



Top Line Results

Survey of Registered Voters in Detroit, Michigan

Conducted: 04/25/2023 through 04/27/2023

Survey Type: Automated Telephone (IVR)

N = 430

Weighting Applied: Age, Gender, & Education

Margin of Error at 95% Confidence Level: +/- 4.7%

Q1. Do you live within the City Limits of Detroit City?

	Count	Percent	Cumulative Percent
Yes	430	100.0	100.0

Q2. How would you describe your voting history?

	Count	Percent	Cumulative Percent
I sometimes vote	27	6.3	6.3
I usually vote	89	20.8	27.1
I always vote	314	72.9	100.0
Total	430	100.0	

Q3. Do you support or oppose the use of tax incentives to encourage development projects here in Detroit?

	Count	Percent	Cumulative Percent
Strongly Support	90	20.9	20.9
Somewhat Support	122	28.3	49.1
Neither Support Nor Oppose	71	16.6	65.7
Somewhat Oppose	70	16.2	81.9
Strongly Oppose	46	10.8	92.7
Not Sure / Don't Know	32	7.3	100.0
Total	430	100.0	

Total % support 49.1

Total % oppose 26.9

Q4. Are you familiar with the use of Tax Incentives by the City of Detroit, specifically to reduce the amount of tax that a business has to pay in order to encourage them to invest or take some action?

	Count	Percent	Cumulative Percent
Very Familiar	114	26.4	26.4
Somewhat Familiar	165	38.4	64.8
Not at All Familiar	122	28.3	93.1
Not Sure / Don't Know	30	6.9	100.0
Total	430	100.0	

Total % familiar 64.8

Q5. Next, in what area of Detroit would you most like to see your tax resources invested for

	Count	Percent	Cumulative Percent
Your Neighborhood	340	78.9	78.9
Downtown	22	5.1	84.0
Midtown	13	3.0	87.0
Riverfront	9	2.0	89.0
Not Sure / Don't Know	47	11.0	100.0
Total	430	100.0	

Q6. Please choose the number one type of project you would like Detroit to prioritize?

	Count	Percent	Cumulative Percent
Youth and Senior Services	54	12.6	12.6
Affordable and Accessible Housing	111	25.7	38.3
Small Business Investment	11	2.6	40.9
Bus Service	28	6.5	47.4
Libraries, Schools, and Recreation Centers	116	27.0	74.5
Water, Sewers, and Flood Mitigation	62	14.3	88.8
Retail, Dining and Entertainment Districts	18	4.2	93.0
Not Sure / Don't Know	30	7.0	100.0
Total	430	100.0	

Q7. Now, please choose the number two type of project you would like Detroit to prioritize? Please choose a different answer than the previous question.

	Count	Percent	Cumulative Percent
Youth and Senior Services	78	18.1	18.1
Affordable and Accessible Housing	83	19.2	37.3
Small Business Investment	59	13.6	50.9
Bus Service	31	7.3	58.2
Libraries, Schools, and Recreation Centers	91	21.2	79.4
Water, Sewers, and Flood Mitigation	54	12.6	92.0
Retail, Dining and Entertainment Districts	14	3.2	95.2
Not Sure / Don't Know	21	4.8	100.0
Total	430	100.0	

Q8. Who do you trust the most to make decisions about how to invest our tax resources for the purpose of development?

	Count	Percent	Cumulative Percent
City Council	57	13.3	13.3
The Mayor and City Administration	87	20.3	33.6
Private Developers	14	3.2	36.8
Local Business Leaders	22	5.1	41.9
Community Activists	128	29.7	71.7
Faith Leaders	16	3.7	75.3
Not Sure / Don't Know	106	24.7	100.0
Total	430	100.0	

Q9. Tax Incentives should be used to attract outside investment into Detroit to develop real estate, dining, entertainment, and related business ventures as a way to encourage new jobs and generate revenue for the City.

	Count	Percent	Cumulative Percent		
Strongly Agree	109	25.4	25.4		
Somewhat Agree	146	33.9	59.3	Total % agree	59.3
Somewhat Disagree	74	17.1	76.4	Total % disagree	30.3
Strongly Disagree	57	13.2	89.6		
Not Sure / Don't Know	45	10.4	100.0		
Total	430	100.0			

Q10. Tax Incentives should be used by local businesses and neighborhood organizations to invest in neighborhood housing; recreation and commercial centers; schools; libraries; and infrastructure improvements.

	Count	Percent	Cumulative Percent		
Strongly Agree	282	65.5	65.5		
Somewhat Agree	100	23.3	88.8	Total % agree	88.8
Somewhat Disagree	17	4.0	92.8	Total % disagree	6.2
Strongly Disagree	10	2.2	95.1		
Not Sure / Don't Know	21	4.9	100.0		
Total	430	100.0			

Q11. Instead of Detroit residents being squeezed financially to fund massive tax incentives for large developments like District Detroit, local neighborhoods should have a greater say in how tax resources are invested?

	Count	Percent	Cumulative Percent		
Strongly Agree	304	70.7	70.7		
Somewhat Agree	81	18.8	89.5	Total % agree	89.5
Somewhat Disagree	15	3.5	92.9	Total % disagree	5.9
Strongly Disagree	11	2.5	95.4		
Not Sure / Don't Know	20	4.6	100.0		
Total	430	100.0			

Q12. When it comes to the part of Detroit that you identify with, do you consider yourself to be...?

	Count	Percent	Cumulative Percent
East Side	119	27.6	27.6
West Side	180	41.8	69.4
Downtown	13	3.0	72.4
Midtown	21	4.8	77.1
North End	15	3.5	80.6
Southwest	21	4.9	85.5
Northwest	51	11.8	97.4
Not Sure / Don't Know	11	2.6	100.0
Total	430	100.0	

Gender

	Count	Percent	Cumulative Percent
Female	238	55.3	55.3
Male	183	42.6	97.9
Another Gender	6	1.4	99.4
Not Sure / Don't Know	3	.6	100.0
Total	430	100.0	

Age

	Count	Percent	Cumulative Percent
18-34	48	11.1	11.1
35-44	86	20.0	31.0
45-54	86	19.9	50.9
55-64	96	22.3	73.2
65-74	69	16.0	89.2
75-84	34	7.8	97.0
85+	13	3.0	100.0
Total	430	100.0	

Political Party Affiliation

	Count	Percent	Cumulative Percent
Republican Party	23	5.3	5.3
Democratic Party	268	62.2	67.5
Independent or not a member of a party	120	27.9	95.4
Another party	7	1.5	97.0
Not Sure / Don't Know	13	3.0	100.0
Total	430	100.0	

Ideology

	Count	Percent	Cumulative Percent
Very Progressive	87	20.2	20.2
Somewhat Progressive	96	22.3	42.6
Moderate	142	32.9	75.5
Somewhat Conservative	35	8.1	83.6
Very Conservative	13	2.9	86.5
Not Sure / Don't Know	58	13.5	100.0
Total	430	100.0	

Education

	Count	Percent	Cumulative Percent
Less than high school graduate	28	6.6	6.6
High school graduate	68	15.8	22.5
Some college	141	32.7	55.1
Associates degree	39	9.2	64.3
Bachelor's degree	94	21.9	86.1
Postgraduate	57	13.2	99.3
Not Sure / Don't Know	3	.7	100.0
Total	430	100.0	

Race

	Count	Percent	Cumulative Percent
White or Caucasian	59	13.6	13.6
Hispanic or Latino	12	2.8	16.5
Black or African American	309	71.7	88.2
Asian	2	.4	88.5
Another not listed	31	7.3	95.8
Not Sure / Don't Know	18	4.2	100.0
Total	430	100.0	

Income

	Count	Percent	Cumulative Percent
Less than \$25,000	63	14.7	14.7
\$25,000 to less than \$50,000	133	30.8	45.5
\$50,000 to less than \$75,000	93	21.6	67.1
\$75,000 to less than \$100,000	39	9.1	76.2
\$100,000 to less than \$125,000	23	5.4	81.6
\$125,000 to less than \$150,000	20	4.7	86.3
More than \$150,000	24	5.5	91.8
Not Sure / Don't Know	36	8.2	100.0
Total	430	100.0	

Q20. What is your number one source of news about what is going on in Detroit?

	Count	Percent	Cumulative Percent
Social Media	79	18.4	18.4
Local Television News	204	47.3	65.7
Local Newspaper	32	7.5	73.2
Local Radio	25	5.7	78.9
Podcasts	8	1.8	80.7
Billboards or other signs	16	3.6	84.3
Neighbors	2	.4	84.7
Other	48	11.2	96.0
Not Sure / Don't Know	17	4.0	100.0
Total	430	100.0	

Q21. Which Local Television News Broadcast do you watch?

	Count	Percent	Cumulative Percent
Fox 2 Detroit	74	36.9	36.9
WXYZ Channel 7	34	16.7	53.6
WDIV Local 4	67	33.4	87.0
CBS Detroit	5	2.6	89.7
City Council Meetings on Detroit's Channel 10	2	.9	90.6
Other	10	5.0	95.6
Not Sure / Don't Know	9	4.4	100.0
Total	201	100.0	
Question not asked	229		
Total	430		

Q22. Which Local Newspaper do you primarily read?

	Count	Percent	Cumulative Percent
Detroit Free Press	17	52.1	52.1
Detroit News	4	11.0	63.1
Detroit Metro Times	2	7.2	70.3
Bridge Detroit	2	5.5	75.8
The Michigan Chronicle	3	8.6	84.4
Other	3	8.0	92.4
Not Sure / Don't Know	2	7.6	100.0
Total	32	100.0	
Question not asked	398		
Total	430		

Q23. Which Social Media do you primarily use?

	Count	Percent	Cumulative Percent
Facebook	30	39.3	39.3
Twitter	7	8.9	48.2
Instagram	18	23.2	71.4
TikTok	3	4.0	75.4
Other	14	18.2	93.6
Not Sure / Don't Know	5	6.4	100.0
Total	76	100.0	
Question not asked	354		
Total	430		

Q24. Which Local Radio do you primarily use?

	Count	Percent	Cumulative Percent
910 AM	1	4.2	4.2
KISS FM 105.9	1	3.2	7.4
WDET Public Radio 101.9	14	56.2	63.7
WWJ 950 AM	5	19.8	83.5
WJLB 97.9	1	2.1	85.6
WJR News Talk 760 AM	1	1.8	87.4
Other	3	12.6	100.0
Total	25	100.0	
Question not asked	406		
Total	430		

Zipcode

	Count	Percent	Cumulative Percent
48201	10	2.3	2.3
48202	18	4.1	6.4
48203	3	.6	7.1
48204	15	3.4	10.5
48205	18	4.2	14.7
48206	11	2.5	17.1
48207	15	3.4	20.6
48208	2	.4	21.0
48209	4	.9	21.8
48210	11	2.6	24.4
48211	2	.4	24.8
48212	2	.5	25.3
48213	5	1.2	26.4
48214	21	4.8	31.3
48215	8	1.9	33.1
48216	6	1.3	34.5
48217	5	1.1	35.6
48219	44	10.2	45.8
48221	35	8.2	54.0
48223	16	3.8	57.7
48224	28	6.5	64.2
48226	10	2.3	66.5
48227	40	9.2	75.7
48228	26	6.0	81.7
48234	31	7.2	88.9
48235	34	8.0	96.9
48238	13	3.1	100.0
Total	430	100.0	

City Council District

	Count	Percent	Cumulative Percent
1	87	20.3	20.3
2	69	16.1	36.4
3	57	13.2	49.6
4	45	10.5	60.2
5	54	12.5	72.6
6	77	18.0	90.6
7	40	9.4	100.0
Total	430	100.0	