

EPIC ▪ MRA Crain's Survey of Businesses in Southeast Michigan – May 14-18, 2007
[FREQUENCY REPORT of SURVEY RESPONSES – 511 SAMPLE – ERROR ±4.4%]

INTRO

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

2% very satisfied
 20% somewhat satisfied
22% Total SATISFIED
 36% somewhat dissatisfied
 41% very dissatisfied
77% Total DISSATISFIED
 1% Undecided/don't know

2. Over the next six months, would you say that your business outlook is good or bad? **[IF GOOD/BAD]** Would that be very or somewhat?

15% very good
 37% somewhat good
52% Total GOOD
11% Some ways good/some ways bad (volunteered)
 25% somewhat bad
 10% very bad
35% Total BAD
 2% Undecided/don't know

3a – c. Thinking about the structural changes that are underway in Michigan's economy, which are characterized mostly by a major decline traditional manufacturing, especially in the auto industry, what would you are the one, two or three industries or economic areas that will be most important in shaping the future of Michigan's economy? **[WRITE UP TO 3**

COMMENTS]

19%	High tech	1%	Engineering
11%	Health care	1%	Banking/financial
10%	Automotive	1%	Environmental
8%	Manufacturing	1%	Pharmaceuticals
5%	Service	1%	Transportation
4%	Alternative energy	1%	Real estate
4%	Tourism	1%	Tax policies
4%	Education	1%	Agriculture
3%	Research and development	1%	Bioscience
2%	Medical products	1%	Communications
2%	Entrepreneurs	1%	Defense
2%	Housing/construction	1%	Aerospace

2%	Bio-tech	1%	Retail
2%	Life science	1%	Arts/culture
1%	IT management	1%	Other
		4%	Undecided/don't know

Now I would like to read a list of different areas of Michigan's economy. Thinking about the role you think each area will play in expanding the state's economy, using a scale of zero to 10 where zero means the area described will not play a role at all, and 10 means it will play a major role, please rate the role **you think** each of the following areas will play in the state's economy over the next 3 to 5 years. The (first/next) area is... **[ROTATE Qs 04 TO 14]**

	NO ROLE	NEUT	ROLE			undec
			SOME	MAJOR	Total	
	0 - 4	5	6 - 8	9 - 10	Total	
04 Agriculture	32%	29%	32%	6%	38%	1%
05 Alternative energy	18%	12%	47%	23%	70%	—%
06 Biopharma and life sciences	11%	16%	51%	20%	71%	2%
07 Computer software	13%	16%	54%	17%	71%	—%
08 Green industries, such as recycled construction materials	26%	20%	42%	11%	53%	1%
09 Health care	6%	4%	51%	38%	89%	1%
10 Medical instrumentation devices	11%	14%	58%	15%	73%	2%
11 Nanotechnology	16%	20%	42%	13%	55%	9%
12 Robotics	12%	13%	57%	16%	73%	2%
13 Tourism and gaming	14%	15%	54%	17%	71%	—%
14 Traditional manufacturing industries, such as autos, auto parts, furniture, aerospace, and defense	29%	15%	39%	17%	56%	—%

15a- c. Are there one or two other areas that were not listed that you think will have a significant to major impact on Michigan's economic growth over the next 3 to 5 years? **[WRITE UP TO 2 COMMENTS]**

9%	Education	1%	Engineering
3%	Housing/construction	1%	Research and development
3%	Banking/financial	1%	Transportation
2%	Service	1%	Real estate
2%	Tax policies	1%	Arts/culture
1%	Alternative energy	5%	Other
1%	Government service	65%	Undecided/don't know

Now I would like to read a list of things that could be done or actions taken to encourage the development of areas of Michigan's economy where the greatest potential for growth exists. For each area that I read, please tell me if you think what I describe should be a top priority, important but not a top priority, only slightly important, or not a priority at all? The (first/next) one is... **[ROTATE Qs 16 TO 31]**

	TOP PRIOR	IMPORTANT			NOT PRIOR	undec	MEAN	
			SLIGHT	Total				
16	Improving colleges and universities	42%	37%	14%	51%	6%	1%	1.85
17	Recruit renowned scientists and professors	34%	44%	16%	60%	5%	1%	1.96
18	Develop more high technology research centers	63%	28%	8%	36%	—%	1%	1.46
19	Increase the percentage of the population with college and post-graduate degrees	41%	40%	13%	53%	5%	1%	1.83
20	Promote more availability of venture capital for start-up and developing companies	44%	41%	12%	53%	3%	—%	1.75
21	Reduce taxes on business	57%	21%	14%	35%	8%	—%	1.73
22	Increase the percentage of the population with science and technology skills	39%	45%	14%	59%	2%	—%	1.78
23	Improve transportation and road conditions	43%	35%	16%	51%	6%	—%	1.86
24	Recruit educated immigrants	9%	27%	35%	62%	28%	1%	2.84
25	Increase the percentage of the population with medical training and skills	22%	44%	26%	70%	8%	—%	2.20
26	Cut red tape and expedite governmental approvals	50%	31%	13%	44%	5%	1%	1.75
27	Provide training and educational opportunities for those displaced from manufacturing jobs	38%	39%	16%	55%	7%	—%	1.91
28	Promote tourism	33%	39%	21%	60%	7%	—%	2.02
29	Make cities more attractive and livable by focusing on cool cities ideas	27%	31%	22%	53%	18%	2%	2.38
30	Expand advertising and promotional programs for the Michigan Marketing Campaign, which emphasizes Michigan's strengths	28%	34%	22%	56%	15%	1%	2.27
31	Encourage innovation by providing research funding	43%	35%	17%	52%	4%	1%	1.83

32a – b Are there one or two other areas that were not listed that you think should be a top priority to encourage the development of Michigan's economy? **[WRITE COMMENT FOR UP TO 2 AREAS]**

- | | | | |
|----|----------------------------------|-----|-----------------------------|
| 5% | Tax policies | 2% | Cut red tape |
| 4% | More K-12 funding | 1% | Increase taxes |
| 3% | Partner business with government | 1% | Improve health care |
| 3% | Public/mass transportation | 1% | Positive image |
| 2% | Improve urban areas | 1% | Balanced budget |
| 2% | Quality of life issues | 1% | More higher education money |
| 2% | Right to work state | 1% | Improve safety |
| 2% | Reduce government | 1% | Legislative collaboration |
| 2% | Better national marketing | 2% | Other |
| | | 61% | Undecided/don't know |

33. OMITTED

34. How familiar are you with Michigan's current advertising and promotional campaign called "the Upper Hand" that emphasizes Michigan's strengths? Are you very familiar, somewhat familiar, only a little familiar or not familiar at all?

9% Very familiar
16% Somewhat familiar
21% Only a little familiar
54% Not familiar at all

GO TO Q. 36

35. How would you rate the effectiveness of this advertising and promotional campaign in increasing awareness of Michigan's areas of strength – very effective, somewhat effective, only a little effective or not effective at all?

9% very effective
32% somewhat effective
41% Total EFFECTIVE
36% only a little effective
7% not effective at all
43% Total LITTLE/NOT EFFECTIVE
16% Undecided/don't know

On another topic...

36. Have you heard of an organization called "One D?"

25% Yes, heard of One D
73% No, have not heard of it
2% Undecided/don't know

One D is a new coalition of six regional civic groups: the Detroit Regional Chamber of Commerce, Detroit Renaissance, the Detroit Metro Convention & Visitors Bureau, New Detroit, the United Way and the Cultural Alliance of Southeastern Michigan. One D was put together at the urging of Edsel Ford, who saw many of the involved organizations working on similar planning efforts for the region. The group hopes to produce 25 to 30 specific action plans for projects that can be accomplished around the priorities of economic prosperity, educational preparedness, regional transit, race relations, regional cooperation and quality of life.

37. Thinking about the goals I just described for One D, how effective do you think this new organization will be – very effective, somewhat effective, only a little effective or not effective at all?

19% very effective
41% somewhat effective
60% Total EFFECTIVE
25% only a little effective
8% not effective at all

33% Total LITTLE/NOT EFFECTIVE

7% Undecided/don't know

38. What do you think would be the one thing One D could do to be effective in meeting their goals? **[WRITE COMMENT AS STATED]**

9%	Aggressive marketing	1%	New Detroit mayor
9%	Work at one/in agreement	1%	Be very transparent
9%	More people involved	1%	Eliminate corruption
8%	Actions more than talk	1%	Cut bureaucracy
5%	Better alliance with industry	1%	Accountability with the public
5%	Frequent communication	1%	Job training for displaced workers
3%	No duplicate efforts	1%	Promote/create safe Detroit
3%	Strong honest leadership	1%	Clean up Detroit
3%	Be focused	1%	Fix Detroit schools
3%	Improve transportation	3%	Other
2%	Pressure Lansing for support	29%	Undecided/don't know

Now, I would like to ask some questions about your business for statistical purposes only.

39. Do you work for a company that sells a product or provides a service?

12%	Sells a product
68%	Provides a service
18%	Both (<i>volunteered</i>)
2%	Unsure

40. What would you say is the gross dollar amount that your business generates?
(Write in amount \$_____)

MEAN: \$971,739,000 MEDIAN: \$3,000,000

41. What type of business or industry do you operate? **[DO NOT READ – CODE RESPONSE OR WRITE IN UNDER OTHER]**

35%	Business services	3%	Health care
14%	Professional services	3%	Public service
11%	Manufacturing or manufacturing supplier	3%	Education
8%	Finance	2%	Food service
6%	Retail	2%	Construction
5%	Non-profit	2%	Other
4%	Distribution/trucking	1%	Telecommunications
		1%	Undecided/don't know/refused

42. As I mentioned earlier, this survey has been commissioned by Crain's Detroit Business. We are asking every participant if they are willing to authorize the release of their phone number for a possible follow-up contact by a reporter. Would you be willing to have your phone number released, or would you prefer that we **NOT** release it.

43. Could you please tell me your first name so the reporter will know who participated in the survey from your household?

44. In addition to providing the names of people who would be willing to talk to reporters from the media, would you be willing to also authorize us to let Crain's Detroit Business know how you responded to the survey questions, or, would you prefer that we only release your phone number for a possible interview and not release information about how you responded to survey questions?

45. Sex of respondent (**BY OBSERVATION ONLY**)

68% Male
32% Female

THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE