01.   Overall, how satisfied are you with the condition of the Michigan economy right now as it affects your business -- very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

4%	Very satisfied
37%	Somewhat satisfied
41%	*TOTAL SATISFIED*
58%	*TOTAL DISSATISFIED*
28%	Somewhat dissatisfied
30%	Very dissatisfied
1%	Undecided/Refused

02.   Do you think that Michigan's economy will improve in the next year, get worse, or remain about the same?

56%	Improve
8%	Get worse
35%	Remain about the same
1%	Undecided/Refused

03.   Thinking about your business in the next year, do you think that the prospects for your business will improve, get worse, or remain about the same?

61%	Improve
6%	Get worse
32%	Remain about the same
1%	Undecided/Refused

04.   Which of the following industries do you believe are best suited to provide real growth in the Michigan economy and provide good paying, sustainable jobs in the future?

18%	High tech manufacturing
15%	Automobile industry-related jobs
13%	Research and development overall
12%	Health care
10%	Alternative energy
6%	Battery technology
5%	Bioscience
4%	Service sector employment
3%	Entertainment & Filmmaking
3%	Life sciences
2%	Agriculture
2%	Computer sciences
1%	Homeland Security
1%	The professions – such as accounting and law
1%	Tourism & Hospitality
4%	Other/Undecided Refused

I'm going to read a list of attributes of the Southeast Michigan region that might be used as selling points when recruiting talent from outside the area. For each attribute, I'd like you to tell me if you use it as a selling point, or not. The first/next one is …

		Use	Don't Use	Undec Ref
05.	The lower housing costs compared to other regions	55%	41%	4%
06.	The lower cost of living compared to other regions	55%	40%	5%
07.	The quality universities and other training resources for continuing education.	80%	17%	3%
08.	The abundant leisure activities, including professional sports, nightlife and culture.	69%	28%	3%
09.	The strong racial and ethnic diversity in the region.	51%	45%	4%
10.	The Midwestern values and family-friendly communities in the region.	66%	30%	4%
11.	The quality of K-12 school systems in the region.	38%	58%	4%

12.   A-B.   Are there any other attributes of the Southeast Michigan region that you tend to use as selling points when recruiting talent from outside the region?

53%	No – None	1%	Good Hospitals
8%	Great Lakes	1%	Good Libraries
5%	Four Seasons	1%	Good Universities – Colleges
5%	Nature	1%	Growing Economy
1%	Creative Sector	1%	High Technology
1%	Current Government	1%	Lower Business Tax
1%	Detroit River	1%	Numerous Skilled Trade Workers
1%	Entrepreneurial Opportunities	1%	Working Class State
1%	Experienced Workforce	1%	Young Talent
1%	Good Freeway System	14%	Other/Undecided/Refused

13.   Of the attributes I mentioned, which one would you say is the single most effective thing to mention as a selling point when recruiting talent from outside the region? I'll read the list again.

11%	Low housing costs
28%	Quality universities and other training resources
16%	Low cost of living
16%	Midwest values and friendly communities
11%	Abundant recreational opportunities
5%	Good K-12 school systems
3%	Strong racial and ethnic diversity
10%	Undecided/Refused

Now I'm going to read a list of things some people might consider to be liabilities of the Southeast Michigan region. For each one, I'd like you to tell me how much of a liability it seems to be when you recruit people to the region. The first/next one is …

		Liab	Not a Liability	Sometimes Liability *(VOLUNTEERED)*	Und Ref
14.	The cold winters.	38%	49%	10%	3%
15.	The lack of a reliable regional mass transit system other than buses.	54%	39%	5%	2%
16.	The perception of crime in the Detroit area.	75%	17%	5%	3%
17.	The lack of a vibrant central city.	60%	29%	8%	3%
18.	An economy too focused on the auto industry.	50%	40%	7%	3%
19.	A regional economy that is suffering.	76%	16%	5%	3%

20. **A-B.**   Are there any other liabilities of the region that you encounter when recruiting talent from outside, that I haven't mentioned?

62%	No – None	1%	Government Corruption
6%	Political Landscape	1%	High Gas Prices
2%	Failing Infrastructure	1%	High Taxes
2%	High Business Taxes	1%	Kwame Kilpatrick
2%	Lack of New Businesses	1%	Poor Roads
2%	Poor Public Education	1%	Racial Conflicts
2%	Southeast MI Negative Reputation	1%	Rick Snyder
2%	Union State	1%	Social Welfare State
1%	Detroit Negative Reputation	1%	Unemployment
1%	Education Funding	9%	Other/Undecided/Refused

21.   Of the liabilities I mentioned, which one would you say is the single biggest issue when you are recruiting talent from outside the region? I'll read the list again.

33%	Perception of crime in Detroit
26%	A struggling regional economy
12%	Lack of a vibrant central city
9%	An economy that's too focused on the auto industry
9%	Lack of reliable mass transit
5%	Cold winters
6%	Undecided/refused