

MEMORANDUM

TO: **Allstate**
FROM: **FTI Consulting**
DATE: **06 / 03 / 2015**
RE: **Allstate/National Journal Heartland Monitor XXIII Detroit Metro Supplement Key Findings**

This memorandum outlines key findings from a survey of adults conducted May 26-28, 2015 in Detroit metro area. This supplemental survey of the Allstate/National Journal Heartland Monitor Poll investigates area residents' views on the local economy and institutions, innovation, and Detroit's future. The survey was conducted among a sample of 400 adults age 18+ living in the Detroit metro area, with 266 reached via cell phone and 134 reached via landline. The margin of error for a sample of 400 is +/- 4.9 in 95 out of 100 cases.

SUMMARY OF FINDINGS

For many years, the story of Detroit has been a grim one dominated by bankruptcy, a loss of population, and economic turmoil. While this survey finds some lingering economic anxiety, it also sees a better story being written about Detroit. There is considerable civic and regional pride and residents are enthusiastic and optimistic about the future. Yet, there is a firm belief that the area would benefit from new ideas and solutions that go beyond what is currently offered by local institutions.

KEY FINDINGS

1. **Some economic malaise persists in the Detroit metro area, yet there is significant optimism for the future.**
 - Less than half (40%) in the Detroit metro area rate their local economy as "excellent" or "good." Another 40% say it is just "fair" and one-in-five (19%) rate it as "poor."
 - This is a considerably lower rating than we measured in the Denver area in February (63% excellent/good), though unsurprising considering the much different recent economic history of the two urban areas.
 - However, the Detroit area's local economy rating is nearly identical to how Americans as a whole rate the economy in their local area (42% excellent/good, 39% fair, 18% poor).
 - Local economic experiences are uneven across the metro area. More than half (56%) in Oakland County see their local economy as excellent/good, but only one-in-ten within the City of Detroit share that positivity.
 - Another 40% believe that their local economy will improve over the next year, while 49% think it will stay the same and 10% think it will become worse.
 - Again, this optimism lags behind the Denver area (48% improve), though not drastically so.



- Those in the Detroit area are actually more optimistic for the next year than Americans nationwide (35% think their local economy will improve).
- Nearly half (47%) in the City of Detroit think their local economy will improve over the next year.
- With a longer horizon, those in the metro area are overwhelmingly optimistic. Asked specifically about the Detroit economy 10 years from now, 71% believe it will be improved. These numbers are consistently positive across county, race and ethnicity, age, education, and income levels.

2. Economic issues aside, metro area residents express pride and positive feelings about their community and about Detroit’s public image.

- Seven-in-ten (69%) think their local area is headed in the right direction, including two-in-three Detroit City residents.
- More than half (56%) approve of their local political leaders, though less than half of City residents agree with that sentiment.
- Seven-in-ten (69%) of those outside of Wayne County say they have a more favorable impression of Detroit than they did a few years ago.
- More than half (54%) of those inside Wayne County think that those outside of the city view Detroit more favorably now than they did in recent years.
- Two-in-three (65%) say it would be better for their family and career to stay in the community where they currently live, rather than moving to a different part of the country (31%).
 - More than three-in-five in Detroit would prefer to stay, rather than move.
- Metro residents believe that the revitalization of downtown and midtown (45%) is the best thing to happen to Detroit in recent years, beating out the move past bankruptcy (29%), the improved public perception of Detroit (11%), and improved regional cooperation (9%).

3. Still, they recognize that their area lacks (and needs) new ideas and solutions to local challenges. They think that innovative ideas in Detroit are held back by local challenges and about half think that the City needs guidance from other parts of the country.

- Only one-in-five (21%) of metro area residents say that institutions in their area offer ideas and solutions that are “new and forward-thinking.” This is overshadowed by the 44% who say that local institutions are offering “adequate but unremarkable” solutions and the 29% who label these institutions’ ideas as “old and outdated.”
 - On this measure, the Detroit metro area lags slightly behind the Denver area (29% new and forward-thinking) and Americans nationally (28%).



- Three-in-four (74%) in the metro area believe that local institutions should try new ideas and solutions, even if the outcomes may be uncertain rather than relying on tried and tested solutions with a lack of new thinking (20%).
- Less than half (47%) believe that the ideas needed to improve Detroit can be found in the city and surrounding communities. Slightly more (49%) think Detroit needs ideas from other parts of the country.
- Only 10% think that ideas and solutions being provided by Detroit's leaders and institutions are more innovative than other large cities. Six-in-ten (60%) think they're just as innovative but held back by local challenges. Just 22% think that institutions in Detroit simply offer less innovative ideas than those in other cities.

4. Detroit metro residents responses to other questions provide insight into the type of community they'd like to live in.

- Nine-in-ten (90%) say that an active culture of community and volunteerism would be appealing to them when looking for a place to live. More than half (54%) find this very appealing, compared to 47% of those nationally.
- Eight-in-ten (82%) in the area are drawn to active partnerships between businesses, the government, and non-profits – fully 11 points higher than this concept tested nationally.
- Notably, those in the Detroit metro find new approaches to public education (like charter schools and magnet schools) less appealing (62%) than those nationally (70%).
- Given the choice between fewer public services and lower taxes vs. more public services and higher taxes, Detroit metro residents prefer the former (53%-41%) but not to the extent of those nationally (61%-35%).
- In a choice between few restrictions on development to promote growth and limits on development to protect open space, Detroit metro residents lean towards the former (49%-46%) and are more supportive of development and growth than those nationally (42%-54%).
- Detroit metro residents would choose higher paying jobs and a faster/more hectic life (52%) over lower paying jobs but a slower/more relaxed life (42%). Nationally, the opinions are reversed (41%-55%) on this choice.
- Detroit metro residents express a preference for walkability and public transportation options (55%) over relying mostly on their car (44%). Nationally, preferences on this matter are evenly split (50%-49%).
- Compared to those nationally, Detroit metro residents are more likely to see the best jobs coming from big businesses (top choice at 34%) than those nationally (tied for second choice at 25%).



5. Eminem and Kid Rock are named as the most prominent living Detroit success stories, but not far behind are prominent businessmen Dan Gilbert and Mike Ilitch.

- On an open-ended question in which survey respondents could name whoever they thought of as the best example of a notable Detroiter, music superstars Eminem (named by 15% of respondents) and Kid Rock (named by 11%) received the most mentions.
- Dan Gilbert and Mike Ilitch each were mentioned by 10% of respondents, reflective of the considerable investments each has made in the City of Detroit. Roger Penske (name by 4%) and the Ford Family (4%) were also among the top ten names mentioned.
- Mayor Mike Duggan came in fifth, with eight percent of respondents naming him and former Mayors Dave Bing (4%) and Dennis Archer (3%) were also mentioned by many.
- Others in the entertainment industry were near the top of the list, including Aretha Franklin (7%), Motown producer Berry Gordy, Jr. (3%), Tim Allen (3%), and Madonna (3%).