

# I DREAM

## Citywide Survey and

### ABOUT THE CITYWIDE SURVEY

In the fall of 2016, the *I Dream Detroit* project launched a citywide survey of women of color (Black, Latina, Arab, Asian, and American Indian) in Detroit. The survey gives women of color an opportunity to share their thoughts on their lives as mothers with dependent children, business owners, nonprofit founders and leaders, retirees, and workers. Their responses confirmed themes that surfaced through the interviews of those profiled in the report and those shared in the focus groups.

486

Number of  
respondents

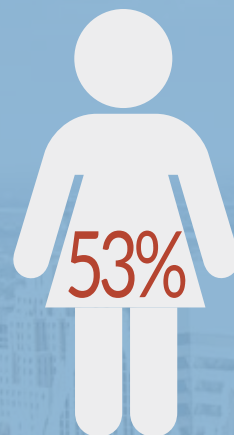
131

Number of focus  
group participants

### ABOUT THE FOCUS GROUPS

In the summer of 2016, the *I Dream Detroit* project worked with the following community organizations across the city to host six focus groups.

- **Congress of Communities:** 20 participants, predominantly Latina, all ages
- **We the People of Detroit:** 20 participants, predominantly African American, all ages
- **Goodwill Industries:** 18 participants, predominantly young African American women
- **Food Labs and ROC:** 13 participants, predominantly African American business owners
- **Brightmoor Connection Client Choice Food Pantry:** 30 participants, mostly African American, all ages
- **Overflow (Mixed):** 30 participants, predominantly African American, all ages



Women make  
up 53% of  
Detroit's  
population

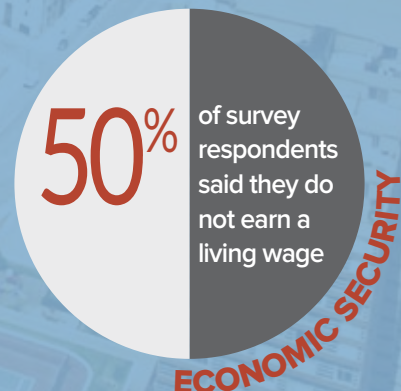
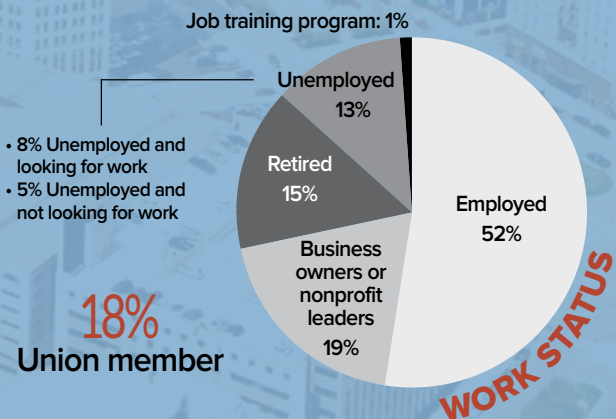
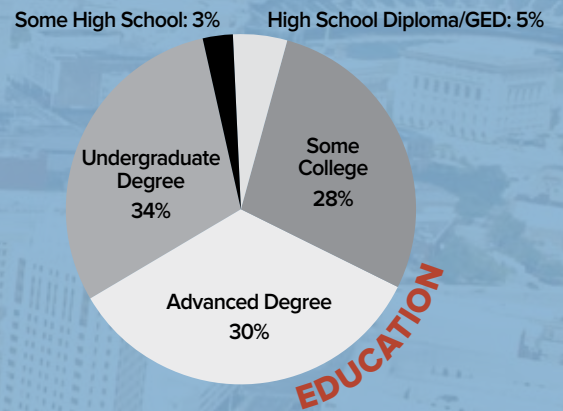
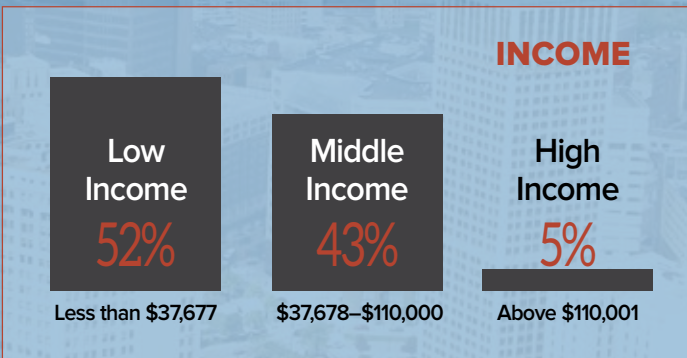
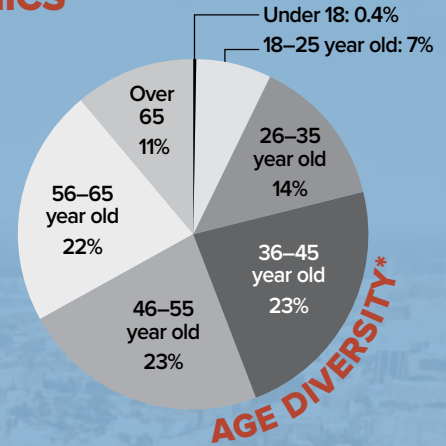
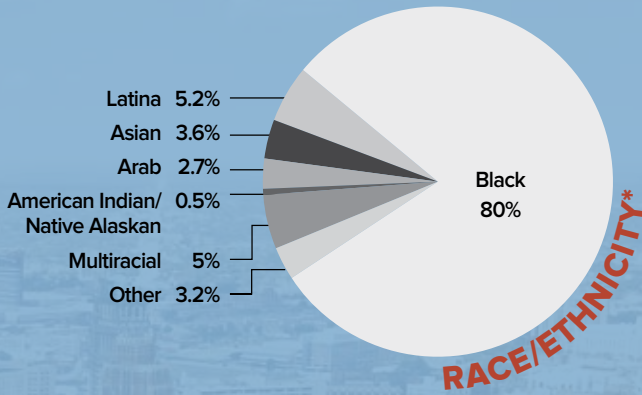


91% of all  
women in  
Detroit are  
women of color

# DETROIT

## Focus Group Findings

### CITYWIDE SURVEY RESPONDENTS' DEMOGRAPHICS



\*Percentages may not total 100 due to rounding

# EXPERIENCES OF ECONOMIC INSECURITY



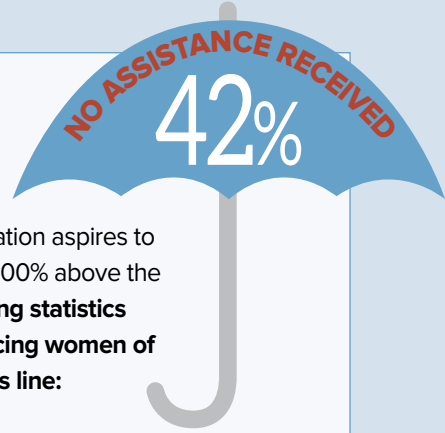
**self-identify as economically insecure**, meaning they do not make a living wage or do not have disposable income left most months.

## ECONOMIC INSECURITY

### What they forgo:

- Recreation, leisure activities: 70%
- Auto insurance: 42%
- Medicine: 24%
- Transportation: 23%
- Food: 22%
- Utilities: 17%
- Necessities for their children: 15%

## WOMEN LIVING BELOW THE POVERTY LINE



The W.K. Kellogg Foundation aspires to see all Detroiters living 200% above the poverty line. **The following statistics reveal some realities facing women of color who live below this line:**

75% do not have money left over after paying all monthly expenses

74% of those who work do not earn a living wage that enables them to support their family

60% of retirees want or need to work

60% of retirees were forced into early retirement

54% do not have jobs that provide paid sick leave

52% work at jobs without vacation time

51% receive Medicaid/Medicare

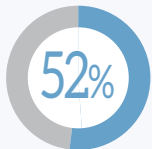
44% say their home makes them feel most economically secure

35% get electronic food stamps

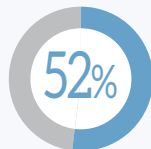
34% utilize food bank/food pantries

## WORKING TOGETHER TO MAKE ENDS MEET

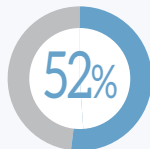
Women living 200% below the poverty line work together in the following ways:



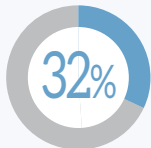
lend each other money



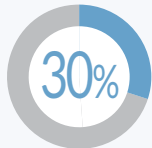
share food



share transportation

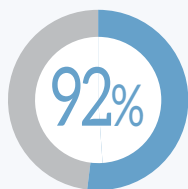


give each other a place to stay when needed

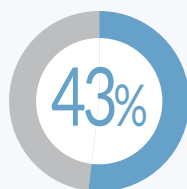


watch each other's children

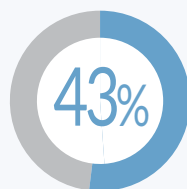
## THE UNEMPLOYED



say job opportunities would help them seek steady employment



say keeping full public assistance benefits until they get on their feet would help

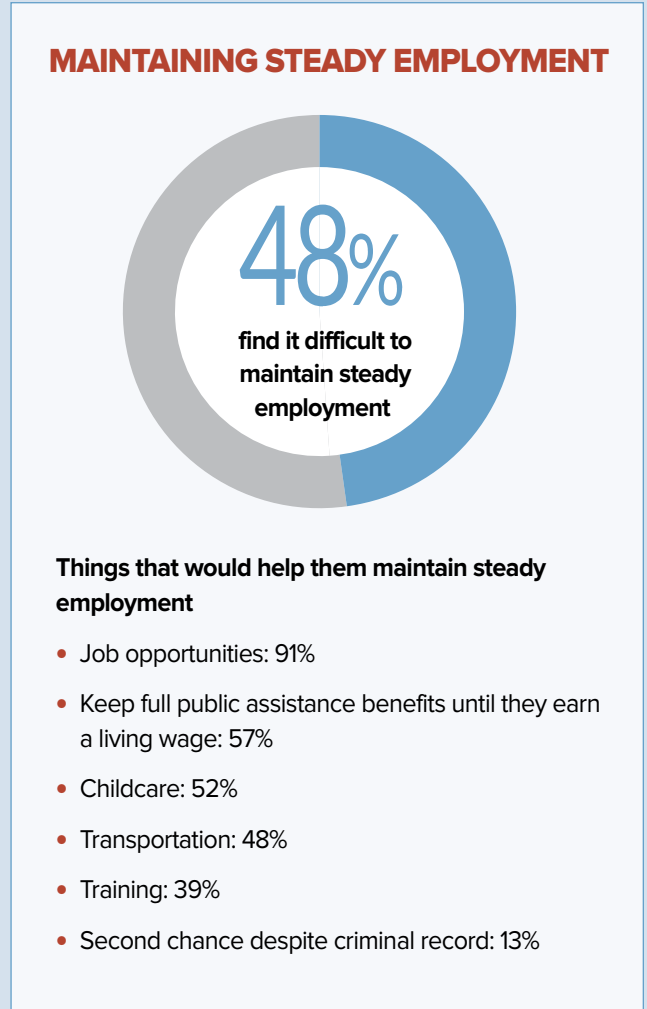
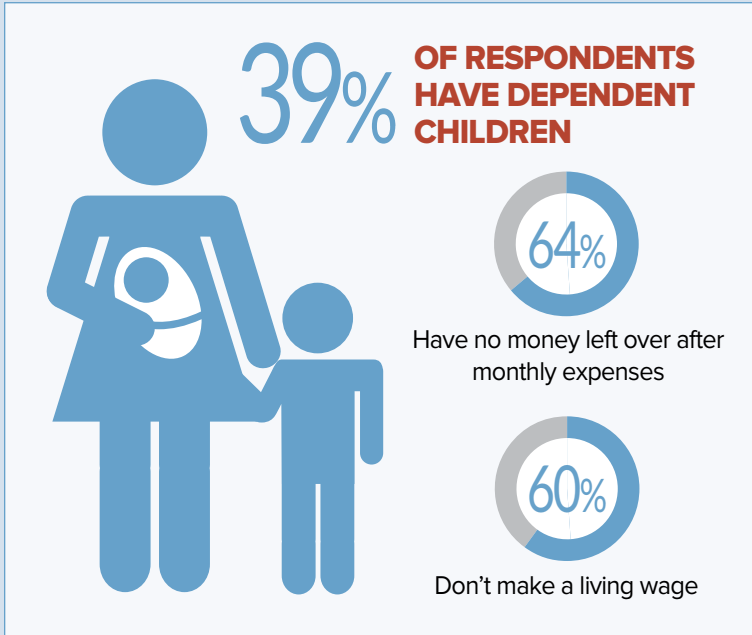


say transportation would help them seek employment

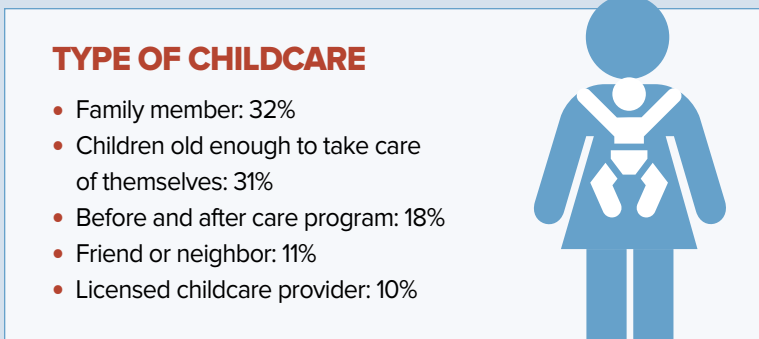
### WHO ARE THE UNEMPLOYED?

- 41% have been out of work for less than a year
- 41% of the unemployed have some college
- 40% of retirees want or need work to make ends meet
- 25% have been out of work for 1–2 years

# WOMEN WITH DEPENDENT CHILDREN




“I want to live in a neighborhood and not in an area where it’s all lofts. I want to sit on my porch and watch children play and be a part of that community.”

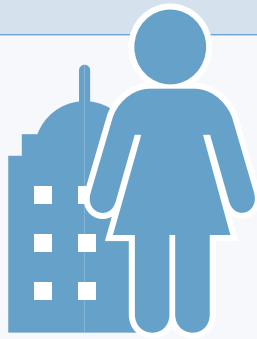


“There’s no recreational facilities in the city. There’s nothing for these kids. Everything is out in the suburbs, and it cost a lot of money.”

“We have so many health challenges among our children. And then our children are growing up sick adults. So that is my hope: That they really take an initiative to work on reduction of pollution in the city of Detroit.”



# BUSINESS OWNERS AND NONPROFIT LEADERS

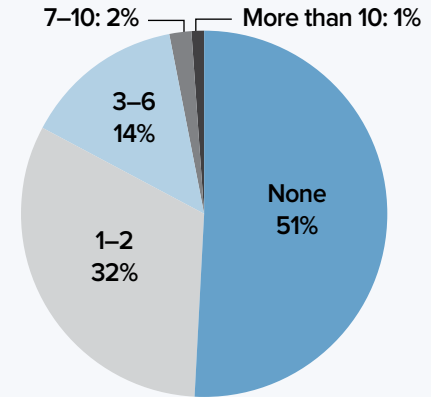


19%

**OF ALL SURVEY RESPONDENTS RUN A BUSINESS OR OPERATE A NONPROFIT**

- 50% have registered their nonprofits
- 51% have registered their businesses
- 52% employ people from disadvantaged communities; with low-income business owners being notably more likely (64%)

## NUMBER OF EMPLOYEES



## CHALLENGES

- 67% are challenged by lack of access to capital
- 52% are challenged by paperwork
- 46% are challenged by finding customers

“It would be nice to see more loaning institutions provide small business low-interest loans or grants to Detroit residents who are long-time residents.”

## ECONOMICALLY SECURE

### Of these business owners:

- 50% have registered their nonprofits
- 69% have registered their businesses
- 46% employ people from disadvantaged communities
- 53% are challenged by lack of access to capital
- 53% are challenged by paperwork
- 47% believe that preferential treatment is given to other businesses
- 15% have some college education
- 32% have a college degree
- 50% have advanced degrees

## WHY BUSINESSES OWNERS STARTED THEIR BUSINESSES

Always been a dream: 44%

Maximize income: 38%

Provide services to community that meet basic needs: 37%

Create jobs for community: 35%

To organize community to advocate for equality, justice and fairness: 29%

Limited employment opportunities: 27%

Provide training to help people secure jobs and improve their lives: 26%

“Lack of capital is hurting my business.”

## LOW INCOME

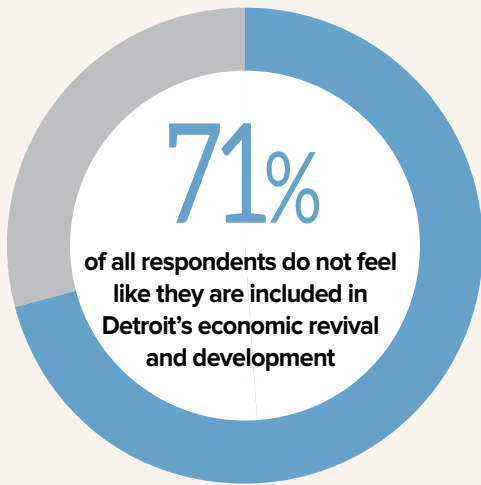
24%

**of this group operates a business or nonprofit**

- 44% have registered their nonprofits
- 53% have registered their businesses
- 64% likely to employ people from disadvantaged communities
- 74% are challenged by lack of access to capital
- 39% have some college education
- 30% have a college degree
- 15% have advanced degrees

# PERSPECTIVES ON DETROIT'S REVIVAL

## INCLUSION IN DETROIT'S REVIVAL

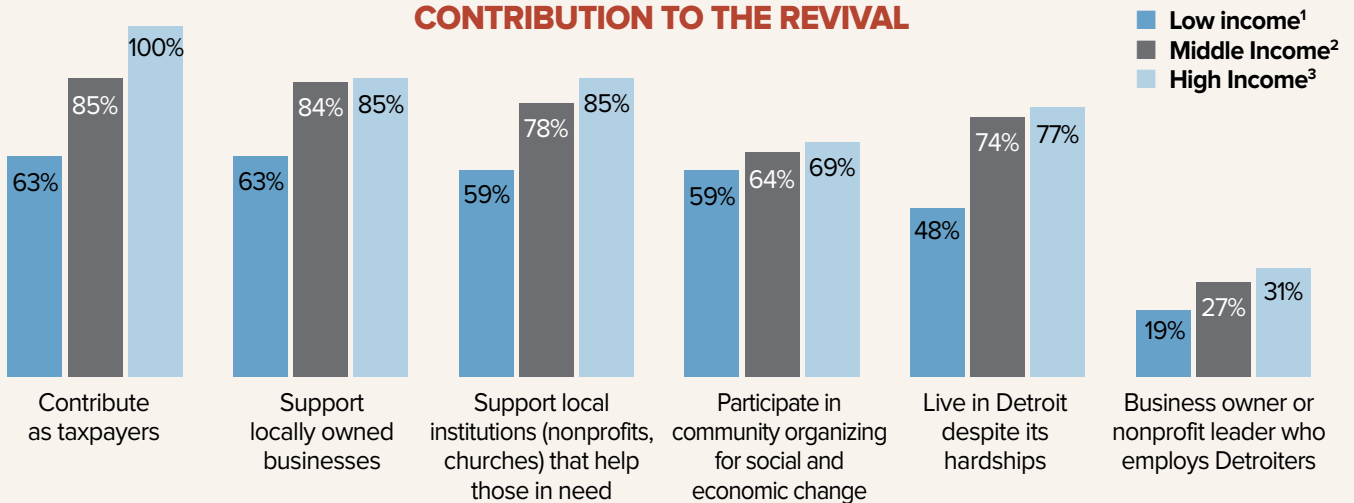


“Too much focus on building the downtown and Midtown area. I agree that we need to have a vibrant business area, but we need strong neighborhoods to sustain the city.”

“Easier access for quick business start-ups. There are many talented Detroiters who need to know how to be entrepreneurs and become independently wealthy.”

“There is little to no development in legacy neighborhoods. It is not clear how to access many of the tables where decisions are made about development.”

## CONTRIBUTION TO THE REVIVAL

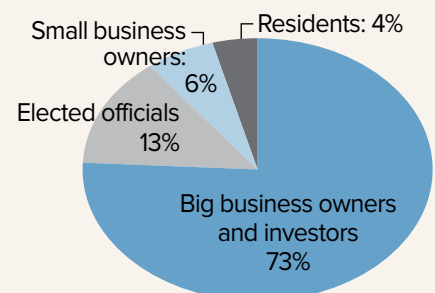


<sup>1</sup> Low income is defined here as below \$37,677, based on Pew Research Center's definition of middle income as 2/3 to double U.S. median household income.  
<sup>2</sup> Middle income is defined as \$37,677 to \$110,000.  
<sup>3</sup> High income is defined as \$110,001 or above.

“I feel that we are informed after decisions have been made. I feel that we should sit down at the planning table at the beginning stages.”

“I think Detroit residents would be more inclined to be involved if the needs of the neighborhoods (other than downtown/Midtown) were addressed as equally important as the revitalization of downtown.”

## WHO IS SHAPING DETROIT'S ECONOMIC DEVELOPMENT\*



\*Percentages may not total 100 due to rounding