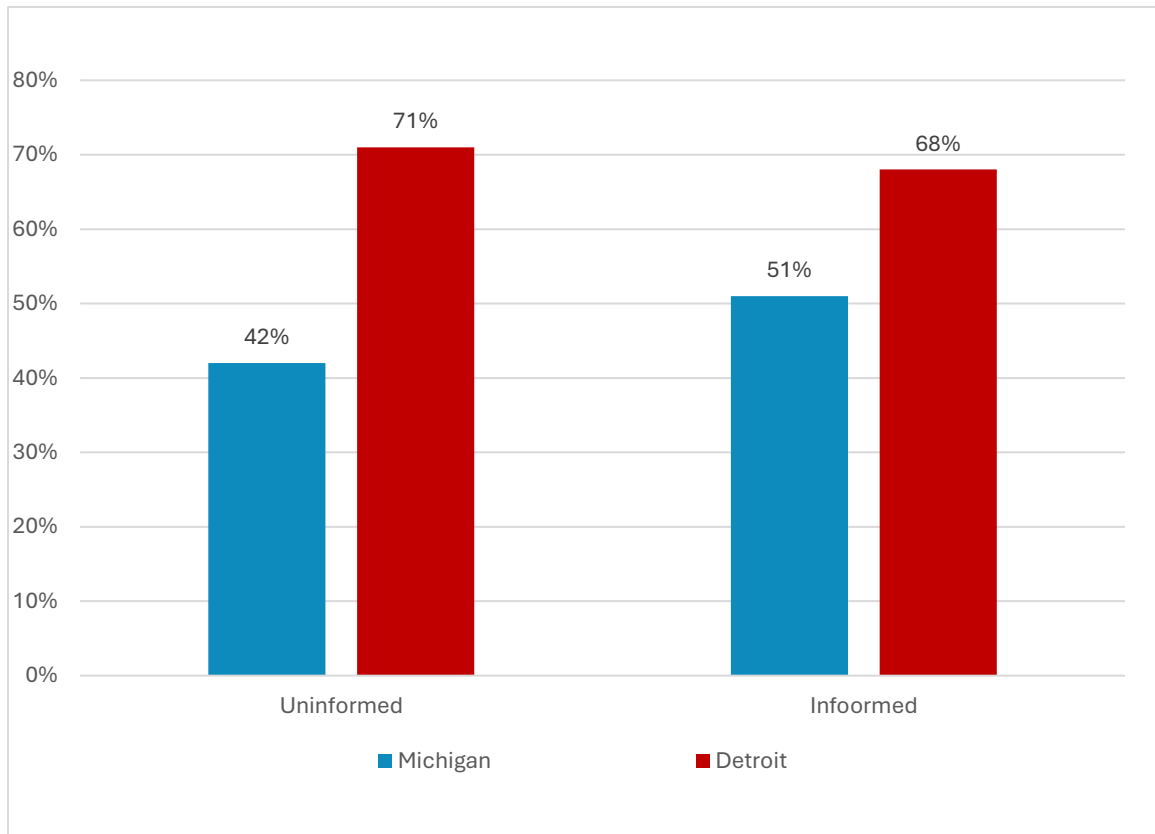


Mitchell Poll on Belle Isle
(N=616 LV's Statewide/N=197 LV's Detroit)
Conducted November 18-21, 2025



**Michigan/Detroit Voters Support
Belle Isle Special Economic Zone**

FOR IMMEDIATE RELEASE:

CONTACT: Steve Mitchell 248-891-2414

LANSING, Mich. A majority (51%) of Michigan voters and more than two-thirds (68%) of Detroit voters support a proposal to make Belle Isle, a 982-acre island in the Detroit River between Detroit, Michigan and Windsor Ontario Canada, a Special Economic Zone as a high-density area within Detroit that is accessible to all Detroiters, Michiganders, and the world.

The surveys of likely voters in the 2026 General Election included N=616 statewide voters and N=197 Detroit voters. The poll was commissioned by Belle Isle Freedom City and conducted by Mitchell Research & Communications November 18-21, 2025.

www.MitchellResearch.net

Mitchell Michigan/Detroit Poll (N=616 LV's -N=197 LV's))

Conducted November 18-21, 2025)

Phone 248-891-2414 – 101 S. Washington Square – Suite 500 – Lansing, MI 48933

The goal for Belle Isle is to build a high-income, mixed-use housing, entertainment, and retail district on the island that would have a population of 50,000 people. Residents would have unique tax advantages.

- The project, being proposed by sophisticated Michigan business leaders would create 20,000 high paying construction jobs over 10 years, and
- 46,000 good paying permanent jobs.
- Detroit residents would be the first ones hired for those jobs.
- Detroit would receive a one-time \$1 billion payment from the sponsors and \$50 million each year.
- Belle Isle would have more employees than the current top four employers in the City of Detroit.
- The total payroll for those 46,000 employees and an average of about \$90,000 would total more than \$4.2 billion a year going into the southeast Michigan economy.
- It would create an additional \$175 million in state taxes making Detroit less dependent on state revenue tax dollars.
- The total investment in the build-out would be \$50 billion.

With that information, support among Michigan voters starts at 42% with 37% opposed. Seventy-one percent of Detroit voters support the concept with only 22% in opposition.

“Although this is an entirely new concept, as voters learned more and more about what the project would do, support increased and by the end of the survey, a majority (51%) statewide and two-thirds (68%) in Detroit were in support,” Steve Mitchell, president of Mitchell Research & Communications, said.

Some of the top reasons cited by voters for supporting the project included:

- All current Belle Isle monuments, landmarks, buildings, and facilities will be preserved, and in some cases, improved. Family reunions will continue to be allowed on Belle Isle for those who have always enjoyed that experience.
- The Belle Isle Special Economic Zone (SEZ) vision includes paying to transform vacant land, abandoned schools, and parks throughout the City of Detroit and making them world class green spaces and playgrounds in neighborhoods.
- The Belle Isle SEZ team is developing a plan to implement literacy and job training programs in the City of Detroit to prepare use for the jobs in the new community will provide.
- The Belle Isle SEZ will require all new buildings and developments to meet standards of beauty and quality in architecture and building materials.
- The Belle Isle SEZ will continue to be a space that is always open to the public.
- The state will no longer have to pay \$11 million a year to maintain the island.
- Belle Isle would pay \$139 million annually to the State of Michigan Revenue Sharing Fund.
 - The big three counties Wayne not including Detroit, and Oakland would receive an additional \$14 million and Macomb an additional \$10 million.
 - The other 80 counties would receive on average \$1 million per county per year from the Belle Isle revenue.
 - Detroit would receive a grand of \$50 million a year.

“When voters statewide and in Detroit find out what a great transformation this would be, while maintaining all the things that Detroiters love about Belle Isle, support increases dramatically among statewide voters and stays very high with Detroiters. This would be a huge economic package for the entire state of Michigan with on average \$1 million going to all the counties other than Wayne, Oakland, and Macomb which would be getting somewhere in the neighborhood of \$10-\$14 million annually from Belle Isle,” Mitchell continued. In order for the Special Economic Zone to be created, it would require passage of legislation by the United States Congress, the State of Michigan, and the City Of Detroit. This would be a new type of zone creating a project that would be like Dubai.

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Mitchell Research & Communications, Inc. a national polling company based in Lansing, MI.

In 2024, ActiVote ranked all state and national polling companies on accuracy. Mitchell Research ranked 13th ahead of the Washington Post, New York Times, ABC News, CNN, YouGov, Quinnipiac, and other better-known companies.

Methodology

The poll was conducted November 18-21, 2026, by text messaging a randomly selected list of registered voter’s cell phones and directing them to a SurveyMonkey poll (MMS-Web) and using online panels. The Margin of Error for N=616 General Election voters is 3.95% at the 95% Level of Confidence; N=197 Detroiters has an MoE of 6.98%.

The data was weighted by gender, age, race, education. Party affiliation, and 2022 and 2024 top of the ticket results to match what Mitchell Research believes the voter turnout will be in 2026.

Field Copy (Aggregate Percentages)



MI Statewide Poll - Belle Isle
(N=616 LV’s Statewide + N=197 LV’s Detroit)
Conducted November 18 - 21, 2025

You must answer all questions or none of your answers will count.

1. Are you a registered voter in Michigan?		
	MI	DET
Yes	100%	100%
No	END	END
2. Thinking about the November 2026 General Election for Governor, are you...		
	MI	DET
Definitely Voting	87%	78%
Probably Voting	5	14
Not sure yet	5	8
Definitely Not Voting	END	END
3. How will you vote in the November 2026 General Election for Governor?		
	MI	DET
Vote at my polling center on election day at my regular voting site	57%	57%
Vote during 9 days of early voting allowed through Sunday before election day	33	36
Vote by absentee ballot	10	7

Before questions on other issues, a few statistical questions:

4. With what gender do you identify?

	MI	DET
Male	54%	54%
Female	46	46

5. What is your age?

	MI	DET
18-29	12%	15%
30-44	20	23
45-64	38	27
65+	30	35

6. What is your race?

	MI	DET
White	80%	12%
African American	12	80
Other	8	8

7. Are you a Democrat or lean Democrat, a Republican or lean Republican, a member of another party, or independent?

	MI	DET
Democrat	36%	65%
Republican	36	16
Independent	28	18

8. From what city do you get your local television news?

	MI	DET
Detroit	44%	100%
Grand Rapids/Kalamazoo/Battle Creek	18	
Flint/Saginaw/Bay City	8	
Lansing/Jackson	6	
Traverse City/Cadillac	5	
Marquette	4	
Somewhere else	13	
Not Sure	2	

9. What area do you live in?

	MI	DET
City of Detroit	5%	100%
Wayne County outside of Detroit	14	
Oakland County	14	
Macomb County	9	
Genesee, Saginaw, Bay, Midland, & the thumb	9	
Livingston, Monroe, Washtenaw, or Mid-Michigan	15	
West Michigan	22	
Northern Michigan or Upper Peninsula	12	

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10. What is your education?

	MI	DET
Did not attend college or trade school	19%	54%
Attended college or trade school	45	27
College graduate	20	14
Master's degree or higher	16	5

11. Have you ever heard of Belle Isle?

	MI	DET
Yes	83%	88%
No	13	9
Not sure	4	3

12. Have you been to Belle Isle?

	MI	DET
Yes	57%	92%
No	40	8
Not sure	3	1

13. If Yes above, how many visits in the past year have you made to Belle Isle?

	MI	DET
Less than 5	77%	50%
5-10	9	24
More than 10	5	23
Not sure	9	2

14. If Yes above, what activity did you do the most on Belle Isle?

	MI	DET
Visit the Detroit Yacht Club	7%	4%
Bicycling	6	5
Running	1	2
Picnics	13	26
Beach	6	25
Fishing	4	3
Golf center	1	1
Visit the aquarium		
conservatory, museum	30	20
Other	31	14

Belle Isle is a 982-acre island in the Detroit River between Detroit, MI and Windsor, Ontario, Canada. The entrance is from Jefferson Ave. in Detroit over the McArthur Bridge. Belle Isle is owned by the City of Detroit and maintained by the State of Michigan as a state park. It has an estimated 5.2 million visitors every year.

A sponsor group is preparing a plan to make Belle Isle a Special Economic Zone (SEZ) as a high-density area within Detroit, accessible to Detroiters and others.

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15. The goal for Belle Isle is to build a high-income mixed-use housing, entertainment, and retail district of Detroit with a population of 50,000 people. Residents will have unique tax advantages. It will create 20,000 high paying construction jobs over ten years and 46,000 good paying permanent jobs. Detroit residents will be hired first for these jobs. Detroit would receive a one-time \$1 billion payment from the sponsors and \$50 million each year. Belle Isle would have more employees than the current top four employers in Detroit. The total payroll for 46,000 employees, at an average of about \$90,000, would total more than \$4.2 billion a year going into the Southeast Michigan economy. It would create an additional \$175 million in state taxes, making Detroit less dependent on state revenue tax dollars. The total investment to build out Belle Isle would be \$50 billion.

With this information, do you support or oppose creating a Special Economic Zone on Belle Isle?

	MI	DET
Support	42%	71%
Oppose	37%	22%
Not sure	20	7

Below is information regarding a project for each statement please tell me if it would make you more or less likely to support this project.

16. The goal is to ultimately have about 50,000 people live on Belle Isle in mixed use housing that would include regular homes, apartments, condos, and high-rise apartments. They will be contributing significantly to the Southeast Michigan economy while preserving beaches and picnic areas now so popular with Detroiters.

	MI		DET	
Much more likely	20%		41%	
Little more likely	22	42%	20	61%
Little less likely	11	35%	8	30%
Much less likely	24	+ 7%	22	+31%
Not sure	22		9	

17. During construction, construction workers' state income tax will send \$51 million to the state of Michigan to pay for additional state services for all state residents no matter where they live. That will increase to \$175 million once the construction period is over and the island is fully populated. This means that Belle Isle will be paying an amount equal to 70% of the revenue sharing Detroit currently receives from the state.

	MI		DET	
Much more likely	17%		35%	
Little more likely	25	42%	28	63%
Little less likely	9	31%	9	28%
Much less likely	22	+11%	19	+35%
Not sure	26		9	

18. In order to create \$175 million in state income tax revenue from workers on the island and to be able to pay the state's revenue sharing budget \$139 million while also sending so much money to the City of Detroit, the Sponsor Group is going to give real income tax and other tax relief. Residents would not pay any federal or state income taxes. Residents would pay Belle Isle property taxes and a 6% sales tax.

	MI		DET
Much more likely	18%		33%
Little more likely	18	36%	26 59%
Little less likely	10	41%	7 30%
Much less likely	31	- 6%	23 +29%
Not sure	23		12

19. Like Mackinac Island, the sponsors envision that Belle Isle would be a walking community without cars. An elevated monorail would serve for mass transit allowing residents an easy fast way to get to places on the island they want to go and allowing visitors to be able to go to picnic areas, the beach or other attractions with the same speed and ease as residents enjoy.

	MI		DET
Much more likely	25%		35%
Little more likely	23	48%	30 65%
Little less likely	8	32%	10 24%
Much less likely	24	+16%	14 +41%
Not sure	20		11

20. In order to receive the tax benefits, Belle Isle would have to be the residents' primary address at which they live a majority of the year, ensuring that they are participating and contributing to the Metro Detroit economy.

	MI		DET
Much more likely	23%		38%
Little more likely	23	46%	27 65%
Little less likely	8	31%	7 28%
Much less likely	23	+15%	21 +37
Not sure	23		7

21. The construction of the new buildings on the Island will create 20,000 high paying new jobs for 10 years. This will create a \$12 billion payroll which will allow workers to build a quality lifestyle in the Detroit area. These workers will also pay the state almost a HALF BILLION DOLLARS in income tax over the construction time.

	MI		DET
Much more likely	22%		43%
Little more likely	25	47%	22 65%
Little less likely	10	34%	6 27%
Much less likely	24	+13%	21 +38%
Not sure	20		7

22. A city of 50,000 people requires about 46,000 people to work in local government, restaurants, retail stores, grocery stores, and all the other jobs we see in cities. Belle Isle's development will lead to 46,000 high paying new jobs with Detroit residents getting first chance to fill those jobs.

	MI		DET
Much more likely	22%		40%
Little more likely	25	47%	24 64%
Little less likely	9	34%	9 26%
Much less likely	25	+13%	17 +38%
Not sure	19		10

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23. The 46,000 Belle Isle employees would be more than the current top four employers in Detroit. At an average of \$90,000 a year, the total payroll would be \$4.1 billion a year going into the Southeast Michigan economy creating an additional \$175 million in state income and sales taxes, making Detroit less dependent on state revenue tax dollars.

	MI		DET
Much more likely	24%		41%
Little more likely	23	47%	27 68%
Little less likely	8	33%	8 25%
Much less likely	25	+14%	17 + 43%
Not sure	21		8

24. It is estimated that there will be 1,000 hotel rooms, 140 dining, coffee shops etc., 7 miles of a modern monorail, and a medical center with one million square feet. These venues will attract visitors from not only the Tri-County Area, but from all over the state, nation, and world.

	MI		DET
Much more likely	23%		43%
Little more likely	22	45%	23 66%
Little less likely	9	35%	5 25%
Much less likely	26	+10%	20 +41%
Not sure	19		8

25. The residents would have to pay property taxes and a sales tax of 6% to the governing body of Belle Isle. Excess money, after paying to operate the island, would go to revenue sharing for the state as well as grants to the City of Detroit. Michigan currently pays revenue sharing to every city, township, and village in the state. Belle Isle would pay the state of Michigan \$139 million every year to be shared with every municipality in the state. The Big 3 Counties, Wayne not including Detroit, Oakland and Macomb would each receive an additional \$10-\$14 million every year from Belle Isle, while the other 80 counties would receive an average of \$1 million per county per year from the Belle Isle revenue. Detroit would receive a grant for \$50 million a year.

	MI		DET
Much more likely	21%		36%
Little more likely	25	46%	24 60%
Little less likely	9	23%	16 30%
Much less likely	24	+23%	14 +30%
Not sure	22		10

26. In addition to every county in the state receiving the total of \$139 million, and in exchange for the City of Detroit giving the sponsor group the right to build on Belle Isle, the sponsors would pay the City of Detroit a one-time \$1 billion payment and provide a yearly \$50 million grant we mentioned earlier, reducing dependency of Detroit on state and federal funding.

	MI		DET
Much more likely	22%		37%
Little more likely	25	47%	8 45%
Little less likely	9	32%	28 45%
Much less likely	23	+15%	17 0%
Not sure	21		10

27. The Belle Isle SEZ would provide the most competitive business policy environment in the world, producing great ideas that could well spill over to investments in other parts of Southeast Michigan.

	MI		DET	
Much more likely	19%		39%	
Little more likely	22	41%	23	62%
Little less likely	7	33%	11	28%
Much less likely	26	+ 8%	17	+34%
Not sure	26		11	

28. All current Belle Isle monuments, landmarks, buildings and facilities will be preserved, and in some cases, improved.

	MI		DET	
Much more likely	33%		41%	
Little more likely	28	61%	26	67%
Little less likely	6	23%	9	27%
Much less likely	17	+38%	18	+40%
Not sure	16		6	

29. Another goal of the district would be to provide a Formula 1 racetrack to bring back world class auto racing to Detroit.

	MI		DET	
Much more likely	27%		37%	
Little more likely	20	47%	21	58%
Little less likely	8	34%	14	33%
Much less likely	26	+13%	19	+25%
Not sure	19		9	

30. Belle Isle is a popular destination for family reunions. The Belle Isle SEZ plan includes maintaining dedicated space to ensure that the island continues to host family reunions, picnics, and similar gatherings.

	MI		DET	
Much more likely	35%		46%	
Little more likely	21	56%	25	71%
Little less likely	7	28%	7	24%
Much less likely	18	+28%	17	+57%
Not sure	19		6	

31. The proposed Belle Isle SEZ will continue to be a space that is always open to the general public.

	MI		DET	
Much more likely	34%		43%	
Little more likely	24	58%	25	68%
Little less likely	9	27%	7	24%
Much less likely	18	+31%	17	+44%
Not sure	16		6	

32. The Belle Isle SEZ vision includes paying to transform vacant land, abandoned schools and parks throughout the city of Detroit into world class green spaces and playgrounds in neighborhoods.

	MI		DET	
Much more likely	36%		43%	
Little more likely	25	61%	27	70%
Little less likely	6	25%	8	22%
Much less likely	19	+36%	14	+58%
Not sure	17		11	

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33. The Belle Isle SEZ team is developing a plan to implement literacy and job training programs in the city of Detroit to prepare youth for the jobs this new community will provide.

	MI		DET
Much more likely	32%		45%
Little more likely	25	57%	24 69%
Little less likely	6	25%	9 26%
Much less likely	19	+ 32%	17 +43%
Not sure	17		8

34. The Belle Isle SEZ will be completely privately funded and will not utilize any public funding in its development.

	MI		DET
Much more likely	31%		42%
Little more likely	21	52%	24 66%
Little less likely	9	30%	5 23%
Much less likely	21	+22%	18 +43%
Not sure	18		8

35. The Belle Isle SEZ will require all new buildings and development to meet standards of beauty and quality in architecture and building materials.

	MI		DET
Much more likely	33%		45%
Little more likely	24	57%	24 69%
Little less likely	7	26%	5 23%
Much less likely	19	+31%	18 +46%
Not sure	17		8

36. The state will no longer have to pay \$11 million a year to maintain the island.

	MI		DET
Much more likely	37%		46%
Little more likely	19	56%	18 64%
Little less likely	7	26%	12 30%
Much less likely	19	+30%	18 +34%
Not sure	18		6

37. Now that you have all of the information about this proposal, would you support or oppose making Belle Isle a Special Economic Zone?

	MI	DET
Support	51%	68%
Oppose	32%	27%
Not sure	17	5

38. What is your opinion of Dubai?

	MI		DET
Unaware of Dubai	16%		21%
Very positive	12		21
Somewhat positive	14	32%	18 49%
Somewhat negative	18	30%	14 28%
Very negative	12		4
Not sure	28		22

39. In the 2024 General election for President, did you vote for Kamala Harris the Democrat, Donald Trump the Republican, or someone else?

	MI	DET
Harris	47%	65%
Trump	48	21
Someone else	3	8
Didn't vote in 2024	2	5

40. In the 2022 General election for Governor, did you vote for Tudor Dixon the Republican, Gretchen Whitmer the Democrat, or someone else?

	MI	DET
Dixon	43%	8%
Whitmer	53	77
Someone else	2	9
Didn't vote in 2022	2	5

Thank you