



Survey: Businesses see jobs and economy improving

Honigman Miller Schwartz and Cohn LLP and Crain's Detroit Business

May 2012

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1. Thinking about Michigan's economy, do you believe the economy in Michigan...

| | |
|-----|---|
| 71% | Has already bottomed out and is starting to improve |
| 20% | Is at the bottom but is not yet getting any better |
| 8% | Has not yet bottomed out and will still get worse |
| 1% | Undecided/Refused |

2. 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?

| | |
|------------|---------------------------|
| 9% | Very satisfied |
| 47% | Somewhat satisfied |
| 56% | TOTAL SATISFIED |
| 41% | TOTAL DISSATISFIED |
| 29% | Somewhat dissatisfied |
| 12% | Very dissatisfied |
| 3% | Undecided/Refused |

3. Over the next six months, would you say that your business outlook is good or bad?

| | |
|------------|------------------------------|
| 24% | Very good |
| 55% | Somewhat good |
| 79% | TOTAL GOOD |
| 9% | Some ways good/some ways bad |
| 11% | TOTAL BAD |
| 10% | Somewhat bad |
| 1% | Very bad |
| 1% | Undecided/Refused |

4. Is your company hiring at this time, or not?

| | |
|-----|-------------------|
| 26% | Yes, hiring |
| 73% | No, not hiring |
| 1% | Undecided/Refused |



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5. How many worker positions do you plan to fill?

| | |
|-----|-------------------|
| 62% | 1 to 5 |
| 10% | 6 to 10 |
| 14% | 11 to 25 |
| 4% | 26 to 50 |
| 6% | 51 or more |
| 4% | Undecided/Refused |

6. In what job related areas are you hiring? [

| | |
|-----|-------------------------|
| 17% | Skilled trades |
| 12% | Sales |
| 10% | Engineering |
| 10% | Professional services |
| 9% | Administrative/Clerical |
| 9% | General labor |
| 6% | Technology |
| 5% | Accounting |
| 5% | Customer service |
| 5% | Finance |
| 3% | Manufacturing |
| 3% | Marketing |
| 2% | Human resources |
| 2% | Law/Legal department |
| 1% | Truck Driver |
| 1% | Undecided/Refused |



7. **Are the positions you plan to fill all replacement positions, mostly replacement positions and some worker expansion, mostly an expansion of staff or workers and some replacements, all an expansion of positions, or, a fairly even combination of both?**

- 16% All replacement positions
- 9% Mostly replacement positions/some expansion of positions
- 25% TOTAL REPLACEMENT**
- 55% TOTAL EXPANSION**
- 13% Mostly an expansion of positions/some replacement of positions
- 42% All an expansion of positions
- 19% A fairly even combination of both
- 1% Undecided/Refused

8. **Are the job positions you will be filling mostly entry level jobs, jobs requiring up to five years experience, jobs requiring more than five years experience, managers, or C-level management positions?**

- 34% Jobs requiring up to five years experience
- 27% Entry level jobs
- 17% Jobs requiring more than five years experience
- 9% Managers
- 1% C-level management positions
- 11% Combination of all
- 1% Undecided/Refused

9. **In deciding which candidates for job positions you will hire, do you have a preference for candidates who are currently employed, or workers who were downsized and lost their jobs?**

- 3% Prefers candidates currently working
- 9% Prefers candidates who were downsized and lost their jobs
- 83% No preference
- 5% Undecided/Refused



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10. Which of the following list of industries stands out for you as the one area that holds the most promise and opportunities for Michigan to grow the state economy?

| | |
|-----|--------------------------|
| 33% | Manufacturing |
| 16% | Energy |
| 14% | Research and development |
| 12% | Engineering |
| 11% | Biosciences |
| 1% | Health care |
| 1% | Tourism |
| 5% | Other |
| 7% | Undecided/Refused |

11. Thinking about the same list of industries I just read, do you believe any of these industries have been overrated as potential economic drivers in Michigan?

| | |
|-----|--------------------------|
| 25% | Energy |
| 15% | Tourism |
| 13% | Manufacturing |
| 10% | Biosciences |
| 3% | Engineering |
| 2% | Research and development |
| 28% | No industries overrated |
| --- | All industries overrated |
| 4% | Undecided/Refused |



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12. **Since states compete against each other in their efforts to attract businesses to locate or expand in their state, which of the following factors do you think will best enable Michigan to set itself apart from other states?**

| | |
|-----|--|
| 34% | Low business taxes |
| 23% | A well educated, technically savvy workforce |
| 13% | Better tax incentive packages |
| 9% | Quality infrastructure; such as roads, bridges, and transportation |
| 5% | High quality K-12 public education |
| 5% | High quality of life |
| 5% | Lower cost of living |
| 4% | High quality university research |
| 2% | Undecided/Refused |

13. **Competing in the global marketplace is usually only an arena that larger businesses and corporations engage in, while smaller businesses generally do not compete beyond the borders of their local region, state, or the United States. Which one of the following ideas do you think would have the greatest impact on increasing global competition among smaller businesses in Michigan?**

| | |
|-----|---|
| 36% | Creating workshops through local chambers of commerce or other business development organizations that would show small businesses “how to export” goods and services |
| 23% | Providing businesses with a list of marketing consultants who can work with and advise businesses how to successfully compete in the global marketplace. |
| 20% | Developing easily accessible information about the all of the potential benefits for small businesses if they decide to compete in the global marketplace |
| 15% | Developing a list of businesses in Michigan and nearby states that do compete in the global marketplace, and showing what products these businesses export |
| 1% | More than one |
| 5% | Undecided/Refused |



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14. **If these services are put in place to help Michigan businesses compete in the global marketplace, would your business definitely use the services, probably use them, consider using them, or not use them at all?**

| | |
|------------|---------------------------|
| 13% | Definitely use services |
| 17% | Probably use services |
| 30% | TOTAL USE SERVICES |
| 26% | Consider using services |
| 42% | Not use services |
| 2% | Undecided/Refused |

On another topic...

15. **There are currently 25 casinos in Michigan, with 22 owned and operated by Indian Tribes. There are several proposals that would allow a few more casinos to be built and located in Michigan, with one proposal that would allow up to 22 more casinos. Based on what you know or have heard or read about proposals to allow more casinos in Michigan, do you think there are currently about the right number of casinos located in Michigan, do you think that more casinos should be allowed, or, do you think there are already too many casinos in Michigan?**

| | |
|------------|---|
| 4% | A lot more casinos should be allowed |
| 11% | A few more casinos should be allowed |
| 15% | TOTAL MORE CASINOS |
| 32% | There are currently about the right number of casinos |
| 49% | There are too many casinos |
| 4% | Undecided/Refused |

16. **McLaren Health Care System is seeking legislative approval to build a new hospital near Clarkston, which is located in northern Oakland County. Current state regulations that limit the number of hospital beds that can be located in each area of the state, prevents McLaren from building their proposed hospital.**

McLaren Health Care System says it is a proven provider of cost effective and efficient health care services, and that they should be allowed to build a new hospital in what they believe to be an underserved area in northern Oakland County.



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Opponents of the proposed hospital say that there are already too many hospital beds in Oakland County, which contributes to the rising cost of health care, and that building another hospital in that county would only make things worse.

After hearing arguments for and against the proposed new hospital, do you favor or oppose the proposal by McLaren Health Care System to build a new hospital in northern Oakland County?

| | |
|------------|---------------------|
| 42% | Strongly favor |
| 21% | Somewhat favor |
| 63% | TOTAL FAVOR |
| 22% | TOTAL OPPOSE |
| 11% | Somewhat oppose |
| 11% | Strongly oppose |
| 15% | Undecided/Refused |

Turning to something different...

17. **Governor Snyder has established a Michigan Office of Urban and Metropolitan Initiatives, with the main purpose of attempting to fuel a greater vitality in Michigan's urban centers. The initiative will primarily focus on the economic development needs of Michigan's urban centers, including business attraction, entrepreneurial startups and public transportation needs. Its main office will be in Detroit, with branch offices in Grand Rapids and the Flint/Saginaw area. How aware were you of this initiative before I just described it -- very aware, somewhat aware, only a little aware or not really aware at all?**

| | |
|------------|-------------------------|
| 7% | Very aware |
| 19% | Somewhat aware |
| 26% | TOTAL AWARE |
| 18% | Only a little aware |
| 56% | Not really aware at all |
| --- | Undecided/Refused |



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18. **On a scale of 1 to 5, with 1 meaning that having more vibrant and thriving urban centers in Michigan is NOT important at all in making Michigan a more vibrant and thriving state, and 5 meaning that it is extremely important toward that end, what number would you give to describe how important you think it is to have vibrant and thriving urban centers to make Michigan a more vibrant and thriving state?**

MEAN: 4.261

MEDIAN: 5.0

| | |
|-----|---------------------|
| 2% | Not Important |
| 6% | Somewhat Important |
| 12% | Important |
| 23% | Very Important |
| 57% | Extremely Important |

19. **To the extent that you believe that there are efficiencies that can be gained by combining areas of government and services, in which of the following areas would you like to see more regionalization?**

| | |
|-----|--|
| 19% | Transportation services |
| 17% | School districts |
| 12% | Police services |
| 11% | Government |
| 10% | Fire services |
| 9% | Urban planning |
| 4% | Building authorities |
| 2% | None of the above (<i>volunteered</i>) |
| 16% | All of the above (<i>volunteered</i>) |
| --- | Undecided/Refused |



On another topic,

20. **Opponents of a new international bridge between the United States and Canada plan to circulate petitions to require the proposal for an international bridge to be placed on the November election ballot, so that voters could decide whether it should be built or not. Do you favor having the proposal for an international bridge placed on the November election ballot so that Michigan voters would decide the issue, or, oppose having it placed on the ballot and believe it should be decided by the Governor and the Legislature?**

| | |
|-----|--|
| 55% | Favors having it placed on the ballot |
| 38% | Opposes having it placed on the ballot - believes the Governor and the Legislature should decide |
| 7% | Undecided/Refused |

21. **Thinking about this year's November general election, if the election for President were held today, would you vote for Mitt Romney the Republican or Barack Obama the Democrat?**

| | |
|------------|--|
| 27% | Vote for Barack Obama the Democrat |
| 3% | Lean toward Barack Obama the Democrat |
| 30% | TOTAL OBAMA |
| 44% | TOTAL ROMNEY |
| 39% | Vote for Mitt Romney the Republican |
| 5% | Lean toward Mitt Romney the Republican |
| 26% | Undecided/Refused |

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

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

| | |
|-----|-----------------------------|
| 12% | Sells a product |
| 68% | Provides a service |
| 19% | Both (<i>volunteered</i>) |
| 1% | Undecided/Refused |



23. **What would you say is the gross dollar amount that your business generates per year?**

MEAN: \$72,907,301.20

MEDIAN: \$2,000,000.00

24. **24. How many employees do you have working in your business? [WRITE IN NUMBER]**

MEAN: 944.464

MEDIAN: 12.0

25. **What type of business or industry do you operate?**

| | |
|-----|---|
| 20% | Professional services |
| 14% | Business services |
| 12% | Manufacturing or manufacturing supplier |
| 9% | Finance |
| 8% | Construction |
| 8% | Real Estate |
| 7% | Retail |
| 5% | Non-profit |
| 4% | Health care |
| 3% | Education |
| 2% | Distribution/trucking |
| 2% | Hospitality |
| 2% | Public service |
| 2% | Telecommunications |
| 1% | Entertainment |
| 1% | Property management |
| --- | Undecided/Refused |



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26. **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.**

| | |
|-----|---------------------------------|
| 30% | Yes, release my phone number |
| 69% | No, do not release phone number |
| 1% | Undecided/Refused |

27. **In addition to providing the names of people who would be willing to talk to reporters, would you be willing to also authorize us to let Crain's Detroit Business know how you responded to 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?**

| | |
|-----|---|
| 71% | Release information about how respondent answered questions |
| 29% | DON'T release information |

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

| | |
|-----|--------|
| 61% | Male |
| 39% | Female |