

GALLUP®

Detroit Resident Voices Research Recommended Research Plan



COPYRIGHT STANDARDS

This document contains proprietary research, copyrighted materials and literary property of Gallup, Inc. It is for the guidance of your organization only and is not to be copied, quoted, published or divulged to others outside your organization. All of Gallup, Inc.'s content is protected by copyright. Neither the client nor the participants shall copy, modify, resell, reuse or distribute the program materials beyond the scope of what is agreed upon in writing by Gallup, Inc. Any violation of this Agreement shall be considered a breach of contract and misuse of Gallup, Inc.'s intellectual property.

This document is of great value to Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark and trade secret protection safeguard the ideas, concepts and recommendations related within this document.

No changes may be made to this document without the express written permission of Gallup, Inc.

Gallup® is a trademark of Gallup, Inc. All rights reserved. All other trademarks and copyrights are property of their respective owners.

Table of Contents

2	Project Description
2	Research Objectives
2	Respondent Groups of Interest
2	Sample Design
	Overview
	Region Definitions
	Sample Design
	Oversample of Black Households in Surrounding Areas
4	Questionnaire Development
4	Data Collection Process
4	Analysis Plan
6	Frequently Asked Questions
6	General FAQs
8	Respondent-Specific FAQs

Project Description

The Gallup Center on Black Voices is conducting the Detroit Resident Voices Survey on behalf of the Racial Equity and Justice Blueprint Group and in partnership with the Detroit Regional Chamber to better understand the perceptions, feelings, desires and life experiences of Detroit residents. The Racial Equity and Justice Blueprint Group aims to close equity gaps and increase access to opportunities for Black Detroiters while the Detroit Regional Chamber is committed to playing a more dynamic role in creating lasting, systemic change.

The data collected will help leaders from across the region understand and respond to the most critical issues affecting Detroiters so change can be realized. The hope is this project will help drive new collaborative action initiatives in the city with the goal to increase equity and improve outcomes for all Detroiters.

Research Objectives

The Detroit Racial Equity Data Coalition will convene a multisector group of leaders from business, civic, government and philanthropy to act upon data and take on equity-focused collective action initiatives. The Coalition understands the importance of civic, political, corporate and nonprofit communities having data that is useful, shared, collectively analyzed, easily accessible and actionable.

- The key research objectives for the Detroit Resident Voices Survey are to:
 - establish an effective platform for convening leaders to address equity challenges
 - create a common premise with a robust data set to ensure all sectors have the same facts on which to base decisions and actions
 - establish strong data metrics that track the impact of collective efforts to improve equity
 - provide data that leaders can use to develop programs and initiatives

Respondent Groups of Interest

The respondent group of interest includes Detroit and Detroit-area residents. This will allow for a regional comparisons of the Black experience in Detroit by race and gender.

Sample Design

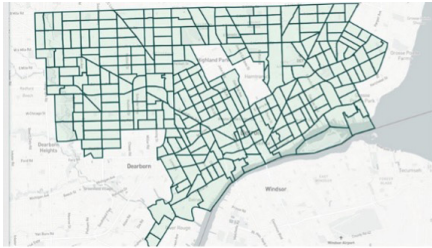
Overview

The Detroit Resident Voices Survey will have a sample of 120,000 randomly selected households. Sampled households will be randomly selected within the City of Detroit and the surrounding areas of Oakland, Macomb and Wayne counties.

Region Definitions

CITY OF DETROIT

Census Definition



SURROUNDING AREAS

Tri-County Region (*Wayne, Oakland and Macomb*)



Sample Design

As shown in Table 1, the sample is divided, with two-thirds of the sends going to households within the City of Detroit (80,000 sends) and one-third going to the surrounding areas (40,000 sends).

Oversample of Black Households in Surrounding Areas

The focus of this survey is on the experience of Black residents within Detroit and the surrounding areas. Because residents in the City of Detroit predominantly identify as Black or African American (77%), we did not oversample for Black households within the City of Detroit. However, for the comparative regional sample, the design includes an oversample of Black households in the surrounding tri-county area to ensure enough survey responses from Black residents outside the City of Detroit.

Table 1. Detroit Resident Voices Sample Design

	Estimated Population	Sends		Race Stratification		
City of Detroit	672,351	80,000	66%	N/A	N/A	N/A
Surrounding Areas	3,249,274	40,000	33%	Black	12,000	30%
Wayne (minus City of Detroit)				Non-Black	28,000	70%
Oakland and Macomb						
Total	3,921,625	120,000	100%			

Questionnaire Development

The 2022 Detroit Resident Voices Survey will consist of 61 items. These items were designed to understand how residents view the quality of their lives, evaluate services offered by the city and rate key daily experiences alongside other topics. The 61 survey items were determined based on extensive research conducted at the national level by the Gallup Center on Black Voices in addition to key activities designed to better understand the unique needs of Detroit. The Gallup team led two collaborative visioning sessions with members of the Racial Equity and Justice Blueprint Group and conducted stakeholder interviews with representatives from various organizations. The Gallup team partnered with the Detroit Regional Chamber to facilitate conversations with individuals who were invited to the Feb. 17 and March 30 Racial Equity and Justice Blueprint Group meetings. The purpose of the facilitated conversations was to better understand perceptions of racial equity data needs, expectations of collective action to advance racial equity and hopes for how the data will be leveraged. In addition to conducting qualitative research, Gallup also performed a full environmental scan to better understand relevant research that already exists.

Data Collection Process

On Sept. 23, 2022, selected households will be sent a survey and invitation letter in a large, flat envelope via first-class USPS mail. Respondents can choose to complete the survey online using a URL and unique access code or by returning the eight-page paper survey in the provided, prepaid return envelope. The survey includes a total of 61 questions and respondents can choose to skip any question they do not wish to answer. All households will receive a reminder postcard seven days later that includes the survey URL and unique access code for sample members to take the survey online. The reminder will also provide information to contact Gallup to receive a replacement paper survey. An additional reminder postcard (with URL and unique access code) will be sent a week after the first reminder. Survey responses will be collected for approximately eight weeks.

Analysis Plan

Data from the Detroit Resident Voices Survey will be a unique opportunity to learn about Detroiters' personal experiences living in the City of Detroit, as well as their feelings about the city, opportunities that are available to them, their communities and their futures. Importantly, the data will allow researchers to ask questions about Detroit residents' experiences and feelings through a lens of racial justice and provide rich nuance to our understanding of the experience of Black people in Detroit. The data set will include a "race/ethnicity" variable that allows for disaggregating responses by racial/ethnic groups and drawing comparisons between the experiences of Black residents and the experiences of other racial minority and majority groups. There are also opportunities in this data set to compare the experiences of the Black community in Detroit to the experiences of all Americans across the country.

Specific domains and related questions for which these data will provide insight into the experiences of Black residents of Detroit include the following:

Life Evaluations:

- How do Black residents of Detroit evaluate their lives in five years compared to where they see themselves now? How are life evaluations of Black residents of Detroit different than that of other racial/ethnic groups living in the city and region? How does life evaluation among Black Detroiters compare to the national average?

Emotional Experiences:

- How many Black residents of Detroit report experiencing particular positive and negative emotions in the past day?
- How does that compare to the emotional experiences of other racial/ethnic groups in Detroit, the region and to all Americans across the country?

Physical and Mental Health:

- How many Black residents of Detroit are dealing with physical and/or emotional health issues?
- Is this number higher or lower among Black Detroiters compared to others living in Detroit, the region and to all Americans across the country?

Attitudes About Quality of Services, Opportunities and Living Conditions:

- Are Black Detroiters generally satisfied or dissatisfied with services and opportunities that are available to them in the city?
- Are they more or less satisfied compared to other racial/ethnic groups in the city or region?

Access to Resources, Physical Spaces and Opportunities That Enrich Life:

- Do Black residents of Detroit feel like they have access to a variety of services, spaces, activities and opportunities that enrich their everyday lives?
- How does access vary among other racial/ethnic groups in the city and region?
- How does access to services that satisfy basic needs (e.g., high-quality healthcare, mental health services, stores or markets with fresh produce) in Detroit compare to what other Americans are reporting across the country?

Feelings About Detroit, Hopes and Aspirations for the City:

- How do Black Detroiters feel about their city?
- Do the majority believe that their city is safe and a good place to live for them?
- Do Detroiters believe that their city is a good place to live for minority groups? And how does this data vary by gender, race, immigration status, disability status, religion and socioeconomic status?
- Who is more likely to leave the city? And for those who are hoping to move out of Detroit, where are they hoping to move to? What are their reasons for moving?
- How many Black Detroiters, compared to other racial/ethnic groups, are planning to move out of Detroit?
- Who is willing to pay more in taxes to help improve the quality of life in Detroit?

Experiences With, and Attitudes About, Law Enforcement:

- How do the experiences Black residents of Detroit have with law enforcement compare to the experiences of other racial/ethnic groups?
- What changes would Black Detroiters like to see in police enforcement?
- What are Black Detroiters' views about how the police treat them and the relationship between the police and their community?
- How do these attitudes and experiences vary by racial/ethnic group within Detroit, the region and across the country?

Job Opportunities and Interest in Employment and Entrepreneurship:

- Do Black Detroiters have opportunities to seek employment?
- Do they have resources to start a business if they are planning to do so? What about other racial/ethnic groups in the city?
- How do job opportunities relate to individuals' likelihood to move out of the city?

All inquiries and observations outlined above can also be asked through a lens of intersectionality. The survey will record demographic variables in addition to race/ethnicity, including gender identity, education, political party affiliation, marital status, home-ownership status, place of residence, age, household composition and income, place of birth and number of years living in Detroit.

Frequently Asked Questions

General FAQs

- **What is the Detroit Resident Voices Survey**
 - The Detroit Resident Voices Survey is an initiative designed to better understand the perceptions, feelings, desires and life experiences of the City of Detroit and the region's residents.
- **What is the goal of the study?**
 - The goal of this study is to help drive new collaborative action initiatives in the city to increase equity and improve outcomes for all Detroiters.
- **Who will be part of the study?**
 - 120,000 surveys were sent to residents living within the City of Detroit and the surrounding areas of Oakland, Macomb and Wayne counties.
- **How were items on the survey determined?**
 - The survey items were determined based on extensive research conducted at the national level by the Gallup Center on Black Voices in addition to key activities designed to better understand the unique needs of Detroit. Gallup conducted input-gathering sessions with members of the Racial Equity and Justice Blueprint Group, study sponsors, and individuals interested in being involved in data efforts related to racial equity and justice. Gallup also performed a full environmental scan to better understand relevant research that already exists.

- **What will change as a result of the study?**

- The Detroit community will be able to drive high-impact collective action in the Detroit region.
- Strong data metrics will be available that identify the goals and quantify the impacts of these new collective action projects.
- Life experiences and outcomes for the current and next generation of Detroiters will be improved. changed.
- The study will provide a central plan and voice to advance equity and justice in Detroit.

- **How can I see results from the study?**

- The findings will be made available to the public through the Chamber website and communications. All project partners will also have access to share and communicate the findings .

- **Is it possible to receive access to the raw data from the study?**

- Yes, access to the raw data will be provided through the Detroit Regional Chamber's Research and Data team.

- **Why is Gallup conducting this study?**

- The Gallup Center on Black Voices is Gallup's flagship research initiative devoted to studying and highlighting the experiences of more than 40 million Black Americans. The Center is tracking and reporting on progress on life outcomes for Black Americans at the national level and is partnering with cities to do the same at the local level.

- **Who or which entities in Detroit are working with Gallup on this study?**

- Bank of America
- Barton Malow
- Data Driven Detroit
- Detroit Future City
- Detroit Regional Chamber
- DTE Energy Foundation
- Institute for AfroUrbanism
- Henry Ford Health
- JFM Consulting
- Max & Marjorie S. Fisher Foundation
- New Detroit
- Pistons Sports & Entertainment
- The Gilbert Family Foundation
- The Skillman Foundation
- The Song Foundation
- United Way for Southeastern Michigan
- University of Michigan Poverty Solutions
- Wayne State University Damon J. Keith Center for Civil Rights

- **Will there be future Detroit Resident Voices surveys?**

- The Chamber and Gallup intend for this to be an annual survey with the goal that survey data will change over time due to the impact of collective action initiatives.

Respondent-Specific FAQs

- **How did Gallup get my contact information?**
 - Gallup received your mailing address from a general database maintained by the United States Postal Service that includes all mailing addresses for households in the Detroit area.
- **How will my feedback be used?**
 - Your individual responses will be aggregated with feedback from other residents to understand how residents feel about various aspects of life in Detroit.
- **Will my name or personal information be shared?**
 - No, your individual responses will never be identified in any of the data reported out. Gallup will never release any of your personal information or the results in a way that could link your responses back to you.
- **Is it mandatory to participate?**
 - Your participation in this survey is voluntary.
- **Who in my household should complete the survey?**
 - Any adult (18 years old or older).
- **Can multiple people in my household complete the survey?**
 - Please limit the number of respondents to one per household.
- **I lost my survey; how can I get a new one?**
 - Please contact [Gallup support](#) or call 1-888-297-8999.
- **I have additional questions, who can I contact?**
 - Please contact [Gallup support](#) or call 1-888-297-8999.
- **How can I get a survey in a different language?**
 - Please contact [Gallup support](#) or call 1-888-297-8999.
- **What if I want to take the survey online?**
 - Please contact [Gallup support](#) or call 1-888-297-8999.

GALLUP®

World Headquarters

The Gallup Building
901 F Street, NW
Washington, D.C. 20004

t +1.877.242.5587

f +1.888.500.8282

www.gallup.com