



# Interested in collecting public opinion data in Detroit?

The Detroit Metro Area Communities Study (DMACS) is a panel study conducted by the University of Michigan that surveys a large, representative, probability-based sample of Detroit residents on a wide range of issues, including expectations, perceptions, priorities, and aspirations. Currently, DMACS administers one to two surveys per year of approximately 2,000 adults (18 and older) living in Detroit. Surveys are available in multiple languages and are administered online and by phone.

## Collect High-Quality Data on Detroiters Views and Experiences

- Gauge public opinion on policy issues, current events, and trends
- Measure awareness of brands, programs, and initiatives
- Track Detroiters' sentiment over time

## Sample and Methodology

DMACS employs a rigorous, scientifically grounded methodology to survey a representative sample of Detroit households, which is overseen by UM's Institutional Review Board. Our surveys are based on an address-based probability sample of all occupied Detroit households, which is regularly refreshed to maintain representativeness.

To encourage participation, DMACS uses U.S. mail invitations and telephone interviewers to engage panel households. We also believe in fairly compensating respondents for their time, offering \$25 or more for completed surveys. Our approach allows us to achieve strong response rates and provide our partners with high-quality data.

All data include survey weights constructed through a two-stage weighting process, ensuring alignment with the demographic makeup of Detroit's population. [Additional details on our methodology can be found here.](#) With our rigorous, scientific approach, you can be confident in the accuracy of your results.



## Examples of Recent Partners

- [City of Detroit Health Department \(2018 Community Health Assessment\)](#)
- City of Detroit's ShotStopper Community Violence Intervention Program (ongoing)
- [City of Detroit's Strategic Neighborhood Fund \(June 2024 Report\)](#)
- [Detroit Future City \(June 2020 Report\)](#)
- [Michigan Central \(January 2025 Report\)](#)
- [New Economy Initiative \(June 2020 coverage\)](#)
- [Outlier Media \(June 2024 coverage\)](#)
- Rocket Community Fund (ongoing)

## Pricing and Deliverables

A minimum of ten survey questions are required for DMACS participation.

**\$2,000 (direct cost) per closed-ended question, with a minimum of 10 questions**

**\$2,500 (direct cost) per open-ended question, not coded**

## Pricing Includes the Following Standard Deliverables:

- Assistance developing survey questions
- Standard DMACS profile variables (see below)
- Data file (Excel, SPSS, Stata, or R) including weights and standard DMACS profile variables
- Topline report

## Custom Deliverables Provided at Additional Cost:

- Open-ended coding, tables and/ analyses
- Custom analyses of your data
- Oversamples of specific populations, including low-incidence groups
- Public opinion data from other regions of Michigan

## Included DMACS Profile Variables

- Sex
- Age
- Education
- Race/Ethnicity
- Language spoken at home
- U.S. or foreign born
- Household composition
- Length of residence
- Ownership of living quarters
- Household income
- Marital status
- Current employment status
- Survey start /end (date/time)
- Survey language
- Survey mode (online/phone)
- Device type (used to take survey)
- Zip code

## Contact us to get started:

To use DMACS for your next research study, email us at [DMACS-info@umich.edu](mailto:DMACS-info@umich.edu).

For additional information about DMACS, visit [detroitssurvey.umich.edu](http://detroitssurvey.umich.edu).

