

## Holland 2020 Resident Survey

### Executive Summary

The City of Holland partners with Frost Center for Data and Research at Hope College to conduct a biennial survey measuring residents' experiences and guiding future city planning and services.

The 2020 survey data include 486 cell and landline telephone interviews completed between August 31 and September 29 with a random sample of current Holland residents. Data are weighted using proportional fitting (raking), a survey method that ensures responses reflect the city's population.

This summary provides aggregate results as well as comparative longitudinal data<sup>1</sup>. An additional [dashboard](#) provides aggregated and disaggregated resident responses to each question in an interactive format. Reported categories of race and ethnicity are consistent with those used by the U.S. Census, although categories are sometimes combined to protect individual responses.<sup>2</sup>

### 2020 Survey Respondent Demographics

Survey respondents answered a series of demographic questions which allows for disaggregated comparisons. The tables below indicate the weighted number of respondents in each respective demographic group.

#### *Race*

People of Color	73
White	292
Null	93

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<sup>1</sup> 2020 survey methodology differed from previous years, allowing for the possibility of data incongruences.

<sup>2</sup> Reported ethnicity categories are Hispanic/Latino and Non-Hispanic/Latino. Racial categories included in the demographic breakdowns are People of Color and White, which is aggregated from the question regarding racial identity with answer categories of White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Pacific Islander, and two or more races. Null includes None, Other, or Refused.

### *Ethnicity*

Hispanic/Latino	96
Not Hispanic/Latino	328
Refused	34

### *Education*

Less than high school	19
High school graduate or equivalent	105
Some college but no degree	66
Associate degree	49
Bachelor's degree	118
Master's degree	44
Doctoral degree	13
Professional degree	9
Don't know/refused	1

### *Age*

18-24	44
25-34	75
35-44	69
45-54	72
55-64	70
65-74	48
75 and older	35

## 2020 Summary of Results

### *General City Rankings*

- Respondents rated Holland at 1.56 on average as a place to live, with 1 meaning “excellent” and 4 meaning “poor.” Nearly 60% of respondents rated Holland as an “excellent” place to live.

### *Changes in my City, State, and Country*

- On a five-point scale with 1 meaning “going in the wrong direction” and 5 meaning “going in the right direction,” respondents rated the City of Holland 3.93, the State of Michigan 3.36, and the Country 2.54 on average.

### *City Amenities and Services*

- On a five-point scale, respondents rated the Holland Fire Department and EMT services the highest (4.67) and downtown parking the lowest (3.76) of the amenities and services listed.

### *Allocating City Resources*

- On a five-point scale with 1 meaning “devote less resources” and 5 meaning “devote more resources,” respondents felt that affordable housing should receive the most additional resources (4.18) and downtown development is in the least need of more resources (3.34).

### *Level of Trust*

- Residents reported their trust level in various Holland entities on a five-point scale. Trust in the Holland Fire Department (4.65) was highest, followed by the Holland Police Department (4.17), Holland Board of Public Works (4.15), and City Council (3.82).

### *Diversity Equity and Inclusion*

- Survey respondents were most likely to agree with the statement “I am treated fairly and equitably in Holland” (4.18). Out of the four DEI items, Holland residents were least likely to agree with “Holland is open and accepting of people with diverse backgrounds” (3.55).
- Residents indicated that in the last 12 months, meaningful interactions with a person with a physical or observable disability were least common, with 71.1% of respondents indicating this type of interaction. Interactions with someone of a different race or ethnicity were most common as 89.8% of survey respondents reported these interactions.

### *Civic Engagement*

- On questions meant to gauge civic participation in the past twelve months, the greatest proportion of respondents claimed to have visited downtown Holland (92.0%) and the smallest proportion reported having attended a city council meeting (15.7%). Notably, 72.7% of respondents indicated having voted in a local election.

### *City Communication*

- On a five-point scale, with 1 meaning “strongly disagree” and 5 meaning “strongly agree,” respondents indicated on average that the City of Holland gathers feedback from residents (3.32) and keeps residents informed on city issues (3.59).

### *News Sources*

- The greatest percentage of respondents (17.0%) replied that they get most of their news on the City of Holland from the Holland Sentinel (paper or online) and the smallest

percentage of respondents (1.7%) claimed to receive most of their news from the city YouTube page.

### *Taxes and Services*

- Over 85% of responding residents would elect to keep the City services as they are now, with 38% indicating even if it means raising taxes.

### *Open Ended Responses*

- When asked what they like most about living in Holland, the most common category respondents' answers fell into was friends, family, and community (12.8%).
- When asked what they would most like to change about Holland, the most common category respondents' answers cited was a lack of diversity, equity, and inclusion (17.8%).
- When asked what they felt are the most important local issues Holland will face in the next few years, respondents' answers most often mentioned affordable housing (21.6%).

## Longitudinal Data

This section includes survey data from past survey administrations to make comparisons from year to year and highlight trends. The following questions were asked in 2020 and 2012 and/or 2016.

### *City Amenities and Services*

- In a rating of city services and amenities, storm water drainage and street maintenance ratings increased with each survey administration from 2012 to 2020.
- Overall 2016 ratings are lower than 2012 and 2020.

City Amenities and Services (1=Poor,5=Excellent)	2012	2016	2020	Data Trend
City Council	3.92	3.85	3.92	
City Parks	4.52	4.55	4.48	
Fire Dept. (and EMT)	4.52	4.5	4.67	
Police Dept.	4.38	4.32	4.34	
Recreation	4.15	4	4.11	
Spring/Fall Curbside Cleanup	4.29	4.19	4.35	
City of Holland Employees	4.21	4.14	4.27	

Street Snow Removal	4.09	3.98	4.09	
Animal Control	3.98	3.88	4.14	
Sidewalks	3.85	3.85	4.03	
Enforcement of Property Maintenance	3.81	3.88	3.8	
Storm Water Drainage	3.66	3.9	4.02	
Street Maintenance (potholes/sweeping)	3.55	3.62	3.8	

### *Taxes and Services*

- In a question asked on both the 2012 and 2020 survey, respondents indicated which statement best represented their opinion about city taxes. Response percentages from both survey administrations were similar.

Taxes and Services	2012	2020	Plot of Trend
I would prefer to SUBSTANTIALLY REDUCE the services I receive, if it means my taxes WILL BE LOWER	5.2%	6.9%	
I would prefer to SOMEWHAT REDUCE the services I receive, if it means my taxes STAY THE SAME	8.3%	7.0%	
I would prefer to KEEP the services as they are now, but only if my taxes STAY THE SAME	51.1%	48.3%	
I would prefer to KEEP the services as they are now, even if that means RAISING my taxes	35.4%	37.8%	

### *Allocation of City Resources*

- Respondents rated each item in need of more resources in 2020 and 2016, with the largest increases in devoting more resources in the areas of neighborhood improvement funds and affordable housing.

<b>Devote More(5) or Less(1) Resources</b>	<b>2016</b>	<b>2020</b>	<b>Plot of Trend</b>
Affordable Housing	3.69	4.18	
Crime Reduction	3.47	3.64	
Infrastructure	3.26	3.73	
Street Maintenance	3.41	3.62	
Neighborhood Improvement Funds	3.18	3.86	
Recreation for youth	3.47	3.92	
Recreation for adults	3.19	3.53	
Parks	3.23	3.62	
Other	3.82	4.33	

*Level of Trust*

- Levels of trust in City service groups remain high from 2016 to 2020, with groups maintaining the same respective trust position across years.

<b>Level of Trust</b>	<b>2016</b>	<b>2020</b>	<b>Plot of Trend</b>
City Council	3.65	3.82	
Holland Police Dept.	4.26	4.17	
Holland Fire Dept.	4.56	4.65	
Holland Board of Public Works	4.01	4.15	