



**HEALTH
DEPARTMENT**
of Northwest Michigan



**Health Department of
Northwest Michigan
Community Survey**
February 2024

- ▶ Survey of Residents aged 18 and older in Emmet, Antrim, Charlevoix, and Otsego Counties, Michigan
- ▶ Total of 400 completed surveys with 100n in each county; final data set was weighted to reflect the actual population distribution of the four-county region
- ▶ Conducted January 28 – February 1, 2024
- ▶ Mixed-mode (telephone, text- and email-to-web) methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
 - Residents were sent an invitation via email and text to complete the survey online

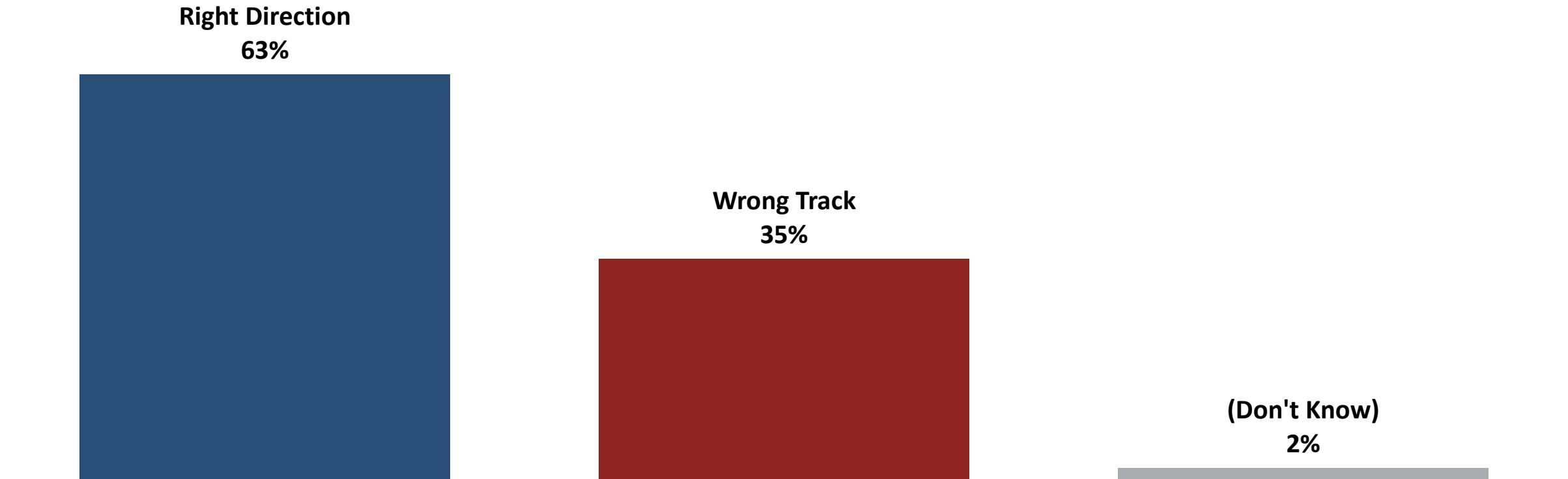
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ The Health Department of Northwest Michigan is viewed favorably by local residents.
- ▶ The vast majority of residents (86%) consider the Health Department an important part of the community, and seven-in-ten (70%) say the Health Department is an agency they can trust.
- ▶ Although most view the Health Department favorably, a majority of residents (60%) indicate that they rarely or never utilize its services. The primary reason provided for this is that they believe they do not need the agency's services.
- ▶ Job ratings for the Health Department were mostly positive, particularly on overall quality of the staff. One area that received lower ratings was on the Department's communication with the community.
- ▶ Health Department services generally received positive ratings, particularly for providing vaccinations and immunizations.

Right Direction/Wrong Track

A majority of residents are optimistic about the direction Northern Michigan is going.



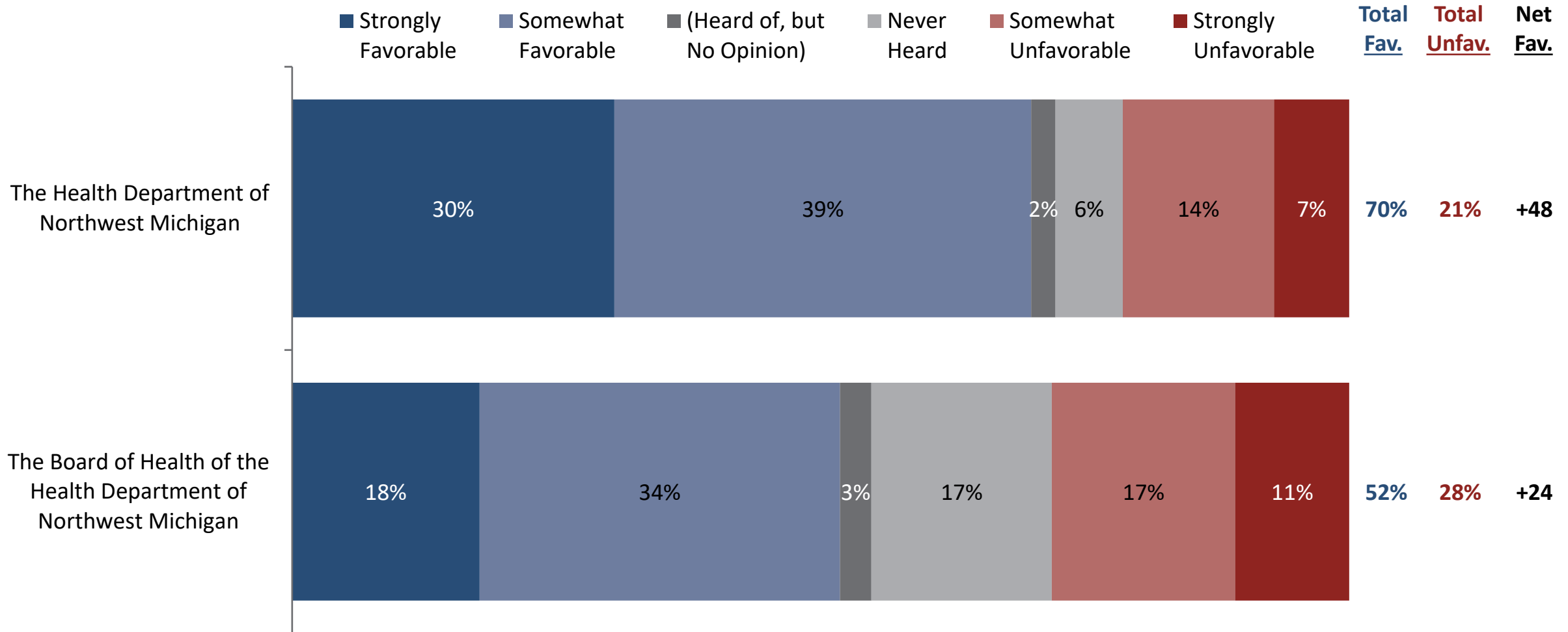
Q2. Do you feel that things in Northern Michigan are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



Health Department Overall Ratings

Favorable Ratings

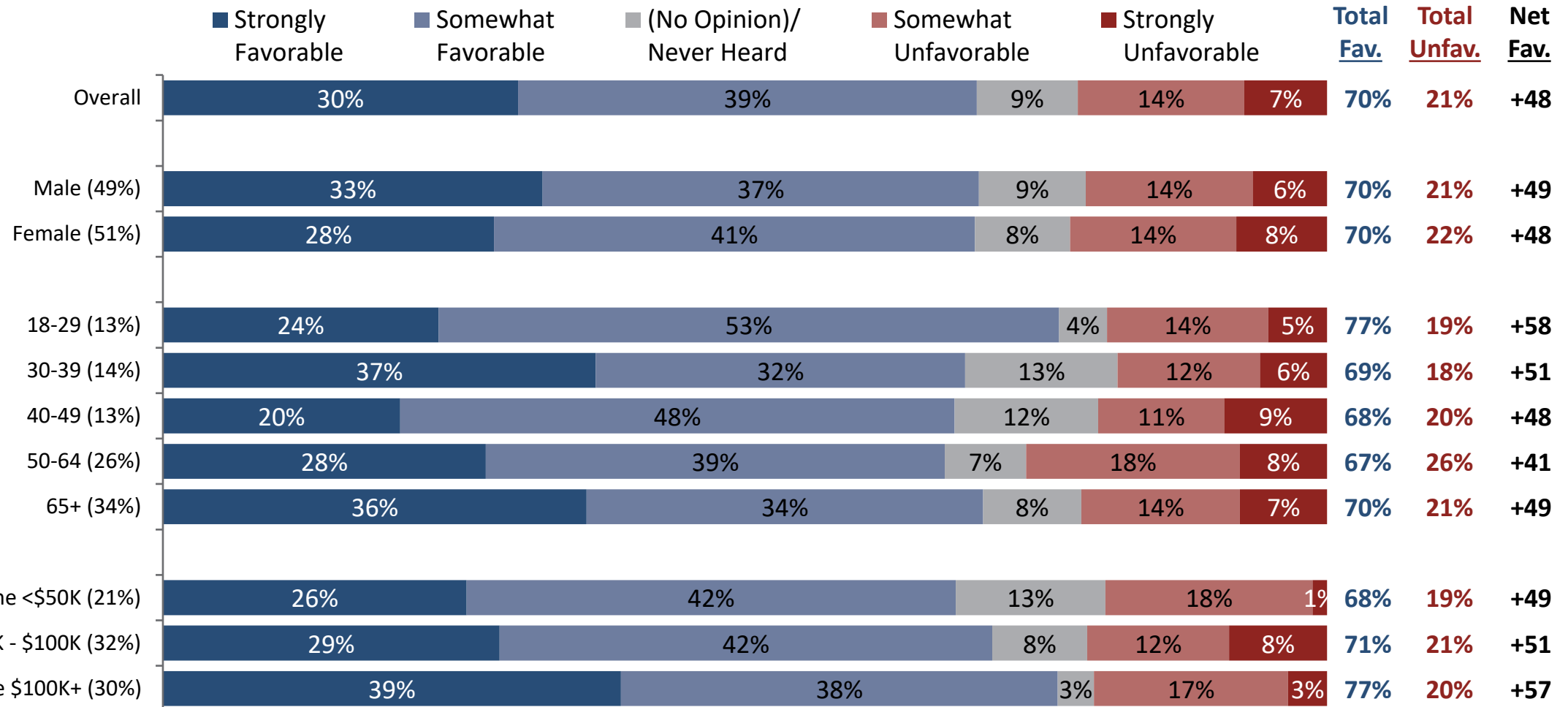
Overall, the Health Department of Northwest Michigan is viewed favorably, with almost a third indicating they have a strongly favorable opinion.



Q3/6. I'm going to read you a list of several organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

Health Department of Northwest Michigan by Subgroups

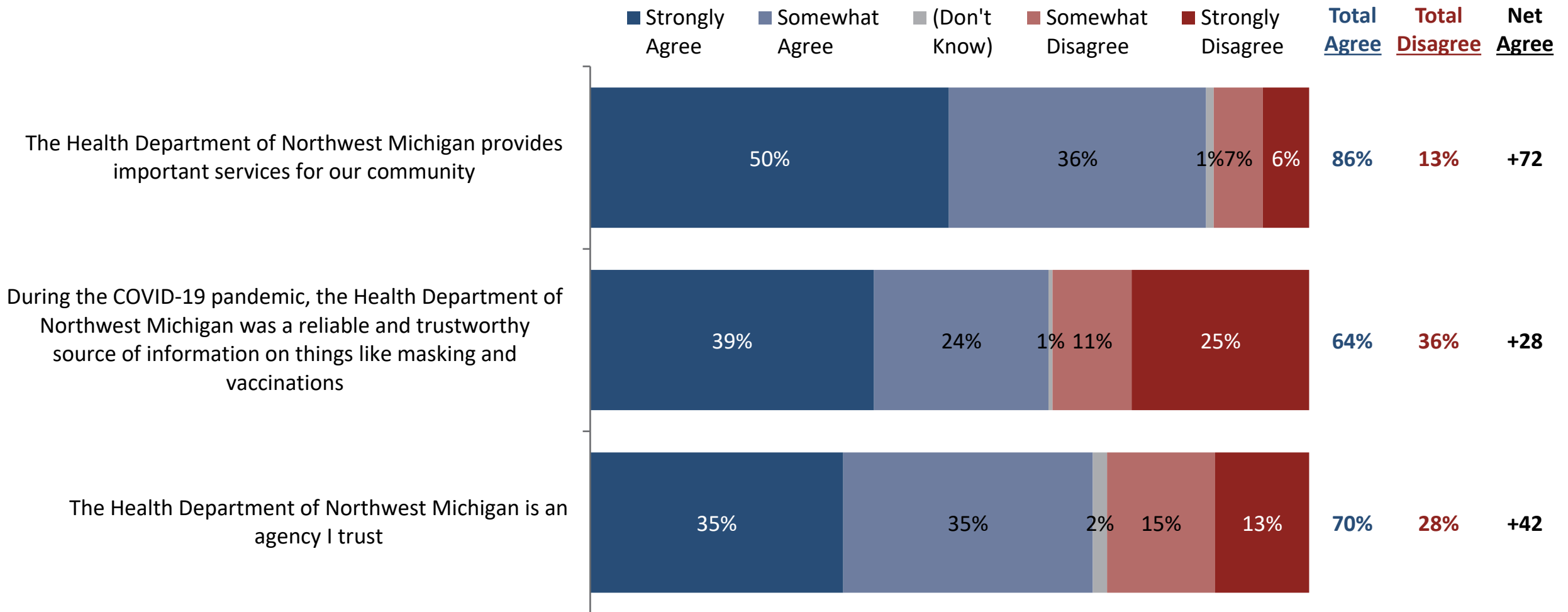
Across demographic groups, the Health Department of Northwest Michigan is viewed favorably.



Q3. I'm going to read you a list of several organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

Health Department Statements

Overwhelmingly, residents of Northwest Michigan see the importance of the services provided by the Health Department and also view the Department as an agency they can trust.

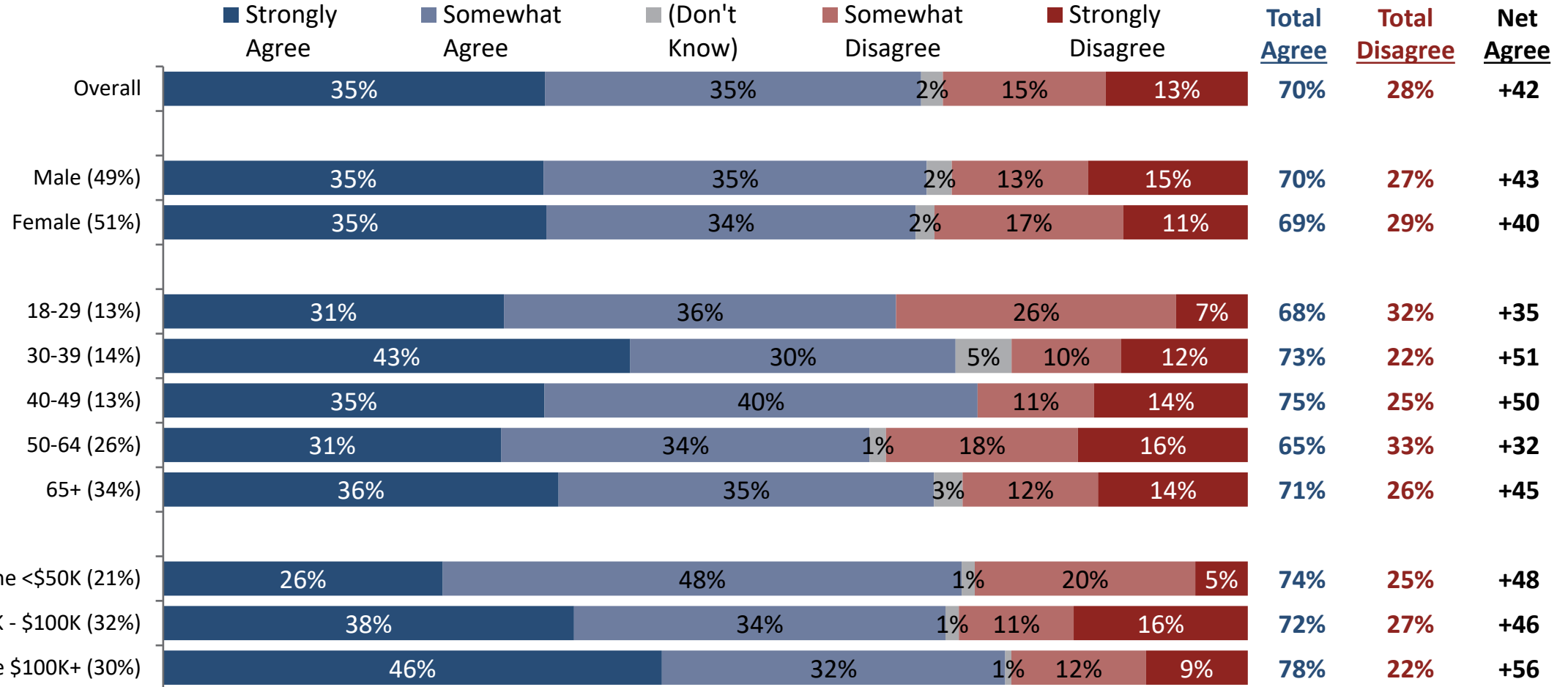


Q16-18. Next, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Health Department Trust by Subgroups

Trust in the Health Department is positive across demographics.

“The Health Department of Northwest Michigan is an agency I trust.”

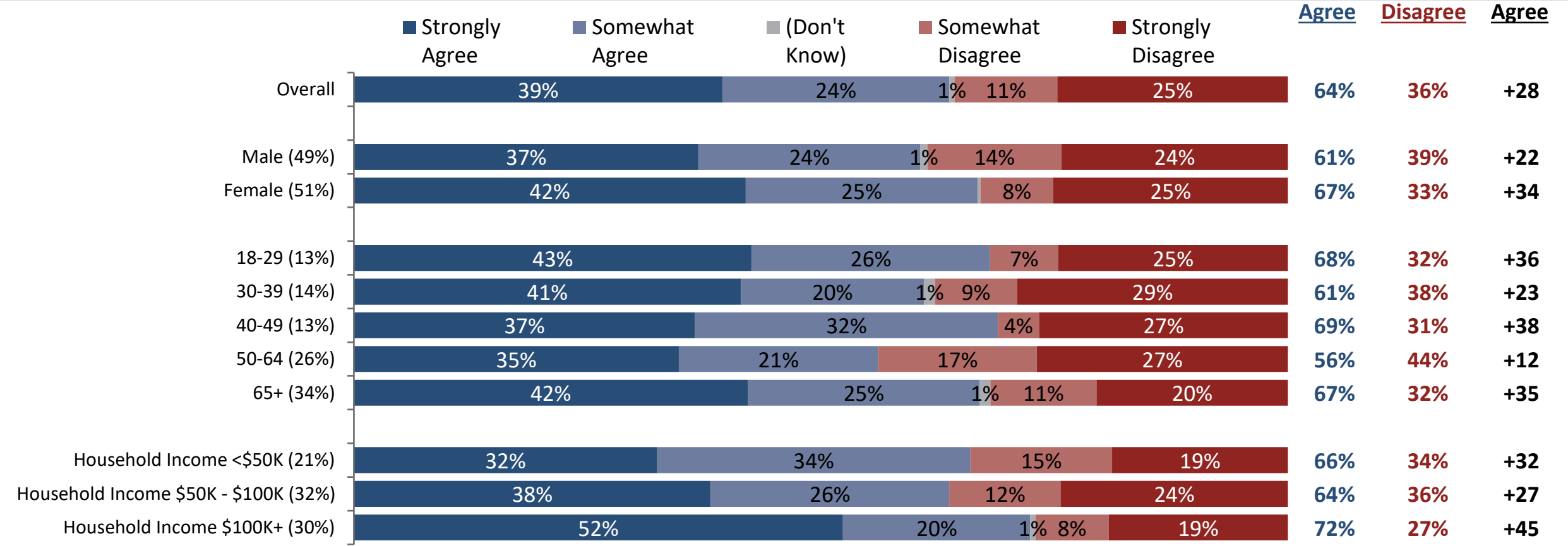


Q16. Next, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Health Department During Pandemic by Subgroups

While most residents feel that the Health Department was reliable during COVID, higher income residents show particularly positive opinions, with more than half strongly agreeing.

“During the COVID-19 pandemic, the Health Department of Northwest Michigan was a reliable and trustworthy source of information on things like masking and vaccinations.”



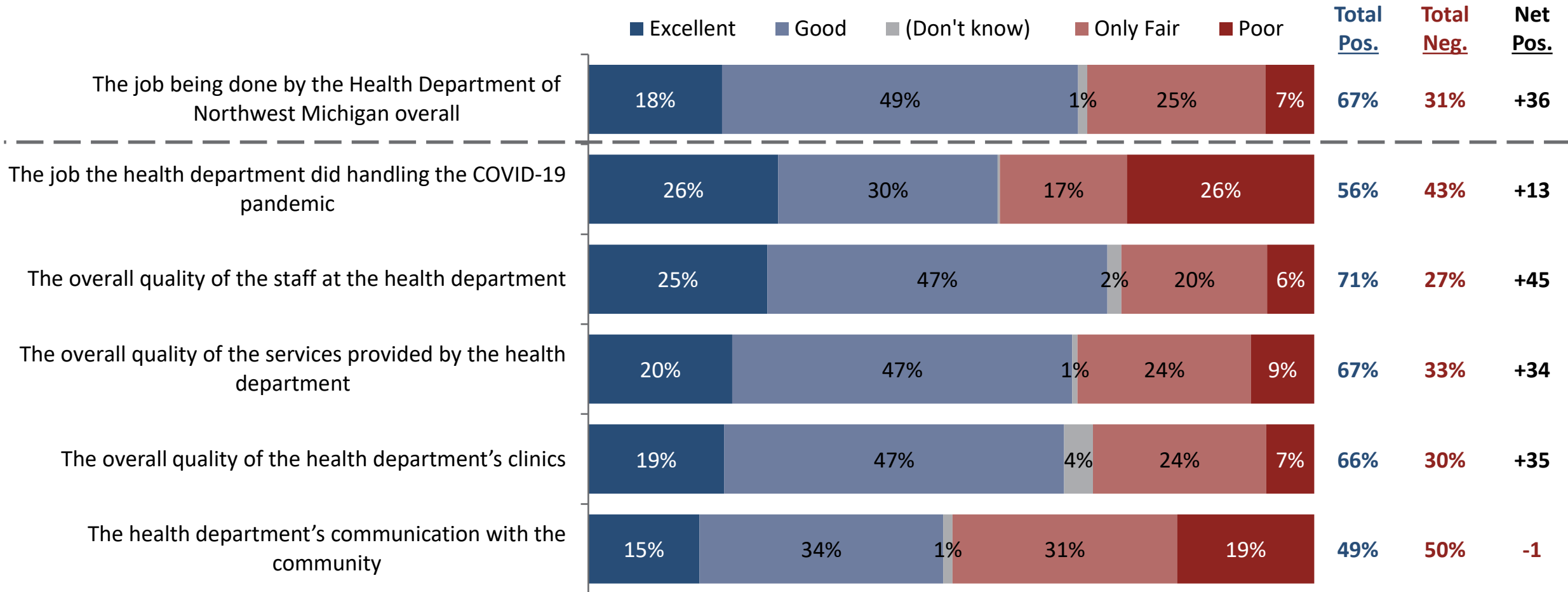
Q18. Next, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



Health Department Job Ratings

Health Department Job Ratings

Overall, two-thirds of Northwest Michigan residents give a positive rating to the job being done by the Health Department. Opinions are split on the department's handling of COVID and communication with the community is rated least positively.

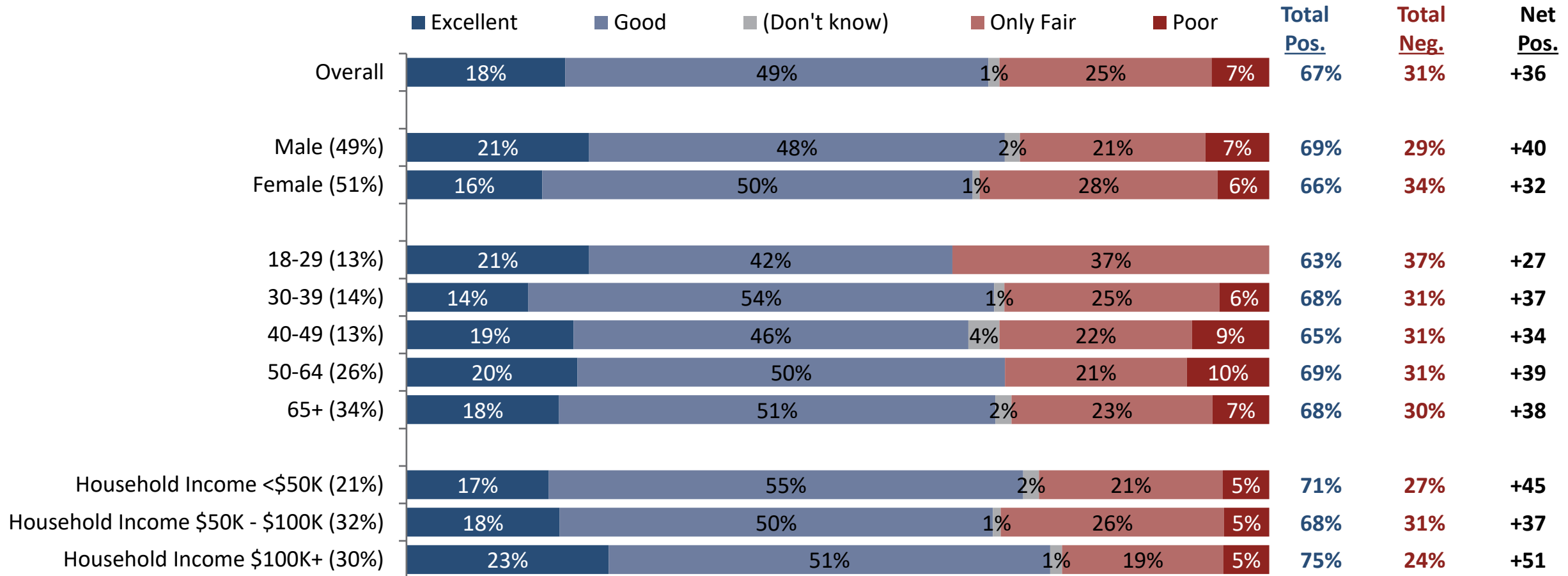


Q8-13. Regardless of your level of familiarity, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Health Department of Northwest Michigan.

Health Department Overall Job Rating by Subgroups

Across demographic groups, few have intensely negative opinions about the overall job being done by the Department.

The job being done by the Health Department of Northwest Michigan overall

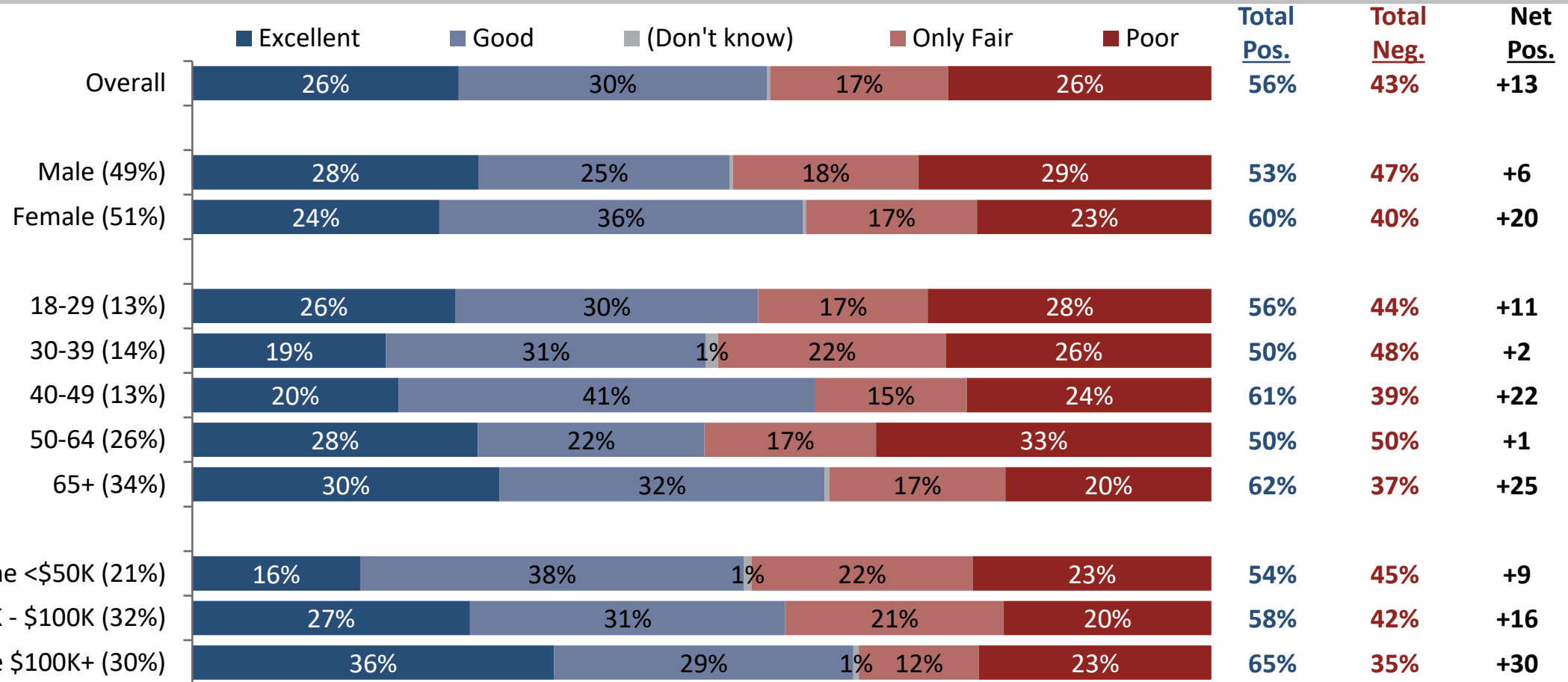


Q8. Regardless of your level of familiarity, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Health Department of Northwest Michigan.

Health Department COVID Job Rating by Subgroups

Older and higher income residents of Northwest Michigan rate the Department most positively on the Department's handling of COVID.

The job the health department did handling the COVID-19 pandemic



Q13. Regardless of your level of familiarity, using a scale of excellent, good, only fair, or poor, please rate each of the following areas relating to the Health Department of Northwest Michigan.

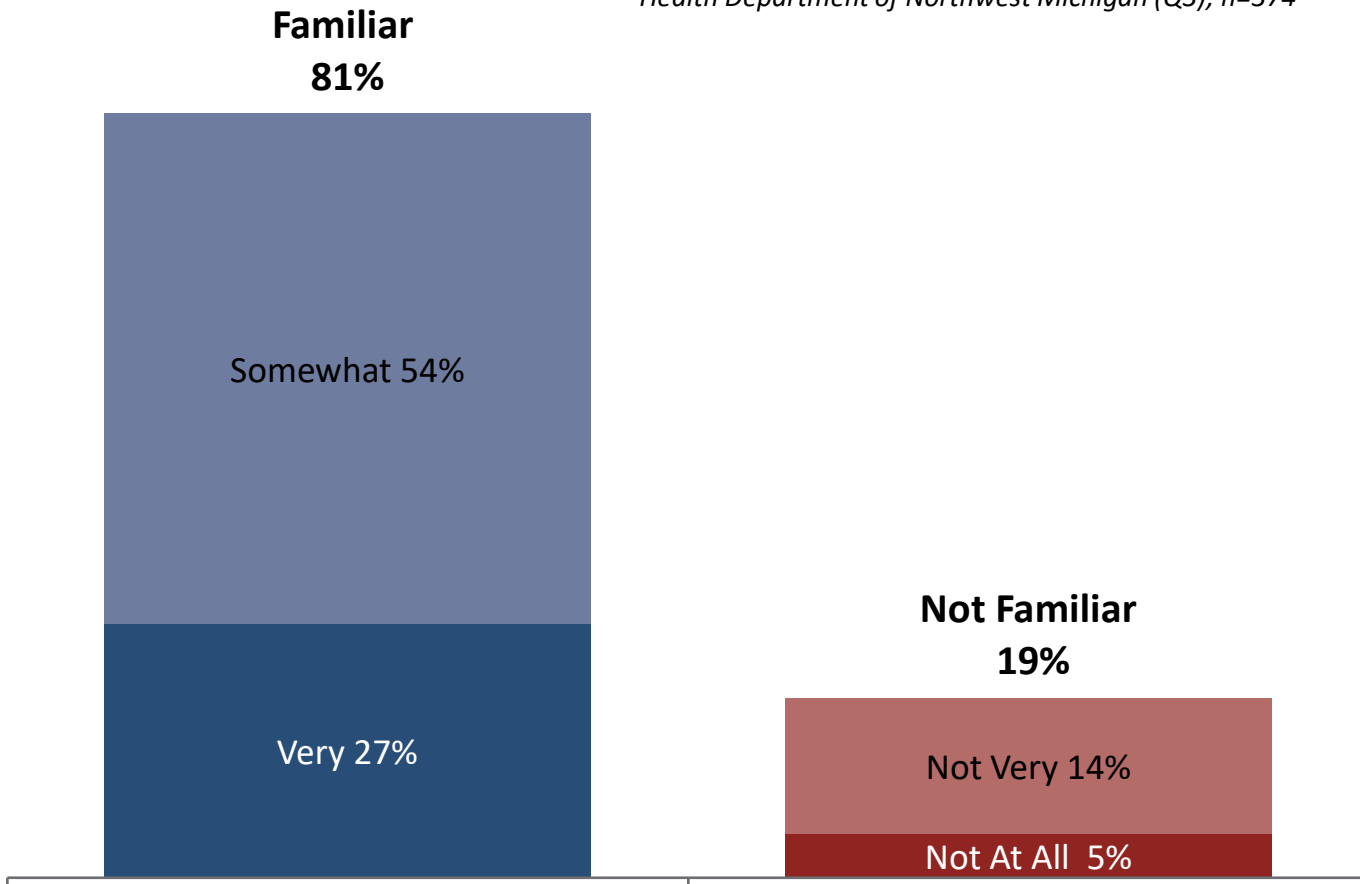


Health Department Service Ratings

Health Department and Services Familiarity Rating

Most Northwest Michigan residents say they are at least somewhat familiar with the Health Department.

Asked of respondents who indicated they were aware of The Health Department of Northwest Michigan (Q3); n=374

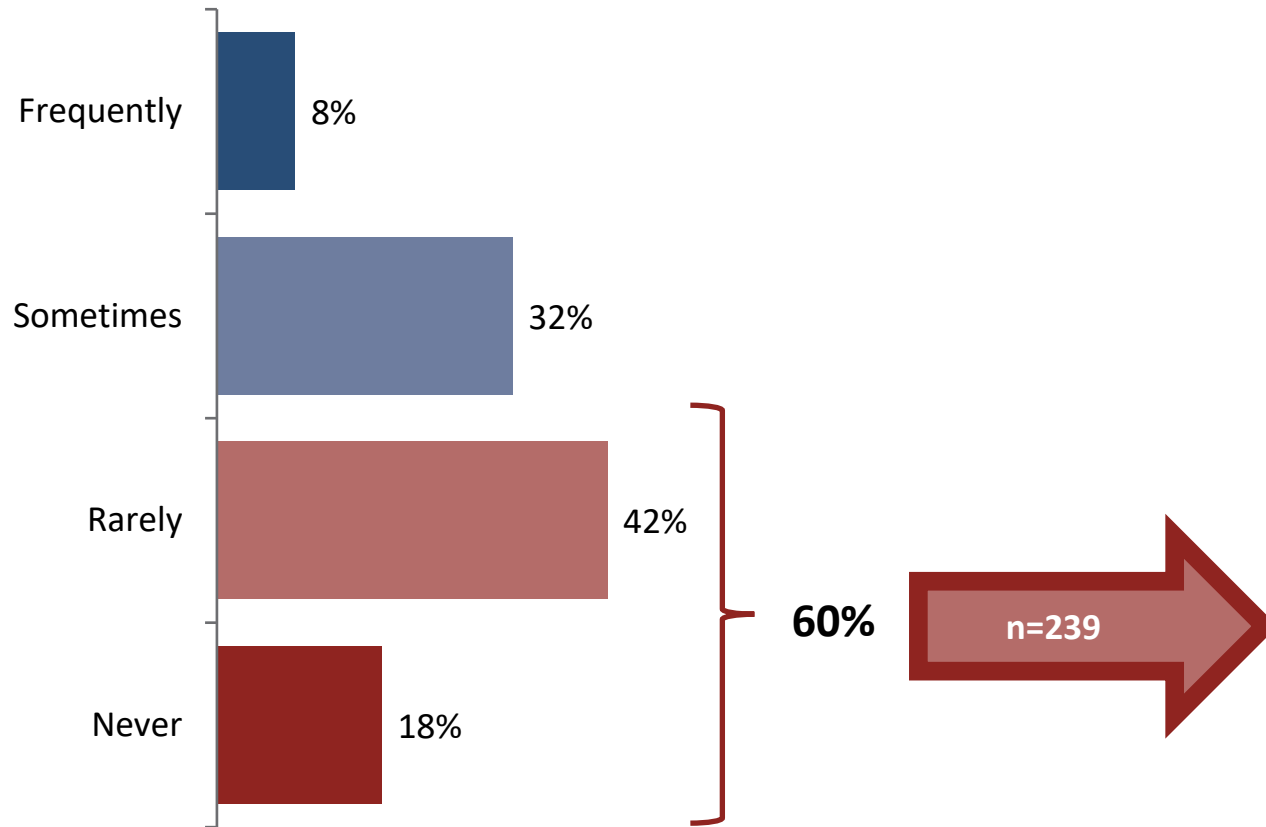


	Very Familiar	Somewhat Familiar	Not At All Familiar
Overall	27%	54%	5%
Male (49%)	22%	55%	7%
Female (51%)	31%	53%	2%
18-29 (13%)	29%	44%	9%
30-39 (14%)	34%	47%	2%
40-49 (13%)	27%	60%	2%
50-64 (26%)	34%	47%	3%
65+ (34%)	17%	64%	6%
Household Income <\$50K (21%)	26%	52%	4%
Household Income \$50K-\$100K (32%)	22%	52%	8%
Household Income \$100K+ (30%)	30%	61%	1%

Utilization of Health Department

Three-in-five residents say they have rarely or never used the services of the Health Department. Of those, most cite having no need for the services as reasoning.

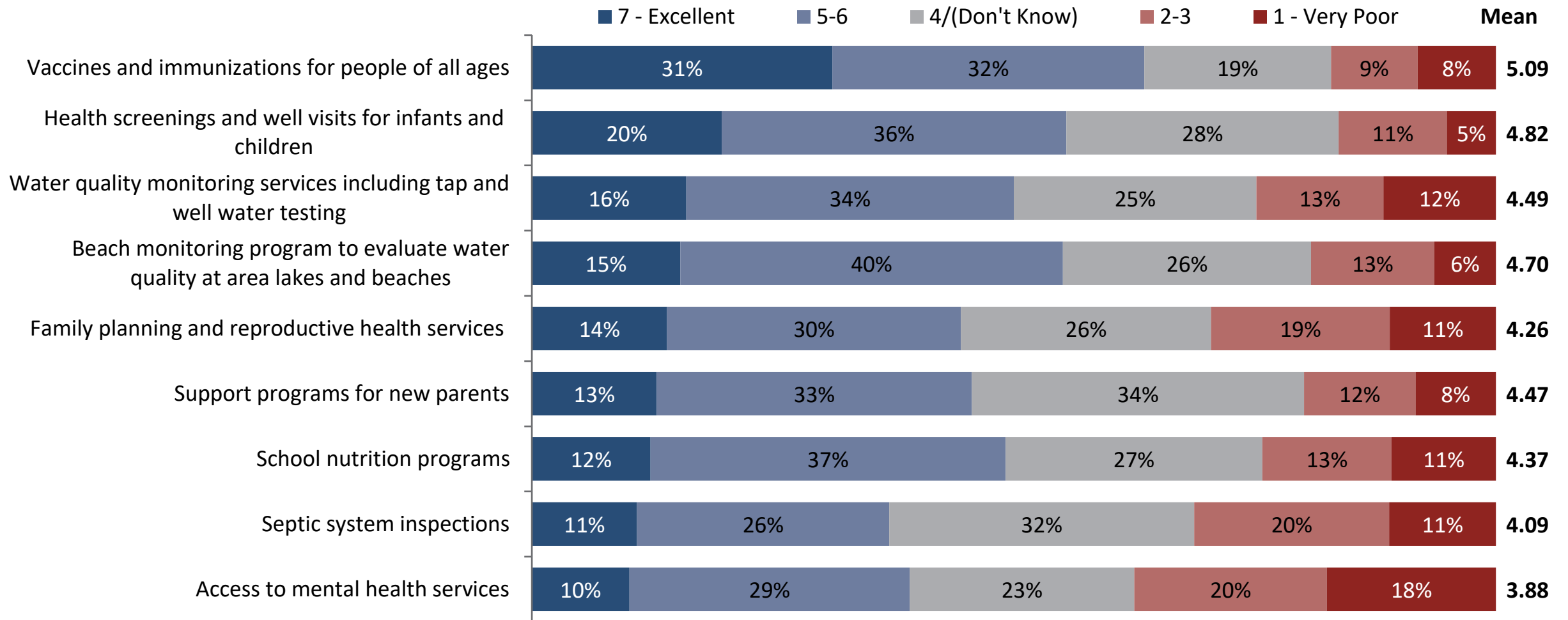
How often have you or do you, or a member of your immediately family, use the services of the Health Department of Northwest Michigan?



What would you say is the main reason you have not utilized the services of the Health Department of Northwest Michigan more often?	%
No need/Unnecessary	42%
Need more information/Not aware of services offered	11%
I have insurance/Health insurance/Healthcare	10%
Poor service/Mismanagement/Bureaucracy	7%
Have own doctor/Have other options	6%
Too rich to qualify/Wealthy	4%
Healthy/Don't seek medical treatment often	3%
Untrustworthy/Trust issues	3%
Inconvenience/Too far/Disabled	2%
Only used for shots/vaccine/COVID	2%
Other	2%
None/Nothing/Don't know/Refused	7%

Health Department Services

Nearly a third of residents rate the Department as doing an excellent job with vaccines and immunizations. Access to mental health services receives the lowest rating overall.



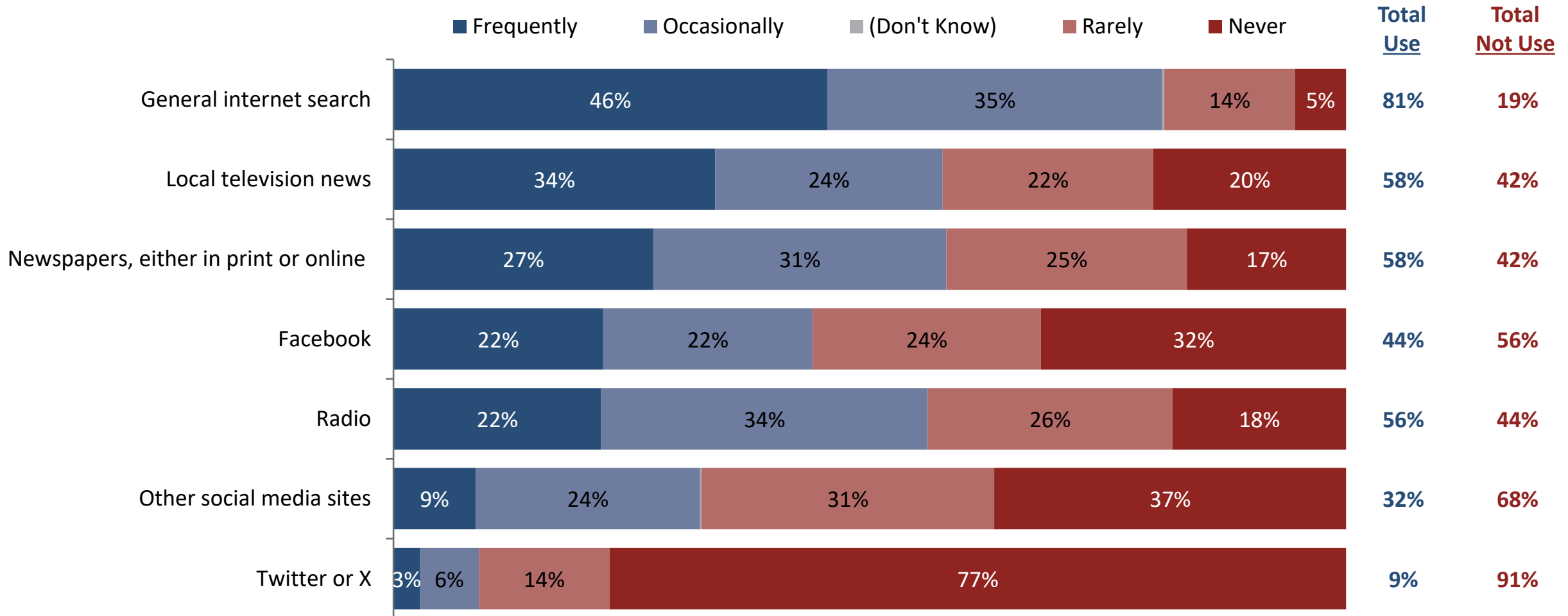
Q19-27. Next, you will see a list of services provided by the Health Department of Northwest Michigan. Regardless of whether you have personal experience with this service, please rate the job you think the health department is doing providing each one.



Information Sources

Information Sources

General internet searches and local TV news are the top information sources for residents, while they are very unlikely to use Twitter or X as a source.



Q28-34. I'm going to read you a list of information resources. Please tell me how often you use each of these sources for local news and information in Northern Michigan, using a scale of frequently, sometimes, rarely, or never.

Information Sources by Subgroup

Residents aged 30 to 49 are likely to use radio as a source of information, along with general internet searches. Residents with incomes \$100k+ report higher use of newspapers than others, while radio is one of the top sources for those with lower incomes.

	Overall (% Total Use)	Male (49%)	Female (51%)	18-29 (13%)	30-39 (14%)	40-49 (13%)	50-64 (26%)	65+ (34%)	HHI <\$50K (21%)	HHI \$50K- \$100K (32%)	HHI \$100K+ (30%)
General internet search	81%	77%	84%	89%	82%	78%	80%	79%	66%	86%	85%
Local television news	58%	58%	57%	58%	35%	47%	66%	64%	58%	59%	60%
Newspapers, either in print or online	58%	54%	62%	53%	56%	57%	56%	63%	52%	56%	69%
Facebook	44%	39%	49%	42%	50%	46%	47%	39%	46%	52%	40%
Radio	56%	52%	60%	41%	71%	68%	62%	47%	59%	61%	51%
Other social media sites	32%	31%	34%	45%	33%	37%	36%	22%	35%	37%	30%
Twitter or X	9%	11%	7%	15%	12%	9%	9%	5%	10%	9%	9%

Q28-34. I'm going to read you a list of information resources. Please tell me how often you use each of these sources for local news and information in Northern Michigan, using a scale of frequently, sometimes, rarely, or never.



Tom Patras

tom@emcresearch.com

614.827.9677

Meredith Stone

meredith@emcresearch.com

202.849.6524