

Wave 5 Survey
Spring 2018 -- Economic Opportunity and Inclusive Entrepreneurship
Weighted Toplines (Preliminary)
 N=655 total responses

Block 1: Intro and Validation

INTRODUCTION: Your participation in this study is completely voluntary. You may skip any question that you do not wish to answer. However, your participation is important because it helps researchers understand how people perceive changes in the Detroit area, and this information can be used to inform policy decisions affecting the area. When filling out this questionnaire, please remember there are no right or wrong answers, we are just interested in what you think. We take our promise of confidentiality very seriously. All of your answers will be kept strictly confidential. No personally identifying information will ever appear in any study report. If you find that you are disturbed by the content of any of the questions or if you have any questions about the study, please contact us at our toll-free number: 1-800-759-7947.

To begin, we want to confirm that you are the person whom we asked to fill out this questionnaire.

1A. [IF RecipientFirstName = Resident]	Yes (GO TO Q2)	-
To confirm, were you the person who completed a previous University of Michigan's Detroit Metro Area Communities Study survey?	No	-
	Don't know	-

[IF "No" (2) IN 1A]

We are sorry, but since you are not the person we are intending to reach with this survey we cannot continue. If you know the person who completed our last survey, please encourage him/her to complete this questionnaire. If you have any questions, please feel free to contact us at DMACS-info@umich.edu or 734-764-4145.

1B.[IF RecipientFirstName != Resident]	Yes I am this person (GO TO Q2)	-
Please confirm that your name is [FIRSTNAME LASTNAME]	Yes I am this person but need to correct my name	-
	No (END SURVEY)	-

[IF “Yes” (1) in Q1A OR “Yes but I need to correct my name” (2) IN 1B]

1C. Please enter your name as you would like us to record it.

[IF “No” (3) IN 1B]

We are sorry, but since you are not the person we are intending to reach with this survey we cannot continue. If you know [insert first and last name], please encourage him/her to complete this questionnaire. If you have any questions, please feel free to contact us at DMACS-info@umich.edu or 734-764-4145.

Block 2: Survey Question Set 1

2. ADDSCREEN. To confirm, do you live at [INSERT ADDRESS?]

Yes (SKIP TO Q4)	-
No (GO TO Q3)	-

[IF NO IN Q2]

3. What is your current address?

ADDRESS _____
 CITY _____
 STATE _____
 POSTAL CODE: _____

Now we have some questions about your neighborhood.

Q4. How high of a priority do you think each of the following should be for creating jobs in and around your neighborhood? [The order of in this block is randomized]

	Essential priority	Very high priority	Somewh at high priority	Fairly low priority	Very low priority	Don't know	SKIPPED/MISSING
Q4_1. Attracting more small businesses to your neighborhood	31%	37%	21%	7%	2%	2%	0%
Q4_2. Making it easier for people to work from home	22%	32%	24%	10%	7%	5%	0%
Q4_3. Making it easier for people to start their own businesses	35%	34%	19%	6%	3%	4%	0%

	Essential priority	Very high priority	Somewh at high priority	Fairly low priority	Very low priority	Don't know	SKIPPED/MISSING
Q4_4. Attracting more manufacturing jobs for people in and around your neighborhood	29%	36%	20%	8%	4%	3%	0%
Q4_5. Training people with new skills for the kinds of jobs that are available	46%	39%	9%	3%	2%	1%	0%
Q4_6. Helping people with their job searches	30%	43%	17%	4%	3%	2%	0%
Q4_7. Providing support for existing businesses in your neighborhood to grow and thrive	36%	42%	13%	5%	2%	2%	0%

Now we would like to ask you some questions about economic opportunity in Detroit.

Q5. How much opportunity do you think there is in the City of Detroit today for the average person to get ahead economically?	A great deal	9%
	A lot	9%
	A moderate amount	38%
	A little	35%
	Not at all	7%
	Don't know	2%
	SKIPPED/MISSING	0%

[Randomly split sample into two groups. 1/2 gets each version on Q6-10. Each respondent gets the same version on all 5 questions.]

Block 2A: Survey Question Set 2A **[N = 328]**

Q6A. Over the past several years, significant new investments have been made by foundations, government and private companies in the Downtown and Midtown areas of Detroit.

We would like to know which of the following groups you think are benefiting more from those investments. Who benefits more from the investments being made in the Downtown and Midtown areas of Detroit? Select one, please. **[N = 328]**

People who live in the City of Detroit	11%
People who live elsewhere in the metro area (Wayne, Macomb, Oakland, Washtenaw counties)	49%
Both groups benefit about the same	18%
Neither group really benefits	5%
Don't know	15%
SKIPPED/MISSING	1%

Q7A. Who benefits more from the investments being made in the Downtown and Midtown areas of Detroit. Select one, please. **[N = 328]**

Detroit residents who live closer to downtown	50%
Detroit residents who live further away from downtown	12%
Both groups benefit about the same	15%
Neither group really benefits	13%
Don't know	9%
SKIPPED/MISSING	<1%

Q8A. Who benefits more from the investments being made in the Downtown and Midtown areas of Detroit? Select one, please. **[N = 328]**

Long-time residents of Detroit	9%
People who recently moved into Detroit	57%
Both groups benefit about the same	18%
Neither group really benefits	7%
Don't know	8%
SKIPPED/MISSING	1%

Q9A. Who benefits more from the investments being made in the Downtown and Midtown areas of Detroit? Select one, please. **[N = 328]**

Wealthier people	75%
Poorer people	3%
Both groups benefit about the same	13%
Neither group really benefits	1%
Don't know	7%
SKIPPED/MISSING	1%

Q10A. Finally, who benefits more from the investments being made in the Downtown and Midtown areas of Detroit. Select one, please. **[N = 328]**

Black people	2%
White people	60%
Both groups benefit about the same	23%
Neither group really benefits	2%
Don't know	11%
SKIPPED/MISSING	1%

Block 2B Survey Questions Set 2B [N = 327]

Q6B: Over the past several years, significant new investments have been made by foundations, government and private companies in Detroit's neighborhoods. **[N = 327]**

People who live in the City of Detroit	13%
People who live elsewhere in the metro area (Wayne, Macomb, Oakland, Washtenaw counties)	46%
Both groups benefit about the same	23%
Neither group really benefits	5%
Don't know	13%
SKIPPED/MISSING	0%

We would like to know which of the following groups you think are benefiting more from those investments. Who benefits more from the investments being made in Detroit's neighborhoods? Select one, please. **[N = 327]**

Q7B. Who benefits more from the investments being made in Detroit's neighborhoods? Select one, please.
[N = 327]

Detroit residents who live closer to downtown	54%
Detroit residents who live further away from downtown	11%
Both groups benefit about the same	17%
Neither group really benefits	11%
Don't know	6%
SKIPPED/MISSING	<1%

Q8B. Who benefits more from the investments being made in Detroit's neighborhoods? Select one, please.
[N = 327]

Long-time residents of Detroit	12%
People who recently moved into Detroit	45%
Both groups benefit about the same	22%
Neither group really benefits	6%
Don't know	14%
SKIPPED/MISSING	0%

Q9B. Who benefits more from the investments being made in Detroit's neighborhoods? Select one, please.
[N = 327]

Wealthier people	63%
Poorer people	6%
Both groups benefit about the same	20%
Neither group really benefits	1%
Don't know	10%
SKIPPED/MISSING	0%

Q10B. Finally, who benefits more from the investments being made in Detroit's neighborhoods? Select one, please.
[N = 327]

Black people	5%
White people	42%
Both groups benefit about the same	31%
Neither group really benefits	9%
Don't know	12%
SKIPPED/MISSING	<1%

Block 3: Survey Questions

Now we'll ask some questions about work and workers.

Q11. We'd like to get your feelings toward a number of occupations on a "feeling thermometer." A rating of zero degrees (0°) means you feel as cold and negative as possible towards the group. A rating of one hundred degrees (100°) means you feel as warm and positive as possible. You would rate the group at 50 if you don't feel particularly positive or negative toward the group, and so on.

How do you feel toward...[INCLUDE 11_1 AND 3 RANDOMLY-CHOSEN ITEMS FROM 11_2-11]. [The order of questions is also randomized]

	0°	10°	20°	30°	40°	50°	60°	70°	80°	90°	100°	SKIPPED/ MISSING
11_1. Entrepreneurs [N = 655]	1%	1%	1%	2%	2%	19%	8%	9%	11%	6%	37%	4%
11_2. Small business owners [N= 154]	2%	2%	<1%	1%	1%	17%	6%	19%	10%	4%	34%	4%
11_3. Teachers [N= 164]	1%	0%	0%	0%	1%	19%	2%	5%	10%	15%	42%	5%
11_4. Nurses [N= 189]	<1%	0%	<1%	2%	<1%	6%	5%	5%	18%	14%	44%	5%
11_5. Doctors [N= 189]	2%	1%	0%	2%	2%	13%	5%	13%	14%	12%	36%	1%
11f_6. Police officers [N= 192]	8%	10%	4%	3%	6%	21%	5%	11%	8%	8%	16%	1%

	0°	10°	20°	30°	40°	50°	60°	70°	80°	90°	100°	SKIPPED/ MISSING
11_7. Factory workers [N= 182]	1%	1%	3%	3%	6%	19%	11%	6%	16%	8%	23%	8%
11_8. Ministers or clergy [N= 176]	5%	6%	4%	5%	8%	27%	6%	5%	4%	4%	20%	7%
11_9. Computer software developers [N= 189]	3%	1%	1%	7%	1%	23%	4%	5%	17%	10%	24%	5%
11_10. CEOs of large corporations [N= 164]	7%	9%	7%	10%	6%	32%	3%	7%	5%	5%	7%	1%
11_11. Office Workers [N= 192]	1%	1%	<1%	3%	2%	24%	5%	12%	15%	8%	23%	4%
11_12 Government workers [N= 175]	3%	4%	2%	8%	13%	22%	7%	9%	8%	6%	13%	5%

Q12. The term “entrepreneur” means different things to different people. Which of the following do you consider to be entrepreneurs? Check all that apply.
[The order of response options is randomized]

12_1. Someone who opens a new family-owned business or restaurant	52%
12_2. Someone who opens a franchise business or restaurant	53%
12_3. Someone who launches a tech start-up	42%
12_4. Someone who is self-employed	62%
12_5. Someone who loans money to a friend who is starting up a small business	11%
12_6. Someone who invents a new technology or process	38%
12_7. Someone who does extra independent work on top of their regular job	25%

12_8. Someone who runs a small business they did not start themselves	13%
12_9. Someone who develops a solution to a problem in their community	31%
12_10. None of these	6%
SKIPPED/MISSING	0%

Q13. Do you consider yourself to be an entrepreneur?	Yes	29%
	No	64%
	Don't know	8%
	SKIPPED/MISSING	0%

Q14. How important do you think each of the following factors are for becoming a successful entrepreneur? [The order of question items is randomized]

	Essential	Very important	Fairly important	Not important at all	Don't know	SKIPPED/MISSING
14_1 Personal or family wealth	15%	32%	30%	18%	0%	5%
14_2. Education	33%	40%	21%	3%	0%	3%
14_3 Ambition	62%	27%	7%	1%	0%	4%
14_4 Hard work	62%	31%	5%	<1%	0%	2%
14_5. Knowing the right people	42%	40%	13%	2%	0%	3%
14_6 Race	10%	22%	21%	41%	0%	6%
14_7 Gender	6%	20%	16%	52%	0%	5%

For the following questions about entrepreneurs, we are referring to people who own, manage, or invest in a business of any size, including informal businesses that may be temporary or may not be licensed (such as providing lawn care for neighbors for cash). An entrepreneur can also be a person who is addressing challenges within their communities.

Q15. By this definition, do you think of yourself as an entrepreneur?	Yes	43%
	No	52%
	Don't know	4%
	SKIPPED/MISSING	0%

Q16. Do you know any other people (besides yourself) who fit this definition of an entrepreneur?	Yes	80%
	No	17%
	Don't know	4%
	SKIPPED/MISSING	0%

Q17. What kind of impact do you believe entrepreneurs have on the City of Detroit as a whole?	Very positive	53%
	Somewhat positive	31%
	Neither positive or negative	9%
	Somewhat negative	2%
	Very negative	<1%
	Don't know	4%
	SKIPPED/MISSING	<1%

Q18. What kind of impact do you believe entrepreneurs have on your neighborhood?

Very positive	39%
Somewhat positive	33%
Neither positive or negative	18%
Somewhat negative	2%
Very negative	2%
Don't know	7%
SKIPPED/MISSING	1%

Q19. If you or someone like you wants to become an entrepreneur in the City of Detroit, how much opportunity do you think there is?

Little to no opportunity	8%
Few opportunities	21%
Some opportunities	47%
A lot of opportunity	20%
Don't know	4%
SKIPPED/MISSING	<1%

Q20. If you or someone like you wants to become an entrepreneur in the City of Detroit, how many resources from government or nonprofits do you think are available to help?

A little to no resources	15%
Few resources	25%
Some resources	38%
A lot of resources	13%
Don't know	9%
SKIPPED/MISSING	<1%

Q21. Which do you think is a better path to financial success: being an entrepreneur or working for an established business?

Being an entrepreneur	26%
Working for an established business	14%
They are equally good paths to success	53%
Don't know	6%
SKIPPED/MISSING	1%

Q22. If you were to start a business, where would you go for the money you would need for rent, supplies, or other costs of starting the business? Select all that apply.
[The order of response options is randomized]

22_1. Bank loan	59%
22_2. Family or friends	30%
22_3. Personal savings	47%
22_4. Other _____	16%
22_5. Don't know	9%
SKIPPED/MISSING	<1%

Q23. If you were thinking about starting a business or becoming an entrepreneur, whom would you turn to for advice? Check all that apply. [The order of response options is randomized]

23_1. Other business owners	69%
23_2. Members of my faith community	23%
23_3. Nonprofit organizations	44%
23_4. Friends and family	49%
23_5. City government (like my council member's office or district manager)	30%
23_6. Internet sites	46%
23_7. No one	2%
23_8. Other _____	5%
23_9. Don't know	3%
SKIPPED/MISSING	<1%

Q24. Which statement best describes your current employment status? Please select all that apply.

24_1. Employed full-time	35%
24_2. Employed part-time	17%
24_3. Retired	19%
24_4. Not employed for pay	6%
24_5. Disabled (unable to work)	17%
24_6. Student	8%
24_7. Other	12%
SKIPPED/MISSING	1%

Q25. [If Q24==1 | Q24==2 | Q24==7 | Q23 is SKIPPED]

Do you consider yourself to be self-employed? [N = 392]	Yes	24%
	No	75%
	Don't Know	0%
	SKIPPED/MISSING	1%

Now we have some questions about where you have lived.

Q26. Right now, would you say the values of homes where you live are:	Going up	38%
	Staying the same	28%
	Going down	19%
	Not sure	14%
	SKIPPED/MISSING	<1%

Q27. Over the past several months, have you had thoughts about moving from the place where you live now?	Yes	54%
	No	46%
	SKIPPED/MISSING	<1%

Q28. [IF MOVE (Q27)=YES] If you were to move from the place where you live now, where would you be most likely to move? [N= 358]	Another location within the City of Detroit	27%
	Another place in the Metro Detroit area (outside of the City of Detroit)	26%
	Outside of the Metro Detroit area	34%
	Don't know	13%
	SKIPPED/MISSING	0%

29_1. Job or business opportunities	42%
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Q29. [IF MOVE (Q27)=YES] Consider the following list of reasons that people often consider moving. Which of these are reasons that you would consider moving from where you live now? (Please select all that apply)
 [Response options randomized]
[N= 358]

29_2. Cost of living	41%
29_3. Family ties	18%
29_4. Schools or educational opportunities	38%
29_5. Climate	25%
29_6. Crime/safety	60%
29_7. Recreational and outdoor activities	27%
29_8. Cultural activities	14%
29_9. Medical or health reasons	17%
29_10. Retirement	16%
29_11. Transportation issues	20%
29_12. Other_____	12%
29_13. None of these reasons	5%
SKIPPED/MISSING	0%

Q30. [IF MOVE (Q27) =NO OR MOVE (Q27) SKIPPED] Even if you have not had thoughts about moving from the place where you currently live, please consider the following list of reasons that some people often consider moving. Which of these are reasons that you would consider moving from where you live now? (Please select all that apply)
[N = 294]

30_1. Job or business opportunities	45%
30_2. Cost of living	44%
30_3. Family ties	30%
30_4. Schools or educational opportunities	33%
30_5. Climate	28%
30_6. Crime/safety	52%

30_7. Recreational and outdoor activities	27%
30_8. Cultural activities	16%
30_9. Medical or health reasons	30%
30_10. Retirement	20%
30_11. Transportation issues	20%
30_12. Other_____	8%
30_13. None of these reasons	7%
SKIPPED/MISSING	0%

Q31. Consider the following list of reasons why you might NOT move from your current location in the foreseeable future. Which of these are reasons that you would stay where you live now? (Please select all that apply)

31_1. I am happy living where I am now.	48%
31_2. There are family-related reasons for staying.	30%
31_3. There are work- or education-related reasons for staying.	13%
31_4. Financially, I cannot afford to move.	38%
31_5. I worry about being able to sell my house if I move.	16%
31_6. I worry about being able to buy/rent a new home if I move.	30%
31_7. I am not happy with where I live, but I am unlikely to move because I don't think I'll find a better option.	14%
31_8. None of these reasons apply, but I still am likely to stay.	8%
SKIPPED/MISSING	2%

Now we have some questions about financial topics.

Q32. Which of the following best describes how you currently see yourself financially?

Very financially secure	8%
Somewhat financially secure	29%
Not secure but not currently in financial trouble	31%
In some financial trouble	22%
In deep financial trouble	6%
Don't know	4%
SKIPPED/MISSING	<1%

Q33. Which of the following options best represents how much money you usually have left over at the end of the month?

Some money left over	34%
Just enough money to make ends meet	38%
Not enough money to make ends meet	23%
Don't know	4%
SKIPPED/MISSING	1%

Q34. Which of the following things have happened to you or anyone in your household in the past 12 months? [The order of response options is randomized]

	Yes	No	SKIPPED/ MISSING
34_1. Borrowed from or cashed out any pension, retirement, or thrift plan or life insurance policy	9%	87%	4%
34_2. Took out a loan or cash advance from a payday lender or check casher	15%	82%	3%
34_3. Borrowed money from family, friends, or other members of the community	38%	60%	2%
34_4. Gotten behind on utility bills for electricity, gas, or water and sewer	39%	59%	2%
34_5. Filed for bankruptcy	4%	89%	6%

Q35. Do you currently have a checking account or savings account?	Yes	72%
	No	25%
	Don't know	2%
	SKIPPED/MISSING	1%

Q36. Do you own (or lease) a car or truck, or does somebody else in your household have one that you can use?	Yes, I have a car or truck	61%
	I don't have a car or truck, but somebody else in my household does and I can use it	10%
	No, I don't own or have access to a car or truck at home	27%
	SKIPPED/MISSING	1%

Q37. How often do you: [The order of the three TV options remains the same, but the order of all other response options is randomized]

	Often	Sometimes	Hardly Ever	Never	SKIPPED/ MISSING
37_1. Read any newspapers in print	16%	30%	29%	25%	1%
37_2. Listen to news on the radio	31%	32%	21%	15%	<1%
*37_3. Watch local television news	53%	27%	13%	6%	1%
*37_4. Watch national evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News)	40%	33%	17%	9%	<1%
*37_5. Watch cable television news (such as CNN, The Fox News cable channel, or MSNBC)	29%	32%	19%	19%	<1%
37_6. Get news from a social networking site (such as Facebook or Twitter)	37%	26%	14%	23%	<1%
37_8. Get news from a news website or app	36%	36%	12%	15%	<1%

Block 4: Demographics

Finally, we have some questions about you and your background.

Q40. & Q41. Please indicate the month and year of your birth

	ACS 2017	DMACS
18-34	22%	34%
35-44	12%	18%
45-54	12%	13%
55-64	13%	16%
65+	13%	17%
SKIPPED/MISSING	N/A	3%

Q40. What best describes your current gender identity?

	ACS 2017`	DMACS
Male	47%	44%
Female	53%	54%
Gender nonconforming/Other	N/A	2%
SKIPPED/MISSING	N/A	<1%

Q41. Were you born in the United States (or a U.S. territory)?

	ACS 2017	DMACS
Yes	94%	97%
No	6%	3%
SKIPPED/MISSING	N/A	0%

Q42. (If NO IN Q42). In what country were you born?

OPEN END

Q43. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

	ACS 2017	DMACS
Yes	8%	6%
No	92%	93%
SKIPPED/MISSING	N/A	<1%

Q44. Are you of Arab, Persian, or Middle Eastern descent?

	ACS 2017	DMACS
Yes	N/A	1%
No	N/A	99%
SKIPPED/MISSING	N/A	<1%

Q45. Please indicate what you consider your racial background to be. We greatly appreciate your effort to describe your background using the standard categories provided. These race categories may not fully describe you, but they do match those used by the Census Bureau. It helps us to compare our survey respondents to the U.S. population. Information about your racial background is very important to us. We greatly appreciate your response and will keep it strictly confidential. Which of the following best describes your race? (Select all that apply)

	ACS 2017	DMACS
45_1. White	14%	16%
45_2. Black or African-American	79%	80%
45_3. Asian or Asian-American	2%	2%
45_4. American Indian or Alaska Native	<1%	2%
45_5. Native Hawaiian or Other Pacific Islander	<1%	1%
45_6. Other (SPECIFY_____)	7%	5%
SKIPPED/MISSING	N/A	1%

Q46. What is the highest level of school you have completed? Select one, please.

	ACS 2017	DMACS
No formal education	6%	1%
Some education but did not graduate from high school or receive a GED	15%	16%
High school diploma or GED	33%	31%
Some college, no degree	26%	18%
Associate's degree	7%	6%
Bachelor's degree	9%	13%
Master's degree	6%	7%
Professional or doctorate degree	N/A	1%
SKIPPED/MISSING	N/A	10%

Q47. Do you own your home, rent it, or have some other arrangement?

Own (or in the process of being bought)	38%
Rent	39%
Have a land contract (aka rent-to-own, lease to purchase, contract for deed)	1%
Some other arrangement	11%
SKIPPED/MISSING	11%

Q48. How long have you lived in the City of Detroit?

Less than 1 year	2%
1 to 5 years	10%
6 to 10 years	10%
11 to 20 years	10%
More than 20 years	55%
I no longer live in Detroit	10%
SKIPPED/MISSING	3%

Q49. About how long have you lived at your current address?

Less than six months	3%
Six months to 1 year	8%
1 to 5 years	31%
6 to 10 years	21%
11 to 20 years	11%
More than 20 years	24%
SKIPPED/MISSING	2%

The next question is about the total income of your household for the past 12 months. Please include your income plus the income of all members living in your household (including cohabitating partners and armed forces members living at home). Please count income before taxes and from all sources (such as wages, salaries, tips, net income from a business, interest, dividends, child support, alimony, and social security, public assistance, pensions, or retirement benefits).

IF Income_Panel is Empty:

Q50. Was your total HOUSEHOLD income Below \$35,000 in the past 12 months . . .		61%
Select one, please.	\$35,000 or more	37%
	SKIPPED/MISSING	3%

Q51. IF BELOW \$35,000 IN Q47. We would like to get a better estimate of your total HOUSEHOLD income in the past 12 months before taxes. Was it... [N= 357]	Less than \$5,000	27%
	\$5,001 to \$7,499	10%
	\$7,500 to \$9,999	10%
	\$10,000 to \$12,499	9%
	\$12,500 to \$14,999	6%
	\$15,000 to \$19,999	7%
	\$20,000 to \$24,999	13%
	\$25,000 to \$29,999	7%
	\$30,000 to \$34,999	7%
	SKIPPED/MISSING	4%

Q52. IF \$35,000 OR MORE IN Q47. We would like to get a better estimate of your total HOUSEHOLD income in the past 12 months before taxes. Was it...
[N= 276]

\$35,000 to \$39,999	18%
\$40,000 to \$49,999	18%
\$50,000 to \$59,999	19%
\$60,000 to \$74,999	11%
\$75,000 to \$84,999	8%
\$95,000 to \$99,999	3%
\$100,000 to \$124,999	10%
\$125,000 to \$149,999	3%
\$150,000 to \$174,999	3%
\$175,000 or more	2%
SKIPPED/MISSING	5%

Q53. Do you have any other thoughts about this survey or the topics covered in this survey?

OPEN ENDED