

PUBLIC OPINION OF THE NEW ECONOMY, PLACEMAKING AND ECONOMIC DEVELOPMENT STRATEGIES FOR MICHIGAN

2012 survey of residents and
local government officials

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full report



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Public Opinion of the New Economy, Placemaking and Economic Development Strategies for Michigan

THE TERM “NEW ECONOMY” REFERS TO A “GLOBAL, ENTREPRENEURIAL, AND KNOWLEDGE-BASED ECONOMY WHERE BUSINESS SUCCESS COMES INCREASINGLY FROM THE ABILITY TO INCORPORATE KNOWLEDGE, TECHNOLOGY, CREATIVITY AND INNOVATION INTO PRODUCTS AND SERVICES.” MORE BROADLY, IT IS DEFINED BY THE INTERACTION BETWEEN GLOBALIZATION, TRADE LIBERALIZATION, AND THE IT/COMMUNICATIONS REVOLUTION, WHICH HAS MADE GEOGRAPHY AND TIME LESS RELEVANT, AND MADE INNOVATION THE NEW CURRENCY OF THE GLOBAL ECONOMY.

Background

This report, made possible through a grant from the Michigan State University (MSU) Institute for Public Policy and Social Research's (IPPSR) Michigan Applied Public Policy Research (MAPPR) Program, seeks to better gauge the perception and importance of the New Economy to the general public and local officials. The Land Policy Institute (LPI) utilized the 61st State of the State Survey (SOSS) in early 2012 to ask the public eight questions related to the New Economy and one question regarding the term “placemaking.” The Michigan Townships Association (MTA) and the Michigan Municipal League (MML) helped distribute an online survey targeted at local officials that asked the same questions, along with some additional local government-specific questions in summer 2012. This report presents, compares and analyzes those responses.

The New Economy and the Michigan Prosperity Initiative

Since its inception in 2006, the MSU Land Policy Institute has been conducting research and providing training and outreach on the New Economy. The term “New Economy” refers to a “global, entrepreneurial, and

knowledge-based economy where business success comes increasingly from the ability to incorporate knowledge, technology, creativity and innovation into products and services” (Adelaja, 2007). More broadly, it is defined by the interaction between globalization, trade liberalization, and the IT/communications revolution, which has made geography and time less relevant, and made innovation the new currency of the global economy (Passaris, 2011).

The culmination of LPI's New Economy research and outreach occurred in 2010, when LPI and MSU Extension (MSUE) staff conducted 99 training sessions—titled the Michigan Prosperity Initiative (MPI)—to more than 3,000 people throughout Michigan between April and June. Audiences predominantly consisted of local officials, planning and zoning administrators, representatives of stakeholder groups, business leaders/owners and citizens. For some participants, these sessions provided a first glance into what the implications of the New Economy mean for Michigan. For others, they provided more in-depth information to help pave pathways for achieving or re-establishing prosperity in their regions, counties, cities, villages and townships.



The MPI was built on the premise that, over the past several decades, the state and its regions had not done enough to diversify its economy. The consequence of which has been a deeper recession whenever the nation suffers an economic downturn. The New Economy is not only about industry diversification, but also about having an educated workforce, encouraging entrepreneurship, establishing and implementing regional development and sustainability strategies, and finding ways to promote business, societal and regional diversification strategies. When the concepts are combined with the aim of decreasing the unemployment rate, increasing per capita incomes, and providing an attractive business and residential environment where employers, entrepreneurs and residents feed off each other, the result is a boost in local and regional economic activities.

The MPI was not designed to downplay or dissuade manufacturing in Michigan, but to merely illustrate that “having too many eggs in one basket” is not a viable long-term economic strategy—especially given that Michigan lost 860,000 jobs in the first decade of the new century, and half were from the manufacturing sector.

Changes in the Manufacturing Industry

Manufacturing continues to be a vital component of the U.S. economy. According to the Bureau of Economic Analysis, durable-goods manufacturing (along with professional, scientific and technical services, and information services) was one of the leading contributors to economic growth in 2011. Real manufacturing value-added (the measure of an industry’s contribution to gross domestic product (GDP)) grew 4.3% in 2011, which

followed an 11.2% increase in 2010 (Bureau of Economic Analysis, 2012). The Bureau of Labor Statistics revealed that manufacturing productivity and output increased by 2.9% and 5.5%, respectively, from the second quarter of 2011 to the second quarter of 2012.

For durable manufacturing, the increase was 6.1% and 9.5%, respectively. These year-over-year estimates from 2011 to 2012 illustrate that manufacturing led both output and productivity increases during this period (compared to non-farm business, business and nondurable manufacturing) (Bureau of Labor Statistics, 2012a). However, employment, or the number of people employed in manufacturing, has remained relatively stable. From April to September 2012, net manufacturing employment has remained unchanged, but this number slid by 16,000 jobs in September 2012 (Bureau of Labor Statistics, 2012b). These figures indicate that, while manufacturing remains a productive industry, it does not employ the same numbers of people as in the past. Even more significant in Michigan is the concentration of manufacturing jobs in a single industry—automobiles. Even today, 15 of the largest sales manufacturing firms in Michigan are in the automobile industry.

Moreover, manufacturing faces a looming challenge. The U.S. Labor Secretary recently announced that “more than two-thirds of the fastest-growing occupations in the United States will soon require some kind of training or education after high

From April to September 2012, net manufacturing employment has remained unchanged, but this number slid by 16,000 jobs in September 2012.

Even today, 15 of the largest sales manufacturing firms in Michigan are in the automobile industry.

school, even though half of all unemployed adults today lack any type of college degree or certificate,” and that if current trends continue, the next generation of American workers could be less educated than previous generations (O'Connor, 2012). The New Economy—and manufacturing—will continue to demand and produce ever-evolving technologies. Tomorrow's workforce must be educated and trained on how to work with them.

Cities, townships, villages and entire regions—in Michigan and across the U.S.—have been looking for ways to reinvent or reinvigorate their economies. New Economy concepts, such as attracting talented and educated workers, providing green collar training opportunities and bolstering education opportunities, are often touted as being solutions for sluggish economic performance. While places and regions seek ways to promote entrepreneurship, IT, life sciences, advanced manufacturing and other evolving industries, society and educators must be capable of providing the necessary education and training that workers, other educators, local officials and the public will need to succeed in the New Economy.

The interaction between public/private investment, bold leadership and public support for education and training activities has the potential to position local and regional economies in various niches.¹ But transformations—economic or social—do not happen overnight nor are they a panacea for places and regions mired in historically low-performing economies. Therefore, regions must identify their strengths and assets, and

1. See Campus Martius, Detroit; Stadium District, Lansing; and ArtPrize, Grand Rapids for examples of places that redefined or created a niche based on place-based assets, public/private partnerships, and bold leadership.



develop strategies around them. Doing so enables their region to adapt to the changes brought about by the New Economy and prepares the workforce and citizenry for future development in technology, manufacturing, or other strategic assets that gives the region a competitive advantage.

Placemaking and the New Economy

Since the implementation of the MPI, LPI has been engaged in research and outreach with partners on the topic of placemaking—or the process of creating great places. “Placemaking” is a term used to refer to strategies and activities undertaken by communities that involves enhancing downtowns, nodes, corridors, neighborhoods and public spaces with unique features that people want to use, inhabit and/or visit, enjoy, and/or remember, because they are interesting or pleasurable. As a result, new economic activity, job creation and residential occupancy often occur. Placemaking works hand-in-hand with the New Economy, because it is based on the idea that great places attract talented and educated workers, which in turn helps fuel the local and regional economies with the skills and ideas needed to succeed in New Economy industries. Since the Great Recession, median household

income in Michigan fell to \$45,981 in 2011 from \$50,564 in 2008 (U.S. Census Bureau, 2011). Michigan's regions and metros have lagged behind others in the country, evidenced by declining populations, changing employment dynamics, and flat per capita income growth (Glazer and Grimes, 2011; Wilkinson, 2012). Thus, if Michigan is to remain competitive with higher performing places, it has to have appealing places and policies to attract and retain people and businesses.

Michigan has strong educational and professional institutions that do a fine job of preparing students and workers for the future, yet, according to the U.S. Census Bureau, the state ranks 37th in the percentage of the population with a bachelor's degree or higher. Stories abound on Michigan's "brain drain" problem. But what these stories usually fail to note is that young people (age 18 to 29) are more mobile than older segments of the population anyway. Regardless, the trend in Michigan has favored toward higher out-migration (greater than 4%) than in-migration (at or less than 3%), particularly among the 18- to 29-year-olds (MTDB, 2009). Meanwhile, many statewide employers face a skilled worker shortage. Employers consistently lament the fact that they have job openings,

but no one with the requisite skills to fill them (Walsh, 2012).

These challenges and the solutions inherent in establishing and adopting New Economy and placemaking principles at the local, regional and state levels have generated a few key questions that this study attempts to answer:

1. Are Michigan's residents supportive of the idea that the New Economy is important and that components of it, such as post-high school education, supporting entrepreneurs and businesses connecting to the global economy, are vital to Michigan's success?
2. Do their feelings of importance match those of local government officials?
3. How familiar are local officials and the public with the term "placemaking?"

By better understanding the answers to these questions, it is hoped that citizens, policy makers, educators and leaders among various organizations can coalesce around common ground on what the New Economy and placemaking mean for future economic development efforts in the State of Michigan.

About the State of the State Survey

The SOSS is a quarterly statewide telephone survey of a random sample of about 1,000 adult Michigan residents. Its purpose is to monitor public mood about important issues throughout the state (IPPSR, 2012). The survey asks questions related to economic outlook, satisfaction with the president and governor, and many other issues. It also asks "core questions," which include age, sex, race, income and many other characteristics that help researchers analyze trends in responses from various socio-economic backgrounds.

Purpose of the Study

THE PRIMARY AIM OF THIS PROJECT IS TO DETERMINE IF THERE IS A DISPARITY BETWEEN WHAT LOCAL OFFICIALS FEEL ARE IMPORTANT COMPONENTS OF THE NEW ECONOMY, COMPARED TO WHAT THE GENERAL PUBLIC FEELS TO BE IMPORTANT. IF A GAP EXISTS, WHAT ARE ITS CHARACTERISTICS? IN WHAT WAYS CAN IT BE BRIDGED? PROVIDING ADDITIONAL EDUCATION AND TRAINING, AND DETERMINING WAYS TO ENCOURAGE NEW ECONOMY-DRIVEN ECONOMIC DEVELOPMENT IN THE STATE, MAY BE NECESSARY.

Overall, feedback on the MPI has been positive. Newspapers and magazine articles are increasingly focusing on issues with New Economy relevance, and the general population seems to be more informed about New Economy tools and strategies (this study will test that assertion). While furnishing the latest trends and research through training and outreach to a small portion of local officials and decision makers in this area will remain important, it became apparent that a gap could be growing between what local officials know and what citizens know about the New Economy and placemaking. More importantly, the issue of whether or not there is a gap between local officials and the general public on how important New Economy strategies are may also be significant.

The primary aim of this project is to determine if there is a disparity between what local officials feel are important components of the New Economy, compared to what the general public feels to be important. If a gap exists, what are its characteristics? In what ways can it be bridged? Providing additional education and training, and determining ways to encourage



New Economy-driven economic development in the state, may be necessary. But who would need to be trained? Local governments, stakeholder groups, the general citizenry, or all three?

The remainder of this report will summarize responses to the questions posed by LPI as part of the SOSS-61 and an online survey addressed to local government officials. It also provides evidence of whether or not there is a significant difference in response choices between the two groups.



an LPI report

PUBLIC OPINION OF THE NEW ECONOMY, PLACEMAKING AND ECONOMIC DEVELOPMENT STRATEGIES FOR MICHIGAN

Methodology

THE GENERAL PUBLIC WAS SURVEYED USING THE STATE OF THE STATE SURVEY. THE MICHIGAN TOWNSHIPS ASSOCIATION AND THE MICHIGAN MUNICIPAL LEAGUE EMAILED AN INVITATION TO THEIR MEMBERS, ON BEHALF OF LPI, INVITING LOCAL GOVERNMENT OFFICIALS TO PARTICIPATE IN A WEB-BASED ONLINE SURVEY. CORE QUESTIONS, SUCH AS THOSE RELATED TO AGE, GENDER, RACE AND EDUCATION WERE INCLUDED IN BOTH SURVEYS TO SEE HOW RESPONDENTS OF VARIOUS GROUPS ANSWERED THE QUESTIONS.

The survey method used to collect responses from the general public differed from the type used to obtain responses from local officials. The general public was surveyed using the State of the State Survey. The Michigan Townships Association (MTA) and the Michigan Municipal League (MML) emailed an invitation to their members, on behalf of LPI, inviting local government officials to participate in a web-based online survey. Core questions, such as those related to age, gender, race and education were included in both surveys to see how respondents of various groups answered the questions. Cross-tabulation tables that display how the general public and local officials answered each question based on the core questions can be found in the Appendix.

General Public

The 61st round of the State of the State Survey (SOSS-61) was conducted by MSU's Institute for Public Policy and Social Research from February 14 through April 15, 2012. The quarterly telephone survey is administered by IPPSR's Office for Survey Research. This round of the survey reached 963 Michigan adults. The margin of sampling error was $\pm 3.16\%$.²

2. More information on SOSS and methodology is available at <http://www.ippsr.msu.edu/SOSS>.

Local Officials

An online survey was made available to local officials. It was open from August 31 to September 28, 2012. An email invitation to take the survey sent by MTA reached approximately 1,000 township supervisors. The email sent by MML reached 533 chief operating officers, which include city and village mayors, presidents and managers. From MTA, 271 officials responded to the survey. From MML, 46 officials responded. In total, 302 of the 317 local officials that participated completed the survey. The margin of sampling error for both groups combined is $\pm 4.99\%$. Survey data were weighted to adjust for non-response based on MML or MTA membership status within the survey sample, according to total membership counts for each organization. The MTA has more members and had a higher response rate for the survey than MML members; thus, necessitating the need for a non-response weight. Responses are, therefore, not distinguished by MTA or MML membership in this report.

Statements and Questions

The statements/questions that LPI generated, along with response breakdowns are provided for the general public and, then, for local

officials in the same section below. Bullet points highlight which groups among the general public and local officials tended to most strongly agree with each statement (based on crosstabs in Tables 2–19 in the Appendix). The information provided in the bullet points is not the same between the public and local government officials, because some questions were not relevant or appropriate to ask government officials (e.g., income); some were not asked in the same way; and because the survey implementation differed between the general public (telephone survey) and local officials (online survey). Also, response choices by race were not analyzed for local officials, because there was not a significant response among non-white officials.³

For the first seven statements that were asked on both surveys, respondents were asked to rank their level of agreement with statements about New Economy strategies (see Figure 1).

3. When executing crosstabs, small counts (usually less than five) are problematic when choices are broken out among groups. For instance, results may indicate that 66.7% of non-white respondents “strongly agreed” with a statement, which could be based on a count of only three responses. This is not a reliable statistic to apply to a survey sample for the population as a whole. Furthermore, Chi-square statistics are insignificant for crosstabs between the race variable and Statements 1–5 and 7, and Questions 8 and 9 ($p < 0.05$) for local officials. It is significant for Statement 6 ($\chi^2 (6) = 13.923, p = 0.31$); however, the observed counts are still too low to make inferences about the local government population as a whole. See footnote 13 for information on the Chi-square statistic.

The eighth question asked respondents to select one of four strategies that they felt was most important for Michigan’s future economic success (see Figures 2 and 3). The ninth question asked how familiar the respondent is with the term “placemaking” (see Figures 4 and 5). The purpose of asking this question was to gauge the public’s and local officials’ familiarity with it, to compare the familiarity across groups, and to ask the question again in a few years after placemaking training programs are up and active across the state.⁴

Normally, a response rate in excess of 60% is very noteworthy. For several questions, that level of response rate was obtained for the combined “strongly agree” and “somewhat agree” response choices, which indicates a high level of support among both the general public and local officials for the issue or option posed in the survey.

Normally, a response rate in excess of 60% is very noteworthy. For several questions, that level of response rate was obtained for the combined “strongly agree” and “somewhat agree” response choices . . .

4. For more information on the placemaking training currently under development by the MIPlace partnership, including the Michigan State Housing Development Authority, the Land Policy Institute, MSU Extension, the Michigan Municipal League, and other stakeholders, please see <http://www.miplace.org>.

General Survey Findings on Common Questions

IN 2005, AN EPIC-MRA POLL FOUND THAT ONLY 27% OF PARENTS SAID A GOOD EDUCATION IS ESSENTIAL FOR GETTING AHEAD IN LIFE. YET IN ANOTHER POLL CONDUCTED BY MITCHELL RESEARCH IN 2005, 54% OF RESPONDENTS INDICATED THAT EVERYONE SHOULD ATTEND COLLEGE. BY 2010, THIS NUMBER INCREASED TO 76%.

Findings and Results

Some findings and details of the survey results are described here for both the general public and local officials. Numerical information can be found in Tables 2–19 in the Appendix. These tables display the percentage of respondents that answered a question a given way, based on sex, race, age, education, income, employment status, marital status, political identification (Democrat, Independent or Republican) and IPPSR Region of the state in which the respondent resides.⁵

Following the findings of statements/questions that were asked of both local government officials and the general public, survey results are then presented for questions that were asked only of local officials (beginning on page 22). These questions dealt with more specific aspects of the New Economy, placemaking and economic development and were posed to local officials as both a way to gauge their involvement in these activities and to know more about how they feel about them. Following these general survey findings, additional analysis will reveal whether or not there is a (statistically) significant difference between local officials and the general public regarding the nine statements/questions examined directly below (page 32).

5. See the Appendix for the counties that compose the IPPSR Regions. The counties used to define regions are the same for the general public and local officials with the exception of the “Detroit Region,” which could not be created for the survey of local officials. When comparing regional responses below (beginning on page 32), responses from the Detroit Region were combined into Southeast Michigan.

Statement 1: “Michigan’s future economic success depends on more Michigan businesses successfully connecting to the global economy.”

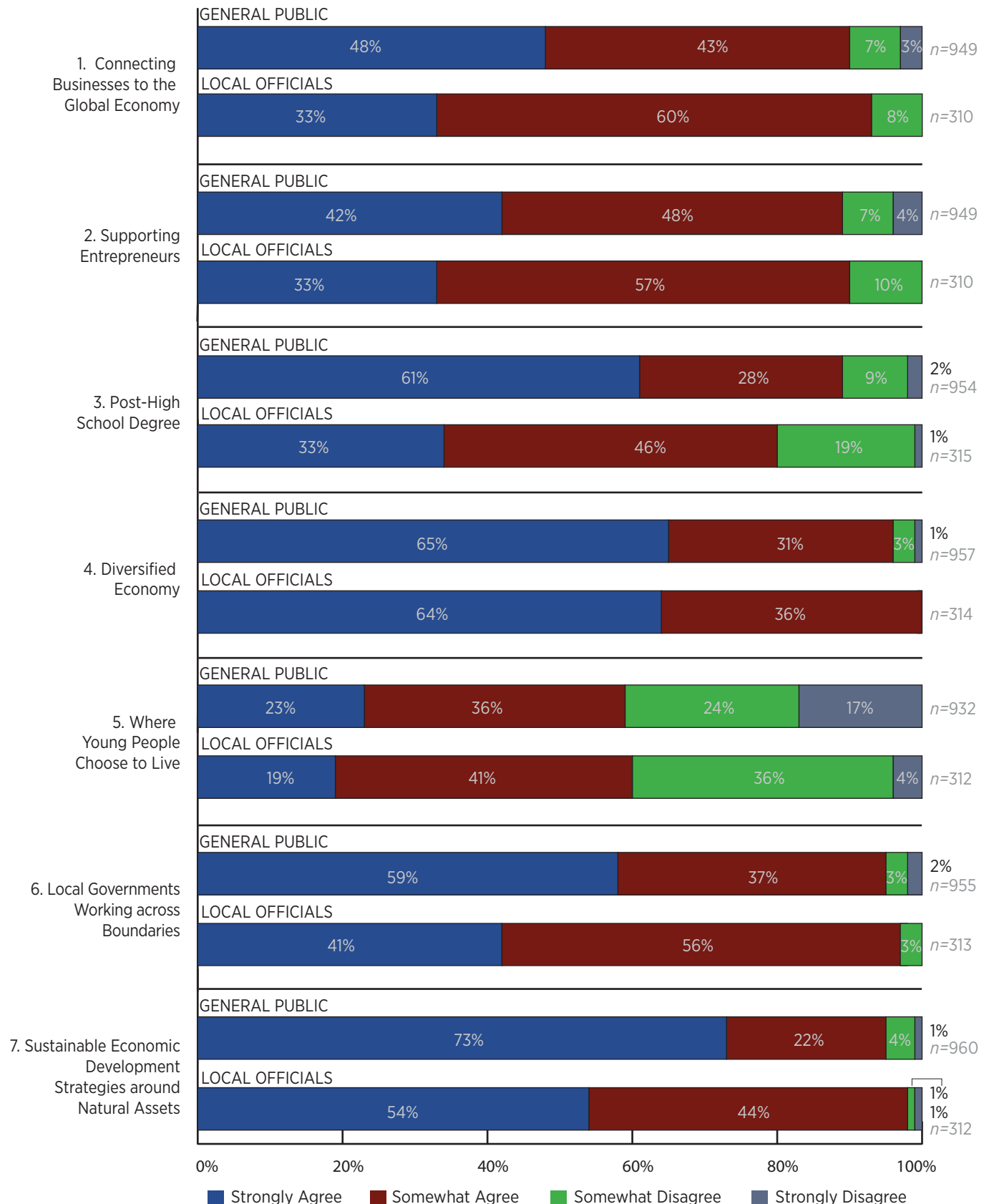
Approximately 90% of respondents among the general public either “strongly agree” (47.8%) or “somewhat agree” (42.5%) that it is important for Michigan businesses to connect to the global economy for Michigan to have future economic success. See Figure 1 for a complete breakdown.

The following groups among the public that most “strongly agree” with this statement included:

- Females (49.5%);
- African-Americans (64.9%);
- Respondents between the ages of 25 and 29 (64%);
- Those having educational attainment of less than high school (56.8%);
- Respondents with household incomes between \$30,000 and \$60,000 per year (57.9%);
- Those who both work and attend post-secondary school (87.5%);
- Self-identified Democrats (54.8%); and
- Detroit residents (52.5%).

Among local government officials, the results were similar. Roughly 92% of local government officials strongly (32.7%) or somewhat (59.6%) agree with the statement. Only 8% “somewhat

Figure 1: Response Breakdown of Statements 1-7 for Both General Public and Local Government Officials



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

disagree” and none “strongly disagree” with the statement. The following groups among local government officials that most “strongly agree” with this statement included:

- Males (36.4%);
- Those between the ages of 40 and 49 (50%);
- Respondents with a college degree or higher (37.5%);
- Self-identified Democrats (35%); and
- Local officials in Southeast Michigan (44.1%).

Statement 2: “Michigan’s future economic success depends on public support of entrepreneurs when they are just getting started.”

Some 90% of respondents among the public either “strongly agree” (42.3%) or “somewhat agree” (47.2%) that Michigan’s future economic success depends on public support of entrepreneurs when they are just getting started.

Using an earlier State of the State Survey, Loveridge et al. (2012) also found that the general public tended to “strongly agree” that entrepreneurship is important. The authors found that residents expressed high levels of agreement and importance with statements related to schools encouraging young people to explore careers in starting a new business; the notion that locally owned businesses contribute more to the overall welfare of a community than nationally and internationally owned businesses; that young people should be self-employed or start their own business; and that people who own their own business or are self-employed can make just as good a living as people who work for someone else.



The following groups that most “strongly agree” with Statement 2 included:

- Males and females were practically the same at 42.3% and 42.2%, respectively;
- African-Americans (62.2%);
- Respondents with some college education (53.5%);
- Respondents between the ages of 25 and 29 (59.6%);
- Respondents with household incomes of up to \$30,000 annually (60%);
- Those unemployed, laid off or looking for work (48%);⁶
- Democrats (49.8%), with Independents not far off (48.2%); and
- Detroit residents (60%).

Local officials also answered similarly in response to this question. Ninety percent of local government officials “strongly agree” (33%) or “somewhat agree” (57.3%) that public support of entrepreneurs when they are just

6. This excludes the “other” category, which LPI created by combining the following employment categories: The armed forces; have a job, but not at work last week; homemaker; disabled; and miscellaneous: unable to classify. Among all respondents from these “other” categories, 51.9% “strongly agree.” Among all respondents who took the survey, $n=145$ for this combined category.

getting started is important for future economic success. No local officials “strongly disagree” with this statement. The following groups among local government officials that most “strongly agree” with this statement included:

- Males (34%);
- Those between the ages of 40 and 49 (48.4%);
- Respondents with some college education (38.8%);
- Republicans (38.2%), closely followed by Democrats (35%); and
- Local officials from the Upper Peninsula (38.2%).

Statement 3: “Michigan’s future economic success depends on having a large portion of the population with a post-high school degree.”

Eighty-nine percent of respondents among the general public either “strongly agree” (61%) or “somewhat agree” (28.1%) that Michigan’s future economic success depends on having a large portion of the population with a post-high school degree (meaning a trade school, a community college or a university).

In 2005, an EPIC-MRA poll found that only 27% of parents said a good education is essential for getting ahead in life (EPIC-MRA, 2005). Yet in another poll conducted by Mitchell Research in 2005, 54% of respondents indicated that everyone should attend college. By 2010, this number increased to 76% (PCSUM, 2010). In earlier SOSS research, Broman and MacInnes (2011) created a measure for financial hardship and found that residents in Michigan with a high school degree or less reported experiencing higher financial

hardship, whereas those with a college degree reported less hardship.

Based on findings from the SOSS-61, of respondents who had either been to college, graduated college or attended/graduated college, 67.3% “strongly agree” with the statement, whereas 26.8% “somewhat agree.” The following groups that most “strongly agree” with this statement included:

- Males (64.4%);
- African-Americans (67.2%);
- Those between the ages of 18 and 24 (66%);
- College degree or higher (67.3%);
- Household income between \$60,000 and \$100,000 (70.7%);
- Those who both work and attend post-secondary school (81.6%), with full-time students strongly agreeing 72.3% of the time;
- Democrats (65.5%), with Republicans a little less strongly (56.4%); and
- Southeast Michigan residents (67%).

For this statement, 80% of local government officials strongly (33.6%) or somewhat (46.3%) agree with this statement, compared to 89% for the public. Nineteen percent said they “somewhat disagree” and 1% said that they “strongly disagree.” The following groups among local government officials that most “strongly agree” with this statement included:

- Males (36.4%);
- Those between the ages of 30 and 39 (87.5%);

- Respondents with a college degree or higher (43.6%);
- Democrats (42.4%); and
- Local officials in Southeast Michigan (44.1%).

Statement 4: “Michigan’s future economic success depends on having a diversified economy.”

More than 96% of the general public either “strongly agree” (65.1%) or “somewhat agree” (31.2%) that Michigan’s future economic success depends on having a diversified economy. It could be that, historically, Michigan’s deep recession when the automobile industry was down has led many to believe that diversification is more important today than it was in the past.

The following groups that most “strongly agree” with this statement included:

- Males (72.1%);
- Whites (67%);
- Those between the ages of 40 and 49 (77.8%);
- Respondents possessing a college degree or higher (80.4%);
- Annual household income greater than \$100,000 (78.8%);
- Full-time students (72.3%) and part-time workers (71.9%);
- Democrats (73.9%); and
- Northern Lower Peninsula residents (77.1%).

Local officials overwhelmingly agreed with this statement—100% of respondents either strongly (64.1%) or somewhat (35.9%) agree with this statement. The following groups among local government officials that most “strongly agree” with this statement included:

- Males (66%);
- Those between the ages of 30 and 39 (87.5%);
- Respondents with a college degree or higher (71.1%);
- Self-identified Independents (69%); and
- Local officials in Southeast Michigan (69%).

Statement 5: “Young people today are more likely than young people in previous generations to choose a place to live based on quality of life rather than job opportunities.”

This statement received the most varied response among the general public: 23.3% “strongly agree,” 35.9% “somewhat agree,” 23.8% “somewhat disagree” and 17% “strongly disagree.” In terms of general agreement, this question received the lowest level compared to similarly asked questions. Only 59.2% “agree” and 40.8% “disagree.”

Previous research on this subject has shown both to be true—that for young people, a job is an important factor when making a move (Chen and Rosenthal, 2008). However, research has also shown that younger age groups—especially college graduates—are more likely to move to places with higher concentrations of college grads, and to places offering excellent recreational opportunities, cultural splendors and a vibrant nightlife (Cortright, 2005; Florida, 2002 and 2006).

Respondents who both work and go to school tended to most “strongly agree” (28.6%) and most “strongly disagree” (34.7%). The following groups that most “strongly agree” with this statement included:

- Males (29.3%);
- African-Americans (42.9%);
- Those between the ages of 30 and 39 (36.6%);
- Respondents with educational attainment less than high school (56.4%);
- Those who both work and attend post-secondary school (28.6%);⁷
- Democrats (25.8%) and Independents (25.3%); and
- Detroit residents (45.8%).

The following groups that most “strongly disagree” with this statement included:

- Females (19.6%);
- Other racial classifications (36.6%);
- Those between the ages of 25 and 29 (29.4%);
- Respondents with some college education (21.3%);
- Household incomes ranging between \$60,000 and \$100,000 (19.4%);
- Those who both work and attend post-secondary school (34.7%);
- Independents (19.5%); and
- Northern Lower Peninsula residents (22.9%).

7. Excluding the “other” category, see footnote 6 for more information.

Local government officials answered similarly to the general public on this statement.

Approximately 60% of officials strongly (19%) or somewhat agree (41%) with this statement, while 36% “somewhat disagree” and 4% “strongly disagree.” The following groups among local government officials that most “strongly agree” with this statement included:

- Males (19.9%);
- Those between the ages of 30 and 39 (56.3%);
- Respondents with a college degree or higher (27.4%);
- Independents (29.3%); and
- Local officials in Southeast and Southwest Michigan (28.8%).

Statement 6: “It is important that local governments in Michigan work together across jurisdiction borders (city, township, village and county) to implement regional economic development strategies.”

Respondents from the general public “strongly agree” (58.5%) or “somewhat agree” (36.6%) that local governments working together across jurisdictional boundaries to implement regional economic development strategies is important. A 95.1% level of agreement orders this issue second in importance, alongside natural assets and just below a diversified economy among the seven statements of this type in the survey.⁸ The following groups that most “strongly agree” with this statement included:

- Males (61.6%);
- African-Americans (71.5%);

8. Based on percentages in Figure 1 for the general public. Respondents were not asked to rank any strategies.

- Those between the ages of 40 and 49 (69.3%);
- Respondents with less than a high school diploma (81.6%);
- Annual household income between \$30,000 and \$60,000 (67.7%);
- Full-time students (68.1%);
- Independents (63.2%); and
- Detroit residents (72.9%).

More than 97% of local officials “strongly agree” (58.5%) or “somewhat agree” (36.6%) with this statement—about 2% higher than the general public. The following groups among local government officials that most “strongly agree” with this statement included:

- Males (42.1%);
- Those between the ages of 30 and 39 (62.5%);
- Respondents with a college degree or higher (46.1%);
- Independents (45%); and
- Local officials in Southwest Michigan (52.8%).

Statement 7: “It is important that the state recognize its natural assets, such as farmland, forested land, lakes and streams, and develop sustainable economic development strategies around them.”

This statement rated just behind the importance of a diversified economy, where 95.1% of general public respondents either “strongly agree” (73.3%) or “somewhat agree” (21.7%) with the importance of sustainable economic development strategies for Michigan’s natural assets.

Relatedly, using the State of the State Survey, Kim et al. (2008) also found that, generally speaking, the public felt it was very important to preserve and protect wildlife and natural environments. Their survey was conducted with New Urbanism principles as the overarching theme of questions.

The following groups that most “strongly agree” with Statement 7 include:

- Females (74.4%);
- Other races (84.1%);
- Those between the ages of 30 and 39 (84.5%);
- Respondents with a college degree or higher (80.5%);
- Annual household income between \$30,000 and \$60,000 (77.7%);
- Respondents working part-time (85.6%);
- Republicans (79.7%); and
- Southeast Michigan residents (77.6%).

Roughly 98% of local officials that responded to the survey strongly (54.2%) or somewhat (44.1%) agree with this statement. The following groups among local government officials that most “strongly agree” with this statement included:

- Females (54.9%);
- Those between that ages of 60 and 64 (58.7%);
- Respondents with a college degree or higher (56.7%);
- Democrats (59.3%); and
- Local officials in Southeast Michigan (66.1%).

Question 8: “Which one of the following do you think is most important for Michigan’s future economic success?”

This question asked respondents to pick one out of four responses that they thought was most important for Michigan’s future economic success. The choices were broadly related to the seven statements asked above. The response choices were:

- Helping entrepreneurs start new businesses.
- Helping people get degrees or specialized training after high school.
- Assisting with business diversification, so we’re not so dependent on the automobile industry.
- Attracting and/or retaining highly educated workers.

A plurality of respondents among the general public (42.8%) felt that “helping people get degrees or specialized training after high school” was the most important option for improving Michigan’s future economic success. The next highest response was for “assisting with business diversification, so we’re not so dependent on the automobile industry,” with 25.4%. Fewer respondents (17.8%) felt “helping entrepreneurs start new businesses” was the most important thing for the economy. Finally, 14% of respondents felt “attracting and/or retaining highly educated workers” was the most important thing for Michigan’s future economic success (see Figure 2).

Local government officials tended to answer differently (see Figure 3). The largest contrast appeared between the choices of “helping people get degrees or specialized training

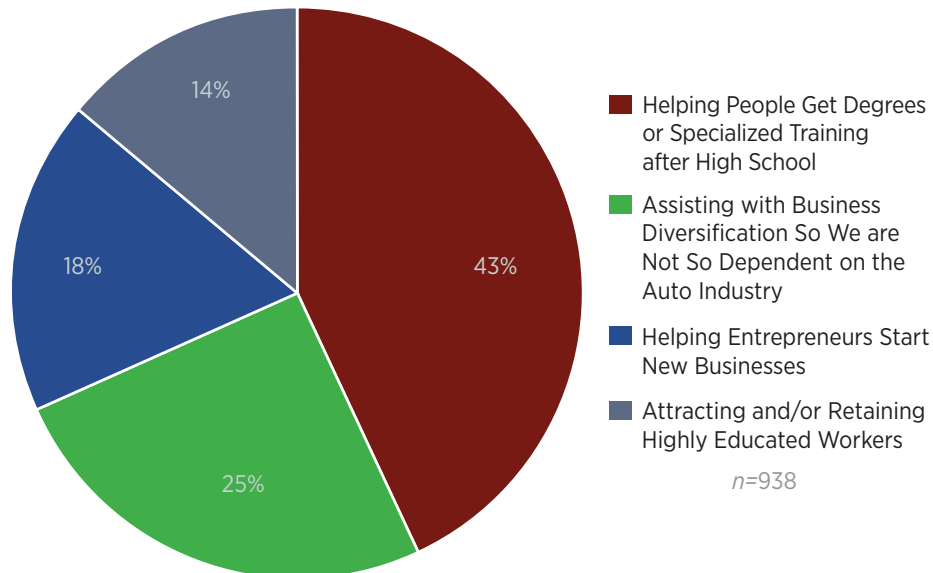
after high school” and “assisting with business diversification so we’re not so dependent on the automobile industry.” Basically, local government officials and citizens switched positions on these choices. Whereas 42.8% of the general public responded with their most important choice as “helping people get degrees,” only 20% of local officials made the same choice. On the other hand, 41% of local officials chose “assisting with business diversification” as the most important strategy. Similar to the general public, approximately 19% felt that “helping entrepreneurs start new businesses” was most important for the economy. Finally, 20% of local officials chose “attracting and/or retaining highly educated workers” as the most important thing the state could do for future economic success, which was at a rate of about 6% higher than the general public. Given local officials were more likely to choose business diversification and attracting/retaining highly educated workers could be telling of their exposure to New Economy training programs, or illustrates their charge to encourage economic development in their local communities. This topic is discussed in more detail below.

Question 9: “How familiar are you with the term “placemaking” as it is related to economic development?”

Judging by Figure 4, the general public is not familiar with the term “placemaking.”⁹ Placemaking, as a concept and an economic development strategy has been making its rounds among local government and planners, but its familiarity to members of the general public is low. Only two percent were “very familiar,” 13% “somewhat familiar,” 28% “not

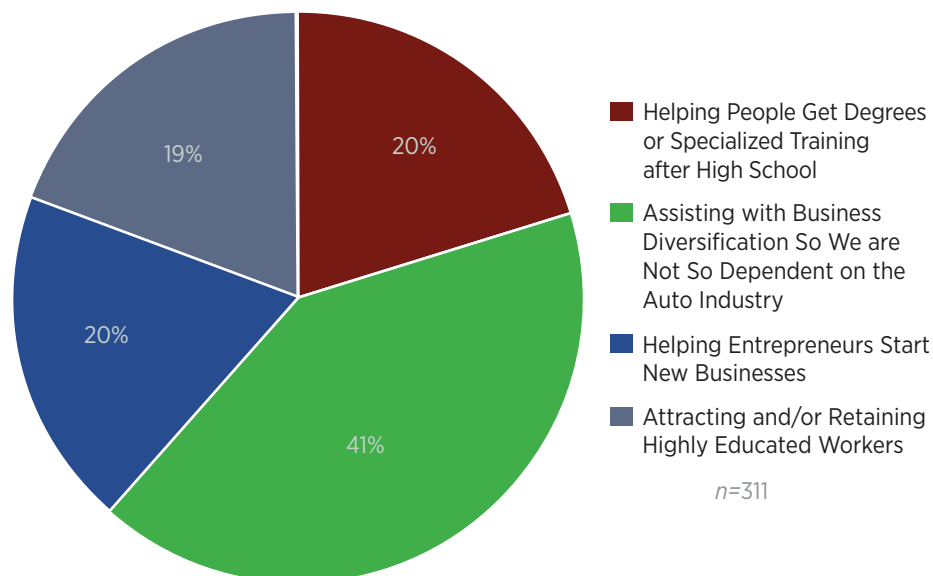
9. A definition of placemaking was not provided as part of the survey.

Figure 2: Most Important Strategy for Future Economic Success in Michigan among the General Public



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Figure 3: Most Important Strategy for Future Economic Success in Michigan among Local Government Officials



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

very familiar” and 57%—a majority—“not at all familiar.” This was not surprising. This question was included to compare levels of familiarity with local government officials and provide a benchmark for which to compare responses from future surveys, especially after public education and training programs are implemented.

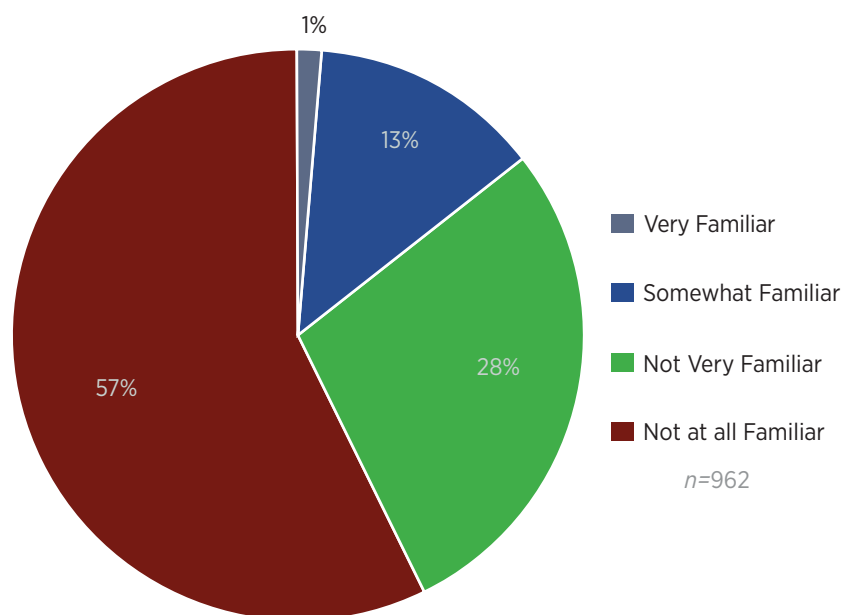
Public officials, on the other hand, were much more familiar with placemaking (see Figure 5). Twenty-seven percent were “very familiar,” 30% “somewhat familiar,” 29% “not very familiar” and 14% “not at all familiar.” The region of the state in which the local official resides was also an important determinant of response selection. Respondents from Southeast (32.7%) and Southwest (27%) were more likely to answer “very familiar” than respondents from other regions. Those who were “very familiar” also tended to be male (28.2%), white (28.9%),

between the ages of 30 and 39 (86.7%), in possession of a college degree or higher (38%), an Independent (36%) and residing in Southeast Michigan (41.7%). Furthermore, local government officials that reported attending a training program in the last 12 months were more likely to be “very familiar” (31.6%) or “somewhat familiar” (32%) than those who had not (9.1% and 21.8%, respectively).¹⁰ See Table 19 in the Appendix for a full breakdown of responses.

In 2009, the Michigan Public Policy Survey asked local government officials about the role of placemaking in economic development. An important point mentioned in the report was that, like many issues, there may be differences in placemaking (and its familiarity) between jurisdiction types and the “unique differences

10. No specific type of training program, such as New Economy-related or otherwise, was referred to in the survey.

Figure 4: The General Public’s Familiarity with the Term “Placemaking” as it is Related to Economic Development



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

in local government roles and responsibilities.” Indeed, jurisdictions with a population of 10,000 people or more tended to have more confidence in placemaking as an effective economic development strategy (MPPS, 2009).

Local Government Survey Responses to Additional Questions

In addition to asking local government officials the same questions that were asked of the general public on the SOSS-61, they were also asked 10 questions related to economic development and placemaking relating to their jurisdiction. These questions were asked to measure how often local officials communicate with other governmental entities; whether they are involved in regional economic development planning; if there is an effort to attract and retain New Economy employment activities; and if their jurisdiction is engaged in placemaking.

These questions and statements are organized similar to above. Each question or statement is shown and then the responses are discussed.

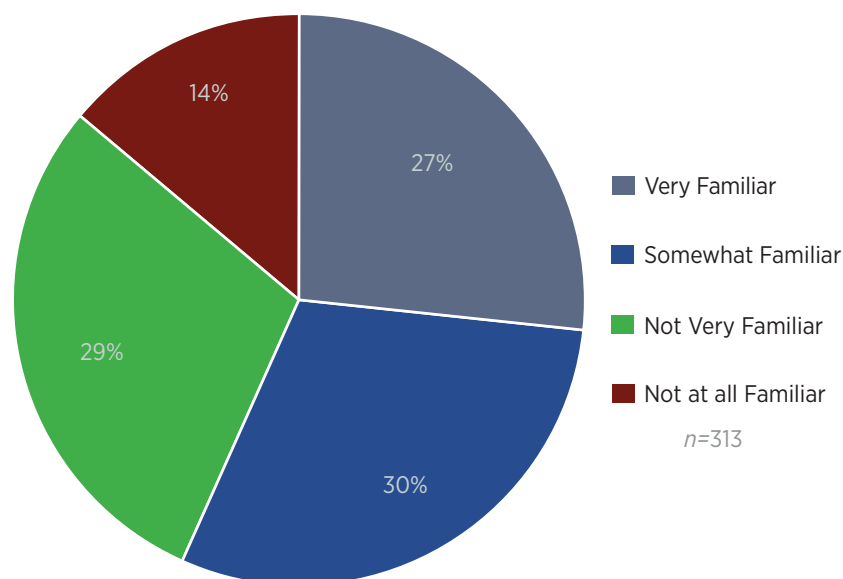
Local Government Question 1: Has the regional planning commission (or COG) serving your jurisdiction adopted regional economic development strategies?

Based on Figure 6, most respondents answering this question did not know if their regional planning commission or council of government (COG) has adopted any regional economic development strategies (47.6%). Thirty-eight percent said “yes” and 14.3% said “no.”

Local Government Question 2: How often do you communicate with the following entities?

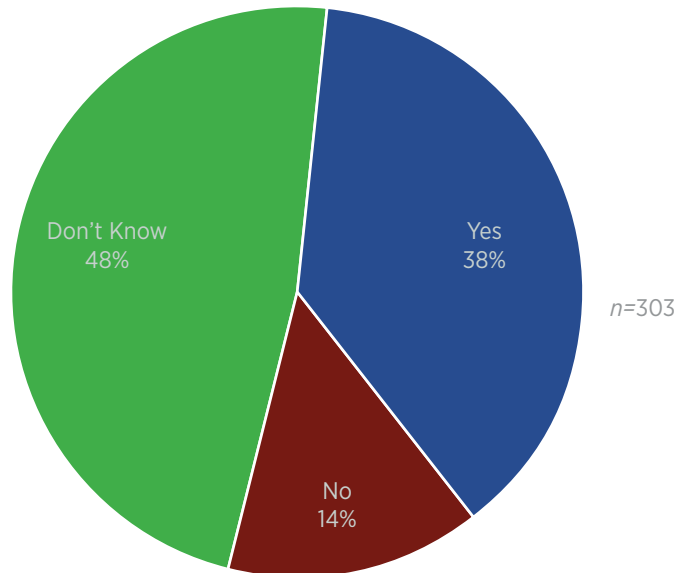
According to Figure 7, most respondents tended to answer “not very often” or “not at all often,” except for “Other Local Jurisdictions.” Roughly 74% of local officials

Figure 5: Local Government Official’s Familiarity with the Term “Placemaking” as it is Related to Economic Development



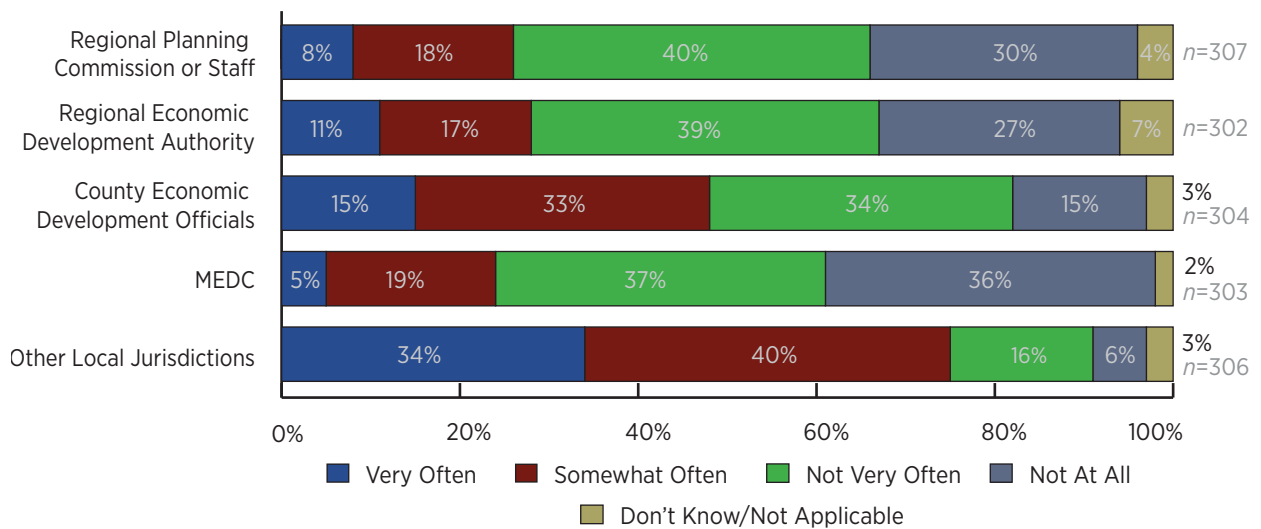
Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Figure 6: Has the Regional Planning Commission (or COG) Serving Your Jurisdiction Adopted Regional Economic Development Strategies?



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Figure 7: Communication Frequency with Various Economic Development-Related Entities



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

said they communicated “very often” (34.2%) or “somewhat often” (40.4%) with other local units of government. About 48% communicated “very often” (15.3%) or “somewhat often” (33.4%) with county economic development officials. Based on these findings, the local officials surveyed tended to communicate more frequently at the local and county level rather than at regional levels.

Local Government Question 3: In the last two years, has your jurisdiction worked with any of the following entities to create economic development strategies with a regional impact?

Again, the “county economic development authority” and “other local jurisdictions” were selected most frequently regarding whether or not the local government official had worked to create strategies with a regional impact (see Figure 8). Forty-three percent said they worked with a county economic development authority, and 40% said they worked with other local jurisdictions. Fewer indicated that they worked with a regional planning commission or staff (21%), a regional economic development authority (18%) or the Michigan Economic Development Corporation (MEDC) (18%).

Local Government Question 4: If you checked any of the boxes above in Question 3, to what extent is your jurisdiction currently working to implement economic development strategies with a regional impact (only answer for rows that you checked boxes in Question 3)?

Figure 9 indicates that, among those who answered “yes” in the previous question, 57% said they were currently working “very extensively” (15.3%) or “somewhat extensively” (42.3%) to implement economic

development strategies with other local units of government. About 49% responded the same way in regards to a county economic development authority.

Local Government Question 5: On a scale of one to five, to what extent do you think each of the following is focusing considerable effort to attract and retain “New Economy” employment opportunities?

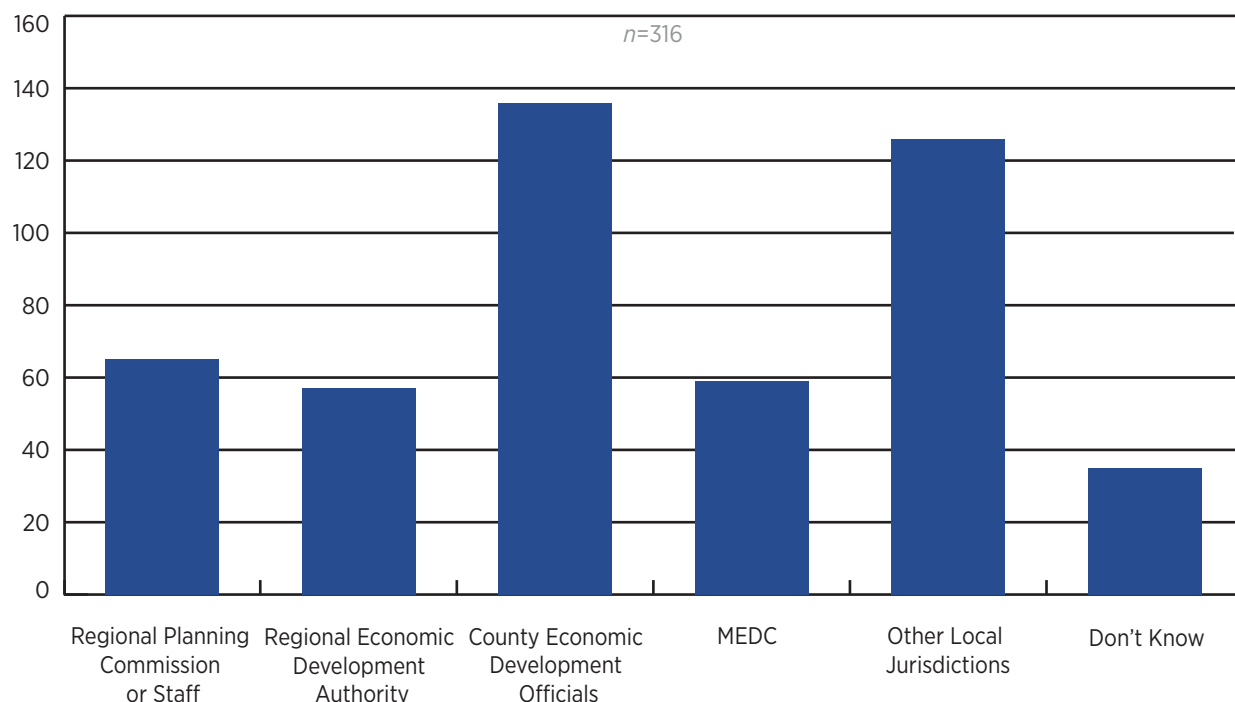
In regards to expending effort to attract and retain employment opportunities, a plurality of respondents tended to feel that their own local units of government were doing so at the lowest level (27%). Thirteen percent said the MEDC was aggressively doing so, which was the highest rate among the choices when examining “aggressively applying.” Overall, it appears that respondents felt a lot of these entities were “middle of the road,” with many selecting Level 2 for engagement (see Figure 10).

Local Government Question 6: Is your jurisdiction currently engaged in any placemaking activities or projects?

While local officials tended to have a fairly high familiarity with placemaking, just 35% of respondents said they were currently engaged in it. Of course, one does not need to be engaged in placemaking to be familiar with it. Fifty-five percent answered “no” and only 10% did not know if their jurisdiction was engaged in placemaking (see Figure 11).

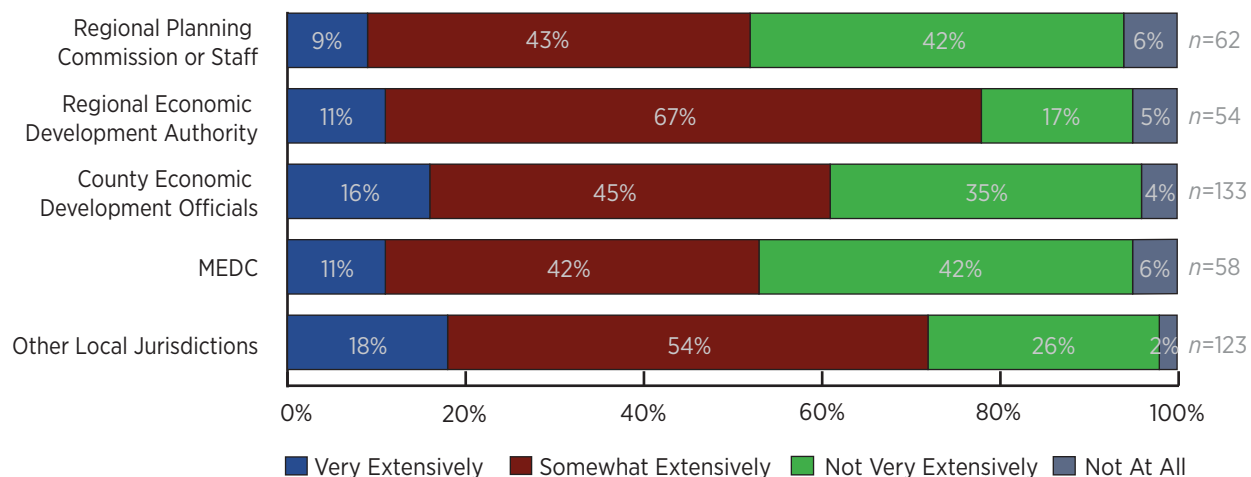
The MPPS (2009) found that 12% of jurisdictions with a population of 1,500 or less, 19% with a population of 1,500-5,000, 40% with a population of 5,001-10,000, and 41% of jurisdictions with a population of 10,000 or more were involved in placemaking projects, which averages about 28%.

Figure 8: Number of Respondents Working with Entities to Create Economic Development Strategies with a Regional Impact



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

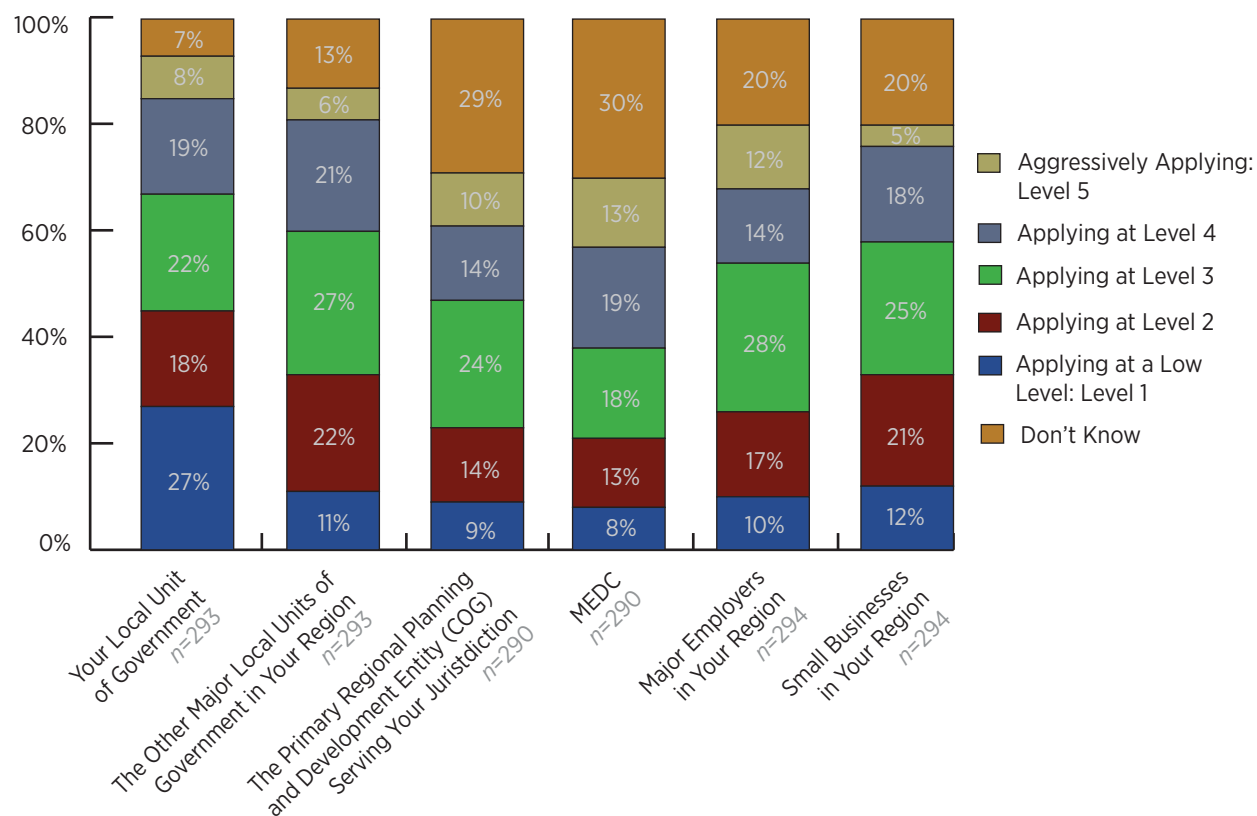
Figure 9: Percentage of Respondents Who Answered “Yes” to the Previous Question that are Currently Working to Implement Economic Development Strategies with a Regional Impact¹



Note: The n-value for each entity is not identical to the number of respondents who selected various entities in Figure 8 due to non-response, which created missing responses. The difference is minimal.

Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Figure 10: Level at which Entities are Focusing Effort on Attracting and Retaining New Economy Employment Opportunities



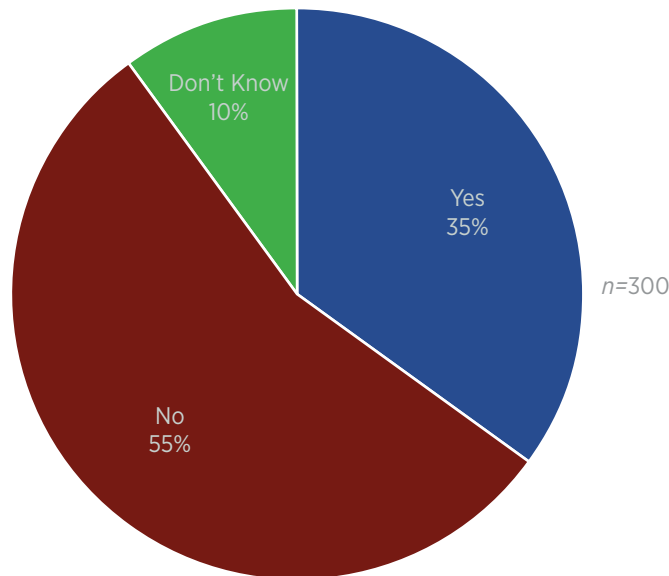
Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Comparing this percentage with the 35% that answered “yes” to Question 6 in this survey, it may be possible that more communities are engaged in placemaking activities. This 7% point difference is greater than the online local government survey’s margin of error of $\pm 4.99\%$.

Local Government Question 7: Which of the following is the principal purpose for your jurisdiction’s placemaking activities? If respondents answered “yes” to Question 6, they were then asked to choose only one choice as the principal purpose for their placemaking activities. More than any other choice, 38% indicated they were engaged in placemaking

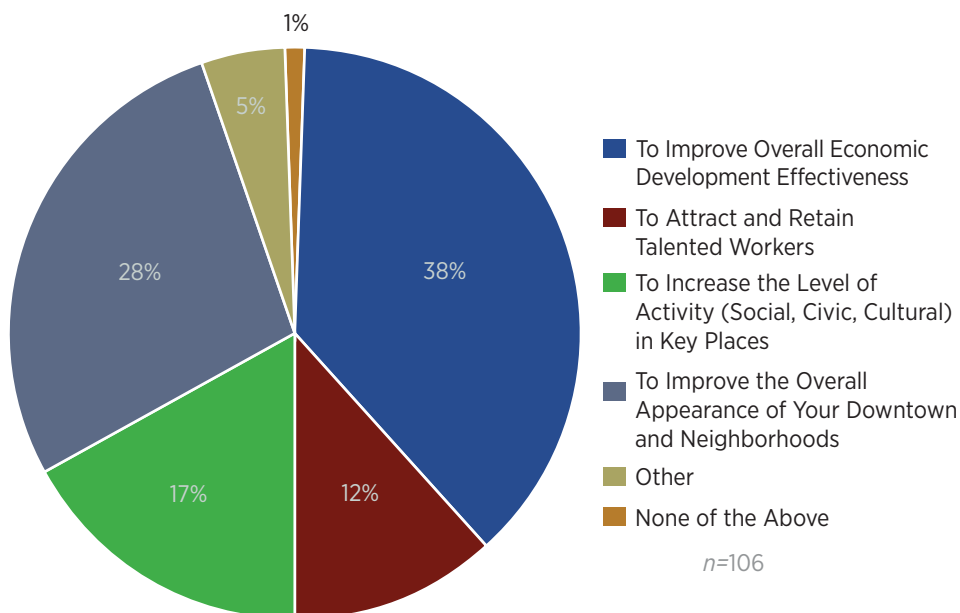
to “improve overall economic development effectiveness.” Next, approximately 28% said they were doing it to improve the overall appearance of their downtowns and neighborhoods. Roughly 17% said that to increase the level of activity in key places was their primary reason. Twelve percent said they were engaged in placemaking to attract and retain talented workers. Finally, some five percent said they had “other” reasons, and less than one percent responded “none of the above” (see Figure 12).

Figure 11: Percentage of Local Government Officials that are Currently Engaged in Placemaking Activities or Projects



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Figure 12: Principal Purpose for Placemaking Activities among Local Government Officials Who Answered “Yes” to Question 6



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Local Government Question 8: Has anyone from the county, a regional entity, or the MEDC recently actively pursued an economic development project for your jurisdiction?

Based on Figure 13, of the local government officials that answered “yes,” most often had been contacted by a county (28%). Twenty-three percent were contacted by the MEDC, and 22% were contacted by a regional entity. For those that chose “other” as their response, some indicated that hospitals, economic development alliances, the Michigan Department of Transportation and sewer improvements were other sources of economic development activity pursued in their jurisdiction.

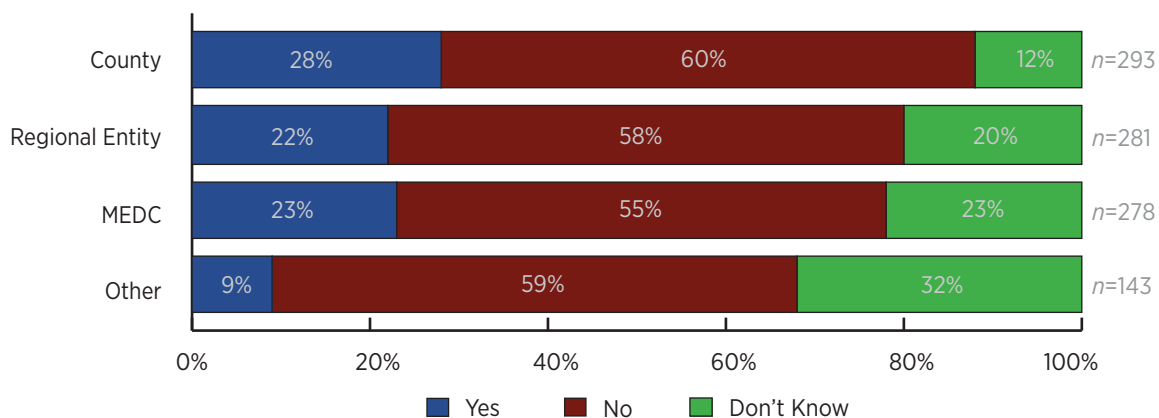
Local Government Question 9: If “yes,” was there a satisfactory level of coordination and cooperation among all of the public entities involved in the project?

Among those that answered “yes” to Question 8, 63.2% said there was a satisfactory level of

coordination and cooperation among the entities involved in the project. About 30% indicated that they didn’t know, and only 7% responded with “no” (see Figure 14).

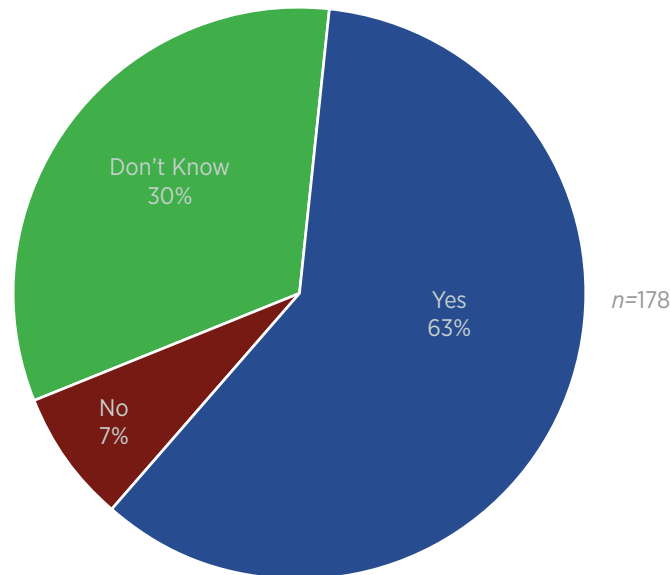
Local Government Question 10: If you answered “yes” to Question 8, was the economic development project successful? Among those that answered “yes” to Question 8, 46% said the economic development project was successful (see Figure 15). However, 40% said they did not know. It is unknown whether or not this high percentage was due to possible on-going projects or if the local official had little knowledge of the project to begin with. Fourteen percent said the project was not successful. It should be noted that projects were not identified, and that there was no definition of success provided in the survey.

Figure 13: Engagement from County, Regional Entity, MEDC or Other Entity to Pursue an Economic Development Project in a Jurisdiction



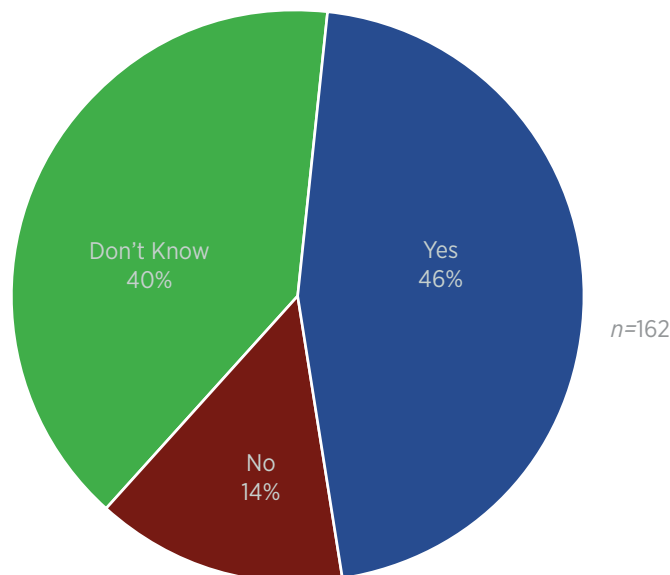
Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Figure 14: Percentage of Local Government Officials Reporting a Satisfactory Level of Coordination/Cooperation if an Economic Development Project was Pursued in a Jurisdiction



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Figure 15: Percentage of Local Government Officials Responding that the Economic Development Project was Successful



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

Discussion

THE DEGREE OF SUPPORT FOR THESE STRATEGIES IS SO HIGH THAT THEY SHOULD BE AMONG THE CENTRAL PILLARS OF STATE, REGIONAL, COUNTY AND LOCAL ECONOMIC DEVELOPMENT POLICY. THE ANSWERS ON THE DEGREE OF COORDINATION BETWEEN LOCAL UNITS OF GOVERNMENT SUGGEST THESE SEVEN STRATEGIES ARE AREAS THAT SHOULD BE THE FOCUS OF INTERGOVERNMENTAL COOPERATION EFFORTS IN THE ECONOMIC DEVELOPMENT ARENA, WHICH COULD ALSO GARNER STRONG SUPPORT FROM THE GENERAL PUBLIC.

General Discussion of Survey Findings

Based on the findings in the figures presented above, it is evident that Michigan residents perceive many components of the New Economy to be important. When combining the responses from the “strongly agree” and “somewhat agree” categories, there was usually a strong level of agreement from respondents, ranging from 59% to 96%. The strongest support was for Statements 7, 4 and 3, where 73.3%, 65.1% and 61%, respectively, “strongly agree” about the need for natural asset strategies, economic diversification, and post high school education. Fewer respondents “strongly agree” with the statements related to connecting to the global economy (47.8%), entrepreneurship (42.3%), and young people choosing places to live based on quality of life over jobs (23.3%). However, in the cases of entrepreneurship and the global economy, the fact that many respondents “somewhat agree” helped bring those statements in line with the ones where respondents also tended to “strongly agree.”

The degree of support for these strategies is so high that they should be among the central pillars of state, regional, county and local economic development policy. The answers on the degree of coordination between local units of government suggest these seven



strategies are areas that should be the focus of intergovernmental cooperation efforts in the economic development arena, which could also garner strong support from the general public.

Best Option for Future Economic Success Discussion

The next-to-last question of the SOSS-61 asked respondents to choose one of four choices that they thought was best for Michigan’s future economic success. The four choices were related to the topics in the seven statements where they were previously asked about their level of agreement. However, respondents were not asked about the state’s natural assets, which overall, a majority of respondents most strongly agreed with as being a viable state economic development strategy. They were also not asked about government cooperation

or the likelihood of young people making location decisions based on quality of life over job opportunity in the final question.¹¹

General Public

Referencing Figure 2, many respondents among the general public (43%) felt that assistance to help people attain post-high school education and training was the most important factor for Michigan's future economic success, while 14% indicated that "attracting and/or retaining highly educated workers" was most important. After providing training and post-high school opportunities, respondents tended to favor economic diversification (25%). Economic diversification and post-high school education and training are arguably related, since Michigan and the nation are shifting into the "Next Economy," where talent, innovation, advanced and skilled manufacturing, and metropolitan regions will drive the economy (Katz, 2011; Berube and Nadeau, 2011). Next, only 18% of respondents said that helping entrepreneurs was most important for the state's future economic success. This may have less to do with the value of entrepreneurs compared to other strategies than with providing all residents with educational opportunities to succeed on their own. After all, in Statement 2, 89% "somewhat agree" or "strongly agree" that public support for entrepreneurs just starting out was important.

Insight into many of these responses is perhaps best revealed by the age demographic of the

11. The reason for not asking about all strategies had to do with not over-burdening the respondent with too many choices, which would have made picking just one statement challenging, especially with a telephone-based questionnaire. Furthermore, some of these choices may have been difficult to directly relate to a tangible method of achieving economic success.



respondents. Who benefits when—and the wisdom that comes from experience—may be reflected in these responses.

Among the general public, the strongest support for "helping people get degrees or specialized training after high school" came from respondents in the 25- to 29-year-old age group. Those age 30 to 39 felt the strongest about assisting entrepreneurs among all the age groups. The strongest support for business diversification came from respondents in the 40- to 49-year-old age group. Respondents age 18 to 24 were more supportive of "attracting and/or retaining highly educated workers" than other age groups.

Similar to age, separating responses by region also was another indication of where specific strategies might be more

popular. Among the general public, the only region in the state where a higher percentage of respondents did not feel helping people receive specialized degrees was most important was in the Northern Lower Peninsula. In this region, 38% of respondents said “assisting with business diversification so we are not so dependent on the auto industry” was the most important thing for Michigan’s future economic success, and this region is highly dependent on a single industry—tourism. This was followed by helping people get specialized degrees (31%), which was closely followed by helping entrepreneurs start new businesses (29%). On the other hand, respondents in this region were the least enthusiastic about “attracting and/or retaining highly educated workers” (2%) as a strategy for the state achieving economic success. More respondents from the Northern Lower Peninsula also chose helping entrepreneurs start new businesses than any other region (29%). Nineteen percent of respondents in the Upper Peninsula felt that “attracting and/or retaining highly educated workers” was most important for success, which was a higher percentage than respondents in any

other region. Still, most respondents in this region picked helping people get degrees (36%) as their number one choice.

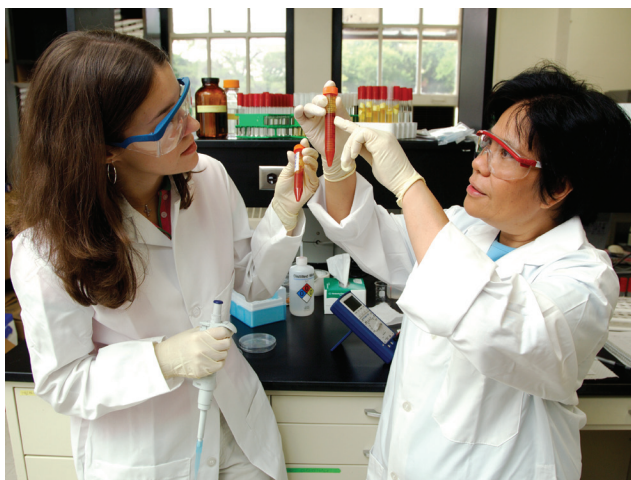
All of these responses seem intuitive given the benefit of that strategy to the age group and region in question. Table 8 in the Appendix separates these response choices by the same demographic and socio-economic categories shown above, in addition to sex, education, political party affiliation, income and race.

Based on these findings, it is apparent that respondents felt strongly about Michigan residents receiving post-high school degrees or specialized training after completing high school. Respondents chose this option over “attracting or retaining highly educated workers” to/in the state. Perhaps they saw this as more important, because it could directly affect them or their family and/or that it is necessary to take care of Michigan residents before having to engage in talent recruitment efforts. This response warrants further investigation.

Local Government

Among local government officials, the results were reversed between business diversification and helping people get degrees after high school, compared to how the general public responded (see Figure 3). About 41.2% of local officials chose business diversification, and only 25.4% chose helping people get degrees after high school. Helping entrepreneurs and “attracting and/or retaining highly educated workers” both received 19.3% of the responses.

Among local officials, respondents age 65 and older most favored assisting with business diversification, compared to other age categories. “Helping people get degrees or specialized training after high school”



Helping entrepreneurs start new businesses tended to be favored most by 40- to 49-year-olds.

was most favored by 50- to 59-year-olds. “Attracting and/or retaining highly educated workers” was most favored by local officials from the youngest age group—30- to 39-year-olds. Helping entrepreneurs start new businesses tended to be favored most by 40- to 49-year-olds. Local officials residing in Southeast Michigan chose “attracting and/or retaining highly educated workers” more often than respondents in other regions. Tables 11–19 in the Appendix examine a complete breakdown of responses by core questions.

Comparison of General Public and Local Government Responses

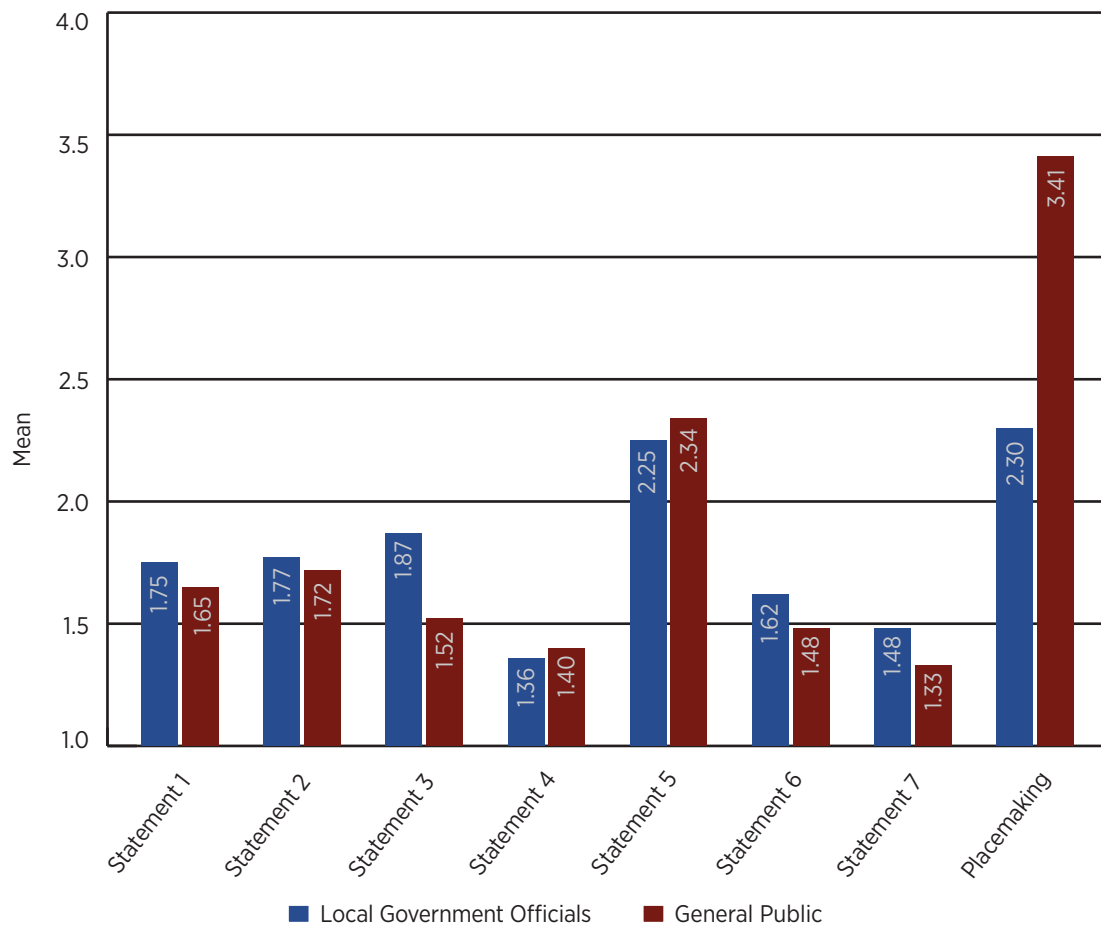
Based on the figures and information presented above, members of the general public and local government officials tend to, more or less, have similar levels of agreement on the statements and questions posed on the respective surveys (see Figure 1). They tended to differ in their priority for economic success as shown in Question 8, and had vastly different levels of familiarity with the concept of placemaking. It would appear, therefore, that the general public and local officials view New Economy strategies similarly. However, only examining the percentages of agreement does not answer the question of whether or not there is a *statistically significant* difference in how they answered questions. In other words, are these findings merely coincidence and random, or is there some effect or reason the groups answer differently? To answer this question, the averages (or means) were tested using a one-way ANOVA (analysis of variance) among the two groups for Statements 1–7 and Question 9 (similar to Kim et al., 2008).

This method assumes that a difference between two or more means between groups is random. This is the null hypothesis. A significant difference in means is determined by the *F*-statistic and its significance, or *p*-value. If the *F*-statistic is statistically significant (when *p* is less than 0.05), then the null hypothesis is rejected, indicating that there is some reason, factor or effect for the difference in means. In other words, pure chance or coincidence is not the cause for the difference in means. The significance of Question 8 was tested using a Chi-square test. Since the response options were categorical and not scaled, ANOVA would have been an inappropriate choice of analysis, because the average is meaningless given the response options. Therefore, a Chi-square test was used to determine if there was a significant difference in choices between local officials and the general public.

If there is indeed a difference in means between the groups, the next question is *why*? What is the effect or reason behind this difference? There could be myriad reasons, which may be whether or not a local official has attended a training program in the last 12 months, or an educational difference between officials and their constituents. However, it cannot be certain that this alone is the reason for the difference in responses choices, if at all. Among the many factors that could affect response choices, include region of the state, gender, age, political leanings, etc. These additional factors must be kept in mind when interpreting the ANOVA figure below.

For Statements 1–7 and Question 9, the means of response choices were compared between local officials and the general public using a

Figure 16: Comparison of Mean (Average) Response Choices between the General Public and Local Government Officials Using ANOVA



Note: A lower mean (towards 1.0) indicates higher agreement/familiarity. A higher mean (towards 4.0) indicates a lower level of agreement/familiarity.

Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

one-way ANOVA. Next, within-group one-way ANOVAs were executed on the responses from the general public and local officials separately, which ought to indicate the factors that tended to have an influence on response choices within groups.

On the surface, it appeared that there was no considerable gap in responses between the general public and local officials. Figure 16

compares the means (averages) of responses between these groups. Respondents were asked to choose their responses for Statements 1–7 as follows: “strongly agree,” “somewhat agree,” “somewhat disagree” and “strongly disagree.” These responses were recoded into a Likert scale of 1–4, where 1=strongly agree, 2=somewhat agree, 3=somewhat disagree and 4=strongly disagree.

Table 1: One-Way ANOVA Comparing General Public and Local Officials Responses

		<i>n</i>	Mean	<i>F</i>	Sig.
Statement 1	General Public	949	1.65	5.056	0.025
	Local Officials	310	1.75		
Statement 2	General Public	949	1.72	1.128	0.289
	Local Officials	310	1.77		
Statement 3	General Public	954	1.52	56.105	0.000
	Local Officials	315	1.87		
Statement 4	General Public	957	1.40	1.060	0.304
	Local Officials	314	1.36		
Statement 5	General Public	932	2.34	2.177	0.140
	Local Officials	312	2.25		
Statement 6	General Public	955	1.48	11.051	0.001
	Local Officials	313	1.62		
Statement 7	General Public	960	1.33	16.800	0.000
	Local Officials	312	1.48		
Question 9	General Public	962	3.41	419.277	0.000
	Local Officials	313	2.30		

Note: Statistically significant differences in means are in highlighted cells.

As a result, a lower mean indicates a stronger propensity to agree with a statement than a higher average, which indicates disagreement. In the case of Question 9, these response choices were converted to 1=very familiar, 2=somewhat familiar, 3=not very familiar and 4=not at all familiar.

Based on output from the ANOVA (Table 1), there was a statistically significant difference in the mean response for Statements 1, 3, 6 and 7, along with Question 9.¹² Since Question 8

12. The *F*-statistic is calculated by dividing the mean square between groups by the mean square within groups. The *F*-statistic was found to be above the critical limit for each of these Statements between local

did not offer respondents a scale of choices (1=strongly agree, 4=strongly disagree). The Chi-square test used for Question 8 determined that there is a significant difference between the priorities chosen among the groups for Michigan's future economic success.

government officials and the general public, indicating that the null hypothesis can be rejected, thereby establishing that the effects between groups are not due to coincidence or chance. The critical value for the *F*-statistic is computed by $df1/df2$ (degrees of freedom of between groups/degrees of freedom within groups). The critical value is 3.84896 (*F* must be greater than 3.84896). This value is not applied to other ANOVA analyses in this report. Mean squares indicate the estimates of variance and are calculated by dividing the sum of squares by its degrees of freedom. A significance level of $p < 0.05$ is adopted for all statistical tests in this report.

Results

THAT THE GENERAL PUBLIC FELT POST-HIGH SCHOOL EDUCATION WAS MOST IMPORTANT FOR MOVING THE STATE FORWARD AND LOCAL OFFICIALS FELT THAT BUSINESS DIVERSIFICATION WAS THE BEST STRATEGY SHOULD NOT BE VIEWED AS A GAP IN UNDERSTANDING OR PERCEPTION, BUT RATHER A SYNERGY THAT COULD WORK IN THE BEST INTEREST OF COMMUNITIES, WHERE LOCAL GOVERNMENT STRIVES TO IMPROVE ECONOMIC DEVELOPMENT OPPORTUNITIES, AND THE GENERAL PUBLIC WORK AND PROMOTE AN ENVIRONMENT WHERE POST-HIGH SCHOOL EDUCATION AND TRAINING WAS IMPORTANT FOR “GETTING AHEAD” IN FINDING JOB OPPORTUNITIES AND ACHIEVING A HIGHER QUALITY OF LIFE.

ANOVA Results

Statement 1: “Michigan’s future economic success depends on more Michigan businesses successfully connecting to the global economy.”

There is a significant difference between the averages (means) for Statement 1, which indicates that some factor other than chance alone affected the response choice between local government officials and the general public. Overall, the general public tended to agree more than local officials, as evidenced by the means of 1.65 and 1.75, respectively (see Figure 16) ($F=5.056, p<0.05$).

The difference in response choices between officials and the public could be explained by differences in educational attainment or age. Males were more likely to agree than females among local officials. This could have to do with the number of males vs. females that responded to the local government survey. Fifty-two females responded to this statement, while 247 males responded. The means responses were 2.02 and 1.69, respectively ($F=13.827, p<0.001$). Among the general public, there was no significant difference in means between males and females. Gender, while significant among local officials, was probably

not a reliable predictor of response choice on this topic as a whole. Age was a significant factor that affected response choice among the general public. Respondents between the ages of 25 and 29 had the lowest mean, or highest agreement, (1.48) among all age groups ($F=3.362, p<0.01$). Age was not a factor among local government officials. Educational attainment was significant for both local officials and the general public. Local officials having obtained a college degree or higher were most likely to agree with this statement, with a mean of 1.66 ($F=5.473, p<0.01$). Conversely, respondents



among the public with an educational attainment of less than high school tended to agree (1.46) more than respondents with higher education levels ($F=3.752, p<0.05$).

Statement 2: “Michigan’s future economic success depends on public support of entrepreneurs when they are just getting started.”

The mean responses between local government officials and the general public were not found to be statistically significant ($F=1.128, p=0.289$). Therefore, the null hypothesis cannot be rejected.

However, among the general public, all factors were found to be statistically significant. Females (1.67) tended to agree more frequently than males (1.77) ($F=4.742, p<0.05$). Those between the ages of 25 and 29 ($F=2.370, p<0.05$) agreed more than other ages groups. Respondents with some college (1.56) agreed more often than those with other levels of education ($F=17.304, p<0.001$). Democrats agreed with this statement more than Republicans and Independents ($F=7.324, p<0.001$). Finally, residents of East Central Michigan tended to agree more than residents in other parts of the state ($F=2.790, p<0.05$).

Statement 3: “Michigan’s future economic success depends on having a large portion of the population with a post-high school degree.”

There was a statistically significant difference between the means of local government officials (1.87) and the general public (1.52) ($F=56.105, p<0.001$). The general public tended to agree with this statement more frequently than local officials. Among local officials, there was a significant difference between responses

based on age, education and whether or not the respondent attended a local government training program in the last 12 months. Among the public, age, education and regional location were significant factors.

Age may explain the difference in averages, since older respondents among the general public agreed more frequently than younger respondents, and among local officials, younger representatives tended to agree more than older officials. Education levels tended to be a reasonable factor affecting means within groups and could affect the difference between groups. Also, whether or not government officials attended a training program in the last 12 months could influence the difference in responses. Local officials between the ages of 30 and 39 (1.16) (there were no respondents in a younger age category) were most likely to agree with this statement ($F=4.458, p<0.01$). Among the general public, those between the ages of 60 and 64 (1.41) were more likely to agree ($F=2.847, p<0.01$). Local officials with an educational attainment of a college degree or higher (1.72) were more likely to agree ($F=10.488, p<0.001$), whereas the general public with a less-than-high school education and college degree or higher ($F=6.258, p<0.001$) were more likely to agree (the means were almost identical for these two groups at 1.4). Local officials that attended a training program within the last 12 months (1.82) were more likely to agree ($F=8.746, p<0.01$). Finally, among the general public, those living in the East Central and the Southeast Regions were more likely to agree (again, very similar means at 1.44) ($F=4.125, p<0.001$).

Statement 4: “Michigan’s future economic success depends on having a diversified economy.”

The mean responses between local government officials and the general public were not found to be statistically significant ($F=1.060, p=0.304$). Therefore, the null hypothesis cannot be rejected.

While there was no significant difference in the means between groups, within group means were significant for education among local officials, and for all factors among the general public. Local officials with a college degree or higher (1.29) agreed more often than those without one that Michigan’s future economic success depends on having a diversified economy ($F=4.525, p<0.05$). Among the general public, males (1.32) ($F=16.941, p<0.001$), 40- to 49-year-olds (1.25) ($F=6.196, p<0.001$), college educated (1.25) ($F=17.542, p<0.001$), Republicans (1.32) ($F=12.582, p<0.001$) and residents in the Northern Lower Peninsula (1.24) ($F=4.051, p<0.001$) each tended to agree more strongly.

Statement 5: “Young people today are more likely than young people in previous generations to choose a place to live based on quality of life rather than job opportunities.”

The mean responses between local government officials and the general public were not found to be statistically significant ($F=2.177, p=0.140$). Therefore, the null hypothesis cannot be rejected.

However, all factors except gender were significant among local officials and all factors except region were significant for the general public. Among local officials, 30- to 39-year-olds (1.52) ($F=5.486, p<0.001$), those with a college education or higher (2.09) ($F=12.469,$



$p<0.001$), respondents in Southwest Michigan (1.95) ($F=4.162, p<0.001$), Independents (2.08) ($F=2.893, p<0.05$) and those who had attended a training program in the last 12 months (2.16) ($F=21.047, p<0.001$) were most likely to agree with this statement.

Among the general public, males (2.16) ($F=31.643, p<0.001$), 30- to 39-year-olds (2.1) ($F=2.757, p<0.05$), those with less than a high school education (1.64) ($F=10.78, p<0.001$), and those affiliated with a political party other than Republican, Democrat or Independent (2.1) ($F=2.732, p<0.05$) were most likely to agree with this statement.

Statement 6: “It is important that local governments in Michigan work together across jurisdiction borders (city, township, village and county) to implement regional economic development strategies.”

There was a statistically significant difference between the mean responses for local government officials (1.62) and the general public (1.42) regarding local government cooperation ($F=11.051, p<0.001$). The public tended

to agree more often than local officials, based on the difference in means (see Figure 16). Based on separate means comparisons, all factors, except attending a training program, were insignificant for local officials. Unsurprisingly, officials that attended a training program within the last 12 months were statistically more likely to agree (1.57) with this statement than those who had not (1.8) ($F=8.285, p<0.01$).

Among the general public age, education, region and political party affiliation were all factors that affected response choices. Forty- to forty-nine year olds (1.32) ($F=4.433, p<0.001$), respondents with an educational attainment less than high school (1.26) ($F=5.610, p<0.001$), Southeast Michigan residents (1.41) ($F=4.286, p<0.001$), and Independents (1.44) ($F=2.693, p<0.05$) were each more likely to agree with this statement. Overall, the general public tended to agree at a higher rate than local officials that having local jurisdictions work across jurisdictional boundaries was important for Michigan's future economic success. It is difficult to interpret from the results as to why this may be the case. Perhaps local officials who attended a training program are more likely to agree with this statement. Or, more likely, the general public recognized this as important, but are not fully aware of the challenges and benefits of local officials working across jurisdictions. Based on the responses to the questions that were only asked of local officials they tended to work more frequently with other local units of government, rather than the county, regional or state entities that may be involved in cross-jurisdictional economic development activities.

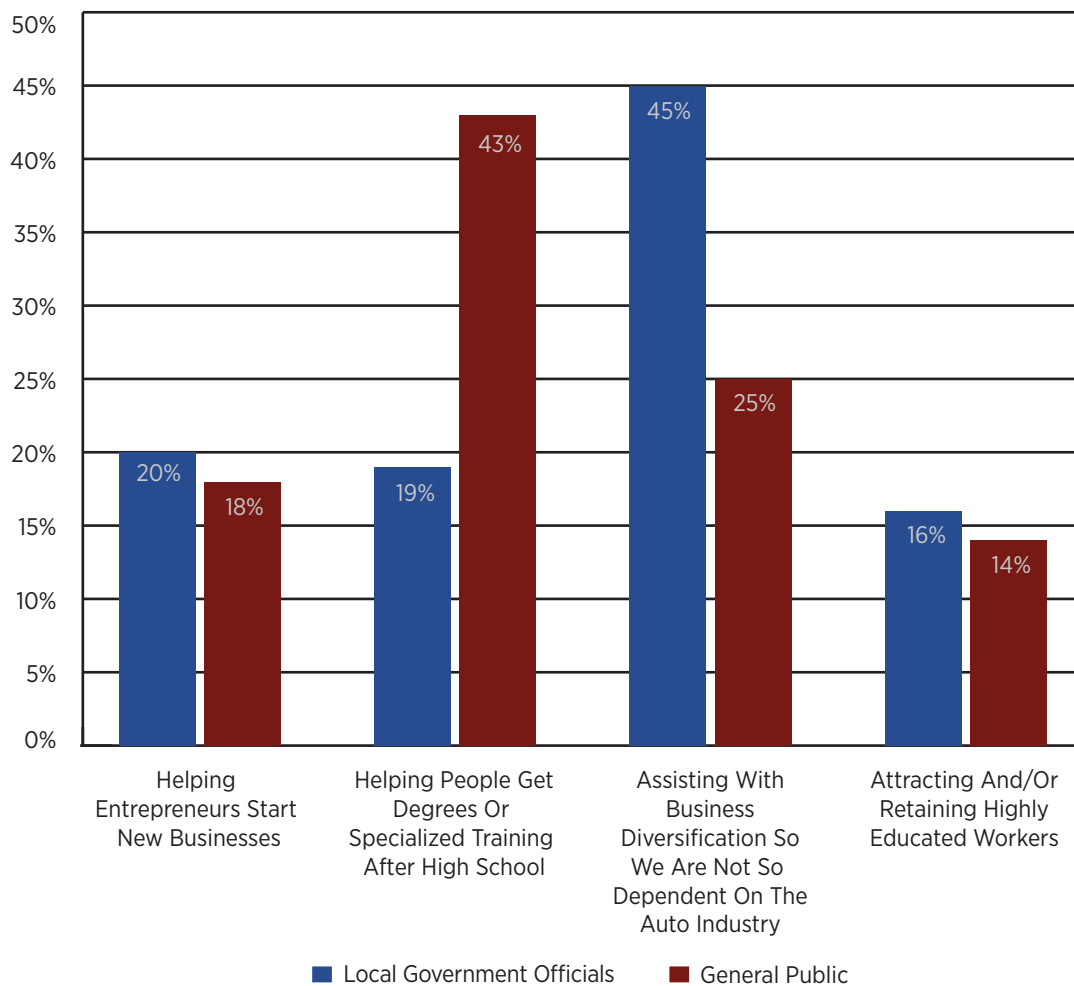
Statement 7: “It is important that the state recognize its natural assets, such as farmland, forested land, lakes and streams, and develop sustainable economic development strategies around them.”

The difference in averages between groups may be explained by factors that affected the general public's responses, such as being younger, educated and located in the Southeast region of the state. The general public (1.33) tended to agree more with this statement than local government officials (1.48) ($F=16.8, p<0.001$). Among local officials, no factors were found to have significantly different means. Age, education and region were significant factors among the general public. Those between the ages of 30 and 39 (1.22) were more likely to agree than other age groups ($F=2.277, p<0.05$). Respondents with a college degree or higher (1.26) were more likely to agree ($F=7.628, p<0.001$) with this statement. Lastly, Southeast Michigan residents (1.25) were more likely to agree than those from other regions of the state ($F=6.627, p<0.001$) that it is important for the state to recognize its natural assets.

Question 8: “Which one of the following do you think is most important for Michigan's future economic success?”

The major difference between local government officials' and the general public's response for this question centered on local officials picking business diversification as a priority and the general public choosing helping people get degrees or specialized training after high school as their top choice (see Figure 17). A Chi-square test was performed to determine if local officials' and the general public's choices were distributed differently across the response choices. The test indicated that a significant difference does

Figure 17: Comparison of Choices between the General Public and Local Officials for the Most Important Strategy the State Can Employ to be Economically Successful



Source: SOSS-61, Institute of Public Policy and Social Research, Michigan State University. Figure created by the Land Policy Institute, MSU, 2012.

exist between the groups and their response choices ($\chi^2 (3) = 56.519, p=0.000$).¹³ Similar to the F -statistic in ANOVA, 56.519 is in the critical region, meaning that this difference in response choices did not occur based on chance alone (the null hypothesis).

13. χ^2 is the Chi-square statistic; (3) is the degrees of freedom; and p is the significance. Recall, a p -value of less than 0.05 is adopted for all statistics in this report.

The difference between response choices was obvious for Question 8. Recall, government officials tended to answer that assisting with business diversification was the most important thing the state could do, while the general public selected it was most important to help people get degrees or training after high school. There is some unknown factor that precedes the reason

local officials chose business diversification over other options. The reverse was true for members of the general public selecting post-high school training. One explanation may be that local government officials are more involved in, and can have more influence on, economic development policies and strategies at the local and county levels, which are likely to focus on business attraction, or the supply of jobs, rather than being able to influence the educational attainment or training levels of their constituents (the population). That the general public felt post-high school education was most important for moving the state forward and local officials felt that business diversification was the best strategy should not be viewed as a gap in understanding or perception, but rather a synergy that could work in the best interest of communities, where local government strives to improve economic development opportunities, and the general public work toward and promote an environment where post-high school education and training is important for “getting ahead” in finding job opportunities and achieving a higher quality of life. Whether or not the public and local officials perceive these priorities as they are presented in this report is unknown and deserves more attention.

Question 9: “How familiar are you with the term “placemaking” as it is related to economic development?”

There was a considerable and statistically significant difference in familiarity with the term “placemaking” between local government officials (2.3) and the general public (3.41) ($F=419.277, p<0.001$). Age, education, region, political party affiliation and attendance at a recent training program were significant

factors among local officials. Officials between the ages of 30 and 39 (1.31) were more likely to be familiar with placemaking as an economic development tool ($F=9.451, p<0.001$). Also, respondents with a college degree or higher (2.01) were more familiar with the concept ($F=20.387, p<0.001$). Local officials in Southeast Michigan (1.97) were more familiar with placemaking than counterparts in other regions ($F=2.266, p<0.05$). Independents (2.0) were more familiar with placemaking than Republicans and Democrats ($F=5.139, p<0.01$). Finally, local officials that had attended a training program in the last 12 months (2.17) were more familiar with placemaking than those who had not (2.83) ($F=20.441, p<0.001$).

Age and region of the state were the significant factors among the general public. Respondents between the ages of 18 and 24 (3.02) tended to be more familiar with placemaking than older respondents ($F=5.695, p<0.001$). Residents in East Central Michigan tended to be slightly more familiar with the concept than residents in other parts of the state ($F=2.386, p<0.05$). However, the mean for this group was 3.28, indicating “not very familiar” was the standard among the general public.

It appears that the gap between local officials and the general public regarding placemaking has to do with age, education and region. But there could be a simpler explanation: local officials are much more familiar with placemaking due to their direct involvement in it, having read or learned about it in a trade magazine or at a training program, or through other stakeholders—particularly planners—that commonly interact with them.

Findings and Discussion of Results

FOR THE OTHER SIGNIFICANT STATEMENTS IN THIS STUDY, THERE WAS FOUND TO BE NOT SO MUCH A GAP IN UNDERSTANDING ON NEW ECONOMY CONCEPTS, INASMUCH AS THERE IS A SMALL, BUT SIGNIFICANT DIFFERENCE IN IMPORTANCE AMONG LOCAL OFFICIALS AND THE GENERAL PUBLIC. THIS IS A POSITIVE RESULT.

Four out of the seven statements posed on the survey and both questions asked were found to have significantly different response choices. For each of the statements that were found to be significant, the general public tended to respond more agreeably, as indicated by lower means, than local government officials. For Question 8, the public and local officials selected different priorities for future economic success in Michigan. Finally, for Question 9, local officials tended to be much more familiar with placemaking concept than the general public. Within-group ANOVA analyses were conducted to determine if means differed significantly based on gender, age, education, region, political party and, for local officials, attending a training program in the last 12 months. The purpose of these analyses is to help answer the question: Why were there differences in response choices between local officials and the general public?

Based on the results, there was an evident gap in understanding about placemaking between the groups. But this finding was not surprising for three reasons. First, “placemaking” is a relatively new term in Michigan and its details are not likely to be well known outside of planning, academia and government circles. Secondly, it tends to be an abstract concept; not everyone

can pinpoint with certainty what it means for their communities or if they would know it when they saw it. Finally, while placemaking and New Economy-oriented training programs have been aimed at local governments, they have not been directed toward the general public. Therefore, if local officials hope to someday use placemaking as an economic development tool or otherwise, they will have to be able to explain its costs and benefits to the general public without their losing interest or discounting it as a gimmick. Results illustrate that younger respondents tended to be more familiar with placemaking than other age groups. This is important since many cities in Michigan are touting placemaking as one of the many tools to keep and attract young folks, now and into the future.



For the other significant statements in this study, there was found to be not so much a gap in understanding on New Economy concepts, inasmuch as there is a small, but significant difference in importance among local officials and the general public. This is a positive result. Small but significant differences in the averages of responses indicate that there was some discernible level of difference between how each group felt about New Economy topics, but that there was not an insurmountable gap

between them. As long as local officials and the public “stay on the same page” with these New Economy topics, instances of conflict or confusion can be addressed effectively using communication channels that explain the pros and cons of New Economy-related economic development opportunities. However, these differences are small and the overwhelming conclusion is that the seven strategies for economic development are strongly supported by the general public and local government officials.



Conclusion

IN-DEPTH ANALYSIS OF THE SURVEY RESULTS SHOW THERE WAS NOT AN INSURMOUNTABLE GAP IN PERCEPTION OR UNDERSTANDING OF THE NEW ECONOMY BETWEEN THE PUBLIC AND THEIR REPRESENTATIVES. WHILE THERE COULD BE DIFFERENCES IN WHY EACH GROUP ANSWERED THE WAY THEY DID, BOTH GROUPS TENDED TO AGREE THAT ELEMENTS OF THE NEW ECONOMY WERE IMPORTANT FOR MOVING MICHIGAN FORWARD.

In conclusion, there are several New Economy strategies that Michigan residents and local government officials find important for the state's future economic success. Analyzing the responses by demographics, socio-economic status and region sheds additional light on the issue of who answered what. To one degree or another, a majority of respondents from both groups either "strongly agree" or "somewhat agree" with the New Economy statements that were provided to them. The percentage of these responses exceeds the standard 60% level necessary to gauge a solid majority response. Clearly, Michigan residents and local officials found these issues to be important—but why?

Additional questions can be asked based on the survey findings. For example, do Michigan residents favor vocational or specialized training over college or university pursuits? If they favor one over the other, why? What benefits do they perceive from one versus the other? Similar questions could be asked about each of the other two statements above, but perhaps more interesting and useful would be follow-up questions on those survey questions that did not have as strong of agreement. These strategies are the subject of many public economic development efforts. Perhaps the

public does not understand them as well, or perhaps their benefits are not as clear. These questions deserve more survey research to answer them. However, more survey research of the general public will not be completed for this project.

Other questions could also be asked of local government officials. The question of why local officials favored assisting with business diversification over other options would be pertinent. Do local officials feel that it is essential that the general public perceive the New Economy or placemaking to be important? How do these topics stack up against simply providing jobs as the most important thing the state can do to move forward? Do local officials and the general public feel that New Economy and placemaking activities are connected to job creation? If not, what is necessary to help them understand the relationship?

As often happens, the survey responses led to more questions. Overall, the response rates among both surveys are helpful for identifying future education and outreach activities. The public could benefit from learning more about placemaking, so long as it can be connected to important issues, like job creation, education



and quality of life. Likewise, local officials can be of better service to their constituents if they are able to communicate the merits of such activities effectively and without abstraction.

Finally, in-depth analysis of the survey results show there was not an insurmountable gap in perception or understanding of the New Economy between the public and their representatives. While there could be differences in why each group answered the way they did, both groups tended to agree that elements of the New Economy were important for moving Michigan forward. In fact, in many cases, the public viewed many of these elements as more important, which shows that the public has a palate for the New Economy. At the same time, local officials are the ones “in the trenches” of economic development efforts and may not think the statements presented in this survey were the best strategies for moving the state forward. Indeed, while they felt that

these issues were important, they might not consider these strategies as cure-alls or entirely relevant in their own jurisdiction.

Moving forward, it is clear that local officials and the general public feel that aspects of the New Economy are important. However, feeling that something is important is not the same as putting it into action. Are residents willing to “publically support entrepreneurs?” Are local governments committed to working across city and township boundaries to achieve a regional vision? These are but two additional, and extremely relevant, questions that Michigan and its residents and leadership must face. Translating feelings of importance into action is the next bold step for putting Michigan on the path of the New Economy. Both residents and officials at the local, regional and state levels have a responsibility for doing so.

Appendix

Table 2: General Public Crosstab Results for Statement 1 - Global Economy

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	45.9%	48.5%	4.5%	1.1%
Female	49.5%	36.9%	9.1%	4.5%
White	43.1%	47.4%	6.7%	2.8%
Black	64.9%	22.9%	8.4%	3.8%
Other	82.1%	12.8%	5.1%	0%
18-24 Years Old	50%	44.3%	5.7%	0%
25-29 Years Old	64%	24.7%	11.2%	0%
30-39 Years Old	57%	33.1%	9.9%	0%
40-49 Years Old	49.7%	42.9%	4%	3.4%
50-59 Years Old	45.6%	45.6%	6%	2.7%
60-64 Years Old	37.7%	54.1%	4.9%	3.3%
65 Years Old and Older	39.1%	47.3%	7.1%	6.5%
Less than High School	56.8%	43.2%	0%	0%
High School Graduate	38.9%	48.1%	8.8%	4.2%
Some College	51.2%	38.6%	7.7%	2.5%
College +	50.3%	41.3%	5.6%	2.8%
Up to \$30,000	48.2%	29.9%	11.7%	10.2%
Between \$30,000 and \$60,000	57.9%	35.7%	5.2%	1.2%
Between \$60,000 and \$100,000	42.5%	49.8%	6.3%	1.4%
Greater than \$100,000	45%	49.7%	5.3%	0%
Work Full-Time	45.6%	48.5%	5.1%	0.7%
Work Part-Time	48.9%	40%	6.7%	4.4%
Work and School	87.5%	12.5%	0%	0%
Unemployed, Laid Off or Looking for Work	44%	56%	0%	0%
Retired	34%	51.8%	6.4%	7.8%
Full-Time Student	29.8%	46.8%	23.4%	0%
Other	57.8%	28.1%	9.7%	4.3%
Married/Remarried	43.8%	46.6%	6.9%	2.6%
Member of an Unmarried Couple	45%	55%	0%	0%
Single/Never Married	50.6%	42.4%	4.9%	2.1%
Divorced/Separated/Widowed	56.5%	28.2%	10.2%	5.1%
Republican	45.5%	45.5%	6%	3%
Independent	42.5%	46.5%	9.7%	1.3%
Democrat	54.8%	34.3%	6.7%	4.2%
Other (Political Party)	50.9%	43%	2.6%	3.5%
Upper Peninsula	46.9%	46.9%	6.3%	0%
Northern Lower Peninsula	41.7%	50%	6.3%	2.1%
West Central	50.3%	45.5%	3.4%	0.7%
East Central	40%	51.8%	5.9%	2.4%
Southwest	51.1%	39.8%	4.5%	4.5%
Southeast	47.4%	40.5%	8.7%	3.4%
Detroit	52.5%	33.9%	10.2%	3.4%

Table 3: General Public Crosstab Results for Statement 2 – Entrepreneurs

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	42.3%	43%	10.2%	4.6%
Female	42.2%	51.2%	4.1%	2.5%
White	38.8%	50.4%	7.8%	2.9%
Black	62.2%	26.8%	3.9%	7.1%
Other	48.7%	48.7%	0%	2.6%
18–24 Years Old	38.3%	53.3%	8.4%	0%
25–29 Years Old	59.6%	33.7%	0%	6.7%
30–39 Years Old	50%	41.3%	7.2%	1.4%
40–49 Years Old	29.5%	61.4%	5.7%	3.4%
50–59 Years Old	43.6%	41.3%	11.2%	3.9%
60–64 Years Old	39.7%	54%	3.2%	3.2%
65 Years Old and Older	42%	44.3%	8%	5.7%
Less than High School	50%	47.4%	0%	2.6%
High School Graduate	44.2%	50.7%	1.8%	3.2%
Some College	53.5%	37.2%	9%	0.3%
College +	28.8%	54.9%	9.2%	7.1%
Up to \$30,000	60%	31.4%	6.4%	2.1%
Between \$30,000 and \$60,000	42.9%	49.4%	3.3%	4.5%
Between \$60,000 and \$100,000	38.9%	54.3%	5.9%	0.9%
Greater than \$100,000	23.5%	57.6%	11.2%	7.6%
Work Full-Time	37.7%	48.5%	7.9%	5.9%
Work Part-Time	47.8%	51.1%	1.1%	0%
Work and School	31.9%	48.9%	19.1%	0%
Unemployed, Laid Off or Looking for Work	48%	52%	0%	0%
Retired	41.1%	45.2%	10.3%	3.4%
Full-Time Student	45.8%	54.2%	0%	0%
Other	51.9%	41.6%	4.9%	1.6%
Married/Remarried	37.3%	51%	8.4%	3.2%
Member of an Unmarried Couple	68%	28%	4%	0%
Single, Never Married	51.5%	40.7%	4.1%	3.7%
Divorced/Separated/Widowed	39.3%	48.9%	7.3%	4.5%
Republican	28.1%	60.4%	7.7%	3.8%
Independent	48.2%	40%	9.2%	2.6%
Democrat	49.8%	43.3%	5.5%	1.5%
Other (Political Party)	39.5%	49.1%	2.6%	8.8%
Upper Peninsula	45.5%	45.5%	3%	6.1%
Northern Lower Peninsula	38.3%	57.4%	0%	4.3%
West Central	42.3%	43%	9.9%	4.9%
East Central	48.2%	43.4%	7.2%	1.2%
Southwest	28.1%	59.3%	5.9%	6.7%
Southeast	43.4%	46.3%	7.9%	2.4%
Detroit	60%	34.5%	3.6%	1.8%

Table 4: General Public Crosstab Results for Statement 3 – Education

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	64.4%	25.1%	8.4%	2.1%
Female	57.9%	31%	9.7%	1.4%
White	60.5%	29.4%	8.3%	1.8%
Black	67.2%	16%	14.5%	2.3%
Other	50%	44.7%	5.3%	0%
18–24 Years Old	66%	9.4%	17%	7.5%
25–29 Years Old	64.4%	21.1%	14.4%	0%
30–39 Years Old	50.7%	31.7%	16.2%	1.4%
40–49 Years Old	55.4%	40.7%	2.3%	1.7%
50–59 Years Old	64.8%	26.8%	7.8%	0.6%
60–64 Years Old	64.5%	32.3%	1.6%	1.6%
65 Years Old and Older	64%	28.5%	7%	0.6%
Less than High School	66.7%	28.2%	2.6%	2.6%
High School Graduate	56%	27.5%	12.4%	4.1%
Some College	57%	30.4%	11.8%	0.8%
College +	67.3%	26.8%	5%	0.9%
Up to \$30,000	64.3%	30%	5%	0.7%
Between \$30,000 and \$60,000	57.8%	39.4%	2%	0.8%
Between \$60,000 and \$100,000	70.7%	19.4%	9%	0.9%
Greater than \$100,000	66.3%	21.5%	7%	5.2%
Work Full-Time	63.2%	23.7%	12.6%	0.5%
Work Part-Time	48.9%	46.7%	1.1%	3.3%
Work and School	81.6%	14.3%	0%	4.1%
Unemployed, Laid Off or Looking for Work	53.8%	26.9%	19.2%	0%
Retired	56.9%	34.7%	6.9%	1.4%
Full-Time Student	72.3%	12.8%	0%	14.9%
Other	58.4%	31.4%	9.7%	0.5%
Married/Remarried	59.1%	31.1%	8.9%	1%
Member of an Unmarried Couple	65%	10%	25%	0%
Single, Never Married	68.6%	14.5%	12.8%	4.1%
Divorced/Separated/Widowed	55.1%	41%	3.4%	0.6%
Republican	56.4%	36.4%	3%	4.2%
Independent	63.9%	23.4%	12%	0.7%
Democrat	65.5%	23.9%	9.5%	1.1%
Other (Political Party)	54.8%	33%	11.3%	0.9%
Upper Peninsula	51.6%	45.2%	3.2%	0%
Northern Lower Peninsula	50%	43.8%	6.3%	0%
West Central	47.3%	37.7%	13%	2.1%
East Central	65.5%	26.2%	6%	2.4%
Southwest	59%	26.1%	9%	6%
Southeast	67%	23%	10%	0%
Detroit	63.2%	29.8%	1.8%	5.3%

Table 5: General Public Crosstab Results for Statement 4 – Diversified Economy

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	72.1%	24.7%	2.8%	0.4%
Female	58.5%	37.5%	2.2%	1.8%
White	67%	30.7%	1.8%	0.5%
Black	63.8%	26.2%	4.6%	5.4%
Other	36.4%	54.5%	9.1%	0%
18–24 Years Old	66%	30.2%	3.8%	0%
25–29 Years Old	57.8%	34.4%	7.8%	0%
30–39 Years Old	43.4%	53.1%	0%	3.5%
40–49 Years Old	77.8%	19.3%	2.3%	0.6%
50–59 Years Old	67.4%	29.2%	1.1%	2.2%
60–64 Years Old	72.6%	27.4%	0%	0%
65 Years Old and Older	65.9%	29.5%	3.4%	1.1%
Less than High School	25.6%	69.2%	2.6%	2.6%
High School Graduate	56.7%	35.5%	6%	1.8%
Some College	60.1%	38.8%	0.6%	0.6%
College +	80.4%	16.3%	2.1%	1.2%
Up to \$30,000	64%	24.5%	8.6%	2.9%
Between \$30,000 and \$60,000	60.3%	38.5%	0.8%	0.4%
Between \$60,000 and \$100,000	69.1%	26.5%	3.6%	0.9%
Greater than \$100,000	78.8%	20.6%	0%	0.6%
Work Full-Time	67.2%	29.4%	1.9%	1.4%
Work Part-Time	71.9%	27%	1.1%	0%
Work and School	67.3%	32.7%	0%	0%
Unemployed, Laid Off or Looking for Work	57.7%	42.3%	0%	0%
Retired	61.9%	35.4%	2%	0.7%
Full-Time Student	72.3%	19.1%	8.5%	0%
Other	58.2%	35.3%	4.3%	2.2%
Married/Remarried	66.7%	31.4%	1.2%	0.8%
Member of an Unmarried Couple	61.5%	38.5%	0%	0%
Single, Never Married	59.9%	33.9%	5%	1.2%
Divorced/Separated/Widowed	67.8%	26.6%	3.4%	2.3%
Republican	69.1%	29.7%	0.8%	0.4%
Independent	66.1%	29.9%	3.6%	0.3%
Democrat	73.9%	20.1%	3.2%	2.8%
Other (Political Party)	31.3%	67%	0.9%	0.9%
Upper Peninsula	62.5%	31.3%	3.1%	3.1%
Northern Lower Peninsula	77.1%	22.9%	0%	0%
West Central	63.4%	32.4%	4.1%	0%
East Central	75%	22.6%	2.4%	0%
Southwest	53.3%	40.7%	0.7%	5.2%
Southeast	65.4%	32.8%	1.5%	0.2%
Detroit	75%	12.5%	10.7%	1.8%

Table 6: General Public Crosstab Results for Statement 5 – Young People

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	29.3%	40.1%	16.3%	14.3%
Female	17.5%	31.9%	30.9%	19.6%
White	20.6%	39.2%	25.3%	14.9%
Black	42.9%	20.6%	13.5%	23%
Other	14.6%	22%	26.8%	36.6%
18–24 Years Old	14.2%	44.3%	14.2%	27.4%
25–29 Years Old	21.2%	38.8%	10.6%	29.4%
30–39 Years Old	36.6%	29.6%	20.4%	13.4%
40–49 Years Old	18.5%	36.4%	34.7%	10.4%
50–59 Years Old	24.6%	33.3%	31.6%	10.5%
60–64 Years Old	15.5%	44.8%	22.4%	17.2%
65 Years Old and Older	22%	34.1%	22%	22%
Less than High School	56.4%	25.6%	17.9%	0%
High School Graduate	28.6%	39.9%	17.4%	14.1%
Some College	22.7%	29.3%	26.7%	21.3%
College +	16.7%	41.3%	26.2%	15.8%
Up to \$30,000	29.5%	30.9%	23.7%	15.8%
Between \$30,000 and \$60,000	24.4%	36.2%	32.1%	7.3%
Between \$60,000 and \$100,000	24%	34.6%	22.1%	19.4%
Greater than \$100,000	19.1%	47.8%	19.1%	14%
Work Full-Time	21.7%	46.5%	16.4%	15.4%
Work Part-Time	12.2%	21.1%	45.6%	21.1%
Work and School	28.6%	34.7%	2%	34.7%
Unemployed, Laid Off or Looking for Work	8%	40%	52%	0%
Retired	22.6%	38.4%	25.3%	13.7%
Full-Time Student	22.9%	37.5%	25%	14.6%
Other	33.9%	16.7%	30%	19.4%
Married/Remarried	17.5%	37.5%	28.8%	16.1%
Member of an Unmarried Couple	25%	33.3%	0%	41.7%
Single, Never Married	29.1%	37.2%	13.7%	20.1%
Divorced/Separated/Widowed	31.3%	30.7%	26.1%	11.9%
Republican	18.5	36.6%	28.9%	15.9%
Independent	25.3%	37.4%	17.8%	19.5%
Democrat	25.8%	28.7%	27.6%	17.9%
Other (Political Party)	24%	51%	16.3%	8.7%
Upper Peninsula	19.4%	38.7%	32.3%	9.7%
Northern Lower Peninsula	14.6%	33.3%	29.2%	22.9%
West Central	21%	41.3%	23.2%	14.5%
East Central	15.7%	32.5%	36.1%	15.7%
Southwest	30.2%	31.8%	17.8%	20.2%
Southeast	21.6%	37.8%	22.9%	17.8%
Detroit	45.8%	23.7%	20.3%	10.2%

Table 7: General Public Crosstab Results for Statement 6 – Local Government

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	61.6%	32.4%	3.4%	2.6%
Female	55.7%	40.6%	2.9%	0.8%
White	57.5%	37.6%	3.7%	1.2%
Black	71.5%	25.4%	0.8%	2.3%
Other	39.5%	51.2%	0%	9.3%
18–24 Years Old	44.9%	40.2%	15%	0%
25–29 Years Old	51.6%	44%	0%	4.4%
30–39 Years Old	59.9%	37.3%	0.7%	2.1%
40–49 Years Old	69.3%	30.7%	0%	0%
50–59 Years Old	58.3%	35.6%	3.9%	2.2%
60–64 Years Old	54.8%	41.9%	0%	3.2%
65 Years Old and Older	57.5%	38.5%	2.9%	1.1%
Less than High School	81.6%	13.2%	2.6%	2.6%
High School Graduate	52.8%	40.4%	5%	1.8%
Some College	53.3%	41.2%	3.9%	1.7%
College +	64.6%	32.3%	1.5%	1.5%
Up to \$30,000	67.6%	24.5%	5.8%	2.2%
Between \$30,000 and \$60,000	67.7%	28.7%	2%	1.6%
Between \$60,000 and \$100,000	62.2%	36.5%	1.4%	0%
Greater than \$100,000	49.4%	41.8%	5.3%	3.5%
Work Full-Time	54.8%	41.3%	1.4%	2.4%
Work Part-Time	64.4%	34.4%	1.1%	0%
Work and School	44.9%	26.5%	28.6%	0%
Unemployed, Laid Off or Looking for Work	38.5%	57.7%	0%	3.8%
Retired	59.9%	35.4%	2.7%	2%
Full-Time Student	68.1%	31.9%	0%	0%
Other	65.9%	29.1%	2.7%	2.2%
Married/Remarried	55.8%	42.5%	0.4%	1.4%
Member of an Unmarried Couple	64%	36%	0%	0%
Single, Never Married	53.7%	36%	7.4%	2.9%
Divorced/Separated/Widowed	71.3%	21.3%	5.6%	1.7%
Republican	53.4%	41.9%	4.2%	0.4%
Independent	63.2%	31.3%	4.3%	1.3%
Democrat	62.5%	33.9%	1.1%	2.5%
Other (Political Party)	48.7%	45.1%	2.7%	3.5%
Upper Peninsula	54.8%	38.7%	3.2%	3.2%
Northern Lower Peninsula	53.1%	44.9%	2%	0%
West Central	60%	32.4%	2.1%	5.5%
East Central	52.4%	44%	3.6%	0%
Southwest	41%	51.5%	5.2%	2.2%
Southeast	63.1%	32.7%	3.3%	0.9%
Detroit	72.9%	23.7%	1.7%	1.7%

Table 8: General Public Crosstab Results for Statement 7 – State’s Assets

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	72.2%	24.0%	2.4%	1.5%
Female	74.4%	19.7%	5.3%	0.6%
White	71.6%	23.2%	4.1%	1.1%
Black	80%	16.2%	3.1%	0.8%
Other	84.1%	13.6%	2.3%	0%
18–24 Years Old	59.4%	40.6%	0%	0%
25–29 Years Old	69.7%	15.7%	14.6%	0%
30–39 Years Old	84.5%	11.3%	2.1%	2.1%
40–49 Years Old	71.9%	21.3%	5.1%	1.7%
50–59 Years Old	76.8%	18.8%	3.9%	0.6%
60–64 Years Old	61.9%	36.5%	0%	1.6%
65 Years Old and Older	74.6%	22%	2.3%	1.1%
Less than High School	64.1%	33.3%	0%	2.6%
High School Graduate	58.9%	33.8%	5.9%	1.4%
Some College	75.5%	20.1%	3.8%	0.5%
College +	80.5%	14.9%	3%	1.5%
Up to \$30,000	73.9%	19.7%	4.9%	1.4%
Between \$30,000 and \$60,000	77.7%	20.3%	0.8%	1.2%
Between \$60,000 and \$100,000	68.5%	25.2%	5%	1.4%
Greater than \$100,000	75.9%	21.2%	2.9%	0%
Work Full-Time	70.6%	23.1%	5.1%	1.2%
Work Part-Time	85.6%	12.2%	0%	2.2%
Work and School	63.3%	36.7%	0%	0%
Unemployed, Laid Off or Looking for Work	51.9%	44.4%	3.7%	0%
Retired	68.5%	27.5%	2%	2%
Full-Time Student	75%	22.9%	2.1%	0%
Other	82.2%	10.8%	6.5%	0.5%
Married/Remarried	75.3%	21.1%	2.6%	1%
Member of an Unmarried Couple	60%	28%	0%	12%
Single, Never Married	64.9%	28.1%	7%	0%
Divorced/Separated/Widowed	81%	14%	3.9%	1.1%
Republican	79.7%	15.7%	4.2%	0.4%
Independent	69%	26.8%	2.3%	2%
Democrat	75.3%	20.1%	3.5%	1.1%
Other (Political Party)	68.7%	22.6%	8.7%	0%
Upper Peninsula	74.2%	22.6%	3.2%	0%
Northern Lower Peninsula	45.8%	43.8%	10.4%	0%
West Central	70.5%	14.4%	13%	2.1%
East Central	73.8%	21.4%	4.8%	0%
Southwest	72.4%	23.1%	3.7%	0.7%
Southeast	77.6%	21.5%	0%	0.9%
Detroit	72.4%	22.4%	3.4%	1.7%

Table 9: General Public Crosstab Results for Question 8 – Future Success

	Helping Entrepreneurs Start New Businesses	Helping People Get Degrees or Specialized Training After High School	Assisting with Business Diversification So We are Not So Dependent on the Automotive Industry	Attracting and/ or Retaining Highly Educated Workers
Male	22.6%	39.6%	23.3%	14.5%
Female	13%	45.9%	27.5%	13.6%
White	18.7%	39%	27.2%	15.1%
Black	15.3%	55%	17.6%	12.2%
Other	7.1%	73.8%	16.7%	2.4%
18–24 Years Old	12.1%	57.9%	5.6%	24.3%
25–29 Years Old	18.8%	72.9%	4.7%	3.5%
30–39 Years Old	25.7%	40.7%	15.7%	17.9%
40–49 Years Old	15.5%	32.2%	42%	10.3%
50–59 Years Old	13.6%	42.9%	32.2%	11.3%
60–64 Years Old	20%	36.7%	30%	13.3%
65 Years Old and Older	22%	32.9%	27.2%	17.9%
Less than High School	12.8%	61.5%	5.1%	20.5%
High School Graduate	20.9%	48.8%	21.3%	9%
Some College	17.3%	49.3%	22.9%	10.5%
College +	17.5%	29.1%	32.8%	20.6%
Up to \$30,000	16.8%	44.5%	26.3%	12.4%
Between \$30,000 and \$60,000	14.2%	40.1%	33.6%	12.1%
Between \$60,000 and \$100,000	20.5%	44.3%	24.2%	11%
Greater than \$100,000	20.4%	36.4%	18.5%	24.7%
Work Full-Time	19.8%	44.4%	22.8%	13%
Work Part-Time	14.4%	47.8%	27.8%	10%
Work and School	0%	46.9%	26.5%	26.5%
Unemployed, Laid Off or Looking for Work	29.2%	37.5%	33.3%	0%
Retired	17.9%	37.2%	24.1%	20.7%
Full-Time Student	16.7%	50%	18.8%	14.6%
Other	18.1%	39.6%	31.3%	11%

Table 9: General Public Crosstab Results for Question 8 – Future Success (cont.)

	Helping Entrepreneurs Start New Businesses	Helping People Get Degrees or Specialized Training After High School	Assisting with Business Diversification So We are Not So Dependent on the Automotive Industry	Attracting and/ or Retaining Highly Educated Workers
Married/Remarried	16.9%	37.4%	29.6%	16.1%
Member of and Unmarried Couple	25%	55%	10%	10%
Single, Never Married	24.8%	51.2%	10.7%	13.2%
Divorced/Separated/Widowed	9.6%	45.2%	35.6%	9.6%
Republican	24.5%	31.8%	35.6%	8.2%
Independent	16.9%	41.9%	25.7%	15.5%
Democrat	8.9%	53.4%	19.9%	17.8%
Other (Political Party)	29.6%	44.4%	12%	13.9%
Upper Peninsula	19.4%	35.5%	25.8%	19.4%
Northern Lower Peninsula	29.2%	31.3%	37.5%	2.1%
West Central	13.4%	43.7%	27.5%	15.5%
East Central	13.9%	41.8%	35.4%	8.9%
Southwest	14.7%	49.6%	20.2%	15.5%
Southeast	18.2%	42.7%	24%	15.1%
Detroit	25.9%	43.1%	19%	12.1%

Table 10: General Public Crosstab Results for Question 9 – Placemaking

	Very Familiar	Somewhat Familiar	Not Very Familiar	Not at All Familiar
Male	2.1%	14.3%	27.4%	56.1%
Female	0.6%	11.9%	29.5%	58%
White	1.3%	13.2%	28.5%	57.1%
Black	2.3%	15.3%	34.4%	48.1%
Other	2.3%	4.5%	9.1%	84.1%
18–24 Years Old	0%	22.4%	53.3%	24.3%
25–29 Years Old	0%	26.7%	12.2%	61.1%
30–39 Years Old	1.4%	16.2%	17.6%	64.8%
40–49 Years Old	1.1%	6.3%	34.7%	58%
50–59 Years Old	2.8%	9.4%	24.9%	63%
60–64 Years Old	1.6%	9.4%	25%	64.1%
65 Years Old and Older	1.7%	10.2%	31.1%	57.1%
Less than High School	2.6%	7.7%	23.1%	66.7%
High School Graduate	0.9%	14.2%	29.4%	55.5%
Some College	1.1%	16.2%	25.5%	57.3%
College +	1.8%	9.8%	32.4%	56%
Up to \$30,000	1.4%	20.6%	20.6%	57.4%
Between \$30,000 and \$60,000	1.2%	13.9%	35.7%	49.2%
Between \$60,000 and \$100,000	0%	11.7%	30.2%	58.1%
Greater than \$100,000	4.1%	16.3%	23.3%	56.4%
Work Full-Time	1.9%	9.7%	36.2%	52.2%
Work Part-Time	2.2%	15.6%	16.7%	65.6%
Work and School	0%	31.3%	10.4%	58.3%
Unemployed, Laid Off or Looking for Work	0%	23.1%	15.4%	61.5%
Retired	0.7%	11.4%	30.9%	57%
Full-Time Student	2.1%	27.1%	33.3%	37.5%
Other	0.5%	11.3%	19.9%	68.3%
Married/Remarried	2.2%	10.6%	28.7%	58.5%
Member of an Unmarried Couple	0%	8%	8%	84%
Single, Never Married	0.8%	17.4%	28.9%	52.9%
Divorced/Separated/Widowed	0%	15.6%	30.6%	53.9%
Republican	1.3%	8.8%	39.1%	50.8%
Independent	2%	10.2%	22.6%	65.2%
Democrat	1.4%	14.4%	33.1%	51.1%
Other (Political Party)	0.9%	24.3%	10.4%	64.3%
Upper Peninsula	3.1%	15.6%	25%	56.3%
Northern Lower Peninsula	0%	4.1%	34.7%	61.2%
West Central	2%	6.8%	23.8%	67.3%
East Central	1.2%	20%	29.4%	49.4%
Southwest	1.5%	13.4%	26.1%	59%
Southeast	1.1%	15.1%	30.7%	53.1%
Detroit	1.7%	10%	23.3%	65%

Table 11: Local Government Crosstab Results for Statement 1 – Global Economy

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	36.4%	57.5%	6.1%	0%
Female	13.5%	73.1%	13.5%	0%
White	31.2%	61%	7.8%	0%
Black	0%	100%	0%	0%
Other	66.7%	33.3%	0%	0%
30–39 Years Old	43.8%	56.3%	0%	0%
40–49 Years Old	50%	43.3%	6.7%	0%
50–59 Years Old	26.3%	66.3%	7.5%	0%
60–64 Years Old	35.9%	53.1%	10.9%	0%
65 Years Old and Older	30.8%	62.5%	6.7%	0%
High School	20.6%	67.6%	11.8%	0%
Some College	27.1%	58.8%	14.1%	0%
College+	37.5%	59.1%	3.4%	0%
Republican	33.8%	60.8%	5.4%	0%
Independent	28.6%	65.3%	6.1%	0%
Democrat	35%	50%	15%	0%
Upper Peninsula	22.9%	62.9%	14.3%	0%
Northern Lower Peninsula	40.4%	53.2%	6.4%	0%
West Central	33.3%	59%	7.7%	0%
East Central	28.3%	63%	8.7%	0%
Southwest	19.6%	76.5%	3.9%	0%
Southeast	44.1%	49.2%	6.8%	0%
Attended Gov. Training Program in the Last 12 Months: Yes	33.6%	59.8%	6.6%	0%
Attended Gov. Training Program in the Last 12 Months: No	26.8%	60.7%	12.5%	0%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 12: Local Government Crosstab Results for Statement 2 – Entrepreneurs

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	34%	55.9%	10.1%	0%
Female	29.4%	66.7%	3.9%	0%
White	32.6%	58.2%	9.2%	0%
Black	0%	100%	0%	0%
Other	53.8%	38.5%	7.7%	0%
30–39 Years Old	18.8%	68.8%	12.5%	0%
40–49 Years Old	48.4%	45.2%	6.5%	0%
50–59 Years Old	25%	66.3%	8.8%	0%
60–64 Years Old	30.2%	60.3%	9.5%	0%
65 Years Old and Older	39.8%	50.5%	9.7%	0%
High School	35.3%	58.8%	5.9%	0%
Some College	38.8%	52.9%	8.2%	0%
College+	30.1%	59.1%	10.8%	0%
Republican	38.2%	49.6%	12.2%	0%
Independent	25.5%	65.3%	9.2%	0%
Democrat	39%	57.6%	3.4%	0%
Upper Peninsula	38.2%	55.9%	5.9%	0%
Northern Lower Peninsula	30.4%	56.5%	13%	0%
West Central	35.9%	53.8%	10.3%	0%
East Central	26.7%	64.4%	8.9%	0%
Southwest	32%	64%	4%	0%
Southeast	37.9%	56.9%	5.2%	0%
Attended Gov. Training Program in the Last 12 Months: Yes	32.9%	58.4%	8.6%	0%
Attended Gov. Training Program in the Last 12 Months: No	33.9%	53.6%	12.5%	0%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 13: Local Government Crosstab Results for Statement 3 – Education

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	36.4%	44.8%	18.0%	0.8%
Female	21.2%	51.9%	26.9%	0%
White	34.3%	45.9%	19.1%	0.7%
Black	50%	25%	25%	0%
Other	18.2%	63.6%	18.2%	0%
30–39 Years Old	87.5%	6.3%	6.3%	0%
40–49 Years Old	43.3%	23.3%	30%	3.3%
50–59 Years Old	35.4%	41.5%	23.2%	0%
60–64 Years Old	33.3%	52.4%	14.3%	0%
65 Years Old and Older	23.8%	57.1%	18.1%	1%
High School	11.8%	61.8%	26.5%	0%
Some College	22.1%	47.7%	29.1%	1.2%
College+	43.6%	41.4%	13.8%	1.1%
Republican	28.8%	50%	20.5%	0.8%
Independent	34.7%	43.6%	20.8%	1%
Democrat	42.4%	39%	18.6%	0%
Upper Peninsula	28.6%	42.9%	28.6%	0%
Northern Lower Peninsula	29.8%	53.2%	17%	0%
West Central	30%	47.5%	22.5%	0%
East Central	21.7%	52.2%	26.1%	0%
Southwest	43.4%	35.8%	20.8%	0%
Southeast	44.1%	47.5%	8.5%	0%
Attended Gov. Training Program in Last 12 Months: Yes	37.7%	44.1%	17.4%	0.8%
Attended Gov. Training Program in Last 12 Months: No	16.4%	54.5%	29.1%	0%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 14: Local Government Crosstab Results for Statement 4 – Diversified Economy

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	66%	34%	0%	0%
Female	58.8%	41.2%	0%	0%
White	63.6%	36.4%	0%	0%
Black	50%	50%	0%	0%
Other	83.3%	16.7%	0%	0%
30–39 Years Old	87.5%	12.5%	0%	0%
40–49 Years Old	64.5%	35.5%	0%	0%
50–59 Years Old	63%	37%	0%	0%
60–64 Years Old	61.9%	38.1%	0%	0%
65 Years Old and Older	62.9%	37.1%	0%	0%
High School	47.1%	52.9%	0%	0%
Some College	57.6%	42.4%	0%	0%
College+	71.1%	28.9%	0%	0%
Republican	62.1%	37.9%	0%	0%
Independent	69%	31%	0%	0%
Democrat	56.9%	43.1%	0%	0%
Upper Peninsula	68.6%	31.4%	0%	0%
Northern Lower Peninsula	63.8%	36.2%	0%	0%
West Central	57.5%	42.5%	0%	0%
East Central	67.4%	32.6%	0%	0%
Southwest	60.4%	39.6%	0%	0%
Southeast	69%	31%	0%	0%
Attended Gov. Training Program in the Last 12 Months: Yes	66.5%	33.5%	0%	0%
Attended Gov. Training Program in the Last 12 Months: No	55.6%	44.4%	0%	0%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 15: Local Government Crosstab Results for Statement 5 – Young People

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	19.9%	42.2%	33.5%	4.4%
Female	16%	32%	48%	4%
White	19.1%	41.3%	35.3%	4.2%
Black	66.7%	33.3%	0%	0%
Other	15.4%	15.4%	53.8%	15.4%
30–39 Years Old	56.3%	31.3%	12.5%	0%
40–49 Years Old	33.3%	40%	26.7%	0%
50–59 Years Old	20.7%	37.8%	36.6%	4.9%
60–64 Years Old	19%	34.9%	42.9%	3.2%
65 Years Old and Older	9.5%	47.6%	36.2%	6.7%
High School	0%	32.4%	58.8%	8.8%
Some College	10.7%	40.5%	46.4%	2.4%
College+	27.4%	40.8%	26.8%	5%
Republican	13.7%	42%	38.2%	6.1%
Independent	29.3%	35.4%	33.3%	2%
Democrat	11.9%	42.4%	40.7%	5.1%
Upper Peninsula	8.6%	48.6%	40%	2.9%
Northern Lower Peninsula	16.3%	26.5%	46.9%	10.2%
West Central	12.8%	38.5%	38.5%	10.3%
East Central	11.1%	40%	46.7%	2.2%
Southwest	28.8%	48.1%	23.1%	0%
Southeast	28.8%	37.3%	32.2%	1.7%
Attended Gov. Training Program in the Last 12 Months: Yes	1.8%	40%	45.5%	12.7%
Attended Gov. Training Program in the Last 12 Months: No	23.1%	40.5%	33.6%	2.8%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 16: Local Government Crosstab Results for Statement 6 –
Local Government

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	42.1%	55.2%	2.4%	0.4%
Female	40.4%	55.8%	3.8%	0%
White	42.5%	55.4%	1.8%	0.4%
Black	66.7%	33.3%	0%	0%
Other	16.7%	66.7%	16.7%	0%
30–39 Years Old	62.5%	37.5%	0%	0%
40–49 Years Old	50%	40%	6.7%	3.3%
50–59 Years Old	41.5%	57.3%	1.2%	0%
60–64 Years Old	41.3%	54%	4.8%	0%
65 Years Old and Older	38.7%	60.4%	0.9%	0%
High School	35.3%	61.8%	2.9%	0%
Some College	37.2%	58.1%	3.5%	1.2%
College+	46.1%	52.2%	1.7%	0%
Republican	37.6%	60.9%	1.5%	0%
Independent	45%	51%	3%	1%
Democrat	43.1%	53.4%	3.4%	0%
Upper Peninsula	37.1%	60%	2.9%	0%
Northern Lower Peninsula	32.7%	65.3%	2%	0%
West Central	40%	55%	5%	0%
East Central	34.0%	63.8%	2.1%	0%
Southwest	52.8%	45.3%	1.9%	0%
Southeast	50%	46.7%	3.3%	0%
Attended Gov. Training Program in Last 12 Months: Yes	46.4%	50.8%	2.4%	0.4%
Attended Gov. Training Program in Last 12 Months: No	23.2%	73.2%	3.6%	0%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 17: Local Government Crosstab Results for Statement 7 – State’s Assets

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Male	54.2%	43.8%	0.8%	1.2%
Female	54.9%	45.1%	0%	0%
White	54.4%	43.8%	0.7%	1.1%
Black	66.7%	33.3%	0%	0%
Other	53.8%	46.2%	0%	0%
30–39 Years Old	43.8%	56.3%	0%	0%
40–49 Years Old	53.3%	46.7%	0%	0%
50–59 Years Old	54.3%	43.2%	2.5%	0%
60–64 Years Old	58.7%	41.3%	0%	0%
65 Years Old and Older	53.3%	43.8%	1%	1.9%
High School	36.4%	60.6%	3%	0%
Some College	56.3%	41.4%	2.3%	0%
College+	56.7%	41.6%	0%	1.7%
Republican	54.5%	43.9%	1.5%	0%
Independent	50.5%	47.5%	0%	2%
Democrat	59.3%	37.3%	1.7%	1.7%
Upper Peninsula	52.9%	41.2%	0%	5.9%
Northern Lower Peninsula	54.2%	43.8%	2.1%	0%
West Central	42.5%	57.5%	0%	0%
East Central	47.8%	47.8%	4.3%	0%
Southwest	63.5%	36.5%	0%	0%
Southeast	66.1%	33.9%	0%	0%
Attended Gov. Training Program in Last 12 Months: Yes	57.3%	41.1%	0.8%	0.8%
Attended Gov. Training Program in Last 12 Months: No	41.8%	56.4%	0%	1.8%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 18: Local Government Crosstab Results for Question 8 – Future Success

	Helping Entrepreneurs Start New Businesses	Helping People Get Degrees or Specialized Training After High School	Assisting with Business Diversification So We Are Not So Dependent on the Automotive Industry	Attracting and/ or Retaining Highly Educated Workers
Male	20%	18.4%	40.4%	21.2%
Female	17.6%	27.5%	45.1%	9.8%
White	19.8%	19.1%	41%	20.1%
Black	0%	0%	100%	0%
Other	16.7%	41.7%	33.3%	8.3%
30–39 Years Old	6.3%	12.5%	12.5%	68.8%
40–49 Years Old	26.7%	6.7%	46.7%	20%
50–59 Years Old	14.8%	27.2%	39.5%	18.5%
60–64 Years Old	20.6%	22.2%	38.1%	19%
65 Years Old and Older	22.9%	16.2%	47.6%	13.3%
High School	29.4%	20.6%	44.1%	5.9%
Some College	20.9%	23.3%	47.7%	8.1%
College+	17.5%	18.1%	37.3%	27.1%
Republican	23.3%	9.8%	52.6%	14.3%
Independent	17%	23%	34%	26%
Democrat	15.5%	37.9%	32.8%	13.8%
Upper Peninsula	26.5%	29.4%	29.4%	14.7%
Northern Lower Peninsula	16.3%	12.2%	55.1%	16.3%
West Central	22.5%	25%	30%	22.5%
East Central	19.6%	26.1%	43.5%	10.9%
Southwest	17.3%	11.5%	48.1%	23.1%
Southeast	15.8%	24.6%	31.6%	28.1%
Attended Gov. Training Program in Last 12 Months: Yes	18.3%	20.7%	39%	22%
Attended Gov. Training Program in Last 12 Months: No	25.5%	16.4%	52.7%	5.5%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Table 19: Local Government Crosstab Results for Question 9 – Placemaking

	Very Familiar	Somewhat Familiar	Not Very Familiar	Not at All Familiar
Male	28.2%	29%	29.4%	13.5%
Female	23.5%	35.3%	27.5%	13.7%
White	28.9%	28.5%	29.2%	13.4%
Black	0%	66.7%	0%	33.3%
Other	7.7%	53.8%	23.1%	15.4%
30–39 Years Old	86.7%	0%	13.3%	0%
40–49 Years Old	50%	16.7%	26.7%	6.7%
50–59 Years Old	34.1%	29.3%	28%	8.5%
60–64 Years Old	17.5%	41.3%	22.2%	19%
65 Years Old and Older	14.3%	30.5%	36.2%	19%
High School Graduate	0%	30.3%	48.5%	21.2%
Some College	14%	29.1%	37.2%	19.8%
College +	38%	31.3%	21.8%	8.9%
Republican	22%	24.2%	34.1%	19.7%
Independent	36%	36%	20%	8%
Democrat	27.1%	27.1%	33.9%	11.9%
Upper Peninsula	19.4%	25%	36.1%	19.4%
Northern Lower Peninsula	25%	22.9%	41.7%	10.4%
West Central	15%	45%	22.5%	17.5%
East Central	19.6%	34.8%	30.4%	15.2%
Southwest	35.8%	26.4%	28.3%	9.4%
Southeast	41.7%	30%	16.7%	11.7%
Attended Government Training Program in Last 12 Months: Yes	31.6%	32%	24.7%	11.7%
Attended Government Training Program in Last 12 Months: No	9.1%	21.8%	49.1%	20%

Note: Local government official crosstab tables do not include the same categories and breakdowns as those of the general public. Local officials were not asked about their income, employment status or marital status. No local officials between the ages of 18-29 responded to the survey. Respondents were asked which county they reside in and, therefore, any officials that may have responded from Detroit are included in the Southeast Michigan region.

Figure 18: IPPSR Sampling Regions



Source: Institute of Public Policy and Social Research, Michigan State University, East Lansing, MI. Map created by the MSU Land Policy Institute, 2012.

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