

# SOUTHWEST MICHIGAN PROSPERITY SURVEY

3-1-18

## OVERVIEW

The survey was initially conducted between 1/23/18 and 1/30/18. The survey was opened again between 2/5/18 and 2/22/18.

1,165 Total Responses

- 955 Online responses
- 210 Paper responses

A press release was sent to the SWMPC distribution list and to each of the print media in the region

- The press release was also distributed by SWMPC Committee members

Results were compiled and analyzed by Upjohn Institute staff

## CATEGORIZE EACH AREA OF FOCUS

### Own

- This is a key area of focus for the region that lacks resources and/or strong regional leadership. The Prosperity Committee would become a champion of this area and look to lead the effort to improve conditions.
- Actions would include: create a plan to improve conditions within this area of focus, convene partners and stakeholders, fund projects/initiatives, and develop tracking metrics.
- *Drive the bus*

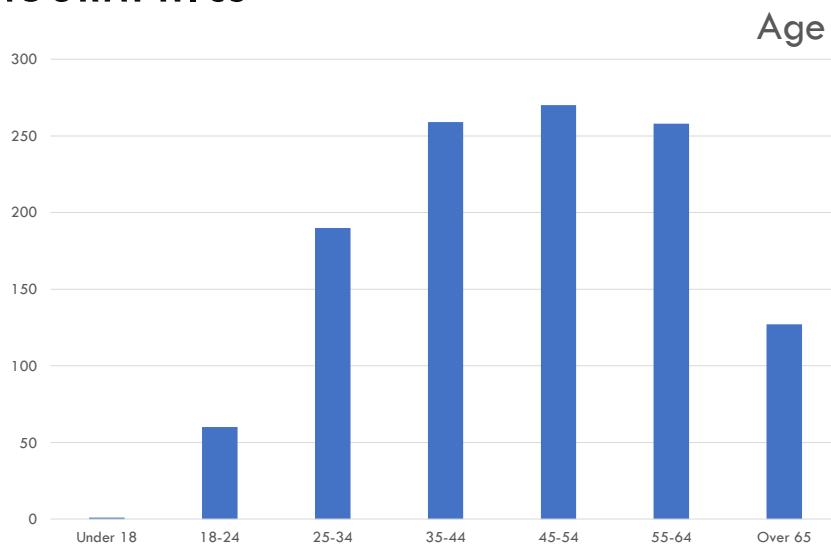
### Support

- The Committee feels that is an important area on which to focus but acknowledges that other partners are providing some leadership and resource. These areas could use the Committee's monetary and non-monetary resources to help alleviate issues.
- Actions would include: creating a subcommittee to assist leaders in this area, discussing the issues in this area at Committee meetings, and supplying money to those leading the discussion in the area.
- *Supply gas for the bus that someone else is driving*

### Endorse

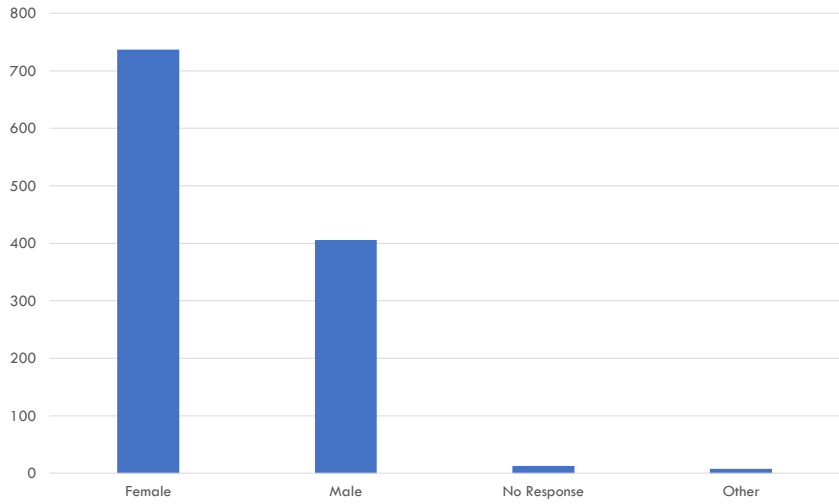
- The Committee affirms that enough or adequate resources and leadership exist to improve conditions in this area. The Committee agrees that the area is a priority but it does not warrant Committee resources.
- Actions would include: providing letters of support and making connections across sectors.
- *Get on the bus*

## DEMOGRAPHICS



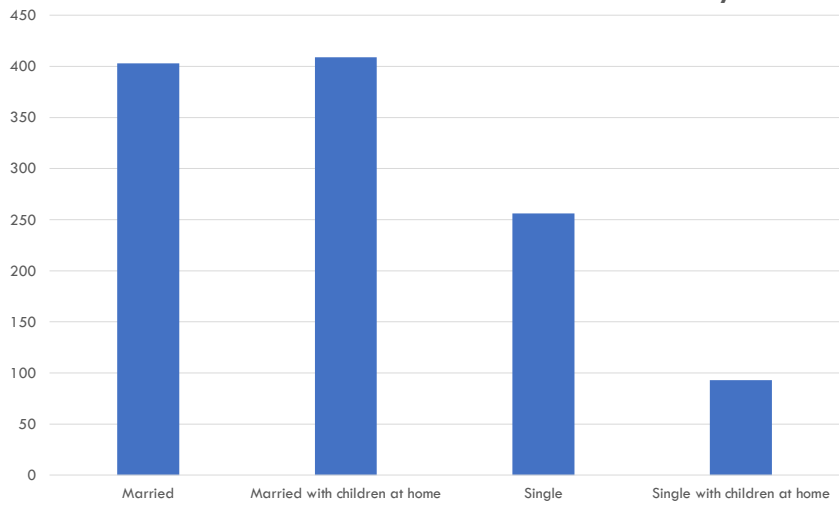
# DEMOGRAPHICS

Gender



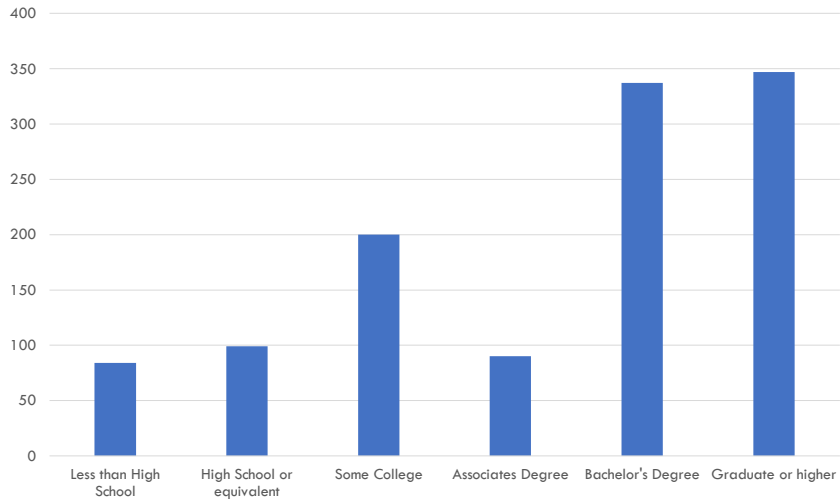
# DEMOGRAPHICS

Family Status



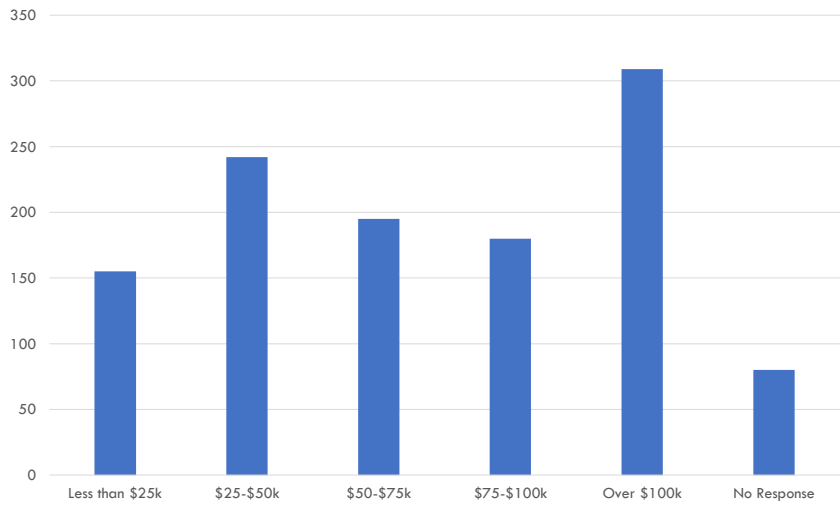
# DEMOGRAPHICS

Education

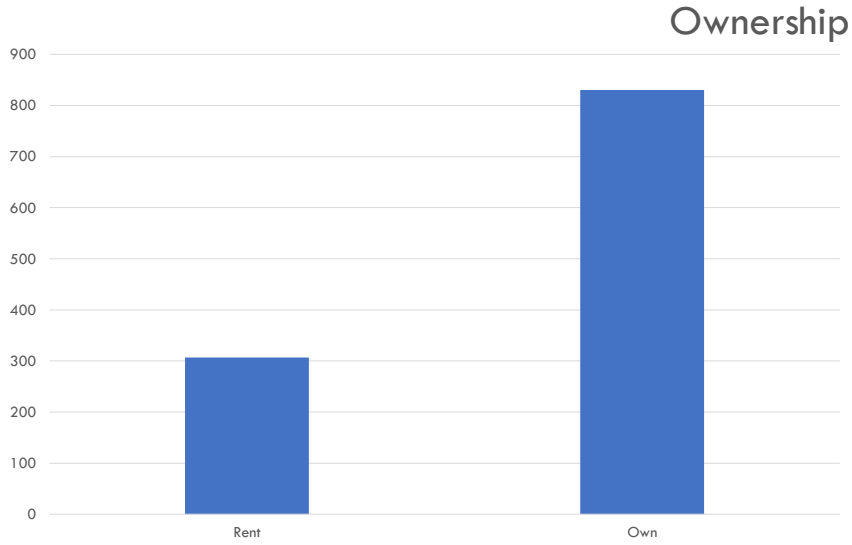


# DEMOGRAPHICS

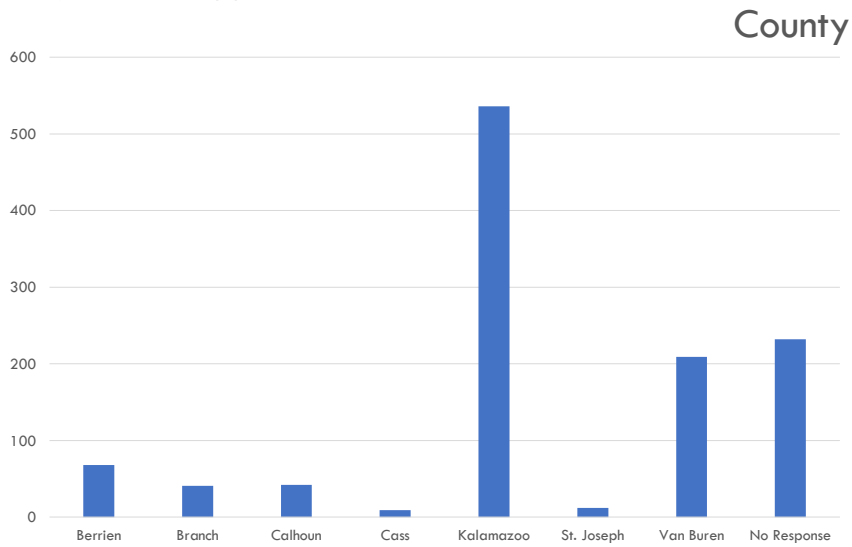
Income



# DEMOGRAPHICS

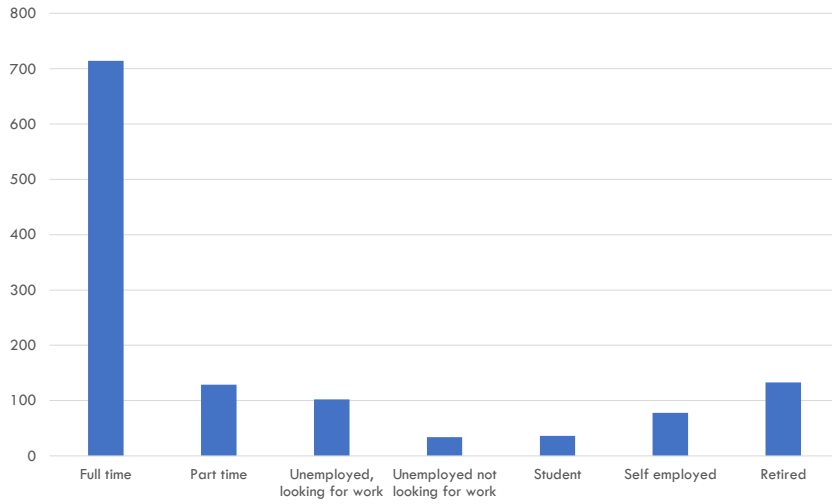


# DEMOGRAPHICS



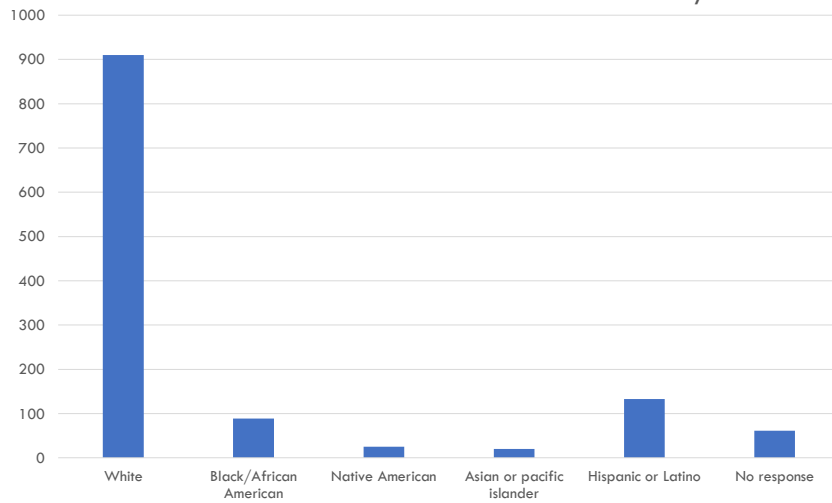
# DEMOGRAPHICS

Work Status

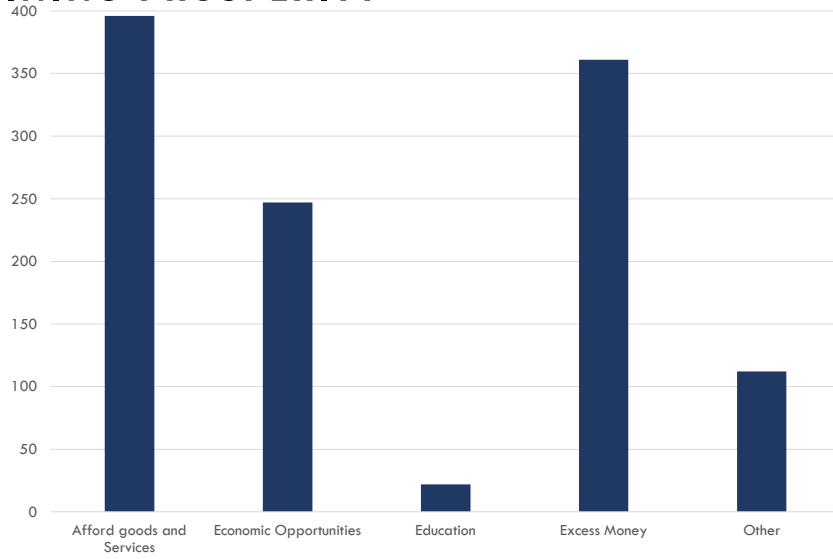


# DEMOGRAPHICS

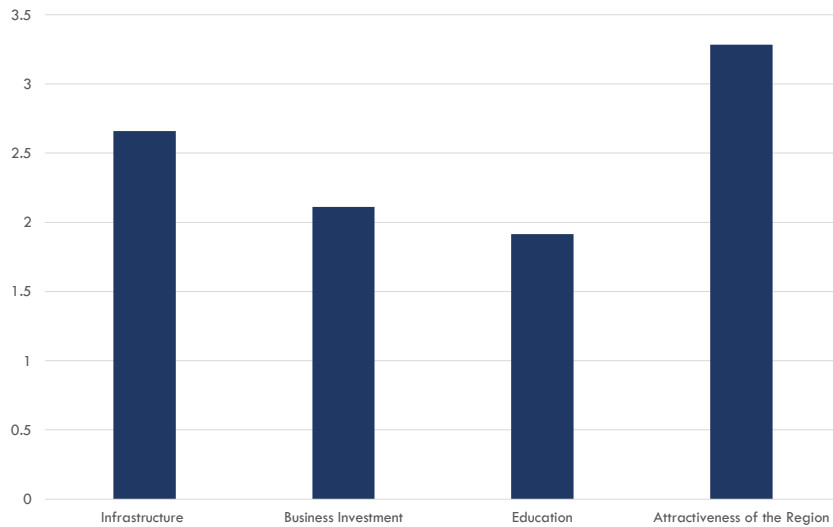
Race/Ethnicity



## DEFINING PROSPERITY



## RANKING



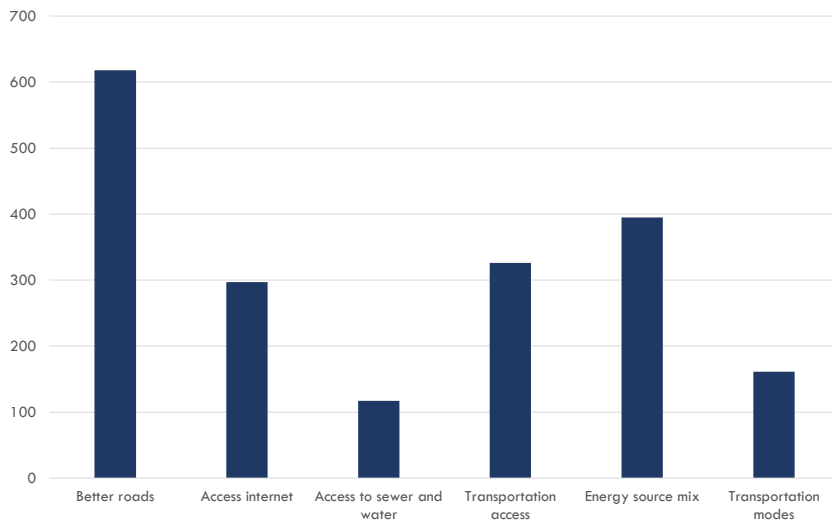
Rank 1-4, with 1 as the highest; the smaller bars are more proffered

# INFRASTRUCTURE

In your opinion, on which element of **Infrastructure** should the Committee focus? (Choose up to two)

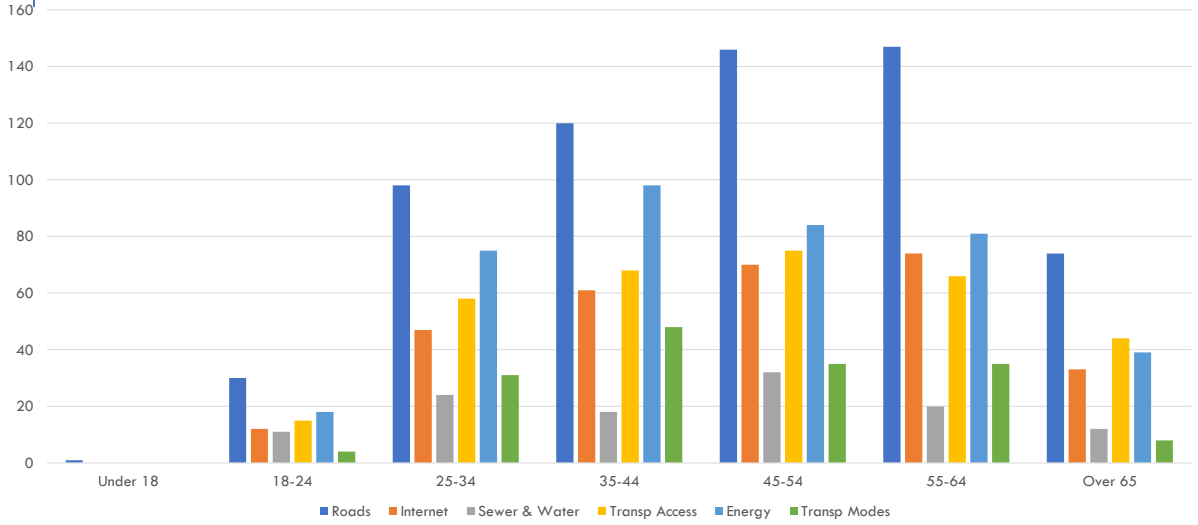
- Better roads
- Increased access to high-speed internet
- Increased access to sewer and water
- Increased transportation access and options
- A more diverse and sustainable mix of energy sources
- More choices for transportation modes

# INFRASTRUCTURE

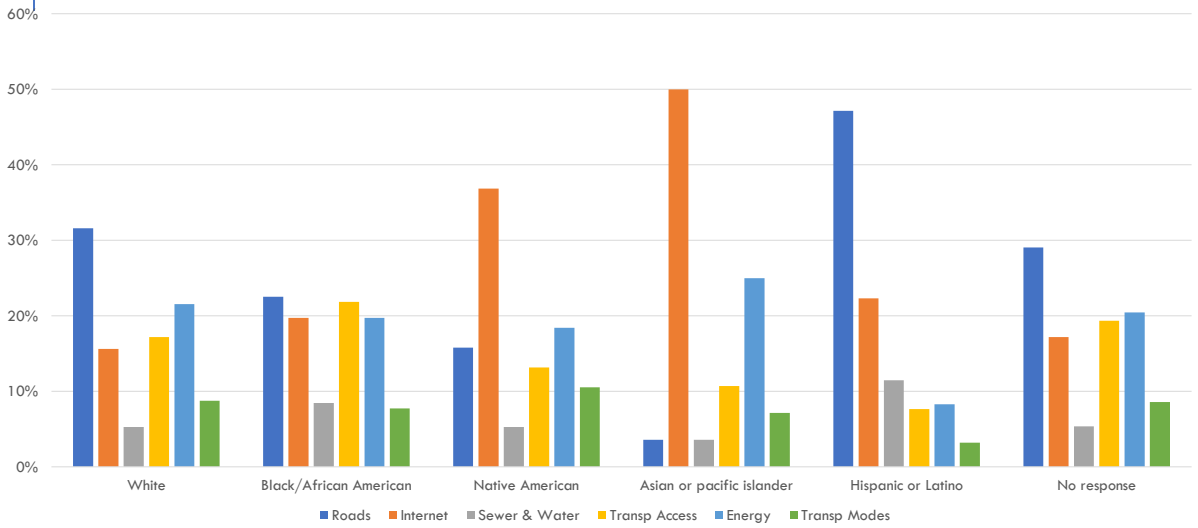




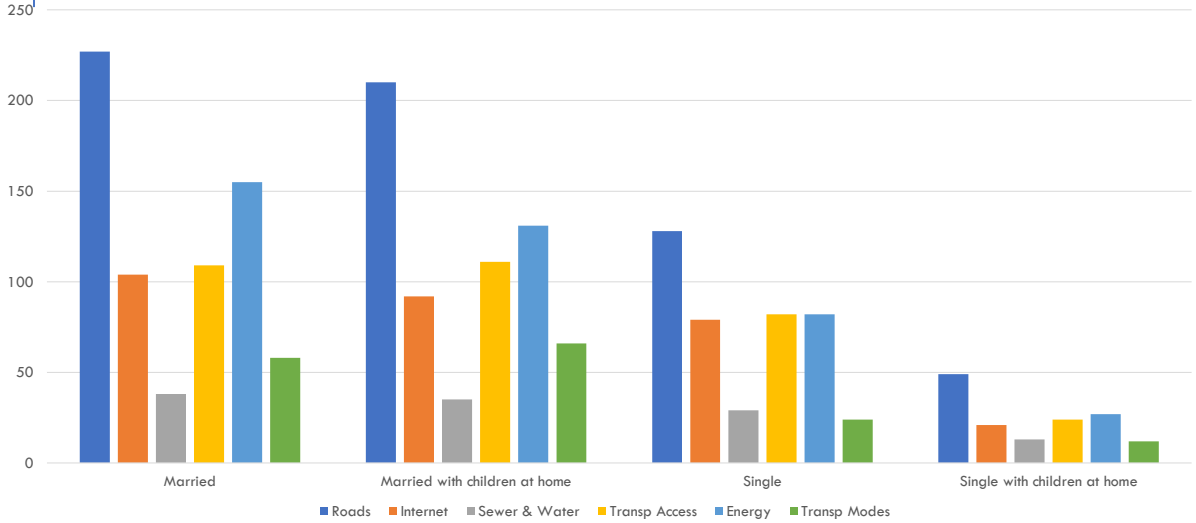
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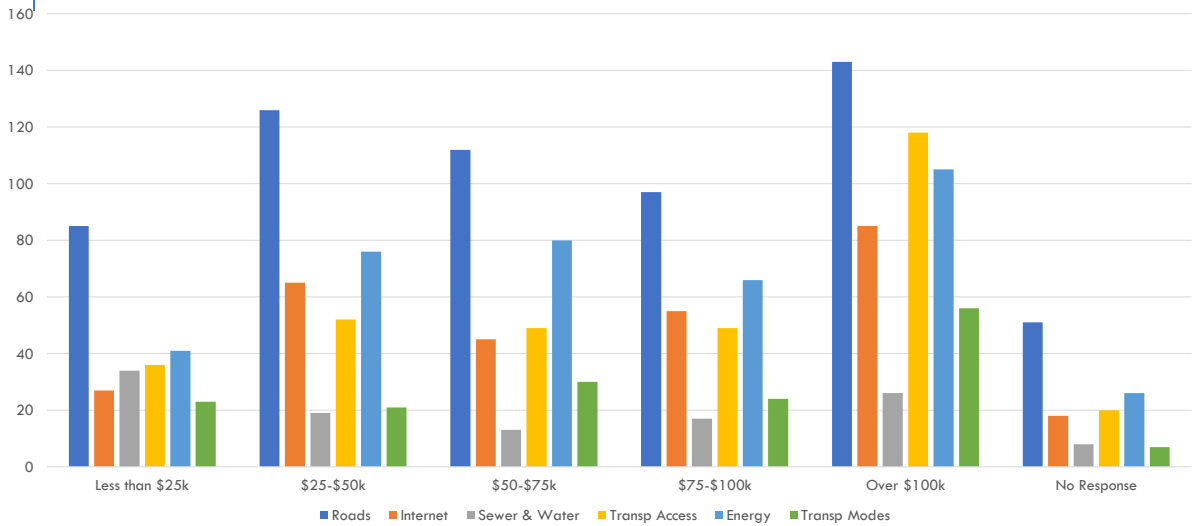
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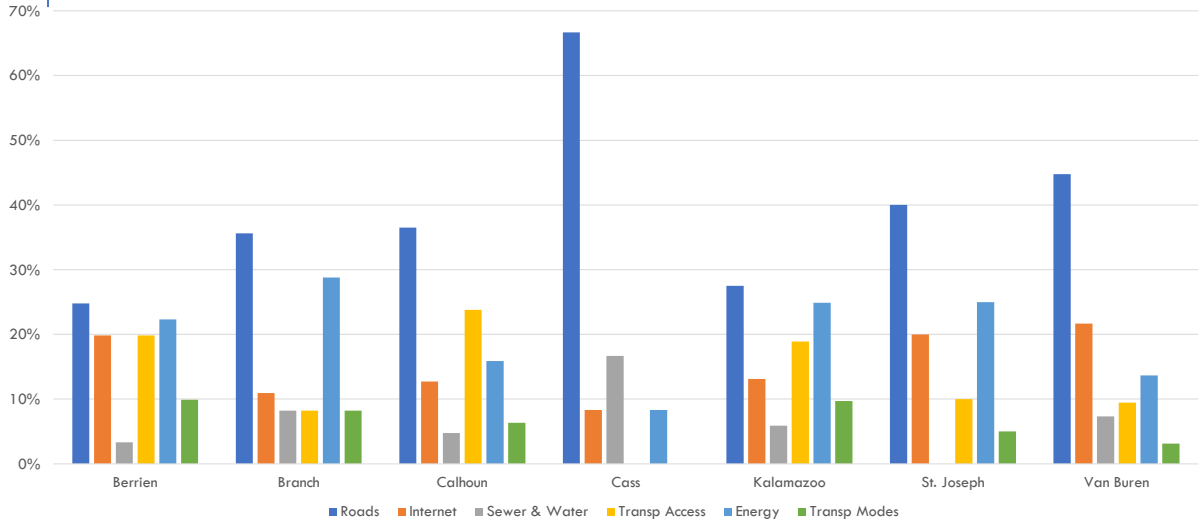
# INFRASTRUCTURE



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# INFRASTRUCTURE

Determine how the Committee would like to interface with each area of focus

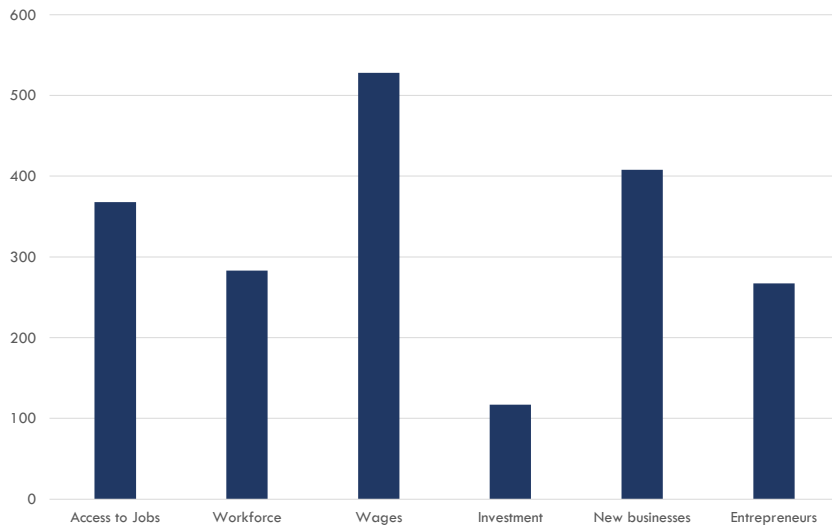
	Roads	Internet	Sewer/Water	Transportation Access	Energy	Transportation Modes
Own						
Support						
Endorse						

# BUSINESS INVESTMENT

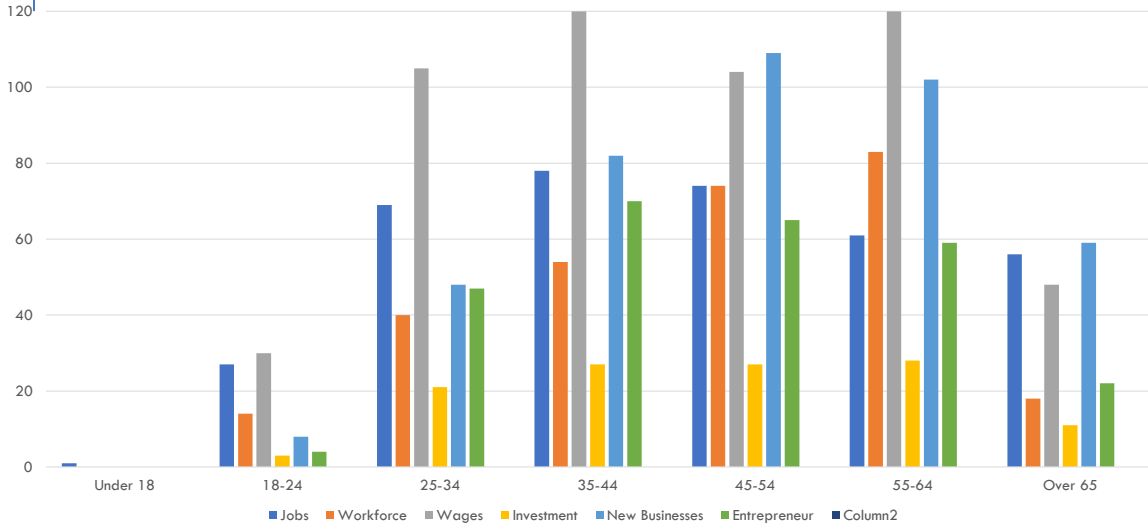
In your opinion, on which element of **Business Investment and Jobs** should the Committee focus? (Choose up to two)

- Increased access to jobs
- More people in the workforce
- Higher wages
- Increased business investment (construction or equipment)
- New businesses locating to the region
- Support for Entrepreneurs

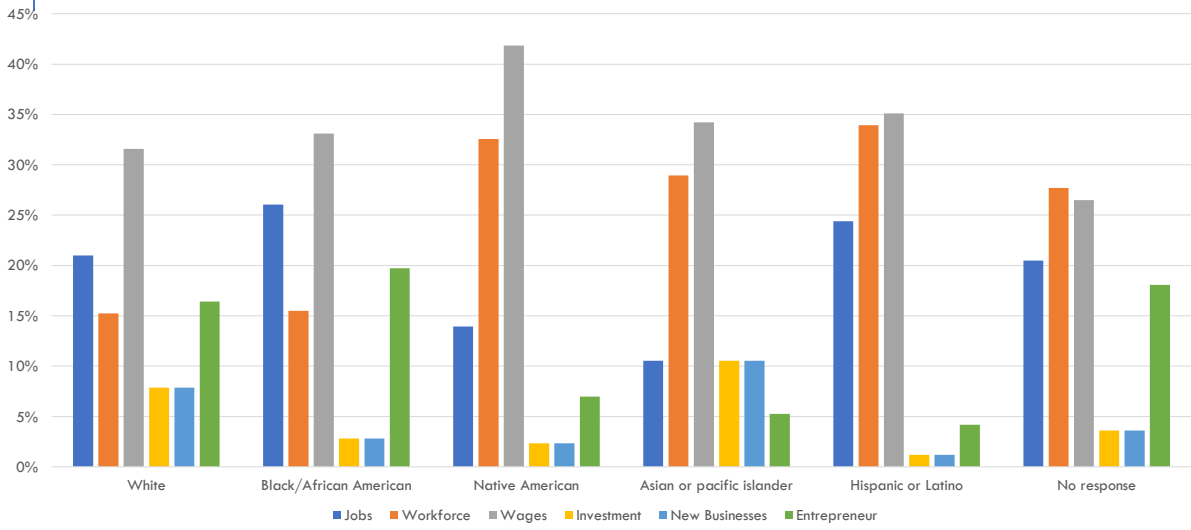
# BUSINESS INVESTMENT



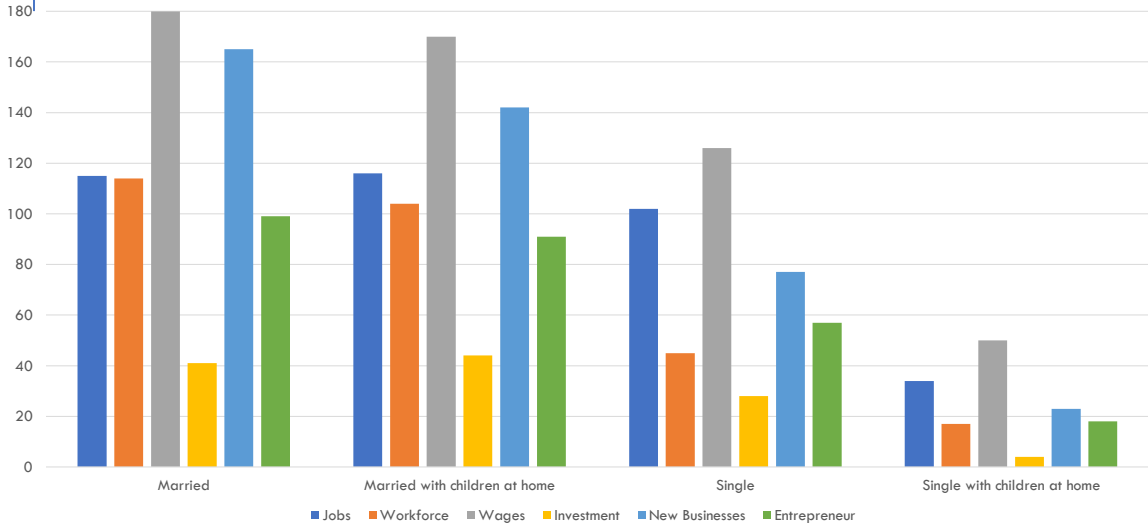
# BUSINESS INVESTMENT



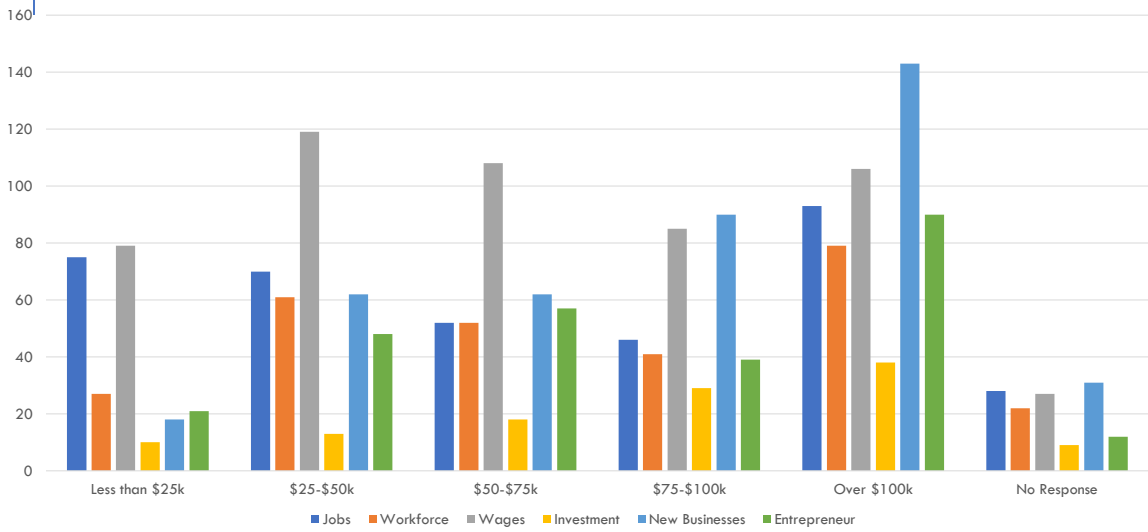
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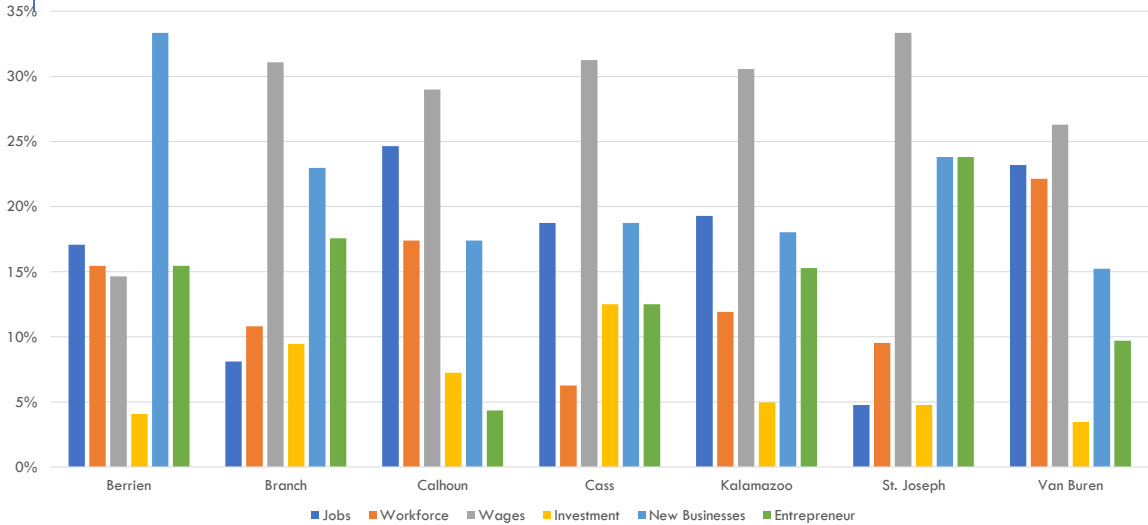
# BUSINESS INVESTMENT



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# BUSINESS INVESTMENT



# BUSINESS INVESTMENT

Determine how the Committee would like to interface with each area of focus

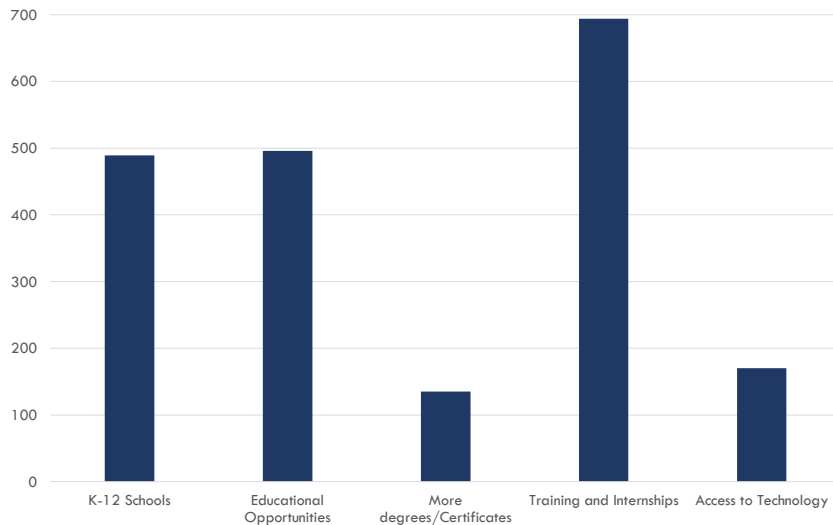
	Jobs	Workforce	Wages	Investment	New Businesses	Entrepreneur Support
Own						
Support						
Endorse						

# EDUCATION

In your opinion, on which element of **Education and Job Training** should the Committee focus? (Choose up to two)

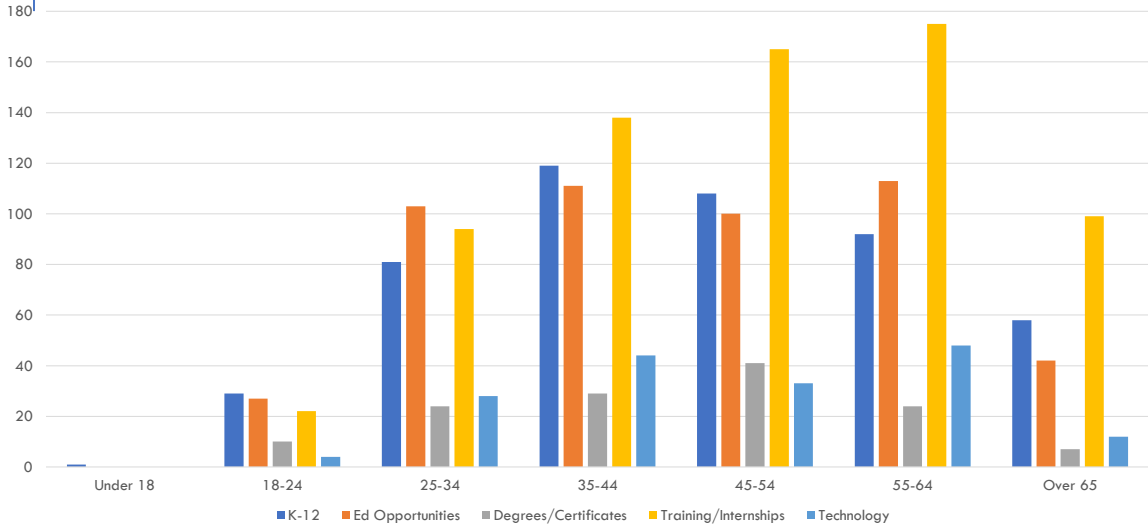
- Better performing K-12 schools
- More educational opportunities for all learners
- More degrees and certificates given to residents
- Increased job training and internship/apprenticeship opportunities
- Better access to technology and broadband

# EDUCATION

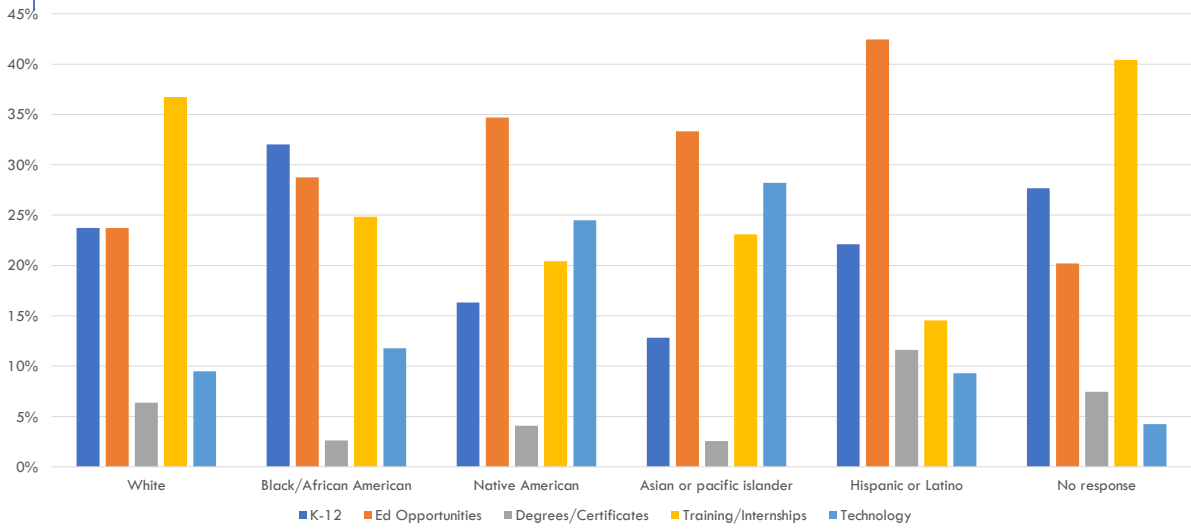




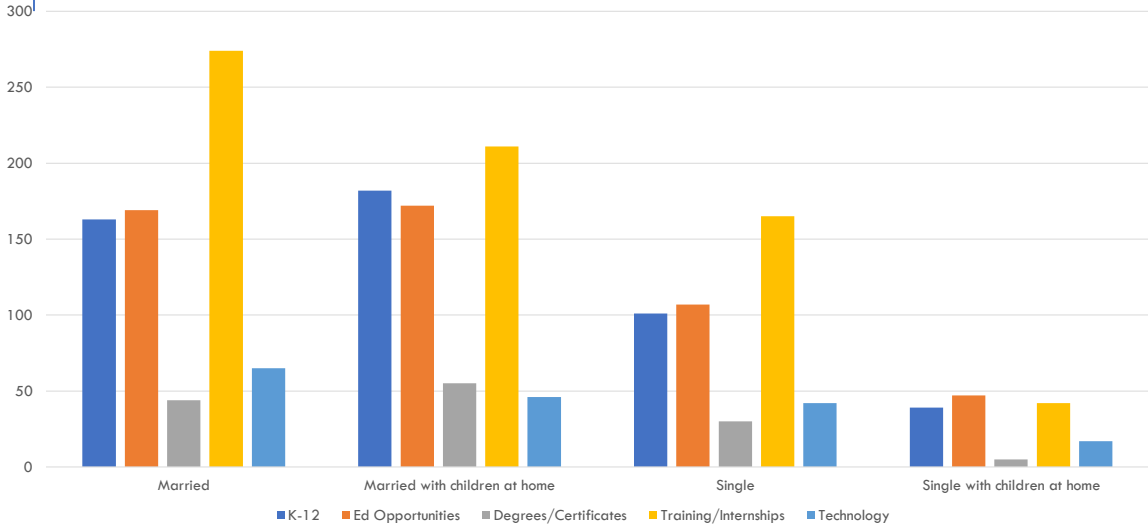
# EDUCATION



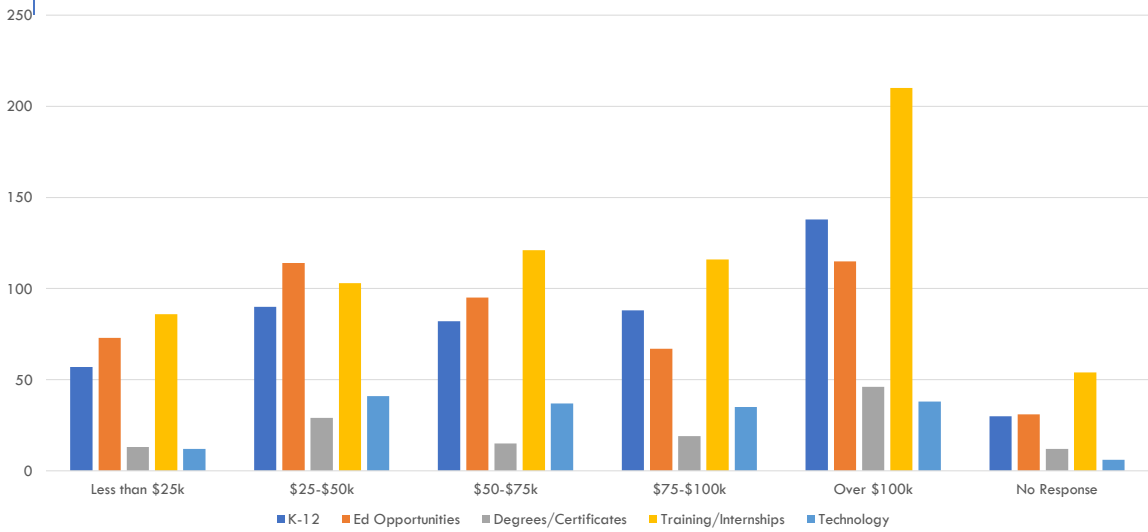
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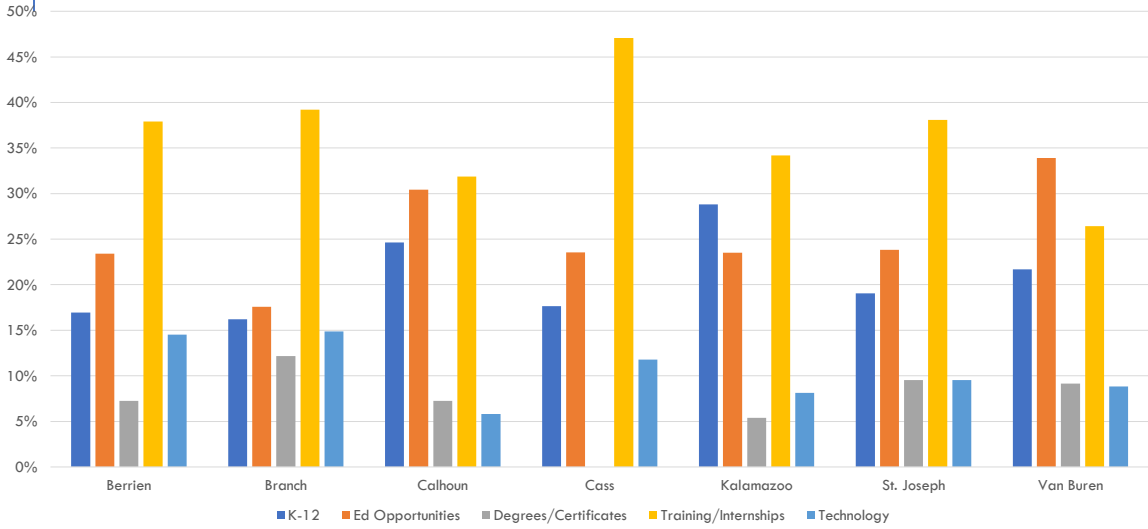
# EDUCATION



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# EDUCATION

Determine how the Committee would like to interface with each area of focus

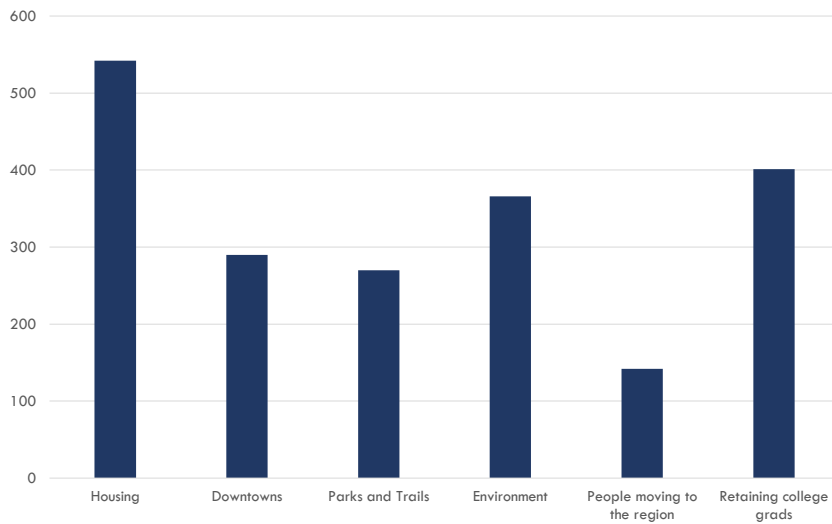
	K-12	Ed Opportunities	Degrees/Certificates	Training/Internships	Technology
Own					
Support					
Endorse					

# ATTRACTIVENESS OF THE REGION

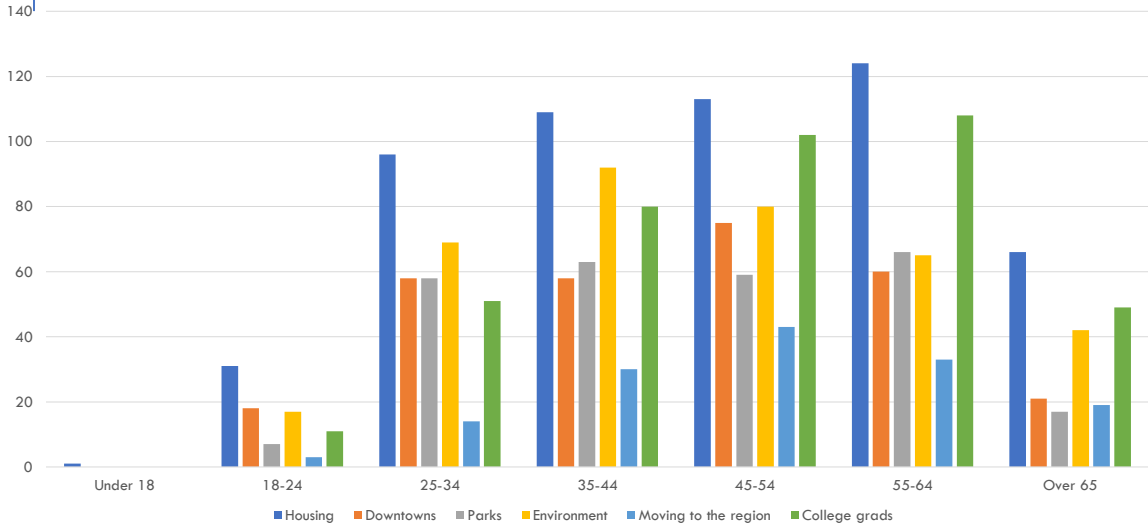
In your opinion, on which element of the **Attractiveness of the Region** should the Committee focus? (Choose up to two)

- More housing options (cost and type)
- Improved downtowns
- More and better parks and trails
- A healthier environment
- More people moving to the region
- Retaining college graduates

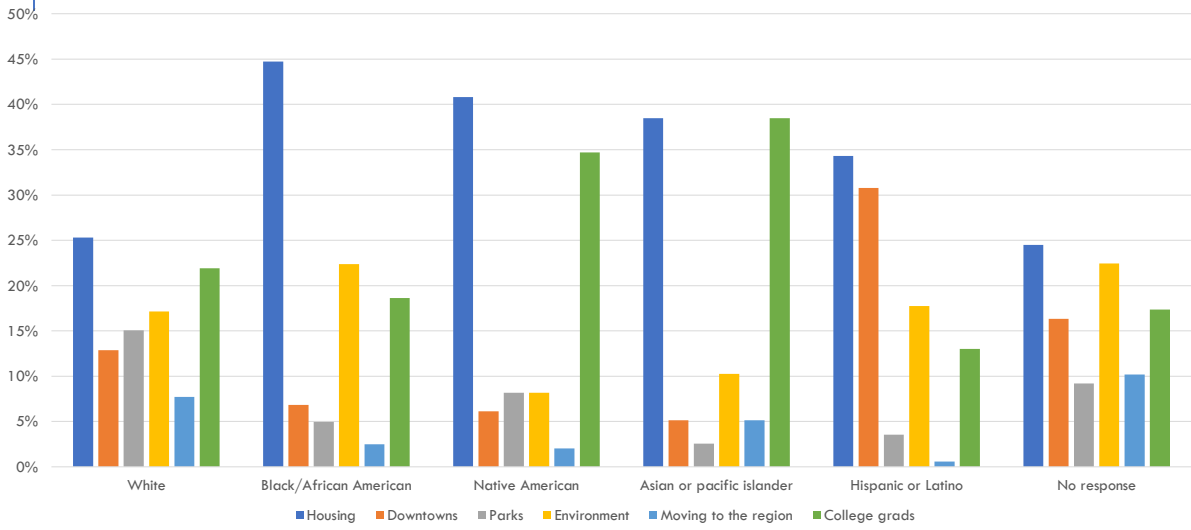
# ATTRACTIVENESS OF THE REGION



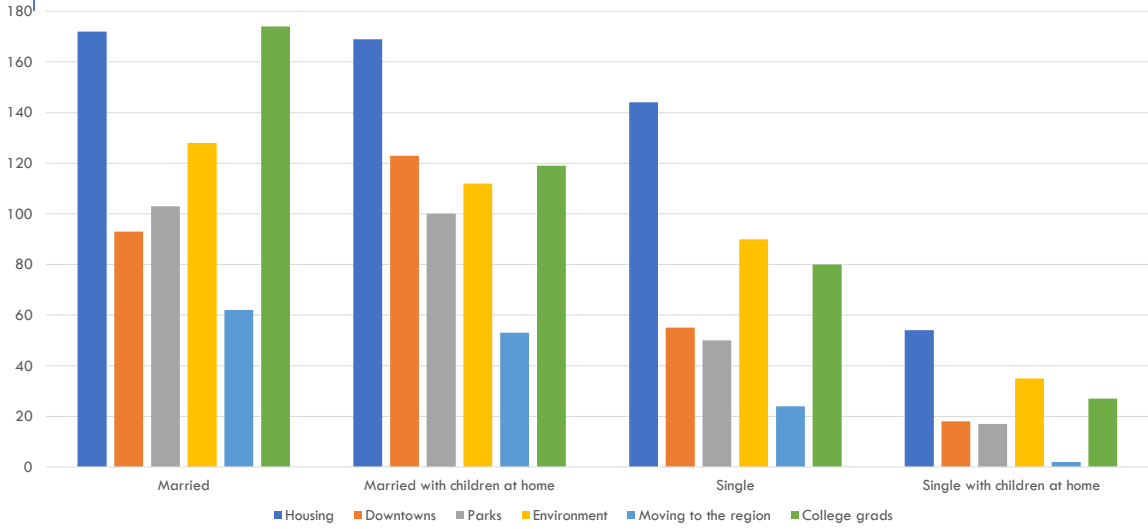
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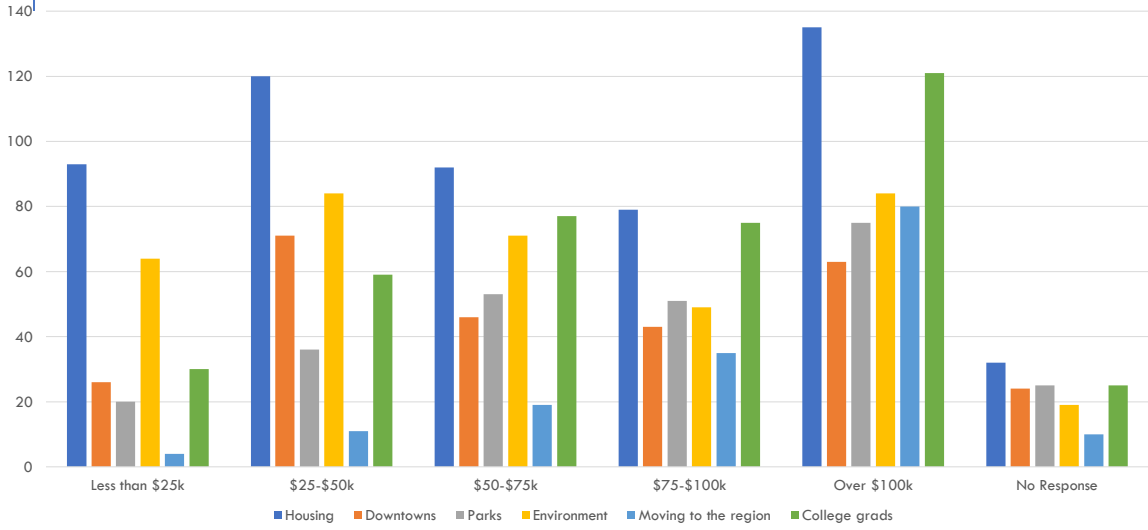
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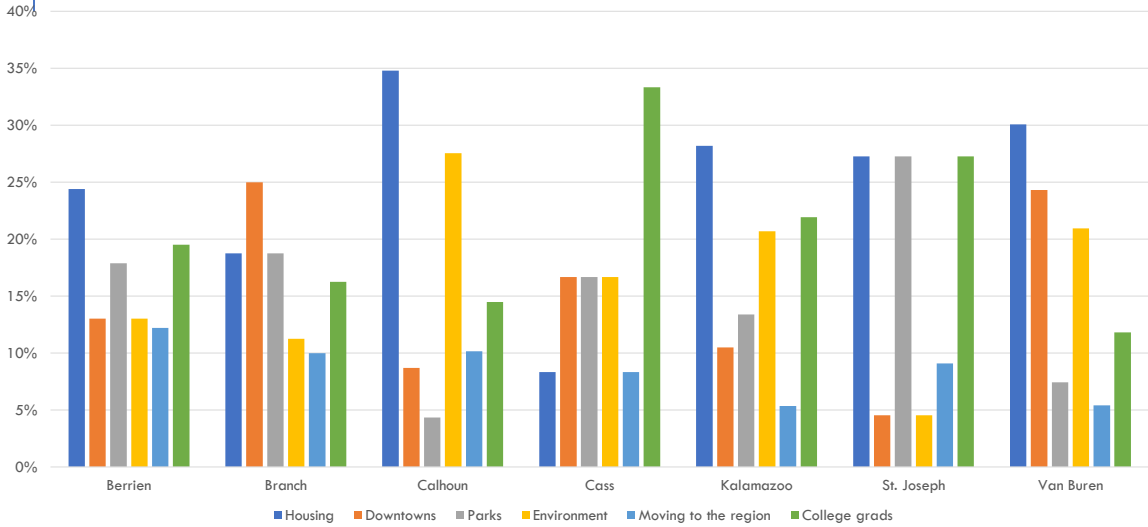
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# ATTRACTIVENESS OF THE REGION

Determine how the Committee would like to interface with each area of focus

	Housing	Downtowns	Parks	Environment	Moving to the region	College grads
Own						
Support						
Endorse						

## 2018 AREA OF FOCUS

Select the 2018 area of focus from the areas the Committee would like to Own