



Heartland Monitor Poll XXIII – Detroit Metro Supplement

Sample of 400 ADULTS AGE 18+ IN DETROIT METRO AREA (134 on landline, 266 on cell)
(Sample Margin of Error for 400 Respondents = ±4.9% in 95 out of 100 cases)
Conducted May 26-28, 2015

Detroit Audience: N=400 Adults Age 18+ living in Detroit; conducted May 26-28, 2015

Denver Audience: N=400 Adults Age 18+ living in Denver; conducted February 22-25, 2015

2/15 National Audience: N=1,000 American Adults Age 18+; conducted February 18-22, 2015

5/15 National Audience: N=1,000 American Adults Age 18+; conducted May 17-27, 2015

1. Thinking about the major challenges facing the country, do you think there is more progress being made today at...?

More Progress Being Made At...	DETROIT	DENVER	2/15 NATIONAL
The state and local level	49%	63%	64%
The national level	27%	15%	26%
Don't know / refused	24%	23%	10%

2. Overall, when you think about the biggest economic and social challenges facing America, do you think new ideas and solutions are more likely to come from...?

New Ideas And Solutions Come From...	DETROIT	DENVER	2/15 NATIONAL
State and Local institutions like government, businesses, and volunteer or community organizations because they are closer to the problems, are more adaptable, and have more at stake in finding solutions.	69%	69%	69%
National institutions like the federal government, national businesses, and major non-profit organizations because they have more financial resources, experience, and long-term stability.	23%	21%	22%
Don't know / refused	9%	10%	10%



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And, on some specific issues and situations, which of the following do you think would do a better job, national institutions like I just described or state and local institutions?

Who Would Do A Better Job At... <i>(Ranked by State & Local Institutions for Detroit Audience)</i>		State & Local Institutions	National Institutions	DK/Ref
8. Making neighborhoods more attractive places to live	DETROIT	89%	8%	3%
	DENVER	95%	3%	3%
	2/15 NATIONAL	89%	9%	2%
3. Developing new products and services that create new jobs	DETROIT	67%	27%	6%
	DENVER	67%	26%	8%
	2/15 NATIONAL	63%	30%	7%
4. Improving the way we educate young people	DETROIT	65%	28%	7%
	DENVER	70%	26%	5%
	2/15 NATIONAL	66%	29%	5%
7. Finding new ways to provide more opportunity to poor people	DETROIT	65%	29%	6%
	DENVER	67%	29%	4%
	2/15 NATIONAL	63%	32%	6%
9. Improving wages and living standards for average families	DETROIT	56%	39%	5%
	DENVER	53%	41%	6%
	2/15 NATIONAL	57%	39%	5%
6. Ensuring that businesses are regulated fairly and consistently	DETROIT	49%	46%	5%
	DENVER	49%	44%	6%
	2/15 NATIONAL	51%	43%	6%
5. Finding new ways to save energy and improve the environment	DETROIT	41%	54%	5%
	DENVER	51%	44%	4%
	2/15 NATIONAL	43%	51%	6%



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Now, I'd like to ask some questions about your local area, that is the area in which you live, work, and spend most of your time.

10. Do you feel that your local area, in general, is headed in the right direction, or do you think things are seriously off on the wrong track?

<u>Direction of Local Area</u>	DETROIT	DENVER	2/15 NATIONAL
Right Direction	69%	75%	66%
Wrong Track	25%	19%	25%
Neither	4%	2%	5%
Don't know / refused	3%	4%	4%

11. Do you approve or disapprove of the job that political leaders in your local area are doing?

<u>Local Political Leaders' Job Approval/Disapproval</u>	DETROIT	DENVER	2/15 NATIONAL
Approve	56%	58%	60%
Disapprove	34%	28%	31%
Don't know / refused	11%	14%	9%

12. And, how would you rate the economy in your local area? Is it...?

<u>Current State of Local Economy</u>	DETROIT	DENVER	2/15 NATIONAL
Excellent	6%	12%	8%
Good	34%	51%	35%
EXCELLENT / GOOD	40%	63%	42%
Fair	40%	29%	39%
Poor	19%	7%	18%
FAIR / POOR	59%	36%	57%
Don't know / refused	1%	1%	1%



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13. And, over the next 12 months, do you think the economy in your local area will...?

<u>Change in Local Area Economy</u>	DETROIT	DENVER	2/15 NATIONAL
Improve	40%	48%	35%
Stay the same	49%	42%	51%
Become worse	10%	9%	11%
Don't know / refused	1%	2%	2%

14. Now, thinking broadly about how institutions like government, business, and community organizations in your local area respond to challenges and opportunities.

Do they typically offer ideas and solutions that are...?

<u>Local Institutions Offer Ideas And Solutions That Are...</u>	DETROIT	DENVER	2/15 NATIONAL
New and forward-thinking	21%	29%	28%
Adequate but unremarkable	44%	40%	42%
Old and outdated	29%	22%	21%
Don't know / refused	6%	9%	8%

15. And, which approach would you prefer that local institutions take when faced with challenges and opportunities...

<u>Preferred Approach To Challenges And Opportunities</u>	DETROIT	DENVER	2/15 NATIONAL
Trying new ideas and solutions, even if the outcomes may be uncertain	74%	78%	71%
Relying on tried and tested ideas and solutions, even if means a lack of new thinking	20%	15%	20%
Don't know / refused	6%	7%	9%



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16. Which of the following do you think would do the most to improve the quality of life in your local area?

Improve The Quality Of Life In Your Local Area	DETROIT	DENVER	2/15 NATIONAL
More local investments by government in areas like education and transportation	30%	33%	25%
More local investments by businesses	22%	22%	22%
Lower local and property taxes	19%	16%	21%
A reduction in crime and illegal drugs	16%	13%	16%
More local volunteering in community activities	10%	12%	10%
Don't know / refused	2%	4%	4%

Now, on a similar topic...

17. When it comes to what is best for your career and your family life, do you think it would be better...

Stay in Community vs. Moving	DETROIT	5/15 NATIONAL
To stay in the community where you currently live for a long time	65%	64%
To move to a different part of the country	31%	32%
Don't know / refused	4%	5%



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When thinking about the type of place you'd like to live for a long time, how appealing is each of the following?

A place with...

Appealing Aspects of a Community <i>(Ranked by Total Appealing for Detroit Audience)</i>		TOTAL APPEALING	TOTAL NOT APPEALING	Very App	Smwt App	Not Very App	Not At All App	DK/Ref
18. An active culture of community and volunteerism	DETROIT	90%	9%	54%	36%	6%	3%	1%
	5/15 NATIONAL	85%	14%	47%	38%	8%	6%	1%
20. Active partnerships between businesses, the government, and non-profits	DETROIT	82%	16%	43%	39%	10%	6%	2%
	5/15 NATIONAL	71%	26%	32%	39%	13%	13%	3%
19. New approaches to public education, like charter and magnet schools	DETROIT	62%	33%	32%	30%	18%	15%	5%
	5/15 NATIONAL	70%	27%	37%	33%	15%	12%	3%

21. Which would be preferable? A place with...

Preference for Public Services and Taxes	DETROIT	5/15 NATIONAL
Fewer public services and lower taxes	53%	61%
More public services and higher taxes	41%	35%
Don't know / refused	5%	3%

22. Which would be preferable? A place with...

Preference for Development	DETROIT	5/15 NATIONAL[^]
Few restrictions on development to promote economic growth	49%	42%
Limits on new development to protect open space	46%	54%
Don't know / refused	5%	4%

[^]Asked of N=500 respondents



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23. Which would be preferable? A place with...

<u>Preference for Pay and Pace of Life</u>	DETROIT	5/15 NATIONAL[^]
Higher paying jobs but a faster, more hectic pace of life	52%	41%
Lower paying jobs but a slower, more relaxed pace of life	42%	55%
Don't know / refused	6%	4%

[^]Asked of N=500 respondents

24. Which would be preferable? A place where you...

<u>Preference for Transportation</u>	DETROIT	5/15 NATIONAL
Live in a walkable location with reliable public transportation and less need for a car	55%	50%
Have to rely mostly on your car for transportation	44%	49%
Don't know / refused	1%	1%

25. Based on what you know now about the job market, which kind of employer offers the best combination of income, opportunity, and job security?

<u>Best Employer for Income, Opportunity, and Job Security</u>	DETROIT	5/15 NATIONAL[^]
A large company	34%	25%
Owning your own business	22%	25%
The government, including the military and the public schools	20%	28%
A small business	16%	13%
A non-profit	5%	4%
Don't know / refused	3%	5%

[^]Asked of N=500 respondents



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26. Which of the following industries do you think will create the most jobs over the next 10 years?

Industry with Most Job Growth	DETROIT	5/15 NATIONAL[^]
Technology	38%	39%
Health care	33%	29%
Energy production	9%	11%
Manufacturing	8%	6%
Education	4%	5%
Retail	3%	3%
Professional services like lawyers and consultants	2%	2%
Don't know / refused	1%	4%

[^]Asked of N=500 respondents

Switching topics to the City of Detroit...

27. Compared to a few years ago, do you think that people outside the City of Detroit view the city more favorably or less favorably?

Detroiters' perspective on outsiders' views <i>[Asked of respondents living in Wayne County]</i>	DETROIT N=168
More favorably	54%
Less favorably	43%
Don't know / refused	3%

27X. Compared to a few years ago, do you have an overall more favorable or less favorable impression of the City of Detroit?

Outsider's view of Detroit <i>[Asked of respondents living outside of Wayne County]</i>	DETROIT N=232
More favorable	69%
Less favorable	24%
Don't know / refused	6%



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28. In your opinion, what will the Detroit economy look like 10 years from now?

Outlook for Detroit Economy	DETROIT
Much improved	27%
Somewhat improved	44%
TOTAL IMPROVED	71%
ABOUT THE SAME	14%
Somewhat worse	8%
Much worse	5%
TOTAL WORSE	13%
Don't know / refused	2%

29. Do you think that the ideas needed to improve Detroit can be found in Detroit and surrounding communities or does Detroit need new ideas from other parts of the country?

Ideas to Improve Detroit	DETROIT
From other parts of the country	49%
Found in Detroit and surrounding communities	47%
Don't know / refused	5%

30. As you know Detroit in recent years has lost a good deal of its population. Looking out over the next 10 years do you think Detroit will...?

Detroit Population	DETROIT
Add more population	47%
Stay about the same size in population	32%
Continue to lose population	19%
Don't know / refused	1%



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31. Of the following, which do you think is the best thing that has happened to Detroit in the last few years?

Best Thing To Happen To Detroit	DETROIT
Revitalization of downtown and midtown	45%
Moving past bankruptcy	29%
The improved public perception of Detroit	11%
Improved regional cooperation	9%
Don't know / refused	6%

32. And, compared to other large cities, do you believe the ideas and solutions being proposed by leaders and local institutions in Detroit are...

Ideas and Solutions for Detroit	DETROIT
More innovative than other cities	10%
Just as or more innovative as other cities, but held back by local challenges	60%
Less innovative than other cities	22%
Don't know / refused	8%



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33. As you know, there are many famous and prominent people who hail from Detroit. What one or two living people can you think of who represent a Detroit success story and someone you are proud to call a Detroiter? This can be someone from the business community, politics, sports, entertainment, or another prominent position.

Prominent People Who Represent A Detroit Success Story	DETROIT
Marshall Mathers / Eminem	15%
Kid Rock	11%
Dan Gilbert	10%
Mike Ilitch	10%
Mike Duggan	8%
Aretha Franklin	7%
Dave Bing	4%
Roger Penske	4%
Henry Ford/The Ford Family	4%
Berry Gordy, Jr.	3%
Tim Allen	3%
Dennis Archer	3%
Madonna	3%
Stevie Wonder	2%
Ben Carson	2%
Bob Seger	2%
Diana Ross	2%
Sean Michael Anderson (Big Sean)	2%
Gordie Howe	2%
Kwame Kilpatrick	1%
Rick Snyder	1%
The Karmanos Family	1%
Earvin "Magic" Johnson	1%
Jalen Rose	1%
Al Kaline	1%
Other living people with three mentions or less	25%
Other non-living people, companies, or music genres	1%
Don't know	22%



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DEMOGRAPHICS

A. County

County	DETROIT
City of Detroit or Wayne County	42%
Lapeer County	2%
Livingston County	4%
Macomb County	20%
Oakland County	28%
St. Clair County	4%

B. Do you live...?

Detroit City <i>[Asked of respondents who live in Wayne County]</i>	DETROIT N=168
Within the city limits of Detroit	42%
Elsewhere within Wayne County	57%
Don't know / refused	1%

C. Gender

Gender	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Male	48%	49%	49%	49%
Female	52%	51%	51%	51%



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DX. Age

Age	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
18 - 29	18%	22%	22%	22%
30 – 39	17%	20%	17%	17%
40 – 49	16%	20%	18%	19%
50 – 59	21%	18%	16%	18%
60 – 64	9%	7%	8%	7%
65+	19%	13%	18%	17%
Refused	--	*	1%	--

F. Thinking about children, which of the following describes you?

Children	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Parents (multiple responses accepted)	64%	71%	70%	66%
I have school-age children	24%	41%	32%	29%
I have adult children age 18 or older	45%	36%	45%	44%
Non-Parents	35%	29%	27%	32%
I have no children but hope to one day	20%	12%	17%	19%
I have no children and no plans to have any	15%	17%	11%	14%
Don't know / refused	2%	1%	3%	2%



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G. Which of the following best describes your current employment status?

Employment Status	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Employed full-time	48%	62%	46%	44%
Employed part-time	9%	10%	10%	10%
Retired	23%	14%	22%	21%
Student	5%	2%	7%	6%
Homemaker	3%	6%	5%	6%
Unemployed and looking for work	7%	3%	5%	6%
Unemployed but not looking for work	3%	2%	3%	3%
Don't know / refused	2%	1%	2%	4%

H. What is the last grade of formal education you have completed?

Education	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Less than high school	2%	2%	5%	4%
High school graduate	22%	15%	23%	18%
Some college/vocational school	29%	33%	28%	32%
College graduate	29%	32%	28%	27%
Post graduate	17%	18%	14%	17%
Don't know / refused	2%	*	1%	2%

K. What is your main ethnic or racial background?

Race/Ethnicity	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
White or Caucasian	69%	70%	68%	67%
Hispanic or Latino	3%	16%	10%	12%
African-American or Black	22%	7%	12%	12%
Asian-American or Asian	1%	1%	2%	2%
Native American	*	1%	1%	1%
Other	3%	3%	4%	3%
Don't know / refused	2%	2%	3%	3%



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L. And, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

Party Affiliation	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Republican	18%	24%	23%	19%
Democrat	28%	31%	25%	27%
Total Independent /Other	49%	43%	49%	47%
Independent	28%	29%	29%	27%
Something Else	19%	13%	18%	17%
Other	2%	1%	2%	3%
Don't know / refused	5%	2%	3%	6%

M. People are often classified in different economic categories. Do you consider yourself to be...?

Economic Status	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Upper Class	3%	3%	2%	2%
Upper Middle Class	19%	20%	14%	14%
Middle Class	45%	47%	47%	45%
Lower Middle Class	21%	19%	22%	25%
Lower Class	10%	9%	12%	9%
Don't know / refused	3%	2%	3%	5%

N. Please tell me which of the following categories best applies to your total annual household income?

Annual Household Income	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Less than \$15,000	9%	7%	11%	10%
\$15,000 to less than \$30,000	15%	12%	14%	14%
\$30,000 to less than \$50,000	16%	16%	16%	20%
\$50,000 to less than \$75,000	14%	15%	16%	19%
\$75,000 to less than \$100,000	12%	14%	13%	11%
\$100,000 to less than \$200,000	15%	20%	14%	14%
\$200,000 or more	6%	6%	3%	3%
Don't know / refused	14%	10%	13%	9%



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P. Which most accurately describes your current living situation?

Current Living Situation	DETROIT	5/15 NATIONAL
I rent my home	23%	34%
I own my home, but pay a mortgage	42%	32%
I have paid off my mortgage and own my home fully	26%	24%
Other / don't know/ refused	9%	9%

R. Are you registered to vote?

Registered to Vote	DETROIT
Yes	84%
No	13%
Don't know / refused	3%

S. How likely are you to vote in the 2016 election for president?

Likelihood to Vote in 2016	DETROIT
Very likely	76%
Somewhat likely	9%
Not very likely	3%
Not at all likely	9%
Don't know / refused	3%

T. Which best describes your vote history?

Vote History	DETROIT
I almost always vote in every local, state, and national election	44%
I try to vote in every election, but sometime miss local elections	25%
I usually vote only in national elections	9%
I usually vote only in local and state elections	1%
I rarely vote at all	15%
Don't know / refused	5%