White/Caucasian	4%	58%	28%	8%	5%	3%	59%	34%	6%	5%	10%	49%	21%	14%	10%
	Black/African American*	-	100%	-	-	-	-	100%	-	-	-	50%	50%	-	-	-
	Hispanic/Latino*	-	43%	43%	14%	-	-	43%	57%	-	-	14%	57%	29%	-	-
	American Indian/Native*	-	33%	50%	17%	-	-	33%	67%	-	-	17%	33%	33%	17%	-
Other*	-	33%	-	50%	17%	17%	33%	17%	-	33%	33%	33%	-	17%	17%	
Own Business	Yes	5%	61%	21%	8%	11%	8%	58%	24%	8%	13%	24%	39%	13%	16%	16%
	No	4%	59%	28%	8%	4%	3%	59%	34%	6%	5%	9%	50%	21%	14%	11%
Ward	1	3%	62%	29%	6%	3%	-	59%	38%	3%	6%	6%	56%	24%	12%	9%
	2	3%	51%	36%	15%	2%	3%	52%	41%	15%	2%	5%	41%	26%	23%	15%
	3	-	68%	28%	6%	6%	4%	64%	30%	6%	6%	15%	51%	19%	17%	6%
	4	4%	66%	18%	9%	6%	3%	62%	29%	7%	5%	7%	59%	10%	20%	9%
	5	-	67%	30%	7%	5%	-	73%	30%	2%	5%	7%	62%	22%	10%	7%
	Don't know	7%	51%	28%	9%	6%	5%	55%	34%	5%	7%	13%	43%	21%	11%	14%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Bicycle lanes and paths					Drinking water					Sidewalks				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		40%	31%	21%	6%	6%	2%	62%	29%	6%	4%	10%	54%	25%	5%	9%
Non Sample		51%	25%	15%	9%	5%	3%	59%	34%	6%	4%	13%	56%	22%	6%	8%
Length of Residency	One year or fewer*	8%	62%	15%	8%	15%	-	38%	38%	23%	8%	15%	54%	23%	15%	-
	1-5 years	40%	36%	21%	4%	11%	4%	57%	30%	4%	15%	17%	47%	26%	4%	17%
	6-10 years	28%	33%	41%	3%	5%	-	67%	41%	3%	5%	5%	54%	41%	3%	5%
	10 years+	42%	29%	20%	6%	5%	2%	63%	28%	6%	3%	9%	55%	24%	5%	9%
Own/Rent	Own	41%	32%	20%	6%	6%	2%	64%	30%	5%	4%	10%	55%	25%	4%	9%
	Rent/Lease	38%	22%	27%	5%	9%	4%	49%	29%	15%	7%	9%	49%	31%	5%	9%
Employment in Midland	Yes	41%	32%	19%	8%	8%	1%	65%	28%	6%	7%	10%	55%	19%	8%	12%
	A different community	32%	32%	29%	9%	13%	-	57%	41%	10%	4%	10%	52%	35%	7%	12%
	Not currently employed*	27%	27%	38%	-	4%	4%	50%	35%	4%	8%	4%	42%	42%	-	4%
	I am retired	43%	31%	20%	3%	3%	3%	64%	27%	5%	2%	11%	56%	26%	2%	6%
Age	18 to 24*	21%	14%	57%	-	14%	-	50%	43%	-	14%	14%	36%	43%	-	14%
	25 to 34	44%	36%	15%	-	8%	-	59%	33%	5%	8%	3%	49%	31%	5%	15%
	35 to 44	32%	31%	29%	12%	8%	2%	54%	37%	12%	6%	9%	58%	26%	9%	8%
	45 to 54	41%	30%	22%	8%	9%	2%	59%	38%	4%	6%	11%	51%	24%	7%	14%
	55 to 64	43%	29%	20%	7%	7%	2%	60%	30%	9%	2%	14%	49%	27%	5%	8%
65+	40%	33%	19%	3%	3%	2%	70%	21%	3%	4%	8%	60%	22%	3%	6%	
Education	Some high school*	100%	-	-	-	-	-	50%	-	50%	-	50%	-	-	-	-
	High school graduate	44%	24%	24%	4%	6%	6%	58%	20%	6%	6%	8%	50%	28%	4%	10%
	Some college	43%	33%	14%	5%	4%	2%	65%	30%	2%	3%	13%	48%	24%	4%	11%
	College graduate	42%	29%	23%	5%	10%	2%	61%	28%	6%	5%	11%	53%	24%	4%	11%
	Graduate degree(s)	32%	36%	25%	7%	3%	-	63%	35%	7%	4%	7%	60%	28%	6%	5%
Household Income	\$25,000 or less	37%	33%	24%	6%	2%	6%	53%	25%	10%	6%	10%	43%	33%	4%	8%
	\$25,001 to \$50,000	41%	31%	13%	8%	10%	2%	57%	31%	4%	3%	11%	48%	18%	8%	12%
	\$50,001 to \$100,000	38%	38%	20%	5%	6%	2%	65%	31%	7%	4%	4%	63%	30%	2%	6%
	Over \$100,000	39%	27%	28%	5%	5%	0%	65%	28%	5%	4%	11%	53%	25%	6%	10%
Marital Status	Single	37%	22%	25%	8%	8%	3%	52%	32%	5%	7%	7%	47%	32%	5%	7%
	Married/with partner	40%	31%	22%	6%	6%	2%	65%	29%	6%	4%	9%	54%	25%	5%	10%
	Widowed/separated/ divorced	38%	38%	19%	4%	4%	1%	58%	33%	6%	3%	13%	58%	23%	3%	6%
Home Composition	Young Child(ren) 12 or under	36%	31%	30%	9%	6%	1%	58%	38%	9%	6%	9%	59%	26%	8%	10%
	Child(ren) over age 12	39%	30%	24%	8%	8%	1%	60%	35%	10%	2%	11%	53%	28%	8%	8%
	Parent age 65 or older	52%	22%	17%	4%	-	-	57%	30%	9%	4%	4%	52%	26%	4%	4%
	None of these	40%	32%	21%	5%	5%	3%	64%	28%	5%	4%	10%	53%	26%	4%	9%
Gender	Male	40%	29%	28%	4%	6%	3%	65%	30%	7%	4%	9%	53%	33%	3%	9%
	Female	41%	32%	17%	6%	6%	1%	61%	30%	4%	4%	10%	56%	20%	4%	9%
	Other*	33%	33%	33%	-	-	-	33%	33%	-	33%	-	33%	33%	-	33%
Ethnicity/Race	Asian*	50%	38%	13%	13%	-	-	75%	25%	-	-	38%	50%	13%	13%	-
	White/Caucasian	39%	32%	22%	5%	6%	2%	63%	30%	5%	4%	9%	55%	26%	4%	9%
	Black/African American*	100%	-	-	-	-	-	50%	50%	-	-	50%	50%	-	-	-
	Hispanic/Latino*	43%	-	57%	-	-	14%	43%	43%	-	-	29%	29%	43%	-	-
	American Indian/Native*	50%	17%	-	17%	17%	-	67%	17%	17%	-	33%	17%	17%	17%	-
Other*	67%	17%	-	17%	-	17%	33%	-	33%	17%	33%	33%	-	17%	17%	
Own Business	Yes	45%	32%	13%	5%	5%	3%	55%	34%	8%	5%	5%	63%	24%	3%	8%
	No	40%	31%	23%	5%	6%	2%	63%	29%	5%	4%	10%	54%	25%	5%	9%
Ward	1	29%	47%	18%	-	3%	-	76%	12%	6%	-	15%	53%	24%	3%	6%
	2	48%	25%	25%	5%	7%	-	72%	28%	3%	3%	8%	66%	21%	5%	8%
	3	34%	30%	34%	-	4%	2%	70%	23%	4%	4%	9%	64%	21%	6%	8%
	4	47%	34%	17%	5%	7%	-	72%	27%	4%	5%	7%	55%	31%	4%	8%
	5	40%	35%	17%	7%	7%	3%	57%	37%	5%	3%	5%	48%	32%	5%	10%
	Don't know	36%	30%	23%	8%	6%	4%	54%	34%	9%	6%	12%	51%	24%	6%	10%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Street lighting					Street maintenance					Street improvement (traffic flow, signalization)				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		8%	59%	21%	5%	9%	3%	45%	39%	6%	12%	10%	45%	30%	5%	11%
Non Sample		14%	54%	21%	7%	9%	5%	50%	38%	10%	9%	17%	42%	30%	9%	8%
Length of Residency	One year or fewer*	15%	38%	31%	15%	8%	-	54%	23%	23%	23%	-	38%	31%	15%	31%
	1-5 years	13%	60%	21%	4%	13%	4%	47%	38%	4%	17%	13%	45%	32%	6%	13%
	6-10 years	5%	56%	28%	5%	10%	3%	56%	38%	5%	13%	5%	36%	46%	5%	18%
	10 years+	7%	59%	19%	5%	8%	3%	44%	40%	5%	11%	11%	46%	28%	5%	10%
Own/Rent	Own	8%	58%	20%	4%	10%	2%	47%	39%	6%	12%	10%	47%	29%	5%	11%
	Rent/Lease	5%	55%	31%	7%	5%	5%	33%	45%	5%	13%	11%	25%	44%	5%	16%
Employment in Midland	Yes	9%	55%	19%	7%	15%	3%	47%	33%	8%	15%	12%	40%	27%	8%	17%
	A different community	9%	59%	26%	7%	10%	3%	43%	43%	7%	17%	10%	48%	32%	10%	19%
	Not currently employed*	12%	46%	31%	-	4%	4%	35%	50%	4%	12%	8%	35%	42%	4%	12%
	I am retired	7%	63%	19%	3%	4%	3%	46%	43%	3%	7%	9%	51%	31%	2%	4%
Age	18 to 24*	21%	29%	43%	-	14%	7%	29%	50%	-	21%	21%	21%	43%	-	21%
	25 to 34	8%	46%	23%	8%	13%	5%	33%	31%	5%	23%	3%	26%	41%	5%	26%
	35 to 44	12%	49%	29%	9%	9%	3%	48%	46%	8%	9%	11%	35%	42%	14%	14%
	45 to 54	3%	61%	18%	6%	17%	2%	47%	36%	11%	18%	12%	53%	22%	7%	16%
	55 to 64	14%	58%	17%	4%	9%	5%	48%	38%	5%	12%	14%	39%	34%	5%	9%
	65+	4%	66%	19%	4%	5%	1%	47%	40%	4%	7%	7%	56%	24%	3%	6%
Education	Some high school*	-	-	-	50%	-	-	-	-	50%	-	-	-	-	50%	-
	High school graduate	10%	58%	18%	4%	8%	6%	52%	24%	4%	10%	12%	46%	24%	4%	10%
	Some college	5%	60%	21%	4%	8%	3%	44%	42%	4%	9%	11%	44%	30%	4%	10%
	College graduate	10%	56%	19%	4%	11%	3%	44%	39%	3%	16%	11%	47%	26%	4%	15%
	Graduate degree(s)	7%	62%	24%	7%	7%	2%	46%	44%	9%	8%	8%	44%	38%	8%	8%
Household Income	\$25,000 or less	10%	57%	27%	6%	-	6%	39%	43%	8%	8%	20%	39%	29%	6%	6%
	\$25,001 to \$50,000	9%	54%	15%	5%	12%	5%	40%	35%	2%	15%	11%	34%	33%	5%	15%
	\$50,001 to \$100,000	3%	68%	21%	2%	7%	1%	52%	43%	3%	7%	5%	56%	27%	7%	11%
	Over \$100,000	10%	54%	21%	6%	10%	3%	45%	38%	8%	13%	11%	44%	31%	4%	11%
Marital Status	Single	10%	57%	22%	5%	5%	5%	32%	47%	7%	7%	15%	32%	32%	8%	12%
	Married/with partner	9%	57%	21%	5%	10%	2%	46%	40%	6%	12%	9%	47%	31%	5%	12%
	Widowed/separated/ divorced	3%	71%	19%	4%	5%	4%	53%	34%	5%	10%	10%	54%	25%	4%	8%
Home Composition	Young Child(ren) 12 or under	11%	55%	28%	8%	9%	3%	43%	48%	8%	14%	8%	40%	43%	9%	14%
	Child(ren) over age 12	8%	56%	24%	8%	10%	3%	43%	43%	9%	16%	8%	46%	35%	8%	14%
	Parent age 65 or older	4%	52%	26%	9%	4%	4%	48%	39%	13%	4%	13%	43%	30%	9%	4%
	None of these	7%	61%	20%	4%	8%	3%	46%	39%	4%	10%	10%	45%	29%	5%	10%
Gender	Male	9%	59%	23%	5%	7%	3%	43%	46%	6%	12%	9%	45%	33%	6%	11%
	Female	6%	60%	19%	4%	10%	3%	49%	35%	5%	10%	10%	47%	29%	4%	12%
	Other*	-	33%	33%	-	33%	-	33%	33%	-	33%	-	33%	33%	-	33%
Ethnicity/Race	Asian*	25%	63%	13%	13%	13%	13%	63%	25%	-	13%	13%	75%	13%	13%	-
	White/Caucasian	7%	59%	21%	5%	9%	3%	46%	40%	5%	11%	10%	46%	31%	5%	11%
	Black/African American*	-	100%	-	-	-	-	-	100%	-	-	-	100%	-	-	-
	Hispanic/Latino*	14%	29%	57%	-	-	-	29%	71%	-	-	-	57%	43%	-	-
	American Indian/Native*	17%	67%	17%	-	-	17%	17%	50%	-	17%	17%	33%	50%	-	-
	Other*	17%	50%	-	17%	17%	-	33%	33%	17%	17%	-	50%	17%	17%	17%
Own Business	Yes	8%	53%	24%	5%	11%	3%	55%	32%	11%	11%	16%	42%	26%	3%	16%
	No	8%	59%	20%	5%	9%	3%	45%	40%	5%	11%	10%	46%	30%	6%	11%
Ward	1	6%	79%	9%	6%	-	6%	41%	38%	9%	12%	9%	56%	21%	3%	12%
	2	8%	67%	18%	5%	8%	2%	54%	34%	8%	11%	10%	52%	26%	7%	11%
	3	6%	62%	25%	8%	8%	2%	55%	38%	6%	6%	11%	43%	32%	6%	11%
	4	8%	65%	17%	3%	8%	1%	46%	45%	4%	13%	8%	55%	29%	3%	12%
	5	3%	58%	23%	5%	7%	3%	37%	50%	7%	8%	5%	45%	37%	7%	7%
	Don't know	12%	49%	23%	6%	11%	4%	46%	36%	6%	13%	13%	39%	31%	7%	12%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Public parking					Storm and sanitary sewers					Billing and payment processing by City staff (taxes, water bills, etc.)				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		18%	50%	18%	5%	9%	3%	40%	49%	5%	6%	-	52%	8%	11%	18%
Non Sample		25%	39%	20%	8%	11%	5%	38%	46%	10%	7%	-	46%	8%	22%	20%
Length of Residency	One year or fewer*	15%	46%	8%	8%	31%	-	69%	23%	8%	8%	-	38%	15%	-	38%
	1-5 years	21%	47%	21%	4%	17%	4%	43%	47%	6%	13%	-	49%	9%	9%	17%
	6-10 years	18%	49%	23%	8%	5%	3%	44%	62%	3%	8%	-	38%	8%	15%	28%
	10 years+	18%	50%	17%	5%	8%	3%	39%	49%	5%	5%	-	53%	8%	11%	17%
Own/Rent	Own	19%	50%	16%	4%	10%	2%	41%	50%	4%	6%	-	53%	7%	10%	18%
	Rent/Lease	13%	40%	33%	9%	9%	7%	44%	38%	9%	5%	-	40%	13%	11%	20%
Employment in Midland	Yes	24%	44%	16%	5%	13%	3%	43%	46%	6%	9%	-	45%	6%	17%	22%
	A different community	16%	58%	17%	10%	12%	3%	38%	57%	12%	9%	-	57%	10%	7%	26%
	Not currently employed*	12%	46%	19%	4%	15%	8%	38%	42%	4%	8%	-	42%	15%	12%	12%
	I am retired	15%	53%	19%	3%	5%	3%	40%	50%	3%	2%	-	57%	8%	6%	13%
Age	18 to 24*	14%	36%	36%	-	21%	7%	36%	36%	7%	21%	-	21%	21%	7%	36%
	25 to 34	13%	59%	8%	8%	13%	5%	46%	36%	8%	5%	-	54%	3%	13%	26%
	35 to 44	28%	40%	18%	11%	17%	6%	37%	58%	8%	6%	-	45%	9%	20%	20%
	45 to 54	21%	49%	21%	6%	8%	1%	40%	52%	7%	12%	-	49%	9%	12%	21%
	55 to 64	18%	51%	18%	3%	9%	4%	39%	51%	6%	3%	-	48%	5%	16%	22%
65+	15%	53%	17%	4%	7%	2%	41%	48%	3%	3%	-	60%	10%	3%	11%	
Education	Some high school*	-	-	-	50%	-	-	50%	-	-	-	-	50%	50%	-	-
	High school graduate	16%	46%	20%	4%	10%	4%	50%	30%	6%	6%	-	44%	10%	2%	8%
	Some college	24%	42%	18%	4%	8%	6%	36%	53%	3%	3%	-	52%	6%	10%	13%
	College graduate	20%	53%	13%	3%	13%	2%	41%	46%	5%	8%	-	49%	6%	13%	25%
	Graduate degree(s)	14%	51%	24%	7%	7%	2%	38%	57%	7%	3%	-	56%	11%	11%	16%
Household Income	\$25,000 or less	14%	47%	25%	10%	2%	4%	35%	47%	12%	4%	-	49%	14%	10%	12%
	\$25,001 to \$50,000	18%	44%	16%	4%	14%	7%	47%	35%	5%	3%	-	48%	5%	5%	23%
	\$50,001 to \$100,000	16%	60%	17%	4%	7%	2%	39%	53%	4%	5%	-	59%	7%	10%	12%
	Over \$100,000	21%	46%	18%	4%	10%	2%	39%	54%	5%	6%	-	48%	8%	15%	22%
Marital Status	Single	23%	47%	22%	2%	5%	5%	38%	47%	5%	5%	-	48%	10%	3%	18%
	Married/with partner	17%	52%	17%	5%	10%	3%	39%	52%	6%	5%	-	52%	8%	12%	18%
	Widowed/separated/ divorced	22%	43%	19%	8%	9%	4%	49%	41%	3%	5%	-	53%	6%	8%	18%
Home Composition	Young Child(ren) 12 or under	19%	51%	20%	8%	13%	4%	40%	58%	6%	6%	-	51%	9%	16%	20%
	Child(ren) over age 12	19%	52%	19%	5%	14%	3%	35%	58%	7%	6%	-	49%	8%	14%	22%
	Parent age 65 or older	17%	48%	22%	9%	-	4%	39%	52%	9%	-	-	39%	17%	9%	13%
	None of these	18%	49%	18%	5%	8%	3%	41%	46%	5%	5%	-	54%	8%	9%	17%
Gender	Male	19%	50%	22%	5%	9%	3%	37%	57%	5%	6%	-	52%	9%	12%	20%
	Female	18%	50%	15%	4%	9%	3%	43%	46%	4%	4%	-	52%	7%	9%	18%
	Other*	-	33%	33%	-	33%	-	33%	33%	-	33%	-	33%	-	33%	33%
Ethnicity/Race	Asian*	25%	63%	-	-	13%	13%	25%	63%	13%	-	-	75%	-	13%	13%
	White/Caucasian	18%	50%	18%	5%	9%	3%	40%	50%	5%	6%	-	51%	8%	11%	18%
	Black/African American*	50%	50%	-	-	-	-	-	100%	-	-	-	50%	-	-	-
	Hispanic/Latino*	29%	29%	43%	-	-	-	29%	71%	-	-	-	43%	29%	-	14%
	American Indian/Native*	33%	33%	33%	-	-	-	33%	33%	33%	-	-	50%	17%	17%	-
Other*	33%	17%	17%	17%	17%	-	33%	33%	17%	17%	-	33%	-	33%	17%	
Own Business	Yes	24%	47%	18%	-	11%	3%	47%	45%	3%	8%	-	45%	13%	13%	29%
	No	18%	50%	18%	5%	9%	3%	40%	49%	5%	5%	-	52%	8%	10%	17%
Ward	1	12%	56%	18%	6%	6%	3%	50%	38%	6%	3%	-	65%	3%	12%	18%
	2	18%	56%	16%	7%	5%	-	36%	54%	7%	3%	-	49%	8%	23%	18%
	3	25%	55%	13%	6%	2%	2%	36%	60%	4%	4%	-	47%	4%	15%	21%
	4	16%	56%	20%	2%	9%	3%	44%	50%	4%	7%	-	56%	5%	5%	22%
	5	13%	50%	22%	5%	8%	-	40%	53%	3%	5%	-	57%	12%	8%	13%
	Don't know	20%	45%	18%	6%	13%	6%	40%	45%	7%	6%	-	47%	10%	10%	19%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		City parks					Refuse collection					Landfill services				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		15%	57%	16%	7%	6%	5%	63%	12%	7%	17%	11%	59%	10%	6%	15%
Non Sample		16%	49%	22%	9%	8%	6%	59%	17%	11%	17%	12%	57%	9%	14%	16%
Length of Residency	One year or fewer*	8%	62%	23%	8%	8%	8%	54%	15%	15%	23%	23%	46%	15%	15%	23%
	1-5 years	21%	53%	21%	4%	11%	13%	60%	15%	6%	23%	19%	57%	11%	4%	21%
	6-10 years	5%	49%	33%	8%	8%	5%	49%	18%	15%	23%	8%	51%	15%	13%	18%
	10 years+	16%	58%	14%	7%	6%	4%	65%	11%	6%	16%	10%	60%	9%	6%	14%
Own/Rent	Own	16%	57%	16%	7%	7%	5%	65%	11%	7%	17%	12%	60%	9%	6%	14%
	Rent/Lease	15%	53%	20%	7%	5%	9%	47%	15%	9%	20%	7%	51%	15%	7%	22%
Employment in Midland	Yes	16%	54%	15%	9%	12%	6%	62%	10%	10%	22%	15%	55%	9%	10%	20%
	A different community	16%	59%	25%	12%	6%	3%	59%	19%	7%	20%	9%	57%	13%	9%	17%
	Not currently employed*	12%	54%	23%	4%	4%	8%	65%	15%	4%	15%	8%	69%	8%	8%	15%
	I am retired	15%	59%	14%	4%	2%	5%	66%	11%	4%	12%	9%	62%	10%	2%	10%
Age	18 to 24*	14%	36%	50%	-	7%	14%	43%	29%	7%	21%	14%	43%	21%	7%	29%
	25 to 34	10%	62%	15%	3%	8%	3%	59%	8%	3%	26%	10%	56%	5%	5%	23%
	35 to 44	12%	54%	23%	11%	9%	11%	52%	15%	14%	20%	14%	52%	14%	11%	17%
	45 to 54	17%	57%	17%	9%	10%	6%	63%	16%	10%	22%	12%	56%	16%	13%	18%
	55 to 64	21%	54%	14%	9%	7%	4%	66%	11%	5%	16%	15%	59%	6%	7%	13%
	65+	13%	62%	13%	4%	4%	4%	68%	9%	5%	14%	8%	65%	8%	2%	13%
Education	Some high school*	50%	-	-	-	-	-	-	-	-	50%	-	-	-	-	50%
	High school graduate	18%	52%	12%	2%	8%	8%	58%	8%	8%	10%	10%	56%	4%	6%	12%
	Some college	17%	54%	15%	6%	5%	6%	61%	14%	5%	16%	11%	55%	10%	5%	10%
	College graduate	14%	58%	15%	8%	7%	6%	66%	9%	7%	20%	13%	60%	7%	7%	17%
	Graduate degree(s)	14%	59%	21%	8%	6%	3%	64%	17%	7%	16%	9%	60%	15%	7%	17%
Household Income	\$25,000 or less	18%	51%	22%	8%	-	12%	55%	18%	8%	12%	14%	55%	12%	8%	12%
	\$25,001 to \$50,000	12%	53%	15%	5%	8%	4%	65%	7%	7%	15%	9%	63%	3%	5%	14%
	\$50,001 to \$100,000	13%	59%	17%	6%	7%	3%	66%	12%	6%	16%	9%	65%	11%	4%	13%
	Over \$100,000	16%	58%	15%	9%	7%	5%	63%	11%	8%	21%	14%	54%	10%	9%	18%
Marital Status	Single	15%	53%	17%	5%	5%	7%	58%	17%	8%	10%	12%	58%	13%	5%	12%
	Married/with partner	14%	59%	16%	6%	7%	4%	64%	12%	6%	19%	10%	59%	10%	7%	17%
	Widowed/separated/ divorced	22%	53%	15%	10%	4%	9%	63%	10%	10%	14%	15%	61%	8%	6%	11%
Home Composition	Young Child(ren) 12 or under	9%	60%	21%	9%	8%	9%	60%	13%	10%	21%	14%	59%	11%	10%	15%
	Child(ren) over age 12	16%	58%	18%	7%	8%	4%	65%	14%	8%	17%	9%	61%	10%	9%	18%
	Parent age 65 or older	9%	52%	26%	-	4%	-	61%	17%	4%	17%	17%	52%	17%	4%	13%
	None of these	16%	58%	15%	8%	6%	4%	65%	12%	7%	16%	10%	60%	9%	5%	14%
Gender	Male	17%	57%	18%	6%	7%	6%	61%	14%	5%	20%	11%	58%	12%	7%	16%
	Female	14%	59%	15%	7%	6%	5%	67%	10%	8%	15%	12%	61%	7%	6%	15%
	Other*	-	33%	-	33%	33%	-	-	67%	-	33%	-	33%	33%	-	33%
Ethnicity/Race	Asian*	13%	75%	-	13%	13%	13%	75%	-	-	13%	25%	75%	-	13%	-
	White/Caucasian	15%	58%	16%	7%	6%	5%	64%	12%	7%	16%	11%	60%	10%	6%	15%
	Black/African American*	-	100%	-	-	-	-	100%	-	-	-	-	100%	-	-	-
	Hispanic/Latino*	14%	29%	57%	-	-	-	43%	43%	-	14%	-	43%	43%	-	14%
	American Indian/Native*	17%	50%	17%	17%	-	-	67%	17%	-	-	17%	50%	17%	17%	-
	Other*	17%	33%	-	33%	17%	-	50%	-	-	50%	-	50%	-	-	50%
Own Business	Yes	24%	55%	16%	5%	5%	5%	71%	8%	5%	21%	18%	63%	11%	3%	16%
	No	15%	57%	16%	7%	6%	5%	62%	12%	7%	17%	11%	58%	10%	7%	15%
Ward	1	18%	53%	21%	6%	3%	-	68%	9%	6%	18%	3%	71%	3%	9%	15%
	2	15%	62%	16%	8%	7%	3%	70%	11%	5%	18%	8%	61%	8%	10%	13%
	3	17%	57%	19%	11%	4%	9%	57%	9%	15%	23%	19%	51%	11%	13%	15%
	4	15%	61%	16%	4%	5%	6%	69%	11%	6%	12%	15%	63%	9%	3%	15%
	5	15%	63%	15%	8%	-	2%	70%	15%	3%	13%	2%	75%	12%	2%	12%
	Don't know	15%	53%	16%	7%	10%	7%	57%	13%	8%	20%	14%	54%	10%	7%	18%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Library services					Midland Municipal Cemetery					Parks and recreation programs and classes				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		16%	58%	17%	6%	6%	22%	48%	6%	4%	18%	24%	45%	12%	7%	11%
Non Sample		11%	50%	28%	9%	8%	24%	42%	5%	8%	22%	25%	49%	14%	12%	10%
Length of Residency	One year or fewer*	23%	54%	15%	8%	-	38%	31%	15%	15%	23%	23%	31%	31%	8%	23%
	1-5 years	11%	66%	19%	2%	13%	26%	47%	9%	4%	21%	15%	57%	19%	6%	15%
	6-10 years	5%	56%	23%	10%	5%	13%	51%	10%	8%	13%	13%	49%	26%	10%	8%
	10 years+	17%	57%	16%	5%	5%	22%	49%	5%	4%	18%	26%	44%	10%	7%	10%
Own/Rent	Own	18%	57%	16%	6%	6%	22%	48%	5%	4%	18%	26%	44%	13%	7%	10%
	Rent/Lease	7%	62%	22%	4%	7%	18%	51%	9%	5%	18%	11%	53%	15%	9%	13%
Employment in Midland	Yes	16%	60%	14%	7%	9%	26%	43%	4%	7%	22%	27%	44%	11%	8%	15%
	A different community	17%	58%	23%	10%	10%	26%	51%	7%	3%	17%	25%	43%	23%	10%	9%
	Not currently employed*	4%	54%	31%	-	12%	12%	42%	12%	8%	27%	12%	35%	35%	-	23%
	I am retired	17%	56%	17%	3%	2%	17%	53%	6%	2%	14%	23%	49%	9%	6%	6%
Age	18 to 24*	14%	21%	50%	-	21%	29%	14%	14%	7%	29%	14%	36%	29%	-	21%
	25 to 34	8%	69%	10%	5%	8%	23%	56%	-	3%	18%	8%	49%	15%	5%	21%
	35 to 44	15%	60%	20%	11%	9%	32%	38%	12%	9%	14%	25%	45%	23%	11%	9%
	45 to 54	23%	51%	19%	4%	9%	24%	41%	9%	7%	26%	30%	34%	17%	9%	18%
	55 to 64	16%	60%	16%	8%	3%	20%	49%	2%	3%	18%	30%	46%	9%	8%	10%
65+	14%	60%	14%	4%	4%	17%	55%	5%	3%	15%	22%	51%	8%	5%	7%	
Education	Some high school*	50%	-	-	-	-	50%	-	-	-	-	50%	-	-	-	-
	High school graduate	16%	50%	12%	4%	8%	18%	44%	2%	8%	16%	16%	50%	8%	8%	10%
	Some college	18%	63%	14%	3%	4%	23%	49%	5%	5%	14%	29%	38%	11%	7%	9%
	College graduate	18%	61%	11%	5%	7%	26%	47%	4%	4%	21%	26%	45%	12%	7%	13%
	Graduate degree(s)	12%	53%	29%	8%	6%	17%	50%	9%	3%	18%	21%	49%	16%	7%	10%
Household Income	\$25,000 or less	16%	51%	22%	4%	4%	25%	45%	10%	10%	16%	24%	45%	18%	8%	10%
	\$25,001 to \$50,000	13%	62%	12%	7%	5%	18%	46%	3%	5%	21%	18%	47%	10%	8%	12%
	\$50,001 to \$100,000	14%	61%	14%	7%	7%	20%	58%	6%	2%	13%	20%	50%	14%	6%	8%
	Over \$100,000	17%	56%	19%	5%	6%	24%	43%	5%	4%	21%	28%	42%	11%	9%	13%
Marital Status	Single	17%	50%	22%	5%	7%	20%	52%	8%	7%	12%	28%	48%	12%	5%	8%
	Married/with partner	14%	60%	17%	5%	6%	21%	49%	5%	4%	19%	23%	46%	12%	7%	12%
	Widowed/separated/ divorced	23%	54%	13%	8%	5%	25%	44%	8%	6%	20%	25%	41%	16%	9%	8%
Home Composition	Young Child(ren) 12 or under	9%	68%	18%	9%	8%	25%	44%	13%	6%	19%	15%	51%	23%	9%	13%
	Child(ren) over age 12	18%	54%	23%	9%	4%	20%	44%	7%	5%	21%	25%	44%	14%	8%	12%
	Parent age 65 or older	13%	52%	17%	4%	4%	17%	52%	13%	4%	9%	35%	43%	13%	4%	4%
	None of these	17%	58%	16%	5%	6%	21%	50%	5%	4%	18%	25%	45%	11%	8%	10%
Gender	Male	16%	58%	19%	6%	8%	23%	47%	7%	4%	18%	29%	48%	13%	4%	10%
	Female	16%	59%	15%	6%	4%	20%	50%	5%	5%	19%	20%	45%	12%	9%	12%
	Other*	-	-	67%	-	33%	-	33%	-	-	67%	-	-	33%	33%	33%
Ethnicity/Race	Asian*	38%	63%	-	-	-	63%	38%	-	-	13%	50%	50%	-	13%	-
	White/Caucasian	15%	59%	17%	6%	6%	21%	49%	6%	4%	18%	23%	47%	12%	7%	11%
	Black/African American*	50%	50%	-	-	-	50%	50%	-	-	-	-	100%	-	-	-
	Hispanic/Latino*	29%	14%	57%	-	-	14%	43%	14%	14%	14%	14%	29%	57%	-	-
	American Indian/Native*	33%	50%	17%	-	-	33%	33%	17%	-	17%	17%	33%	17%	17%	17%
Other*	33%	33%	-	17%	17%	17%	33%	-	-	50%	33%	50%	-	-	17%	
Own Business	Yes	26%	58%	16%	3%	3%	29%	55%	8%	3%	11%	37%	50%	11%	5%	5%
	No	15%	58%	17%	6%	6%	21%	47%	6%	4%	19%	23%	45%	13%	7%	11%
Ward	1	12%	71%	12%	3%	6%	15%	53%	9%	3%	15%	18%	59%	6%	9%	9%
	2	10%	62%	23%	8%	3%	20%	54%	5%	7%	13%	30%	48%	7%	11%	8%
	3	19%	53%	21%	8%	4%	32%	40%	8%	4%	19%	25%	47%	15%	8%	9%
	4	18%	56%	15%	4%	6%	22%	50%	3%	2%	18%	21%	48%	12%	7%	15%
	5	13%	65%	17%	3%	2%	10%	60%	7%	3%	22%	20%	50%	17%	3%	7%
	Don't know	17%	55%	17%	7%	8%	27%	44%	6%	6%	19%	26%	41%	14%	8%	12%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Snow removal					Fall leaf collection					Yard waste collection				
		Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize	Reduce Service Levels	Maintain with Small Tax/Fee Increase	Enhance with Small Tax/Fee Increase	Combine with Another Community	Privatize
Sample Overall		3%	59%	27%	4%	14%	8%	62%	16%	5%	16%	9%	63%	12%	5%	17%
Non Sample		3%	58%	29%	8%	11%	10%	62%	14%	8%	15%	10%	61%	14%	9%	17%
Length of Residency	One year or fewer*	-	62%	23%	8%	23%	15%	46%	23%	8%	15%	15%	54%	23%	8%	15%
	1-5 years	6%	51%	32%	4%	19%	15%	45%	26%	6%	23%	15%	51%	19%	6%	23%
	6-10 years	-	51%	36%	10%	23%	10%	56%	21%	10%	21%	8%	56%	21%	10%	23%
	10 years+	2%	61%	26%	3%	13%	7%	65%	14%	5%	15%	8%	65%	10%	4%	16%
Own/Rent	Own	3%	60%	28%	4%	14%	7%	63%	16%	5%	16%	9%	64%	12%	5%	17%
	Rent/Lease	2%	55%	29%	4%	15%	11%	53%	20%	7%	16%	9%	56%	15%	7%	16%
Employment in Midland	Yes	2%	58%	27%	6%	20%	9%	60%	15%	6%	22%	11%	60%	12%	5%	22%
	A different community	-	55%	35%	4%	20%	6%	61%	22%	10%	19%	7%	67%	16%	9%	19%
	Not currently employed*	4%	54%	31%	4%	23%	15%	46%	19%	8%	23%	19%	50%	12%	8%	23%
	I am retired	3%	62%	25%	2%	7%	7%	66%	15%	3%	9%	6%	66%	11%	3%	11%
Age	18 to 24*	7%	50%	29%	-	21%	7%	50%	21%	7%	29%	21%	36%	21%	7%	29%
	25 to 34	3%	46%	28%	-	23%	8%	49%	15%	3%	21%	8%	62%	5%	3%	21%
	35 to 44	2%	51%	40%	9%	14%	12%	51%	22%	12%	18%	15%	51%	22%	9%	17%
	45 to 54	1%	60%	30%	8%	23%	9%	58%	23%	9%	24%	7%	61%	21%	8%	23%
	55 to 64	5%	59%	25%	2%	16%	10%	66%	11%	3%	17%	11%	63%	9%	3%	20%
	65+	2%	65%	23%	2%	8%	5%	68%	14%	3%	9%	6%	69%	9%	4%	11%
Education	Some high school*	-	50%	-	-	-	-	50%	-	-	-	-	50%	-	-	-
	High school graduate	4%	58%	16%	4%	8%	8%	60%	8%	8%	12%	6%	58%	6%	8%	10%
	Some college	3%	63%	27%	2%	11%	6%	60%	22%	1%	13%	6%	64%	14%	2%	17%
	College graduate	3%	57%	26%	4%	17%	9%	61%	12%	7%	19%	11%	61%	9%	6%	20%
	Graduate degree(s)	1%	59%	33%	4%	15%	7%	63%	22%	5%	15%	8%	66%	18%	4%	15%
Household Income	\$25,000 or less	6%	53%	29%	4%	12%	12%	57%	24%	6%	14%	10%	57%	20%	6%	14%
	\$25,001 to \$50,000	2%	57%	24%	3%	14%	7%	54%	13%	8%	18%	7%	58%	7%	7%	20%
	\$50,001 to \$100,000	1%	64%	29%	2%	9%	5%	71%	16%	4%	11%	6%	74%	11%	4%	11%
	Over \$100,000	3%	57%	26%	5%	19%	8%	61%	16%	5%	20%	10%	60%	14%	4%	21%
Marital Status	Single	3%	52%	30%	3%	10%	12%	57%	20%	7%	13%	10%	55%	15%	7%	17%
	Married/with partner	2%	60%	26%	4%	16%	8%	63%	14%	5%	17%	9%	63%	11%	5%	18%
	Widowed/separated/ divorced	3%	62%	28%	4%	10%	5%	63%	22%	6%	13%	6%	70%	15%	4%	10%
Home Composition	Young Child(ren) 12 or under	3%	54%	36%	8%	16%	5%	56%	25%	10%	18%	10%	59%	20%	9%	18%
	Child(ren) over age 12	2%	62%	29%	5%	16%	7%	61%	19%	8%	18%	9%	64%	15%	6%	17%
	Parent age 65 or older	-	70%	22%	-	13%	-	78%	13%	-	13%	4%	70%	13%	-	17%
	None of these	2%	60%	26%	3%	12%	9%	63%	14%	5%	14%	8%	65%	10%	5%	16%
Gender	Male	2%	58%	30%	3%	16%	6%	64%	18%	4%	17%	7%	66%	13%	3%	18%
	Female	3%	62%	25%	4%	13%	9%	62%	15%	6%	15%	9%	62%	12%	6%	16%
	Other*	-	33%	33%	-	33%	-	33%	33%	-	33%	-	33%	33%	-	33%
Ethnicity/Race	Asian*	13%	50%	25%	-	13%	25%	50%	25%	-	13%	25%	75%	-	-	13%
	White/Caucasian	2%	61%	27%	4%	14%	7%	63%	16%	5%	16%	8%	64%	12%	5%	16%
	Black/African American*	-	100%	-	-	-	-	100%	-	-	-	-	100%	-	-	-
	Hispanic/Latino*	-	43%	57%	-	-	14%	29%	57%	-	-	-	43%	43%	-	14%
	American Indian/Native*	-	50%	50%	-	17%	17%	50%	33%	-	-	-	67%	33%	-	-
	Other*	-	50%	17%	17%	17%	33%	50%	-	-	17%	17%	50%	-	-	33%
Own Business	Yes	-	66%	24%	3%	16%	5%	68%	18%	3%	16%	8%	68%	13%	-	18%
	No	3%	58%	28%	4%	14%	8%	61%	16%	5%	16%	9%	62%	12%	5%	17%
Ward	1	-	71%	24%	6%	3%	-	74%	12%	9%	9%	-	76%	6%	9%	12%
	2	2%	64%	28%	2%	20%	7%	67%	18%	7%	16%	7%	69%	13%	7%	20%
	3	4%	64%	21%	6%	15%	13%	60%	13%	8%	13%	13%	60%	11%	8%	11%
	4	4%	56%	29%	2%	15%	7%	70%	12%	3%	17%	10%	68%	10%	3%	17%
	5	2%	57%	35%	-	10%	2%	67%	22%	-	13%	5%	68%	13%	-	17%
	Don't know	3%	57%	27%	6%	16%	10%	54%	18%	7%	19%	11%	57%	14%	6%	19%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		End curbside recycling			Begin charging for heavy item pickup and the pickup of large volumes			Fund curbside pickup through a monthly fee instead of funding with			Reduce curbside recycling to exclude any paper/cardboard			Provide online self-service crime reporting for non-emergency,		
		Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information
Sample Overall		9%	81%	8%	39%	44%	15%	13%	68%	18%	34%	39%	26%	54%	18%	25%
Non Sample		7%	87%	5%	44%	43%	13%	19%	63%	19%	29%	44%	29%	66%	12%	21%
Length of Residency	One year or fewer*	15%	85%	-	46%	31%	23%	8%	46%	38%	46%	15%	38%	92%	-	8%
	1-5 years	13%	75%	13%	54%	38%	8%	13%	60%	29%	38%	40%	25%	73%	15%	13%
	6-10 years	-	90%	8%	33%	49%	18%	15%	64%	21%	36%	36%	31%	62%	21%	13%
	10 years+	9%	81%	7%	38%	44%	15%	13%	69%	16%	33%	40%	26%	51%	19%	28%
Own/Rent	Own	8%	83%	7%	37%	45%	14%	12%	69%	18%	32%	41%	27%	54%	19%	25%
	Rent/Lease	14%	61%	16%	46%	29%	21%	20%	50%	23%	46%	21%	29%	63%	9%	21%
Employment in Midland	Yes	6%	84%	7%	39%	46%	14%	13%	67%	18%	32%	44%	25%	61%	15%	21%
	A different community	7%	84%	4%	40%	49%	9%	13%	67%	20%	43%	30%	29%	64%	16%	19%
	Not currently employed*	12%	81%	8%	35%	42%	23%	15%	62%	23%	27%	54%	19%	77%	8%	19%
	I am retired	11%	77%	9%	39%	40%	16%	12%	70%	16%	34%	36%	28%	43%	23%	31%
Age	18 to 24*	7%	71%	14%	29%	36%	29%	14%	43%	43%	43%	29%	21%	86%	-	7%
	25 to 34	10%	85%	5%	41%	51%	8%	10%	54%	36%	31%	36%	33%	85%	8%	10%
	35 to 44	8%	88%	6%	40%	54%	6%	15%	71%	15%	40%	40%	23%	68%	14%	20%
	45 to 54	8%	83%	8%	35%	48%	16%	16%	72%	11%	32%	47%	24%	63%	16%	17%
	55 to 64	8%	81%	5%	40%	42%	15%	16%	62%	18%	35%	34%	27%	50%	22%	25%
65+	10%	79%	9%	41%	38%	16%	9%	73%	16%	32%	41%	27%	42%	21%	34%	
Education	Some high school*	-	50%	50%	-	50%	50%	-	100%	-	-	50%	50%	-	50%	50%
	High school graduate	16%	64%	10%	32%	48%	10%	4%	80%	6%	42%	38%	16%	46%	16%	26%
	Some college	9%	77%	9%	29%	46%	19%	9%	71%	17%	35%	34%	29%	43%	22%	32%
	College graduate	9%	83%	7%	42%	45%	13%	14%	62%	23%	33%	42%	26%	58%	16%	23%
	Graduate degree(s)	6%	87%	5%	44%	40%	13%	16%	68%	14%	32%	40%	29%	60%	19%	21%
Household Income	\$25,000 or less	17%	65%	12%	37%	44%	19%	13%	63%	21%	48%	31%	25%	50%	15%	27%
	\$25,001 to \$50,000	12%	73%	13%	29%	48%	19%	9%	70%	19%	35%	36%	29%	51%	23%	26%
	\$50,001 to \$100,000	7%	85%	5%	36%	47%	14%	12%	68%	19%	37%	37%	25%	55%	20%	24%
	Over \$100,000	5%	89%	4%	45%	41%	12%	16%	67%	16%	27%	46%	27%	62%	14%	23%
Marital Status	Single	5%	78%	10%	43%	40%	15%	17%	67%	10%	40%	30%	28%	58%	22%	15%
	Married/with partner	8%	83%	6%	38%	44%	15%	13%	67%	19%	34%	41%	25%	55%	18%	25%
	Widowed/separated/ divorced	11%	73%	12%	40%	43%	12%	11%	70%	19%	30%	38%	32%	49%	16%	33%
Home Composition	Young Child(ren) 12 or under	6%	91%	4%	36%	54%	10%	13%	64%	26%	29%	40%	34%	71%	14%	16%
	Child(ren) over age 12	6%	90%	5%	32%	55%	13%	16%	70%	16%	34%	46%	24%	65%	19%	17%
	Parent age 65 or older	17%	70%	4%	39%	43%	4%	26%	52%	9%	43%	39%	13%	70%	9%	13%
	None of these	9%	78%	8%	42%	38%	16%	12%	68%	17%	34%	38%	26%	48%	19%	29%
Gender	Male	8%	84%	6%	43%	43%	11%	12%	70%	17%	35%	40%	25%	56%	20%	23%
	Female	10%	78%	9%	36%	44%	17%	13%	67%	18%	32%	38%	28%	52%	19%	26%
	Other*	-	67%	33%	33%	33%	33%	-	67%	33%	-	33%	67%	67%	-	33%
Ethnicity/Race	Asian*	-	100%	-	63%	13%	25%	38%	25%	38%	25%	50%	25%	75%	-	25%
	White/Caucasian	8%	81%	8%	38%	44%	15%	12%	69%	17%	33%	40%	26%	54%	18%	25%
	Black/African American*	-	100%	-	50%	50%	-	-	100%	-	50%	50%	-	50%	50%	-
	Hispanic/Latino*	-	100%	-	29%	71%	-	-	86%	14%	43%	43%	14%	57%	14%	29%
	American Indian/Native*	33%	50%	-	50%	33%	-	17%	67%	-	67%	33%	-	33%	50%	-
Other*	-	100%	-	67%	33%	-	17%	83%	-	50%	33%	17%	50%	17%	33%	
Own Business	Yes	8%	85%	5%	41%	46%	10%	13%	69%	10%	31%	44%	28%	69%	10%	18%
	No	8%	81%	8%	39%	43%	15%	13%	68%	19%	34%	39%	27%	54%	19%	26%
Ward	1	9%	80%	6%	40%	51%	3%	9%	77%	9%	40%	31%	26%	43%	26%	26%
	2	10%	77%	10%	44%	30%	25%	16%	62%	20%	43%	36%	21%	57%	23%	18%
	3	9%	87%	2%	37%	46%	11%	19%	65%	13%	44%	24%	30%	63%	13%	22%
	4	6%	85%	7%	39%	49%	14%	11%	75%	15%	34%	42%	28%	60%	14%	25%
	5	7%	88%	5%	33%	47%	18%	10%	72%	18%	30%	47%	23%	48%	22%	30%
	Don't know	9%	79%	9%	40%	41%	14%	14%	64%	20%	31%	41%	26%	55%	17%	25%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Provide accident support services/collision			Implement cost recovery fees for non-resident, at-fault drivers			Explore the development of a fire protection district that			Allow some neighborhood pocket parks to return to			Remove playground equipment from some pocket parks and		
		Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information
Sample Overall		50%	15%	31%	50%	19%	30%	49%	13%	36%	48%	29%	21%	36%	43%	20%
Non Sample		52%	17%	29%	46%	15%	36%	45%	16%	38%	50%	30%	21%	32%	47%	19%
Length of Residency	One year or fewer*	77%	-	23%	46%	8%	46%	77%	-	23%	46%	23%	31%	38%	38%	23%
	1-5 years	52%	15%	31%	54%	25%	23%	56%	13%	33%	56%	23%	21%	23%	56%	21%
	6-10 years	49%	15%	31%	49%	15%	31%	49%	13%	38%	49%	31%	23%	38%	41%	21%
	10 years+	49%	16%	32%	50%	18%	30%	48%	13%	37%	48%	30%	21%	37%	42%	19%
Own/Rent	Own	49%	16%	33%	51%	18%	30%	49%	14%	37%	48%	30%	23%	36%	43%	20%
	Rent/Lease	57%	9%	23%	48%	20%	27%	54%	9%	30%	50%	25%	16%	34%	41%	18%
Employment in Midland	Yes	50%	15%	34%	53%	18%	28%	50%	12%	37%	48%	28%	22%	38%	44%	17%
	A different community	60%	16%	23%	57%	14%	27%	59%	10%	33%	39%	36%	24%	27%	51%	23%
	Not currently employed*	54%	8%	38%	54%	8%	38%	58%	8%	38%	62%	19%	19%	27%	54%	19%
	I am retired	47%	16%	31%	45%	21%	31%	45%	15%	37%	50%	29%	20%	38%	38%	21%
Age	18 to 24*	50%	7%	36%	29%	14%	57%	57%	-	36%	36%	29%	21%	21%	50%	21%
	25 to 34	56%	15%	28%	56%	18%	26%	59%	8%	36%	41%	33%	26%	18%	51%	28%
	35 to 44	55%	8%	37%	54%	18%	28%	51%	12%	40%	51%	32%	18%	34%	55%	14%
	45 to 54	57%	15%	25%	52%	17%	29%	48%	14%	37%	53%	29%	16%	45%	39%	16%
	55 to 64	49%	19%	29%	51%	18%	30%	54%	15%	28%	44%	30%	25%	36%	43%	20%
65+	46%	16%	34%	49%	20%	29%	46%	13%	39%	52%	27%	21%	38%	38%	21%	
Education	Some high school*	-	-	100%	-	100%	-	-	-	100%	50%	-	50%	50%	-	50%
	High school graduate	46%	18%	22%	48%	22%	22%	40%	16%	34%	58%	24%	8%	30%	50%	10%
	Some college	39%	14%	41%	49%	16%	33%	45%	13%	40%	43%	26%	29%	28%	44%	26%
	College graduate	51%	17%	29%	50%	18%	32%	53%	13%	33%	50%	31%	20%	38%	43%	18%
	Graduate degree(s)	60%	13%	29%	52%	19%	29%	52%	12%	37%	47%	31%	22%	39%	40%	21%
Household Income	\$25,000 or less	52%	13%	25%	42%	23%	29%	48%	10%	37%	52%	29%	15%	37%	44%	15%
	\$25,001 to \$50,000	51%	12%	34%	53%	16%	30%	53%	13%	34%	47%	33%	19%	30%	52%	18%
	\$50,001 to \$100,000	54%	16%	28%	55%	17%	28%	47%	12%	41%	54%	22%	23%	40%	37%	22%
	Over \$100,000	51%	15%	32%	51%	19%	31%	55%	12%	32%	45%	33%	23%	36%	43%	20%
Marital Status	Single	55%	13%	27%	47%	23%	28%	58%	7%	30%	57%	27%	10%	47%	43%	5%
	Married/with partner	49%	16%	32%	51%	18%	30%	49%	15%	35%	46%	30%	23%	33%	43%	22%
	Widowed/separated/ divorced	52%	12%	33%	54%	16%	28%	47%	6%	47%	51%	25%	23%	41%	40%	20%
Home Composition	Young Child(ren) 12 or under	54%	11%	35%	53%	16%	31%	51%	11%	40%	40%	36%	25%	19%	63%	20%
	Child(ren) over age 12	50%	23%	27%	49%	26%	27%	50%	17%	34%	47%	32%	20%	40%	39%	21%
	Parent age 65 or older	65%	9%	17%	57%	9%	17%	61%	4%	30%	52%	26%	17%	39%	43%	9%
	None of these	50%	14%	31%	50%	17%	31%	50%	12%	35%	50%	27%	21%	39%	39%	19%
Gender	Male	51%	16%	32%	54%	21%	24%	52%	14%	34%	49%	30%	19%	35%	45%	19%
	Female	49%	16%	30%	48%	17%	33%	49%	12%	37%	47%	29%	23%	37%	41%	20%
	Other*	67%	-	33%	33%	33%	33%	33%	33%	33%	100%	-	-	33%	67%	-
Ethnicity/Race	Asian*	63%	13%	25%	100%	-	-	63%	13%	25%	75%	13%	13%	25%	38%	38%
	White/Caucasian	50%	15%	31%	50%	19%	30%	50%	13%	37%	49%	29%	22%	36%	43%	20%
	Black/African American*	50%	50%	-	50%	50%	-	-	100%	-	50%	50%	-	50%	50%	-
	Hispanic/Latino*	71%	-	29%	71%	29%	-	57%	29%	14%	29%	71%	-	57%	43%	-
	American Indian/Native*	67%	17%	-	50%	17%	-	67%	33%	-	67%	17%	-	50%	33%	17%
Other*	67%	17%	17%	50%	33%	17%	50%	33%	17%	67%	17%	17%	50%	50%	-	
Own Business	Yes	64%	5%	28%	54%	18%	28%	59%	10%	31%	44%	36%	18%	41%	44%	15%
	No	50%	16%	32%	51%	18%	30%	49%	13%	37%	49%	28%	22%	36%	42%	20%
Ward	1	43%	17%	31%	49%	31%	20%	40%	9%	43%	40%	49%	11%	31%	51%	14%
	2	54%	13%	30%	57%	16%	26%	64%	10%	25%	67%	23%	8%	49%	36%	11%
	3	57%	17%	24%	61%	20%	17%	63%	9%	26%	41%	33%	24%	33%	41%	24%
	4	51%	15%	33%	43%	18%	39%	50%	15%	35%	52%	24%	24%	38%	43%	18%
	5	50%	22%	27%	43%	28%	30%	53%	17%	32%	35%	35%	30%	33%	38%	28%
	Don't know	50%	14%	32%	51%	14%	33%	45%	11%	42%	51%	26%	22%	34%	45%	20%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Privatize the mowing of neighborhood pocket parks			Assessment to fund upkeep of neighborhood pocket parks			Consider a transit authority that would combine Dial-A-Ride and			Explore transition of the City Library into an Independent Library		
		Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information
Sample Overall		51%	25%	22%	33%	46%	19%	71%	5%	23%	20%	44%	35%
Non Sample		49%	25%	27%	39%	39%	23%	73%	5%	23%	21%	51%	29%
Length of Residency	One year or fewer*	54%	23%	23%	46%	31%	23%	69%	8%	23%	23%	38%	38%
	1-5 years	46%	33%	19%	38%	35%	25%	75%	6%	21%	25%	48%	27%
	6-10 years	49%	21%	23%	38%	33%	23%	59%	3%	33%	36%	28%	31%
	10 years+	52%	25%	22%	31%	48%	18%	71%	5%	23%	18%	45%	35%
Own/Rent	Own	51%	25%	22%	32%	48%	19%	72%	5%	23%	20%	44%	36%
	Rent/Lease	52%	25%	16%	36%	32%	25%	63%	7%	27%	20%	39%	30%
Employment in Midland	Yes	53%	21%	24%	34%	45%	20%	73%	4%	22%	24%	39%	36%
	A different community	54%	24%	21%	37%	39%	23%	73%	6%	21%	17%	43%	39%
	Not currently employed*	62%	12%	31%	42%	27%	31%	69%	8%	27%	31%	31%	38%
	I am retired	47%	31%	19%	29%	51%	17%	69%	6%	24%	16%	50%	32%
Age	18 to 24*	50%	14%	29%	14%	71%	7%	57%	7%	36%	14%	50%	29%
	25 to 34	64%	18%	18%	31%	28%	38%	74%	5%	21%	23%	41%	36%
	35 to 44	54%	17%	31%	45%	31%	26%	69%	5%	28%	20%	46%	34%
	45 to 54	52%	29%	16%	36%	46%	17%	70%	9%	18%	27%	39%	33%
	55 to 64	56%	25%	15%	30%	51%	16%	72%	5%	23%	18%	37%	42%
Education	65+	45%	29%	25%	32%	49%	18%	72%	4%	24%	17%	51%	31%
	Some high school*	50%	50%	-	-	100%	-	50%	-	50%	-	50%	50%
	High school graduate	36%	40%	18%	28%	48%	14%	70%	8%	18%	16%	46%	28%
	Some college	46%	31%	20%	30%	48%	19%	70%	7%	22%	23%	33%	40%
	College graduate	56%	20%	21%	29%	47%	23%	71%	5%	23%	22%	41%	37%
Household Income	Graduate degree(s)	55%	23%	22%	43%	42%	16%	73%	2%	24%	18%	54%	29%
	\$25,000 or less	40%	33%	21%	38%	44%	12%	63%	13%	23%	21%	44%	25%
	\$25,001 to \$50,000	54%	30%	16%	24%	49%	26%	71%	3%	26%	15%	45%	40%
	\$50,001 to \$100,000	46%	26%	27%	38%	40%	22%	73%	5%	20%	23%	43%	33%
Marital Status	Over \$100,000	60%	20%	19%	35%	46%	17%	75%	2%	22%	18%	45%	37%
	Single	47%	35%	15%	27%	50%	20%	73%	8%	18%	20%	47%	28%
	Married/with partner	53%	24%	22%	35%	46%	18%	71%	5%	23%	20%	45%	34%
Home Composition	Widowed/separated/ divorced	48%	22%	27%	31%	41%	26%	69%	5%	27%	17%	38%	42%
	Young Child(ren) 12 or under	54%	19%	28%	38%	34%	29%	69%	5%	28%	15%	50%	35%
	Child(ren) over age 12	54%	28%	19%	32%	46%	23%	71%	5%	24%	22%	41%	37%
	Parent age 65 or older	57%	26%	9%	30%	48%	13%	74%	4%	13%	26%	43%	26%
Gender	None of these	51%	25%	21%	33%	46%	18%	71%	6%	22%	19%	44%	35%
	Male	49%	31%	18%	34%	51%	14%	73%	5%	22%	23%	49%	27%
	Female	53%	21%	24%	33%	40%	25%	69%	5%	25%	17%	40%	41%
Ethnicity/Race	Other*	67%	33%	-	33%	67%	-	100%	-	-	67%	33%	-
	Asian*	50%	-	50%	50%	-	50%	63%	-	38%	13%	13%	75%
	White/Caucasian	51%	26%	22%	33%	46%	19%	72%	5%	22%	20%	45%	33%
	Black/African American*	100%	-	-	100%	-	-	100%	-	-	50%	50%	-
	Hispanic/Latino*	57%	29%	14%	29%	57%	14%	57%	14%	29%	29%	43%	29%
Own Business	American Indian/Native*	100%	-	-	67%	17%	-	100%	-	-	50%	33%	17%
	Other*	50%	33%	17%	33%	50%	17%	83%	17%	-	50%	33%	17%
Ward	Yes	54%	26%	18%	31%	54%	13%	82%	10%	8%	26%	41%	31%
	No	52%	25%	22%	33%	45%	20%	70%	5%	25%	19%	44%	35%
	1	43%	31%	20%	34%	49%	11%	66%	11%	23%	14%	46%	37%
	2	56%	30%	15%	30%	57%	11%	77%	3%	21%	23%	48%	28%
	3	46%	24%	28%	41%	41%	17%	85%	4%	9%	20%	44%	33%
	4	60%	20%	17%	33%	46%	20%	77%	3%	20%	17%	48%	37%
Ward	5	43%	37%	20%	35%	47%	18%	78%	10%	15%	13%	50%	38%
	Don't know	53%	21%	25%	34%	40%	25%	65%	4%	29%	22%	39%	35%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Dedicated Millage: Police			Dedicated Millage: Fire			Dedicated Millage: Library			Dedicated Millage: Public transit		
		Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information
Sample Overall		23%	54%	22%	23%	53%	23%	23%	46%	28%	33%	36%	29%
Non Sample		29%	45%	23%	28%	46%	23%	32%	39%	26%	34%	37%	25%
Length of Residency	One year or fewer*	31%	46%	31%	31%	46%	31%	31%	46%	31%	31%	38%	31%
	1-5 years	31%	46%	25%	27%	50%	25%	25%	44%	31%	35%	38%	27%
	6-10 years	33%	49%	18%	33%	49%	18%	23%	46%	31%	26%	44%	31%
	10 years+	21%	55%	22%	21%	54%	23%	23%	46%	28%	33%	35%	29%
Own/Rent	Own	21%	57%	22%	21%	56%	22%	23%	47%	29%	33%	37%	29%
	Rent/Lease	38%	32%	25%	36%	34%	27%	21%	41%	29%	32%	27%	34%
Employment in Midland	Yes	28%	52%	20%	28%	52%	20%	27%	45%	26%	37%	35%	27%
	A different community	20%	53%	29%	20%	53%	29%	31%	31%	36%	41%	23%	36%
	Not currently employed*	31%	42%	31%	31%	42%	31%	15%	46%	42%	23%	31%	46%
	I am retired	19%	56%	22%	18%	56%	23%	19%	51%	26%	28%	41%	27%
Age	18 to 24*	21%	50%	36%	21%	50%	36%	14%	57%	36%	29%	29%	43%
	25 to 34	31%	41%	28%	28%	44%	28%	33%	31%	36%	36%	21%	44%
	35 to 44	34%	42%	26%	31%	43%	28%	20%	48%	32%	31%	37%	32%
	45 to 54	26%	49%	24%	28%	48%	24%	30%	39%	28%	37%	33%	30%
	55 to 64	23%	60%	16%	25%	58%	15%	25%	46%	25%	40%	34%	23%
	65+	17%	59%	23%	16%	59%	23%	18%	53%	26%	27%	43%	27%
Education	Some high school*	-	50%	50%	-	50%	50%	-	100%	-	-	100%	-
	High school graduate	30%	44%	22%	30%	44%	24%	18%	50%	26%	24%	44%	28%
	Some college	28%	45%	28%	27%	46%	28%	27%	37%	35%	36%	29%	33%
	College graduate	22%	56%	21%	23%	55%	21%	24%	47%	28%	33%	37%	28%
	Graduate degree(s)	21%	56%	22%	20%	56%	22%	23%	47%	27%	34%	34%	30%
Household Income	\$25,000 or less	33%	46%	19%	33%	46%	21%	19%	50%	23%	33%	37%	25%
	\$25,001 to \$50,000	26%	49%	23%	24%	51%	24%	18%	48%	33%	33%	31%	34%
	\$50,001 to \$100,000	21%	53%	25%	23%	51%	25%	25%	44%	28%	33%	36%	29%
	Over \$100,000	23%	59%	18%	22%	60%	18%	26%	47%	26%	36%	38%	25%
Marital Status	Single	27%	58%	13%	30%	57%	13%	20%	65%	12%	37%	45%	17%
	Married/with partner	23%	55%	21%	23%	55%	21%	26%	43%	29%	33%	35%	30%
	Widowed/separated/ divorced	20%	44%	35%	17%	44%	37%	14%	48%	35%	27%	35%	35%
Home Composition	Young Child(ren) 12 or under	36%	40%	26%	34%	41%	28%	24%	44%	34%	28%	34%	39%
	Child(ren) over age 12	29%	48%	22%	30%	47%	22%	25%	45%	27%	34%	36%	28%
	Parent age 65 or older	39%	52%	4%	39%	52%	4%	30%	57%	9%	26%	57%	13%
	None of these	21%	56%	21%	20%	56%	22%	22%	48%	28%	34%	35%	28%
Gender	Male	23%	57%	18%	23%	58%	18%	26%	49%	21%	36%	40%	22%
	Female	24%	51%	25%	24%	49%	26%	22%	45%	32%	30%	33%	34%
	Other*	33%	33%	33%	33%	33%	33%	-	67%	33%	-	67%	33%
Ethnicity/Race	Asian*	13%	63%	25%	25%	50%	25%	-	50%	50%	38%	25%	38%
	White/Caucasian	24%	53%	23%	23%	53%	23%	23%	47%	28%	33%	36%	29%
	Black/African American*	-	100%	-	-	100%	-	-	100%	-	-	100%	-
	Hispanic/Latino*	29%	57%	14%	29%	57%	14%	14%	71%	14%	14%	71%	14%
	American Indian/Native*	33%	67%	-	33%	67%	-	17%	67%	17%	50%	33%	17%
Other*	67%	17%	17%	67%	17%	17%	17%	83%	-	33%	50%	17%	
Own Business	Yes	15%	64%	21%	18%	62%	21%	21%	54%	26%	28%	36%	36%
	No	24%	53%	22%	24%	53%	23%	24%	46%	28%	33%	36%	29%
Ward	1	23%	57%	14%	29%	54%	14%	17%	54%	23%	34%	43%	17%
	2	23%	56%	20%	23%	56%	20%	28%	44%	25%	39%	31%	26%
	3	19%	56%	24%	19%	57%	22%	26%	44%	28%	31%	43%	24%
	4	17%	62%	21%	18%	60%	21%	20%	54%	24%	30%	40%	29%
	5	25%	55%	20%	25%	55%	20%	20%	50%	28%	32%	35%	32%
	Don't know	29%	46%	25%	27%	47%	26%	25%	41%	32%	33%	34%	32%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study Sample Response: 551 +/- 4.0% (95% Confidence) Non-Sample Response: 308		Dedicated Millage: Parks and recreation			Dedicated Millage: Housing (senior housing, affordable housing)			Dedicated Millage: Refuse, recycling and landfill services		
		Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information	Support	Oppose	Not sure/need more information
Sample Overall		25%	47%	27%	32%	35%	31%	23%	51%	24%
Non Sample		27%	44%	26%	31%	40%	25%	24%	49%	23%
Length of Residency	One year or fewer*	31%	46%	23%	46%	31%	23%	31%	38%	31%
	1-5 years	33%	46%	21%	40%	31%	29%	33%	46%	23%
	6-10 years	31%	46%	23%	36%	31%	33%	36%	46%	18%
	10 years+	23%	47%	28%	30%	36%	31%	21%	52%	24%
Own/Rent	Own	25%	48%	26%	31%	36%	31%	22%	53%	24%
	Rent/Lease	27%	32%	34%	39%	25%	34%	29%	36%	27%
Employment in Midland	Yes	27%	47%	25%	36%	32%	32%	28%	50%	21%
	A different community	39%	36%	26%	39%	26%	36%	27%	47%	27%
	Not currently employed*	27%	31%	42%	27%	35%	38%	27%	31%	42%
	I am retired	18%	52%	26%	27%	41%	29%	17%	55%	24%
Age	18 to 24*	21%	50%	29%	36%	29%	36%	29%	43%	29%
	25 to 34	38%	31%	31%	41%	13%	46%	33%	38%	28%
	35 to 44	29%	40%	31%	34%	34%	32%	29%	45%	28%
	45 to 54	29%	42%	27%	38%	33%	32%	27%	47%	24%
	55 to 64	30%	47%	21%	36%	34%	27%	24%	53%	19%
	65+	16%	54%	27%	25%	41%	31%	16%	57%	24%
Education	Some high school*	-	100%	-	-	100%	-	-	100%	-
	High school graduate	20%	48%	26%	26%	46%	24%	28%	42%	24%
	Some college	28%	41%	30%	38%	27%	35%	23%	45%	30%
	College graduate	26%	47%	26%	31%	35%	33%	24%	52%	22%
	Graduate degree(s)	23%	48%	26%	33%	35%	30%	21%	54%	23%
Household Income	\$25,000 or less	21%	44%	29%	40%	35%	23%	27%	44%	23%
	\$25,001 to \$50,000	31%	40%	27%	29%	36%	33%	24%	46%	27%
	\$50,001 to \$100,000	26%	44%	28%	31%	31%	35%	23%	52%	23%
	Over \$100,000	26%	51%	23%	35%	36%	28%	24%	54%	20%
Marital Status	Single	28%	53%	15%	30%	50%	20%	20%	65%	12%
	Married/with partner	25%	47%	27%	34%	34%	30%	23%	51%	23%
	Widowed/separated/ divorced	22%	41%	35%	25%	28%	44%	25%	40%	33%
Home Composition	Young Child(ren) 12 or under	25%	45%	30%	35%	25%	40%	29%	43%	30%
	Child(ren) over age 12	29%	44%	25%	33%	37%	28%	28%	47%	24%
	Parent age 65 or older	26%	61%	9%	39%	43%	13%	22%	70%	4%
	None of these	24%	47%	26%	31%	35%	31%	21%	53%	23%
Gender	Male	27%	53%	18%	33%	38%	27%	23%	56%	19%
	Female	22%	43%	33%	31%	32%	35%	24%	47%	27%
	Other*	-	67%	33%	-	67%	33%	-	67%	33%
Ethnicity/Race	Asian*	38%	25%	38%	50%	13%	38%	50%	25%	25%
	White/Caucasian	24%	47%	26%	32%	35%	31%	22%	52%	24%
	Black/African American*	-	100%	-	50%	50%	-	50%	50%	-
	Hispanic/Latino*	14%	71%	14%	-	86%	14%	14%	71%	14%
	American Indian/Native*	50%	50%	-	33%	67%	-	50%	50%	-
Other*	33%	67%	-	33%	50%	17%	17%	83%	-	
Own Business	Yes	18%	54%	28%	33%	33%	36%	18%	64%	18%
	No	25%	46%	26%	32%	35%	31%	23%	50%	24%
Ward	1	23%	54%	14%	31%	46%	20%	20%	57%	14%
	2	28%	48%	21%	36%	30%	31%	21%	54%	21%
	3	19%	52%	28%	24%	43%	31%	24%	52%	22%
	4	24%	51%	23%	27%	38%	35%	22%	59%	18%
	5	17%	53%	28%	32%	38%	28%	18%	53%	27%
	Don't know	29%	42%	29%	38%	28%	33%	27%	45%	27%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study

Sample Response: 551
+/- 4.0% (95% Confidence)

Non-Sample Response: 308

Support for Higher Taxes if Enhanced

		Support for Higher Taxes if Enhanced													
		Economic development incentives	Street improvements	Nonmotorized transportation (bike lanes walking/biking trails)	Sidewalks	Parks and open space	Athletic fields	Trails and greenways	Police and fire stations	Public art	Parking	Pools and spray parks	Affordable housing	Parks programming	None of these
Sample Overall		18%	55%	18%	30%	18%	7%	20%	46%	5%	13%	13%	28%	7%	17%
Non Sample		16%	52%	17%	24%	27%	4%	19%	58%	9%	13%	26%	30%	9%	14%
Length of Residency	One year or fewer*	15%	54%	8%	46%	38%	8%	62%	46%	8%	8%	8%	15%	15%	23%
	1-5 years	20%	46%	26%	24%	28%	7%	22%	37%	11%	9%	30%	30%	22%	20%
	6-10 years	23%	62%	21%	33%	36%	8%	31%	41%	5%	5%	21%	26%	13%	13%
	10 years+	17%	55%	17%	30%	15%	6%	18%	47%	4%	14%	11%	28%	5%	17%
Own/Rent	Own	18%	56%	17%	29%	18%	7%	20%	47%	5%	13%	14%	26%	7%	17%
	Rent/Lease	18%	48%	18%	32%	18%	4%	20%	36%	2%	16%	13%	48%	7%	21%
Employment in Midland	Yes	23%	54%	19%	29%	19%	8%	25%	45%	5%	12%	15%	23%	6%	18%
	A different community	25%	57%	19%	29%	29%	7%	30%	45%	12%	9%	23%	17%	16%	12%
	Not currently employed*	15%	65%	15%	54%	23%	15%	19%	50%	4%	15%	19%	38%	15%	8%
	I am retired	11%	54%	16%	29%	13%	4%	13%	46%	3%	14%	9%	34%	5%	19%
Age	18 to 24*	14%	50%	14%	43%	43%	14%	57%	29%	7%	7%	14%	43%	14%	21%
	25 to 34	28%	69%	15%	33%	36%	8%	33%	44%	10%	3%	28%	13%	15%	5%
	35 to 44	34%	48%	25%	23%	26%	17%	28%	46%	6%	12%	28%	17%	17%	15%
	45 to 54	18%	45%	19%	26%	17%	7%	20%	42%	6%	12%	12%	30%	3%	20%
	55 to 64	20%	60%	18%	36%	15%	5%	22%	54%	3%	16%	9%	23%	6%	15%
65+	9%	56%	15%	29%	13%	3%	12%	43%	4%	14%	8%	35%	5%	20%	
Education	Some high school*	-	-	-	50%	-	-	-	-	-	-	-	50%	-	50%
	High school graduate	10%	44%	6%	38%	4%	4%	10%	50%	-	12%	4%	42%	2%	26%
	Some college	13%	57%	9%	27%	20%	8%	13%	49%	4%	13%	16%	37%	8%	21%
	College graduate	19%	54%	22%	31%	18%	8%	22%	46%	5%	14%	14%	23%	7%	14%
	Graduate degree(s)	22%	58%	21%	28%	22%	5%	25%	43%	7%	12%	15%	27%	8%	15%
Household Income	\$25,000 or less	14%	47%	20%	31%	16%	6%	12%	35%	4%	16%	6%	53%	8%	27%
	\$25,001 to \$50,000	11%	56%	9%	35%	15%	4%	17%	57%	6%	16%	9%	36%	7%	18%
	\$50,001 to \$100,000	14%	55%	16%	35%	20%	5%	20%	43%	6%	9%	14%	26%	8%	16%
	Over \$100,000	25%	58%	25%	28%	20%	9%	28%	46%	5%	16%	18%	20%	8%	11%
Marital Status	Single	22%	54%	15%	36%	19%	5%	19%	44%	-	15%	8%	41%	3%	24%
	Married/with partner	18%	54%	18%	28%	18%	7%	22%	46%	5%	12%	15%	26%	7%	15%
	Widowed/separated/ divorced	13%	62%	18%	35%	18%	5%	14%	51%	6%	16%	13%	32%	10%	18%
Home Composition	Young Child(ren) 12 or under	34%	60%	25%	30%	30%	10%	24%	46%	6%	10%	35%	20%	15%	9%
	Child(ren) over age 12	20%	56%	18%	35%	18%	14%	19%	53%	7%	13%	16%	30%	8%	15%
	Parent age 65 or older	13%	57%	13%	39%	9%	-	17%	43%	9%	13%	9%	26%	-	30%
	None of these	16%	54%	17%	29%	16%	4%	20%	46%	4%	14%	9%	30%	5%	17%
Gender	Male	21%	58%	22%	33%	23%	7%	23%	39%	5%	13%	15%	24%	9%	17%
	Female	15%	55%	13%	28%	15%	6%	19%	52%	5%	13%	13%	31%	6%	15%
	Other*	-	67%	33%	67%	-	-	-	-	-	67%	-	67%	33%	33%
Ethnicity/Race	Asian*	50%	50%	13%	13%	-	-	13%	50%	-	-	-	13%	-	13%
	White/Caucasian	17%	55%	17%	31%	18%	7%	21%	47%	5%	13%	14%	28%	7%	16%
	Black/African American*	50%	100%	-	50%	50%	-	-	50%	-	-	-	-	-	-
	Hispanic/Latino*	29%	43%	14%	-	29%	14%	43%	43%	29%	14%	29%	43%	14%	-
	American Indian/Native*	33%	67%	-	50%	-	-	-	67%	-	-	17%	33%	-	17%
Other*	50%	50%	17%	17%	17%	-	-	33%	-	17%	-	17%	17%	17%	
Own Business	Yes	21%	51%	15%	23%	23%	8%	23%	49%	13%	15%	10%	21%	10%	28%
	No	18%	55%	18%	31%	18%	7%	21%	46%	4%	13%	14%	29%	7%	16%
Ward	1	6%	71%	9%	46%	11%	-	11%	63%	6%	23%	9%	43%	3%	14%
	2	17%	62%	24%	38%	24%	5%	24%	52%	7%	14%	7%	38%	2%	7%
	3	17%	48%	28%	28%	26%	6%	35%	39%	13%	6%	17%	31%	9%	17%
	4	24%	62%	15%	31%	18%	8%	15%	47%	2%	19%	9%	22%	7%	14%
	5	15%	57%	18%	35%	17%	8%	15%	47%	-	8%	23%	27%	3%	15%
	Don't know	19%	47%	17%	26%	17%	8%	23%	42%	4%	11%	15%	24%	10%	21%

*Fewer than 30 responses
2018007 Midland

2018 City of Midland Budget Planning Study

Sample Response: 551
+/- 4.0% (95% Confidence)

Non-Sample Response: 308

		Sample %	Sample #	Non Sample %	Non Sample #
Count		551	551	308	308
Length of Residency	One year or less	2%	13	2%	7
	1-5 years	9%	48	13%	41
	6-10 years	7%	39	13%	40
	10 years+	82%	450	71%	220
Own/Rent	Own	86%	473	85%	263
	Rent/Lease	10%	57	11%	34
Employment in Midland	Yes	38%	212	63%	194
	No, a different community	13%	70	18%	54
	Not currently employed	5%	26	3%	10
	I am retired	44%	240	15%	46
Age	18 to 24	3%	14	5%	14
	25 to 34	7%	39	19%	60
	35 to 44	12%	65	27%	82
	45 to 54	17%	92	23%	71
	55 to 64	24%	131	16%	49
	65+	37%	202	9%	27
Education	Some high school	0%	2	0%	1
	High school graduate	9%	52	4%	11
	Some college	18%	98	19%	58
	College graduate	40%	219	45%	138
	Graduate degree(s)	31%	171	32%	100
Household Income	\$25,000 or less	10%	53	4%	11
	\$25,001 to \$50,000	17%	92	16%	48
	\$50,001 to \$100,000	29%	162	38%	116
	Over \$100,000	37%	203	40%	123
Marital Status	Single	11%	60	11%	33
	Married/living with partner	72%	399	77%	236
	Widowed/separated/divorced	15%	83	10%	32
Home Composition	Child(ren) age 12 or under	15%	80	37%	114
	Child(ren) over age 12	22%	119	33%	101
	Parent age 65 or older	4%	23	1%	4
	None of these	62%	341	35%	108
Gender	Male	42%	231	27%	84
	Female	50%	275	60%	184
	Other	1%	3	1%	2
Ethnicity/Race	Asian	1%	8	1%	3
	White/Caucasian	92%	507	91%	280
	Black/African American	0%	2	0%	1
	Hispanic/Latino	1%	7	2%	6
	American Indian/Native	1%	6	3%	10
	Other	1%	6	4%	11
Own Business	Yes	7%	39	10%	30
	No	91%	501	87%	267
Ward	1	6%	35	7%	23
	2	11%	61	6%	20
	3	10%	54	12%	37
	4	18%	101	12%	38
	5	11%	60	6%	18
	Don't know	37%	203	53%	163

Q1: Most Important for City Focus - Other
Access to good health care
Accessible - get around by "amigos"/wheelchairs
affordable
Affordable housing
Affordable housing
Affordable housing - low income
Affordable rental housing
Air/water pollution
Ample public parking (specifically downtown)
Ancient alien technology
Beautification - tree program, flowers, upgrade to main all nice! Senior program services - nice
Better streets, many city streets are bad with holes
Community-oriented (programs for socializing)
Don't own a car - don't drive
Downtown parking/needs to be angle
Education
Educational excellence - esp. reading and writing
Electric charging stations
energize downtown Midland
Enough parking to make it a destination!
Excellent school system
Except for "Entertainment center," I'd rank the characteristics equally.
Farmers market
Financially friendly
Fire/police
For the love of God, get rid of that useless bike lane on Buttles Street!
Good schools
Greater variety of ethnic foods/restaurants
Handicap accessible
Handicap friendly
Health and wellness
I feel that if diversity happens fine, but we should never spend money or resources on trying to reach some subjective goals of diversity.
Indoor farmers market
Keep taxes and housing costs down
Lower taxes and utilities
Medical center
More jobs that pay above min. wage
Most beautiful town I've ever seen/lived. Only downfall is an outdated sewage system
Parking in downtown
Per reat, get house job like me on SS
Pet (dogs) friendly
Please focus on our roads
repairing the neglected city streets !!
Retaining highly trained and qualified employees
Road repairs
Spend tax dollars efficiently

The City Government should focus on technologically advanced infrastructure, safety, cleanliness, ease of getting around, ease of doing business with the government, and being citizen and business friendly. With those city government/infrastructure provided attributes, the Community within the city, and its foundations, civic organizations, chamber of commerce and businesses etc. should focus on enhancing entertainment, shopping, restaurants, art, culture, history, tourist destinations etc.