



FROST CENTER FOR
DATA AND RESEARCH

City of Holland
2022 Resident Survey
December 20, 2022

Executive Summary

Introduction

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. This summary provides aggregate results from the 2022 Resident Survey as well as longitudinal data to compare resident responses over time. A Tableau [dashboard](#) created by Frost Center and hosted by Hope College presents survey questions in an interactive format in which the user can compare survey item responses by various filter variables, such as age, education, ethnicity, race, home ownership, and housing affordability.

Study Methods

Frost Center used a random sampling approach to conduct this study, making telephone calls to a random sample of 5,876 City of Holland residents who were at least 18 years of age. Of these, 2,076 were landline numbers and 3,800 were cell phone numbers. Frost Center staff called residents up to three times to conduct the survey, resulting in 13,261 call attempts between September 13 and October 28, 2022¹. The final sample includes 379 residents who completed the survey.

The 2022 survey mirrors the 2020 survey with the exception of three additional questions, two on neighborhood belonging, and one on resident opinions on Waterfront development (a "land swap"). All surveys were administered over the telephone at various times of the day and evening Mondays through Saturdays by trained interviewers. Telephone-administered surveys took approximately 20-25 minutes, on average, to complete.

¹The majority of non-response from the random sample of residents included no answer/hang-up ($n = 2,958$). Other reasons for non-response include disconnected numbers ($n = 1,403$), explicit refusal ($n = 745$), or being ineligible due to not being a Holland resident ($n = 343$).

Respondent Demographics

At the end of the survey, respondents were asked to answer a series of demographic questions, results of which are presented below.

Individual Characteristics

The majority of respondents identify as White (87.5%); 5.1% identify as a Person of Color; and 5.9% report an “Other” race (the majority providing a text response of Hispanic/Latinx/o/a) (See Table 1). Of those who responded to the ethnicity question, 13.5% identify as Hispanic/Latino (See Table 2). A higher percentage of females (58.4%) responded than males (41.6%) (See Table 3). The majority of respondents were 65 and older (55.6%), whereas 44.4% were under 65 (See Table 4). The most common highest level of education was a Bachelor’s degree (33.4%) (See Table 5).

Table 1: Race (N = 379)²

	Frequency	Percent
White	309	87.5%
Black or African American	4	1.1%
American Indian or Alaska Native	1	0.3%
Asian	3	0.8%
Native Hawaiian or Pacific Islander	0	0.0%
Other	21	5.9%
None	1	0.3%
Prefer not to answer	4	1.1%
Two or more races	10	2.8%
No Answer/Missing	26	--
Total	379	100.0%

Table 2: Ethnicity (n = 351)

	Frequency	Percent
Hispanic/Latino	47	13.5%
Not Hispanic/Latino	301	85.8%
Refused	3	.9%
Total	351	100.0%

Table 3: Gender (n = 353)

	Frequency	Percent
Male	147	41.6%
Female	206	58.4%
Total	353	100.0%

² Reported categories of race and ethnicity are consistent with those used by the U.S. Census, although categories are combined into Person of Color, White, and Other on the Tableau dashboard to protect individual responses. Note that the majority of “Other” responses on the race survey question provided a text response of Hispanic/Latinx/o/a.

Table 4: Age (N = 379)

	Frequency	Percent
18-24	21	5.5%
25-34	29	7.7%
35-44	34	9%
45-54	31	8.2%
55-64	53	14%
65-74	83	21.9%
75 and older	85	22.4%
No answer/Missing	43	11.3%
Total	379	100.0%

Table 5: Education (n= 353)

	Frequency	Percent
Less than high school degree	5	1.4%
High school graduate or equivalent	57	16.1%
Some college but no degree	55	15.6%
Associate degree	21	5.9%
Bachelor's degree	118	33.4%
Master's degree	63	17.8%
Doctoral degree	18	5.1%
Professional degree	5	1.4%
Don't know/refused	11	3.1%
Total	353	100.0%

Household Characteristics

Residents who responded to the survey had a variety of household characteristics.

Approximately 50% of respondents have a household income between \$50,000 and \$150,000; approximately 25% have a household income less than \$50,000 (See Table 6). The majority of respondents (83.5%) owns their home in contrast to renting their home (12.5%) (See Table 7). The number of people residing in the household ranged from 1 to more than 8, with an average of 2.5 (See Table 8). Respondents report a large variation in number of years living in the City of Holland, with the average of 34.6 years (See Table 9).

Table 6: Household Income (n = 353)

	Frequency	Percent
Less than \$20,000	13	3.7%
\$20,000-34,999	32	9.1%
\$35,000-49,999	44	12.5%
\$50,000-74,999	72	20.4%
\$75,000-99,999	52	14.7%
\$100,000-149,999	54	15.3%
\$150,000-199,999	16	4.5%
\$200,000 or more	14	4.0%
Prefer not to answer	56	15.9%
Total	353	100.0%

Table 7: Ownership of House (n = 351)

	Frequency	Percent
Own	293	83.5%
Rent	44	12.5%
Other arrangement	11	3.1%
Prefer not to answer	3	0.9%
Total	351	100.0%

Table 8: Number People in Home (n = 351)

	Frequency	Percent
1	83	23.4%
2	147	42%
3	36	10.3%
4	49	14%
5	16	4.6%
6	13	3.7%
7	4	1.1%
8 or more	3	.9%
Total	351	100.0%

Table 9: Number of Years in the City (n = 376)

	Frequency	Percent
1-9	49	13%
10-19	57	15.2%
20-29	70	18.6%
30-39	47	12.5%
40-49	52	13.8%
50-59	41	10.9%
60-69	28	7.4%
70-79	17	4.5%
80-89	13	3.5%
90-99	2	.5%
Total	376	100.0%

Summary of 2022 Survey Results

General City Rankings

- On average, respondents rated Holland as a place to live as 1.4, with 1 meaning “excellent” and 4 meaning “poor”. Nearly 65% of respondents rated Holland as an “excellent” place to live, and 31.5% as “good”. Four percent of respondents rated as either “fair” or “poor”.

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 on average rated the City of Holland the highest (3.92), followed by the State of Michigan (3.23), and the Country (2.43).

City Amenities and Services

- On a five-point scale, respondents rated the Holland Fire Department and EMT services the highest (4.75) and downtown parking (3.69) and City Council (3.73) the lowest among the amenities and services listed on the survey.

Allocating City Resources

- On a five-point scale with 1 meaning “devote less resources” and 5 meaning “devote more resources,” respondents reported that affordable housing on average (4.21) should receive the most additional resources and downtown development is the least in need of more resources (3.20).

Level of Trust

- Residents reported their trust level in various Holland entities on a five-point scale. Trust in the Holland Fire Department was highest (4.75), followed by the Holland Board of Public Works (4.36), Holland Police Department (4.32), City of Holland Municipal Employees (4.25), and City Council (3.72).

Diversity, Equity, and Inclusion

- Respondents were most likely to agree with the statement “I am treated fairly and equitably in Holland” (4.36). Out of the four DEI items, Holland residents were least likely to agree with “Holland is open and accepting of people with diverse backgrounds” (3.54).
- Residents indicated that in the last 12 months, meaningful interactions across different religious beliefs, political opinions, race or ethnicity, social class, disability status, or sexual orientation were common, with over 80% of respondents indicating “yes” for each of these items.
- Residents reported the highest proportions of meaningful interactions across political differences (89.3%) and religious difference (88.5%), and the lowest proportions indicating meaningful interactions across differences in sexual orientation (80.0%) and with those who have a physical or observable disability (81.6%).

Civic Engagement

- On questions to assess civic participation in the past twelve months, the greatest proportions of respondents indicated that they have visited downtown Holland (96.1%) and voted in a local election (91.7%). The smallest proportions reported having attended a City Council meeting (14.7%) and contacting a City Council member (22.3%).

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 (3.39) and keeps residents informed on city issues (3.67).

News Sources

- The greatest percentage of respondents replied that they get most of their news related to the City of Holland from word of mouth (66.5%), and the smallest percentage of respondents claimed to receive most of their news from the city YouTube page (7.7%).

Taxes and Services

- The vast majority (90%) of respondents would elect to keep the City services as they are now, with 45.1% indicating that they would want to keep the same level of services even if it means raising taxes.

Neighborhood Belonging

- Residents report high levels of neighborhood belonging. On a five-point scale, with 1 meaning “strongly disagree” and 5 meaning “strongly agree,” residents report feeling connected to their neighbors (4.23) and feeling a sense of belonging within their neighborhood (4.38).

Opinion on Waterfront Land Swap

- On a unique question added to the 2022 Resident Survey, the majority of respondents indicated that they would support (Yes, or Probably Yes) a land swap (69.5%), with about one-fifth indicating that they needed more information to decide.

Open Ended Responses

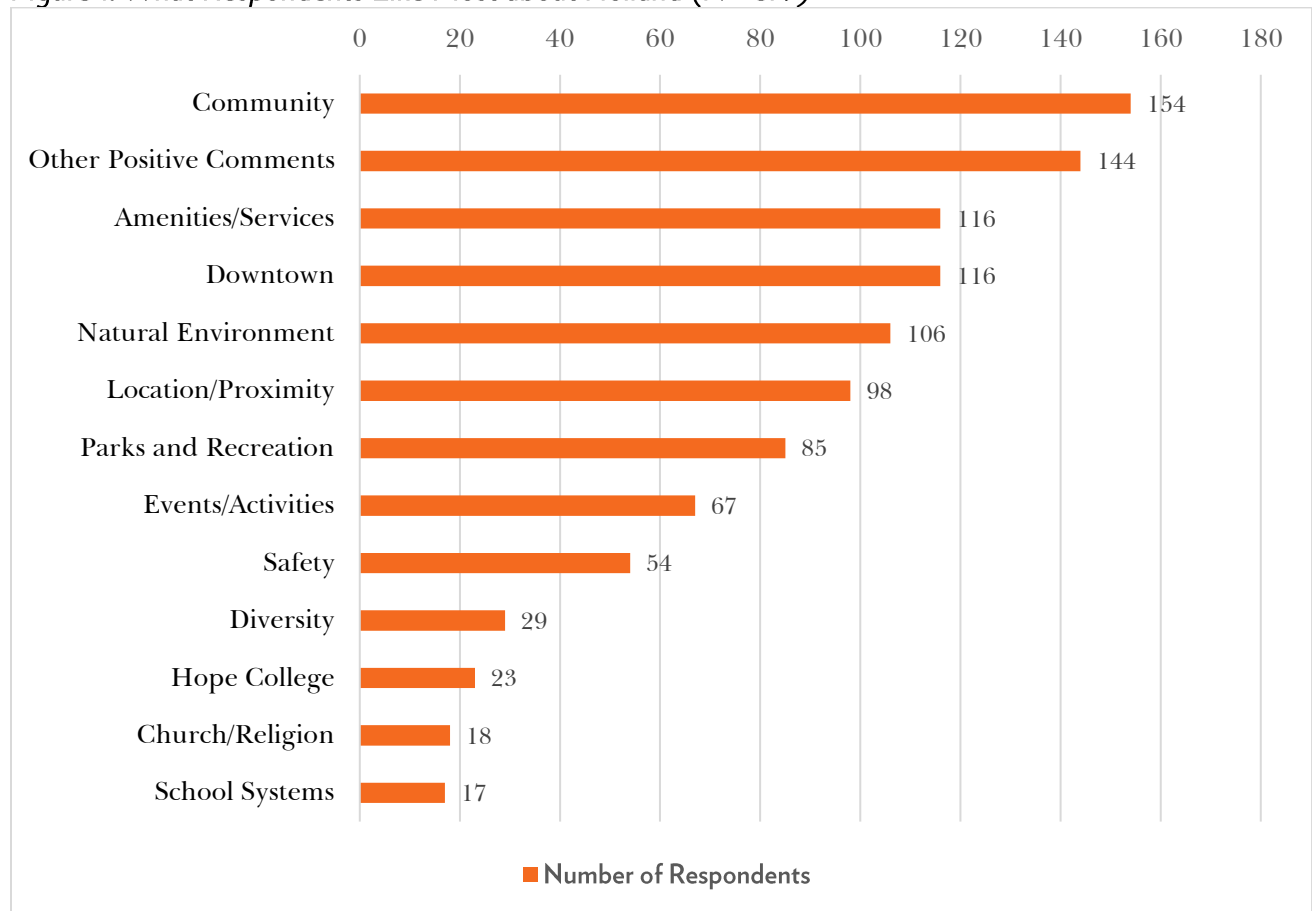
At the end of the survey, residents were asked three open-ended questions about their overall perception of living in the City of Holland: what they like most about living in Holland, what they would most like to see change about living in Holland, and what they feel are the most important local issues to face Holland in future years. These open-ended responses were coded by two researchers to identify themes; independent coding resulted in high inter-rater reliability³. The tables below present a summary of the responses in order of most frequent to least frequent. A description of these themes along with response examples can be found in the report Appendix.

Like Most about Holland

When asked what respondents like most about living in Holland, the most common responses focused on a sense of community. Additionally, many residents stated general positive comments (e.g., “Small enough town to get around but big enough that it has all that I need.”). Other frequent responses focused on appreciation for city amenities and services, the Holland downtown, the natural environment, the city’s location, and parks and recreation.

³ Open-ended responses were categorized independently by two researchers. Tests of inter-rater reliability ranged from .549 to .969 with the majority of having either strong (.80-.90) or moderate reliability (.60-.79). Any discrepant codes between researchers were analyzed a second time to arrive at consensus on the categorization of the code.

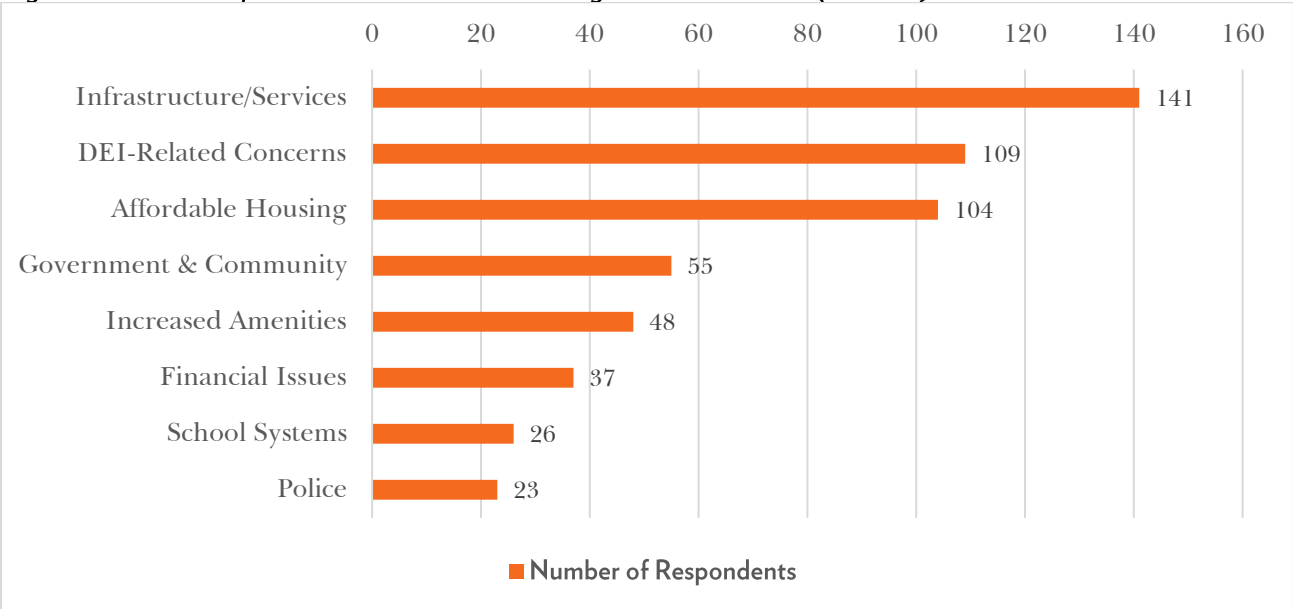
Figure 1. What Respondents Like Most about Holland (N = 379)



Change about Holland

When asked what residents would most like to change about living in Holland, the most common response focused on infrastructure or services. The second most common response focused on diversity, equity, and inclusion (DEI), although it should be noted that answers ranged from being negative to positive about DEI initiatives. Residents frequently responded with comments about the need for more affordable housing options.

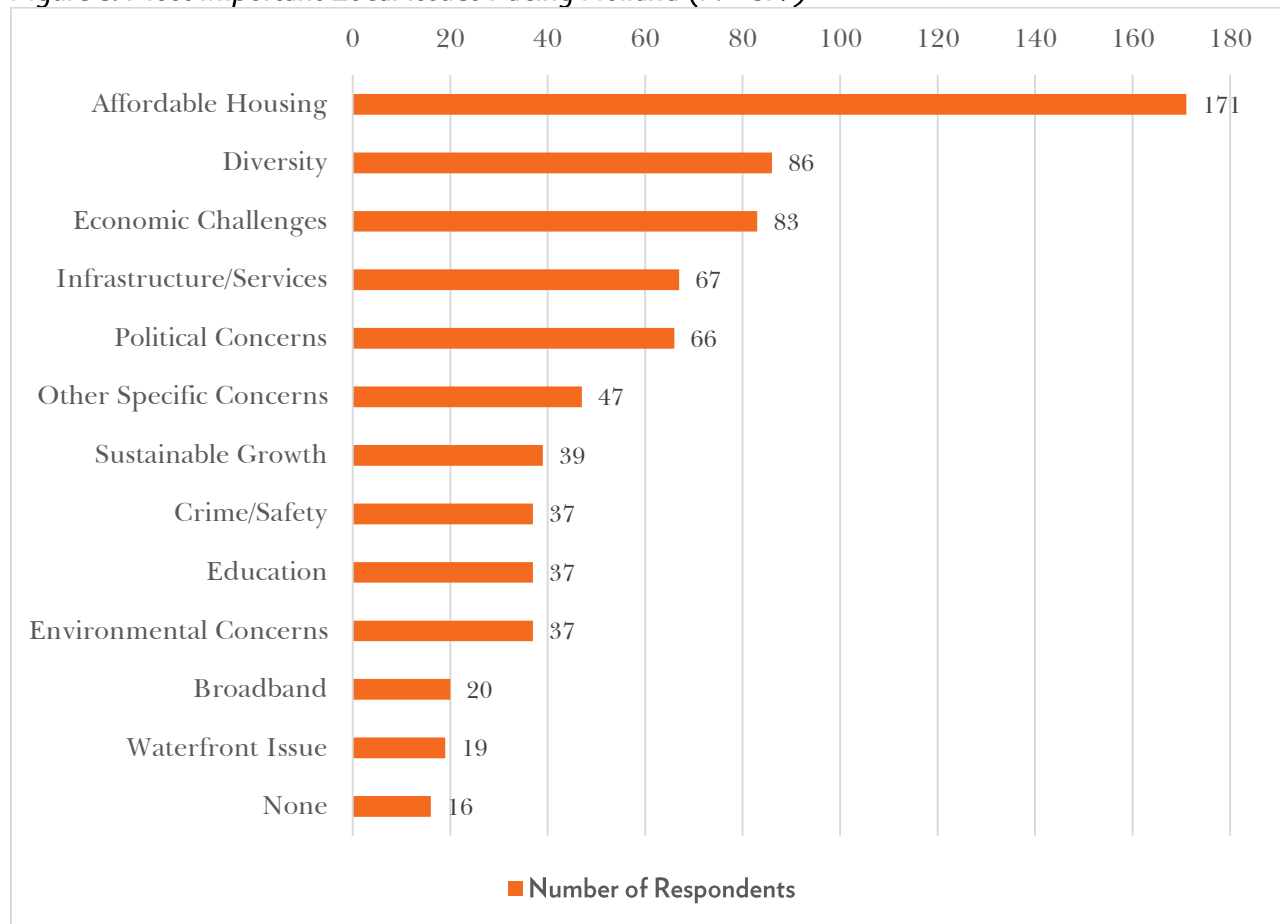
Figure 2. What Respondents would Most Change about Holland (N = 379)



Most Important Local Issues Facing Holland

Clearly, the issue that stands out most to Holland residents in 2022 is the need for affordable housing options. Additionally, attention to diversity, economic challenges, infrastructure or services, and political concerns were frequently mentioned.

Figure 3. Most Important Local Issues Facing Holland (N = 379)



Longitudinal Results

This section includes survey data from past survey administrations to make comparisons from year to year and highlight trends⁴.

City Amenities and Services over Time

- In a rating of city services and amenities, the top five changes from 2020 to 2022 are street snow removal, Holland Board of Public Works, recreation programming, the downtown, and recreational facilities, all of which are rated slightly higher in 2022.

Table 10. Rating of City Amenities and Services over Time

Quality of City Amenities & Services **	2012	2016	2020	2022
City Council	3.92	3.85	3.92	3.73
City Parks	4.52	4.55	4.48	4.62
Fire Dept. (and EMT)	4.52	4.50	4.67	4.75
Police Dept.	4.38	4.32	4.34	4.46
Recreation (programming)	4.15	--	4.11	4.30
Recreation facilities	-	4.00	4.17	4.35
Spring/Fall Curbside Cleanup	4.29	4.19	4.35	4.39
City of Holland Employees	4.21	4.14	4.27	4.39
Street Snow Removal	4.09	3.98	4.09	4.37
Animal Control	3.98	3.88	4.14	4.14
Sidewalks	3.85	3.85	4.03	4.10
Enforcement of Property Maintenance	3.81	3.88	3.80	3.80
Storm Water Drainage	3.66	3.90	4.02	4.17
Street Maintenance (potholes/sweeping)	3.55	3.62	3.80	3.88
Civic Center	-	3.03	4.28	4.32
Downtown	-	3.42 (parking)	4.48	4.66
Holland Board of Public Works	-	-	4.21	4.41

*If a cell is blank, the survey question was not asked during that year.

**1 = Very Poor, 5 = Very Good

⁴ Due to slight methodological differences across years and unique characteristics of the sample each year, slight differences over time should not be over-interpreted.

Allocation of City Resources over Time

- In comparison to 2020, respondents in 2022 report a slight decrease in devoting resources to DEI initiatives, Broadband/fiber optic, and environmental and sustainability issues.
- In comparison to 2020, respondents in 2022 report a slight increase in devoting resources to crime reduction.
- Residents continue to rate affordable housing as the area in which the City should devote more resources.

Table 11. Allocation of City Resources over Time

Areas to Dedicate Resources in Future Years**	2016	2020	2022
Affordable Housing	3.69	4.18	4.21
Broadband/Fiber optic	-	3.82	3.52
Crime Reduction	3.47	3.64	3.77
Downtown development	-	3.34	3.20
Diversity, equity, and inclusions initiatives	-	3.96	3.53
Infrastructure	3.26	3.73	3.68
Street Maintenance	3.41	3.62	3.62
Neighborhood Improvement Funds	3.18	3.86	3.70
Recreation for youth	3.47	3.92	3.81
Recreation for adults	3.19	3.53	3.53
Parks	3.23	3.62	3.58
Environmental and Sustainability issues	-	4.04	3.86
Other	3.82	4.33	4.35

*If a cell is blank, the survey question was not asked during that year.

**1 = Devote less resources, 5 = Devote more resources

Taxes and Services over Time

- In contrast to 2020, a larger percentage of respondents in 2022 indicated that they would prefer to keep the services the same, even if that means raising taxes.
- Only 10% of residents in 2022 would prefer to reduce services, compared to approximately 14% in 2020.

Table 12. Taxes and Services over Time

“Thinking about ALL the services the City of Holland provides and the taxes you pay to support those services, which of the following best describes your view? “	2012	2020	2022
I would prefer to SUBSTANTIALLY REDUCE the services I receive, if it means my taxes WILL BE LOWER	5.2%	6.9%	5.3%
I would prefer to SOMEWHAT REDUCE the services I receive, if it means my taxes STAY THE SAME	8.3%	7.0%	4.7%
I would prefer to KEEP the services as they are now, but only if my taxes STAY THE SAME	51.1%	48.3%	44.8%
I would prefer to KEEP the services as they are now, even if that means RAISING my taxes	35.4%	37.8%	45.1%

Level of Trust over Time

- Levels of trust in city entities remain high from 2016 through 2022, with slight increases over the past two years on all City of Holland entities.

Table 13. Level of Trust over Time

Current level of Trust with City of Holland Entities**	2016	2020	2022
City Council	3.65	3.82	3.72
Holland Police Department	4.26	4.17	4.32
Holland Fire Department	4.56	4.65	4.75
Holland Board of Public Works	4.01	4.15	4.36
City of Holland Municipal Employees	-	4.10	4.25

*If a cell is blank, the survey question was not asked during that year.

**1 = Distrust very much, 5 = Trust very much

Acknowledgements

We want to express appreciation to the City of Holland for its ongoing partnership with Frost Center for Data and Research at Hope College for this biennial resident survey. Thank you to the many City of Holland residents who took the time to participate in the study by responding to the telephone survey request.

In addition to Frost Center staff, we want to especially acknowledge the numerous Frost Center student employees who contributed to this project. In total, 16 Frost Center student employees contributed to the project, 12 as trained Frost Center Interviewers, who administered the telephone survey, and four as Frost Center Research Assistants, who contributed to various aspects of the project, including data analysis and reporting.