

**TARGET INSYGHT –CITY OF TROY**  
**[FREQUENCY REPORT OF VOTERS SURVEY RESPONSES]**  
**[ 400 SAMPLE – ERROR ±4.9%]**

\_\_03. Overall, do you think the city of Troy is headed in the right direction, or, do you think that things are pretty seriously off on the wrong track?

68% Wrong track  
18% Right direction  
14% Undecided/don't know

\_\_04. Next, I am going to read you a list of some of the problems and issues that residents of the city of Troy say they are concerned about. When I finish reading the list, please tell me which one problem or issue you are personally concerned about the most? (**READ 1 TO 8 -- TAKE FIRST RESPONSE ONLY -- ROTATE LIST**)

32% The closing of the Troy Library  
19% Eliminating the city budget deficit and balancing it  
16% Providing quality city services with declining tax revenues  
11% Keeping city taxes and fees low  
6% Protecting the public from crime and drugs  
6% Providing economic development and jobs  
5% Maintaining and improving city streets  
2% Maintaining city parks and recreation programs  
3% Undecided/don't know (**DON'T READ**)

\_\_05. Overall, how would you rate the job that the city of Troy does in providing basic city services to its residents -- would you give Troy a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

18% excellent  
48% pretty good  
**66% Total POSITIVE**  
23% only fair  
10% poor  
**33% Total NEGATIVE**  
1% Undecided/don't know

\_\_06. Overall, how would you rate the job that the Troy City Council does in serving the citizens of Troy -- would you give the city council a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

3% excellent  
23% pretty good  
**26% Total POSITIVE**  
42% only fair  
28% poor  
**70% Total NEGATIVE**  
4% Undecided/don't know

\_\_07. When you think about the city services you receive from the city of Troy in return for the taxes and fees you pay, do you think your city taxes and fees are too high, too low, or about right for what you get back in services? **[IF TOO HIGH, ASK]** Would that be much or somewhat?

13% much too high  
 21% somewhat too high  
**34% Total TOO HIGH**  
 55% About right  
 8% Too low  
 3% Undecided/don't know

\_\_08. Thinking about the declining home values in the area over the past couple of years, have the property tax bills on your home in Troy increased, remained about the same, or decreased? **[IF DECREASED, ASK]** Have they decreased a lot, somewhat or just a little?

19% Increased  
 18% Remained about the same  
 14% decreased a lot  
 26% decreased somewhat  
 18% decreased only a little  
**58% Total DECREASED**  
 5% Undecided/don't know

\_\_09. Based on what you know or have heard or read about the recent actions of the Troy City Council to balance the city budget, has the City Council already made deep budget cuts in the essential programs and services provided by the City to balance the budget, or, would you say that the budget cuts that have been made are not really all that significant and more budget cuts can still be made without having a negative impact on city programs and services?

47% Budget cuts not that significant – more cuts can be made without negative impact  
 38% Deep budget cuts in programs and services have been made to balance the budget  
 15% Undecided/don't know

\_\_10 A/B. What are the one or two budget cuts that have been made in what you consider to be essential city services?

40%	Library	1%	Education-schools
14%	Police	1%	City staff cuts
11%	Snow removal	1%	Museum
5%	Road maintenance	1%	Nature center
2%	Fire protection	1%	None
2%	Community center	17%	Undecided
2%	Parks and recreation		

\_\_11 A/B. What are the one or two budget cuts that have NOT been made so far which you think SHOULD BE MADE to balance the city budget?

22%	Pay cuts	1%	Education-schools
8%	Benefit cuts	1%	Beautification – troy
3%	Police	1%	Library
3%	City manager	1%	Road maintenance
3%	City staff cuts	1%	Museum
3%	Retirement cuts	1%	Closing parks
3%	Aquatic center	1%	Lawn care contractors
2%	Administration	1%	Nature center
2%	Golf courses	1%	Snow removal
1%	Parks and recreation	1%	Fire protection
1%	Community center	4%	None
		36%	Undecided

\_\_12. In your opinion, does the city of Troy currently have enough revenue to fund essential city services, does it have more funding than it needs to provide essential city services, or, do you think it has too little funding than it needs to provide essential city services? [**IF TOO LITTLE, ASK**] Would that be much too little or somewhat too little funding?

45%	Has enough revenue to fund essential city services
9%	Has more funding than it needs to provide essential city services
22%	has somewhat too little funding than needed to provide essential city services
12%	has much too little funding than needed to provide essential city services
<b>34%</b>	<b>Total TOO LITTLE</b>
12%	Undecided/don't know

\_\_13. Which of the following two statements comes closer to your view? [**READ & ROTATE 1 & 2 BELOW**]

In light of the current budget situation in the city of Troy, it is important to maintain existing city services and programs, even if it means having to pay higher taxes.

In light of the current budget situation in the city of Troy, it is important to keep taxes as low as possible, even if it means further reducing city services and programs.

Undecided/don't know

42%	Important to maintain existing city services and programs, even if higher taxes
42%	Important to keep taxes as low as possible, even if reducing city services and programs
16%	Undecided/don't know

About \$ 4.3 million in budget cuts have already recently been made this year, and an estimated \$ 3.2 million more in budget cuts will have to be made next year if the city of Troy is to balance the city budget without seeking additional tax revenue. Now I am going to read a detailed list of the programs and services provided by the city of Troy. For each one I read, please tell me if you think the funding for that program or service should be totally eliminated, cut a lot, cut somewhat, cut only a little, kept at current levels, or actually increased? The first one is –

**[ROTATE QUESTIONS 14 TO 38]**

						INCREASED			
		CUT				SAME		undec	
		ELIMINATED	ALOT	SOME	LITTLE	TOTAL	SAME		undec
_14.	Snow plowing services on subdivision streets from 1 day to up to 3 days	0%	2%	5%	7%	14%	52%	30%	4%
_15.	Fixing potholes, maintaining and resurfacing city streets	0%	2%	2%	8%	12%	49%	37%	2%
_16.	Garbage, recycling and yard waste collection	1%	2%	5%	9%	16%	76%	4%	3%
_17.	Fire protection service	0%	0%	2%	7%	9%	78%	10%	3%
_18.	Providing senior citizen programs and services	4%	5%	17%	16%	38%	47%	5%	6%
_19.	Building inspection, permit and license services	6%	9%	11%	17%	37%	46%	3%	8%
_20.	Operation and maintenance of two golf courses	33%	16%	18%	12%	46%	16%	1%	4%
_21.	Planning department services	11%	12%	18%	12%	42%	30%	1%	16%
_22.	Economic and business development activity	5%	6%	12%	8%	26%	44%	18%	7%
_23.	Police protection services, specifically the number of police officers on the job	1%	3%	7%	9%	19%	63%	16%	1%
_24.	Museum and Historic Village	15%	10%	18%	16%	44%	32%	6%	3%
_25.	Police protection services, specifically support staff for the police department	2%	4%	9%	16%	29%	54%	8%	7%
_26.	City recreation and sports programs	5%	9%	18%	18%	45%	43%	6%	1%
_27.	Operations of the Family Aquatic Center	23%	10%	16%	15%	41%	30%	2%	4%
_28.	Snow plowing, ice removal and street cleaning, specifically for city streets	0%	2%	5%	7%	14%	54%	31%	1%
_29.	Tree maintenance and trimming service	8%	8%	20%	21%	49%	36%	4%	3%
_30.	Operations of the Community Center	11%	6%	12%	17%	35%	46%	6%	2%
_31.	Special events, festivals and other activities	25%	15%	15%	14%	44%	23%	5%	3%
_32.	Snow plowing, ice removal and street cleaning, specifically for county roads within the city	5%	3%	7%	6%	16%	59%	16%	4%
_33.	Assistance to community groups	17%	10%	16%	14%	40%	26%	3%	14%
_34.	Operation and maintenance of the nature center	13%	12%	14%	15%	41%	33%	8%	5%
_35.	Engineering Department management of street design and improvements, water main and sewer maintenance, and new construction	5%	5%	18%	14%	37%	47%	7%	4%
_36.	Public library operations	7%	5%	7%	7%	19%	31%	41%	2%
_37.	Code compliance to control blight, trash, junk cars, abandoned structures and weeds	3%	6%	12%	15%	33%	53%	9%	2%
_38.	Operation and maintenance of city parks	3%	3%	16%	17%	36%	53%	6%	2%

Now I am going to describe many of the actual budget cuts that have been made so far to balance the city budget. For each one I read, please tell me if you think the budget cut described should be maintained, if funding should be cut even more for that program or service, if the program or service should be reinstated, or if that program or service should have a funding increased? **[IF REINSTATED, ASK]** Should it be completely, mostly, or partly reinstated? The first one is...

**[ROTATE QUESTIONS 39 TO 51]**

	MAINTAIN	CUT MORE	REINSTATED			TOTAL	IN- CREASE	undec
			ALL	MOST	PART			
_39. With the 23 percent cut in career staff for the fire department, there will be a reduction in fire safety inspections, as well as fire education programs and fire safety education for Troy children. Knowing this, should this program be maintained, cut more, completely reinstated, mostly or partly reinstated, or, should funding be increased?	55%	15%	10%	4%	8%	<b>22%</b>	6%	2%
_40. Funding cuts will make it much harder to provide coordinated training for firefighters, public education programs, fire prevention and inspection programs, which is the focus of our proactive efforts to provide fire protection.	57%	13%	9%	6%	8%	<b>23%</b>	5%	2%
_41. Recreation programs must either pay for themselves with fees for participation, or they will be eliminated. It is estimated that 65 programs for youth and adults, 6 programs for adaptive, special needs, and 28 programs for senior citizens will be eliminated.	55%	16%	10%	3%	11%	<b>24%</b>	4%	1%
_42. Budget cuts involving the maintenance of streets and drains means that work will be limited to pothole patching and emergency repairs. The long term impact is that the usable life of the roads will be shortened and it will cost more to replace, as well as emergency response time will be affected.	46%	3%	19%	5%	10%	<b>34%</b>	14%	3%
_43. The city will no longer be able to plow snow and salt the ice on county roads located within city boundaries, including Fourteen Mile Road, Maple, Big Beaver, Long Lake, South Blvd., Adams, Crooks, Livernois, John R and Dequindre, and snow plowing and ice removal will be done on subdivision streets every 72 hours instead of every 24 hours.	39%	2%	26%	5%	9%	<b>40%</b>	17%	2%
_44. The number of police officers has been reduced from 131 to 120 police officers. In the next couple of years they will be cut to 93 positions, which will cause slower response times, especially for non-emergency calls.	45%	7%	21%	4%	9%	<b>34%</b>	12%	2%

		CUT		REINSTATED			TOTAL	IN- CREASE	undec
		MAINTAIN	MORE	ALL	MOST	PART			
_45.	Because of budget cuts, Troy Police will no longer be able to respond to property damage auto accidents. Drivers involved in accidents where there are no injuries will be required to make their own arrangements to remove damaged vehicles and then go to the police station to fill out accident reports. Knowing this, should this program be maintained, cut more, completely reinstated, mostly or partly reinstated, or, should funding be increased?	44%	9%	22%	5%	9%	<b>36%</b>	9%	2%
_46.	Troy Police will no longer be able to respond to theft reports, vandalism and damage to property, ambulance medical runs unless police officers are needed for mental commitments, domestic violence, or auto crashes with injuries. For these crimes, citizens will have to make their own reports on line or at the police station.	41%	7%	26%	6%	8%	<b>40%</b>	10%	2%
_47.	The Troy Police Department will no longer be able to provide school patrol officers who have been directly assigned to the high schools.	46%	15%	22%	3%	7%	<b>32%</b>	6%	1%
_48.	Troy Police will no longer be able to provide the same level of investigations of individuals who are on the sex offender registry.	43%	11%	21%	5%	9%	<b>35%</b>	8%	3%
_49.	The Traffic Safety Unit will be eliminated. They provide traffic enforcement by responding to complaints in neighborhoods, subdivisions and school zones, they provide the bulk of drunk driving enforcement, as well as bad driving behavior that causes auto crashes.	43%	10%	20%	7%	8%	<b>35%</b>	8%	4%
_50.	Troy Police will have to significantly reduce their level of investigations of computer and Internet crimes, including Internet predators such as pedophiles.	46%	12%	17%	4%	10%	<b>31%</b>	7%	4%
_51.	Youth and other safety programs, such as "Internet Safety for Kids," "Senior Scams," "Drug, Alcohol and Tobacco Prevention and Abuse Prevention" will be eliminated.	52%	15%	13%	2%	8%	<b>23%</b>	6%	4%

**INTRO TO Q. 52:** On February 23<sup>rd</sup> of 2010, voters in the city of Troy solidly defeated a ballot proposal which would have increased the millage rate by up to 1.9 mills for a period of five years to maintain funding for essential city services in Troy, with the priority of preserving funding for public safety, including police and fire protection. For every \$200,000 in market value and \$100,000 in taxable value of a home, homeowners would have to pay \$190 per year, or \$15.83 per month, in additional property taxes, which would have raised over \$9.2 million in revenue the first year.

\_\_52. Did you vote in that election, either by going to the polls or voting by absentee ballot, or, were you unable to vote in that election? **[IF VOTED, PROBE TO DETERMINE IF RESPONDENT VOTED ABSENTEE OR BY GOING TO THE POLLS]**

66%	Voted by going to the polls	<b>ASK Q. 53</b>
20%	Voted by absentee ballot	<b>ASK Q. 53</b>
9%	Did not vote	<b>GO TO Q. 54</b>
5%	Can't remember	<b>GO TO Q. 54</b>

\_\_53. Did you vote Yes in favor of the millage increase or did you vote No to oppose it?

35%	Voted Yes
61%	Voted No
4%	Can't remember ( <b>VOLUNTEERED</b> )

\_\_54. Since the millage proposal failed a little over a year ago, as indicated in this survey, the city of Troy has made significant budget cuts, including privatizing departments, closing the library, reducing programs, cutting back on staff by about 20 percent, and making other deep budget cuts. Also, since property values and tax revenue continue to decline, and the state is expected to make deep cuts in state revenue sharing, there will have to be even more drastic budget cuts in the future, including deep cuts in police and fire protection, unless voters pass a millage increase to preserve funding for essential services. If the city of Troy places a proposal on a future election ballot to increase property taxes by 1.9 mills to provide funding for existing essential city services, especially for police and fire protection, knowing that for every \$200,000 in market value and \$100,000 in taxable value of a home, property taxes would increase by \$190 per year for a period of 5 years, if the election were held today, would you vote yes in favor of the millage proposal or no to oppose it?

**[IF UNDECIDED]** Well, if the election were held today and you had to decide right now, would you lean toward voting yes or no?

43%	Vote yes
9%	Lean toward voting yes
40%	Vote no
2%	Lean toward voting no
6%	Undecided/don't know

\_\_55. If the city of Troy placed a scaled down proposal on a future election ballot to increase property taxes by 1 and a half mill for a period of 5 years to provide funding to maintain existing essential city services -- knowing that for every \$200,000 in market value and \$100,000 in taxable value of a home, property taxes would increase by \$150 per year, or \$12.50 per month, if the election were held today, would you vote yes in favor of the millage proposal or no to oppose it?

**[IF UNDECIDED]** Well, if the election were held today and you had to decide right now, would you lean toward voting yes or no?

46% Vote yes  
 10% Lean toward voting yes  
 37% Vote no  
 2% Lean toward voting no  
 5% Undecided/don't know

\_\_56. If the city of Troy placed a scaled down proposal on a future election ballot to increase property taxes by 1 mill for a period of 5 years to provide funding to maintain existing city services -- knowing that for every \$200,000 in market value and \$100,000 in taxable value of a home, property taxes would increase by \$100 per year, or \$8.33 per month, if the election were held today, would you vote yes in favor of the millage proposal or no to oppose it?

**[IF UNDECIDED]** Well, if the election were held today and you had to decide right now, would you lean toward voting yes or no?

47% Vote yes  
 15% Lean toward voting yes  
 33% Vote no  
 00% Lean toward voting no  
 5% Undecided/don't know

\_\_57. If the city of Troy placed a scaled down proposal on a future election ballot to increase property taxes by one half mill for a period of 5 years to provide funding to maintain existing city services -- knowing that for every \$200,000 in market value and \$100,000 in taxable value of a home, property taxes would increase by \$50 per year, or just over \$4.17 per month, if the election were held today, would you vote yes in favor of the millage proposal or no to oppose it?

**[IF UNDECIDED]** Well, if the election were held today and you had to decide right now, would you lean toward voting yes or no?

49% Vote yes  
 19% Lean toward voting yes  
 28% Vote no  
 00% Lean toward voting no  
 4% Undecided/don't know

\_\_58. Because of declining housing values for homeowners in the city of Troy, and a resulting drop in property taxes, supporters of the millage increase say that most homeowners would either not have a tax increase at all, or, would have only a small tax increase if the proposal was approved, depending on the value of their home, and the increased funding was needed to preserve essential city services. Knowing this, will you be more likely to support the millage increase, less likely to support it, or, would you say that declining property values and taxes on your home would not influence your vote one way or the other? **[IF MORE/LESS LIKELY, ASK]** Would that have been much or somewhat **[MORE/ LESS LIKELY]**?

- 17% Much more likely to support millage proposal
- 11% Somewhat more likely to support millage proposal
- 56% Would not have influenced vote
- 3% Somewhat less likely to support millage proposal
- 7% Much less likely to support millage proposal
- 6% Undecided/don't know

\_\_59. Where would you say you get most of your information about the city of Troy government?

- 36% Troy Times
- 13% Council meetings on cable
- 13% Website for the city of Troy
- 12% Comments from friends/word of mouth
- 9% Television coverage of the city
- 6% Oakland Press
- 3% Detroit Free Press
- 3% Troy Today – the City's quarterly newsletter
- 2% Other local newspapers
- 1% Detroit News
- 1% Radio coverage of the city

Finally, there are a few questions for statistical purposes only.

\_\_60. How many years have you lived in the city of Troy? **[DO NOT READ -- CODE RESPONSES]**

- 3% 5 years or less
- 10% 6 to 10 years
- 15% 11 to 15 years
- 25% 16 to 25 years
- 44% Over 25 years
- 2% All their life (**VOLUNTEERED**)
- 1% Undecided/don't know

\_\_61. How many school age children, age 18 years or younger, are living in your household? **[DO NOT READ -- CODE RESPONSE]**

- 14% One
- 13% Two
- 6% Three or more
- 66% None/No children
- 1% Undecided/don't know/refused

\_\_62. Could you please tell me in what year you were born? **[IF REFUSED, ASK: 'Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.' AND READ 1 TO 6]**

**[RECORD YEAR HERE \_\_\_\_\_ AND THEN CODE BELOW]**

- 4% 18 to 29 years **(1982 to 1993)**
- 6% 30 to 40 **(1971 to 1981)**
- 13% 41 to 49 **(1962 to 1970)**
- 15% 50 to 55 **(1956 to 1961)**
- 25% 56 to 64 **(1947 to 1955)**
- 34% 65 and over **(1946 or before)**
- 3% Undecided/refused

\_\_63. What is the last grade or level of schooling you completed? **(DO NOT READ – CODE RESPONSE)**

- 00% 1<sup>st</sup> to 11<sup>th</sup> grade
- 9% High school graduate
- 2% Non-college post high school (technical training)
- 12% Some college
- 46% College graduate
- 29% Post graduate school
- 2% Don't know/refused

\_\_64. Do you own your home, are you buying it, do you lease, or do you rent your home?

- 95% Own or buying home
- 3% Rent
- 2% Undecided/don't know

\_\_65. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to you? [**READ 1 TO 6**]

4%	Under \$25,000
8%	\$25,000 to \$50,000
11%	\$50,000 to \$75,000
19%	\$75,000 to \$100,000
13%	\$100,000 to \$150,000
15%	Over \$150,000
30%	Undecided/refused

\_\_66. Sex of respondent (**DO NOT ASK -- BY OBSERVATION ONLY**)

49%	Male
51%	Female