

PROPOSED OBJECTIVES FOR COMMUNITY-WIDE OPINION RESEARCH
JUNE 24, 2015

1. Give the township board and planning commission useful information to guide their decisions.
2. Broadly determine whether the residents of Northfield Township want more residential development in the township and measure the strength of their opinions.
3. To guide planning, identify which features of an ideal future township are the most important to residents.
4. Determine if and how the respondents' location affects their opinions.
5. Determine how the possible location of residential development affects opinions.
6. Determine the relative strength of opinions regarding how people perceive they might benefit from development.
7. Determine the relative strength of opinions about what is good for the community.
8. Identify other reasons why people oppose or support more development.
9. Determine if and how demographic status (age, income, education, gender) affect opinions.