

Kalamazoo Foundation for Excellence Survey
N= 400, Likely Voters
FINAL

	TOTAL N= 400	DEM 198	IND /DK 108	REP 71
Gender				
Male	48	39	63	54
Female	52	61	37	46
Region				
North	29	34	24	21
Southwest.....	39	35	38	53
Southeast	32	31	38	26
1. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?				
Yes, cell and can talk safely	44	47	44	36
Yes, cell and cannot talk safely	TERMINATE			
No, not on cell, but own one	47	46	46	56
No, not on cell and do not own one	8	7	10	8
Don't know /refused	0	0	0	0
2. Are you registered to vote in Kalamazoo, Michigan?				
Yes	100	100	100	100
No	TERMINATE			
(Don't know)	TERMINATE			
3. How likely are you to vote in the November 2016 election for President, Congress, and other offices -- are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?				
Almost Certain	92	96	89	88
Probably	8	4	11	12
50-50	TERMINATE			
Probably not	TERMINATE			
Definitely not	TERMINATE			
(Don't know)	TERMINATE			

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4. Now, I am going to read you a list of concerns that some people in this area have mentioned. Please tell me which one you are most concerned about today:

[READ AND RANDOMIZE LIST]

The economy and jobs	23	20	22	37
Education and schools	20	21	25	6
Civil rights and equal justice	14	18	9	7
Crime	10	11	6	16
Healthcare	10	10	11	10
Repairing streets and sidewalks	7	6	9	7
Homelessness	5	4	7	4
Protecting the environment	3	4	3	1
The cost of housing	3	3	3	2
Transit and transportation	1	0	0	5
(Other)	2	2	3	2
(Don't Know)	2	0	2	3

5. Generally, speaking, do you think that things in Kalamazoo are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Right Direction	74	79	71	65
Wrong Track	20	14	22	32
(Don't know)	7	7	7	4

6. Now I'd like to ask you about some institutions. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of them {6}, or if you don't know enough about them to have an impression {5}, just say so and we will move on.

[READ NAME.] Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of **[NAME]**?

RANDOMIZE LIST

Sorted by "Very favorable"

6c.Kalamazoo Promise	75	79	77	58
6a.Mayor Bobby Hopewell	45	53	40	30
6b.Kalamazoo City Commission	29	35	26	18
6d.Kalamazoo city administration	21	24	16	20

	TOTAL N= 400	DEM 198	IND /DK 108	REP 71
a. _Mayor Bobby Hopewell				
Very favorable	45	53	40	30
Somewhat favorable.....	34	32	38	35
Somewhat unfavorable.....	6	4	8	6
Very unfavorable	3	3	0	9
(No opinion)	10	6	11	18
(Never heard)	2	1	3	2
Favorable.....	79	85	78	65
Unfavorable	9	7	8	15
b. _Kalamazoo City Commission				
Very favorable	29	35	26	18
Somewhat favorable.....	36	35	36	33
Somewhat unfavorable.....	6	6	8	5
Very unfavorable	6	3	6	13
(No opinion)	20	16	23	27
(Never heard)	3	4	2	3
Favorable.....	65	70	62	51
Unfavorable	12	10	14	19
c. _Kalamazoo Promise				
Very favorable	75	79	77	58
Somewhat favorable.....	12	11	14	17
Somewhat unfavorable.....	2	2	2	4
Very unfavorable	2	1	1	7
(No opinion)	6	3	6	12
(Never heard)	2	4	1	1
Favorable.....	88	90	91	75
Unfavorable	4	3	2	12
d. _Kalamazoo city administration				
Very favorable	21	24	16	20
Somewhat favorable.....	41	42	46	34
Somewhat unfavorable.....	6	5	4	13
Very unfavorable	5	3	6	7
(No opinion)	23	22	25	21
(Never heard)	4	3	2	5
Favorable.....	63	67	62	54
Unfavorable	11	8	10	21

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7. Now let me ask you about a proposal that is currently under consideration by the Kalamazoo City Commission. The city is proposing an up to one percent income tax on city residents and a half percent tax on people who work in Kalamazoo but live outside the city. In addition, city property taxes would be reduced by one third. This proposal would stabilize the budget but would need to be approved by voters. Would you say you support or oppose this tax proposal if it were put on a ballot, or are you undecided?

[IF SUPPORT/OPPOSE, ASK: Is that strongly (support/oppose) or not-so-strongly (support/oppose)?]

[IF UNDECIDED: Well, if you had to decide, which way do you lean?]

Support - strongly	35	42	28	30
Support – not-so-strongly	11	14	3	13
Undecided - lean support	8	9	6	9
Oppose - strongly	16	8	26	26
Oppose – not-so-strongly	4	4	6	3
Undecided - lean oppose	4	3	5	5
Undecided /DK	22	21	26	15
Support	54	65	37	51
Oppose	24	14	37	33

8. Now let me ask you about a different proposal that is currently under consideration by the Kalamazoo City Commission.

The Kalamazoo Foundation for Excellence is a new public-private partnership funded by area philanthropists, institutions, and citizens. Once fully endowed, the foundation would provide resources to the City of Kalamazoo for future generations that will be used to stabilize the city budget, improve regional collaboration, reduce taxes for city residents, and fund key investments in the community. Would you say you support or oppose the Kalamazoo Foundation for Excellence proposal, or are you undecided?

[IF SUPPORT/OPPOSE, ASK: Is that strongly (support/oppose) or not-so-strongly (support/oppose)?]

[IF UNDECIDED: Well, if you had to decide, which way do you lean?]

Support - strongly	59	62	61	55
Support – not-so-strongly	11	12	9	12
Undecided - lean support	7	6	6	12
Oppose - strongly	3	2	3	5
Oppose – not-so-strongly	1	0	2	0
Undecided - lean oppose	0	0	0	2
Undecided /DK	18	18	20	14
Support	78	80	76	79
Oppose	4	2	5	7

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9. Now I would like to give you some additional information about this proposal. **[ROTATE STATEMENTS]**

Those who support the proposal say that the Kalamazoo Foundation for Excellence will allow the city to eliminate its deficit, invest in new projects that provide greater opportunity for residents, and reduce city property taxes by more than one-third to put more money in residents’ pockets and help attract new businesses and jobs. **[53 words]**

Those who oppose say that the foundation’s wealthy donors will get to dictate how the money is spent and that there is no accountability to make sure the funds are used responsibly. People don’t give money without expecting influence over policy and decisions in return. **[45 words]**

Would you say you support or oppose the Kalamazoo Foundation for Excellence proposal, or are you undecided?

[IF SUPPORT/OPPOSE, ASK: Is that strongly (support/oppose) or not-so-strongly (support/oppose)?]

[IF UNDECIDED: Well, if you had to decide, which way do you lean?]

Support - strongly	54	55	58	51
Support – not-so-strongly	10	11	7	12
Undecided - lean support	8	7	7	15
Oppose - strongly	4	3	3	4
Oppose – not-so-strongly	3	2	6	0
Undecided - lean oppose	3	4	1	4
Undecided /DK	18	18	18	15
Support	72	73	71	78
Oppose	10	9	10	7

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10. Now, I'm going to read you some statements people have made in support of the Kalamazoo Foundation for Excellence. Please tell me whether each statement I read is very convincing, somewhat convincing, not too convincing, or not at all convincing reason to support the proposal. If you are not sure how you feel about a particular item, please say so.

[PROMPT EVERY THIRD STATEMENT:] Is that a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to support the proposal?

RANDOMIZE LIST

Sorted by “Very convincing”

10c.Experience.....	57	64	54	45
10a.Lower taxes	47	48	49	48
10b.Oversight	46	45	44	51
10f.Transparency.....	44	47	36	48
10d.Investments	41	43	43	37
10e.History	32	36	28	30

a. **_[LOWER TAXES]** The high tax rate in Kalamazoo – one of the highest in Michigan – is driving investment away from our city. The foundation would reduce city property taxes by more than one third and stabilize the budget. These changes would help us keep current residents and attract new ones, all of whom contribute to our tax base and create more prosperity for the city. **[62 WORDS]**

Very convincing	47	48	49	48
Somewhat convincing	36	40	32	30
Not too convincing	7	5	9	10
Not at all convincing	5	3	4	8
(DK/REF)	4	5	6	4
Convincing	83	88	81	78
Not convincing	13	8	13	18

b. **_[OVERSIGHT]** All donations to the foundation will be contributed to a special fund controlled by the elected City Commission with regular audits and public oversight. This ensures that donated money will truly have “no strings attached.” Only elected leaders selected by the people of Kalamazoo will be able to direct how the foundation’s money is spent. **[56 WORDS]**

Very convincing	46	45	44	51
Somewhat convincing	35	42	29	30
Not too convincing	9	7	16	6
Not at all convincing	6	3	7	9
(DK/REF)	4	3	4	5
Convincing	82	87	73	80
Not convincing	15	10	22	15

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- c. **_[EXPERIENCE]** This community has a good history managing private donations. The Kalamazoo Promise, a scholarship program funded by private donors that covers college tuition costs for Kalamazoo Public School graduates, is now in its tenth year and has given out more than 67 million dollars. The Kalamazoo Foundation for Excellence would follow in its footsteps and create meaningful change for city residents. **[61 WORDS]**

Very convincing	57	64	54	45
Somewhat convincing	30	31	28	36
Not too convincing	6	1	11	12
Not at all convincing	3	1	3	6
(DK/REF)	3	4	3	1
Convincing	87	94	82	81
Not convincing	10	2	14	18

- d. **_[INVESTMENTS]** With the foundation’s new revenue stream, the city of Kalamazoo can make key investments to create a vibrant, forward-looking community that is competitive for both businesses and residents. New investments could include jumpstarting small business growth through critical tech investments and start-up assistance, and expanding summer employment programs that have been successful in Kalamazoo and in other cities. The foundation will increase prosperity citywide. **[65 WORDS]**

Very convincing	41	43	43	37
Somewhat convincing	41	45	35	41
Not too convincing	10	9	14	9
Not at all convincing	6	2	5	9
(DK/REF)	2	2	2	3
Convincing	82	87	79	78
Not convincing	15	10	19	18

- e. **_[HISTORY]** We can trust city staff and the City Commission to be good stewards of these new Foundation for Excellence dollars. Over the last decade, Kalamazoo was hit hard by massive cuts and the Great Recession. Because of these cuts, city staff has been reduced by one-quarter. Despite cutbacks, the city has maintained essential services and creatively changed programs to save taxpayer dollars. **[62 WORDS]**

Very convincing	32	36	28	30
Somewhat convincing	45	46	44	40
Not too convincing	13	10	15	17
Not at all convincing	6	4	7	7
(DK/REF)	5	5	5	5
Convincing	76	81	72	70
Not convincing	19	14	22	24

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f. **_[TRANSPARENCY]** The Foundation for Excellence is a historic opportunity to make transformational investments and to make sure those investments are driven by citizen input. New funding will be invested based on citizen input and citizen engagement in the Imagine Kalamazoo visioning process. This level of transparency and collaboration will ensure that dollars are spent in an open, effective, common sense way. **[60 WORDS]**

Very convincing	44	47	36	48
Somewhat convincing	38	39	44	27
Not too convincing	9	8	6	18
Not at all convincing	5	2	9	5
(DK/REF)	4	4	5	1
Convincing	82	86	80	76
Not convincing	14	10	15	23

11. Sometimes over the course of a survey like this, people change their minds. Would you say you support or oppose the Kalamazoo Foundation for Excellence proposal, or are you undecided?

[IF SUPPORT/OPPOSE, ASK: Is that strongly (support/oppose) or not-so-strongly (support/oppose)?]

[IF UNDECIDED: Well, if you had to decide, which way do you lean?]

Support - strongly	58	62	57	54
Support – not-so-strongly	11	11	9	16
Undecided - lean support	11	13	8	13
Oppose - strongly	3	1	2	4
Oppose – not-so-strongly	2	1	4	1
Undecided - lean oppose	2	2	3	2
Undecided /DK	14	11	16	11
Support	80	85	75	83
Oppose	6	4	9	6

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12. This proposal is not yet final, as development of the Foundation for Excellence is still in its early stages. As leaders begin to create the final structure and move this proposal forward, the name of the Foundation may be changed. Which of these naming options do you prefer?

[ROTATE]

Kalamazoo Foundation for Excellence	31	25	33	44
Kalamazoo Forward	20	22	19	15
Kalamazoo Future Foundation.....	15	14	17	18
Imagine Kalamazoo Foundation	7	8	7	7
Aspire Kalamazoo	7	10	4	5
Great Kalamazoo.....	6	7	8	0
(don't know)	14	14	13	12

The remaining questions are for statistical purposes only.

13. What is the last year of schooling that you have completed?

1st - 11th Grade	3	2	3	1
High School Graduate	17	19	12	19
Non-College Post H.S., including community college	4	5	4	1
Some College, including taking classes but not graduating	22	18	27	24
College Graduate	32	35	33	22
Post-Graduate School	22	21	20	33
(Refused)	1	0	2	0

14. Are you married, unmarried with a partner, single, separated, divorced, or widowed?

Married	49	50	49	52
Unmarried with Partner	5	7	5	1
Single	22	24	21	19
Separated	1	1	2	0
Divorced	9	8	11	12
Widowed	9	7	9	15
(Don't Know)	0	0	0	0
(Refused)	3	2	3	0

15. Do you have any children under the age of 18 living at home with you?

Yes	23	27	15	25
No	73	72	78	75
(Refused)	4	1	7	0

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16. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? [IF “NO”, ASK:] What is your race - white, black, Asian, or something else?

White	71	59	80	96
Black/African American	21	32	14	2
Spanish speaking/Latino (Puerto Rican, Mexican, etc.)	2	4	1	0
Asian/Pacific Islander	1	1	1	0
Native American	0	0	1	0
Arab American	0	0	0	0
(Other)	2	3	2	0
(Don't know / Refused)	3	2	3	1

17. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent or something else? [IF REPUBLICAN/DEMOCRAT:] Do you consider yourself a strong or a not-so-strong (Republican/Democrat)? [IF INDEPENDENT:] Would you say you lean more towards the Republicans or more towards the Democrats?

Strong Democrat	37	76	0	0
Not-so-strong Democrat	7	14	0	0
Independent - lean Democrat	5	10	0	0
Democrat	49	100	0	0
Independent	25	0	94	0
Republican.....	18	0	0	100
Independent - lean Republican	5	0	0	29
Not-so-strong Republican	3	0	0	14
Strong Republican	10	0	0	57
(Other)	3	0	0	0
(Don't know)	2	0	6	0
(Refused)	3	0	0	0

18. Do you own or rent the place where you currently live?

Own	68	69	63	72
Rent	25	26	24	27
(Refused)	7	5	12	1

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19. And into which income group does your total annual family income fall? I'll just read some categories and you say where it falls.

Under \$30,000	18	22	17	16
\$30,000 to under \$50,000	16	15	15	15
\$50,000 to under \$75,000	15	16	17	14
\$75,000 to under \$100,000	11	12	7	16
\$100,000 to under \$150,000	11	13	9	13
\$150,000 to under \$200,000	2	2	2	4
\$200,000 or more	2	1	2	6
(Refused)	24	18	30	17

20. How old are you? **[IF REFUSED, ASK:]** Well, would you tell me which age group you belong to? **(READ LIST.)**

18-24.....	5	7	3	2
25-29	6	7	8	2
30-34.....	9	9	6	12
35-39.....	11	15	9	0
40-44.....	9	9	9	9
45-49.....	6	7	6	6
50-54.....	6	7	5	9
55-59.....	9	8	9	11
60-64	11	10	13	10
65-69.....	8	7	10	6
70-74.....	7	5	9	7
75 and older	14	10	11	26
(Don't know.....	0	0	0	0