

Detroit Pulse™

Re-imagine Detroit



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THE hub
DETROIT REGIONAL NEWS
REAL CITIES. REAL STORIES. REAL TIME.

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March 2010



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News Hub

*Implemented &
Prepared by*
Intellitrends LLC

Table of Contents

EXECUTIVE SUMMARY	4
FINDING I: FROM DETROIT	8
FINDING II: “MICHIGAN” AND “DETROIT” FROM A NATIONAL PERSPECTIVE	11
FINDING III: DETROIT AS “HOME”	13
FINDING IV: DETROIT’S ECONOMIC IMAGE	16
FINDING V: THOUGHTS ON REVITALIZATION	19
FINDING VI: REGIONAL EFFORTS ARE NEEDED	22
FINDING VII: DOWNTOWN DETROIT AS A DESTINATION	24
FINDING VIII: FUTURE VISITS TO DETROIT	28
METHODOLOGY	30
ABOUT THE DETROIT REGIONAL NEWS HUB (THE HUB)	31
ABOUT INTELLITRENDS LLC	32

Executive Summary

The Detroit Pulse™, a study of community and shared perspectives of residents was originally designed and launched by Intellitrends in 2008 to inform revitalization efforts with resident feedback. Recognizing the significance of this as a benchmark study, the 2010 update was underwritten by The Detroit Regional News Hub and its collaborative partners (The Hub) to broaden the scope. In their efforts to focus and guide on-going efforts, the intent of the study was to gather feedback and perspectives from residents who live, work and play here to build positive momentum. In the development of the 2010 follow-up study, many Hub collaborative organizations contributed input with a common passion for Detroit as an area rich in history, ripe with talent and a shared hope for a positive change. Many results are new, and many reinforce the passionate feelings about Detroit's potential.

This year's Detroit Pulse™ includes the feedback and opinions of 2,030 people; 829 Michigan residents who live in one of the nine Southeast (SE) Michigan counties and a counter perspective from 1,201 residents of other areas of the United States. In total, over seventy (70) pages of verbatim comments resulted from questions related to "Detroit" and its region. The study implemented between January and February 2010 is representative of the population distribution of the nine (9) county region of Southeast (SE) Michigan (*Genesee, Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne*). It should be noted that 42% of Wayne County residents live in the City of Detroit. (For the purposes of data presentation, all numbers in the report have been rounded to whole numbers.)

How do you feel about living in Detroit?

It is very obvious that 'Detroiters' are passionate about their home, the city itself and the State of Michigan. Residents of the nine (9) counties surveyed *do* think of themselves as Detroiters. When asked how they talk about where they're from, the majority say either "Detroit" or "(a community) outside Detroit" and 48% of those responding to our survey expressed a 'love' for living here – a choice even more than simply 'liking' it. Only 10% expressed a 'dislike' for living here with the balance left somewhere in the middle torn between their satisfaction with living here and the reality of the economic challenges. Even among those who would consider leaving the Detroit area, 23% say they would still stay in Michigan. Looking at it by age segment, younger residents share comparable feelings with no strong intentions of exiting the area but rather holding on to hopes of improvement. Among residents who have lived here fewer than five years, 31% said it was "better than I expected." Fewer than one in five said their experience of living in the Detroit area fell "below" their expectations.

(Lived in Detroit area fewer than five years)

"I expected to find fewer cultural events and attractions such as museums. I expected higher crime rates"

"I moved here to go to school and never expected to stay but I love the people and the river and architecture of the city is amazing!"

"Cleaner and safer than the perception outside Michigan"

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Coming or going?

The primary reasons for coming to, and exiting the Detroit area are very obviously job related with over half of under five year residents saying they either *accepted a job* or *followed a spouse/partner who accepted a job*. Exiting is also primarily driven by job related issues, however almost one in five who had lived in the Detroit region previously had left *to go to school* outside Michigan.

The Best Parts....

Comparable to the findings in 2008, SE Michigan residents say the *best things* about living and working in the Detroit area are 1) *sporting events* and *sports teams*, 2) *entertainment (arts, music, museums)* and 3) *Up-north Michigan*. Even among former Michigan residents (those now living in other areas of the U.S.), *sporting events/sports teams* and *cost of living* and *quality of life* are still top of mind “best things” about Michigan. From an external image, 59% of people living in other parts of the U.S. describe the overall image of the State of Michigan as *neutral* or *comparable to other states* or *positive*.

SE MI residents say focusing on **entertainment/cultural attractions** to positively promote Detroit at a national level.

If you could pick three things to talk about or focus on that would positively promote the Detroit region at a national level, what would those be? (SE Michigan residents)
Coded verbatim comments



But frustrated....

Southeast Michigan residents are increasingly sensitive to the outward “image” of Detroit. When asked how they think Detroit is perceived by the rest of the U.S., 85% of residents describe it as *negative* to *extremely negative* as compared to only 61% of those living outside Michigan. Those SE Michigan residents, aged 18 to 34 are even more sensitive to the expected *negative* image. Underlying this feeling, fully 91% of SE Michigan residents feel that Detroit is portrayed *negatively* to *extremely negative* in the national media as compared to 62% of people living outside Michigan who said the same.

One area that everyone agrees on, the “auto industry” is the primary association with “Detroit,” for 83% of those who live here and 91% of those who view us from other parts of the U.S. Unfortunately however, the second highest association with “Detroit” was *isolated negative issues (crime, unemployment, housing values/foreclosures etc.)* overshadowing *Motown/music industry* and *national sports teams* which are the third and fourth associations both internally and externally. Based on perceptions, six in 10 people outside Michigan rate the Detroit region as a *poor* place to live; one in three rate it *poorly* ‘as a place to do business’ and almost one in two think it’s a *poor* place ‘to invest in.’ For those outside Michigan, national TV is a primary source for their information about Detroit.

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Diversification of Detroit's Economy?

Detroiters see and appreciate the resources of the area. Despite our own sensitivities about Detroit's image, one third of us feel that the Detroit region is a *good to excellent place to do business* as compared to only 14% of those outside Michigan. A comparable percentage of SE Michigan residents give Detroit *good to excellent* ratings as a *place to invest in*, in contrast to only 8% of those outside Michigan.

Thinking ahead, SE Michigan residents see the Detroit regions' three (3) best opportunities for diversification in *automotive/advanced automotive, film and entertainment energy/green initiatives*. The majority of SE Michigan residents say they get their information about Detroit from local media (TV, print newspapers/magazines and radio).

Externally, 94% still only think of Detroit as automotive related, however it would appear that the message of *film and entertainment* is taking hold with one in five outside Michigan associating Detroit with this industry area. However, despite strong internal efforts and emerging initiatives, only 5% of those outside Michigan associate the Detroit area with *green/energy related* industry.



Revitalization efforts?

Increasing frustration with revitalization efforts is apparent. Only 6% believe *"we are on the right track with strong efforts being taken to revitalize Detroit"*. This represents a strong shift from the 27% who felt this way in 2008. Almost 40% believe *"we are not on the right track and not doing enough"* as compared to only 13% who felt this way two years ago. Fewer than one in ten of those outside Michigan say they have heard or read *anything* about Detroit's revitalization efforts.

Almost six in ten (59%) SE Michigan residents do not feel that elected leaders (Mayors, County Executives, City Councils, Legislators) are working together effectively to revitalize Detroit and the region. Regardless of county of residence, the sentiment was the same. In turn, 61% of residents feel that communities *outside* Detroit should be *very to extremely involved* in the city's revitalization and younger residents (18-34) are more likely than average to feel strongly about this. So who should be involved? Next to the Detroit City Leadership, 80% feel that 'Michigan's Governor' should be *strongly* involved, 74% say the 'State representatives' and 66% say 'private business' should be *strongly* involved. Eight in ten also agree that *educational attainment beyond high school* is *very important to critical* to revitalization efforts.

I think the suburbs of Detroit and city of Detroit itself need to start investing in this area to turn around the city and make it a place the country respects or where people would like to come to. I'm hopeful with the newly elected officials, however I don't know if people are truly committed to doing what it is going to take. (Wayne County, age 18-24)

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So what should we focus on?

Southeast Michigan residents say that revitalization efforts should start with *primarily downtown Detroit and its neighborhoods*. To be more specific, Detroiters feel that revitalization efforts should be about 1) *increased jobs*, 2) *new uses for vacant and abandoned properties*, and 3) *tearing down vacant structures*. Finding new uses for The “look” of downtown is apparent especially among younger segments that put this ahead of *jobs* and *a more vibrant downtown*.

Exposure of downtown Detroit is constant and in turn so are expectations. Ninety-six percent of those surveyed go downtown at some point with one third of SE Michigan residents saying they go *weekly* for various reasons. The primary reasons for going downtown (and the primary reasons residents love the Detroit area) is for *entertainment events*. Three quarters are drawn to downtown for the entertainment value while 51% say they go for *sporting events*. The top five (5) most frequented venues are *Comerica Park, casinos, local Detroit restaurants, Fox Theatre events* and *Detroit Riverwalk*. Almost 30% of residents say their use of downtown has increased compared to previous years with 47% of those 18 to 34 using downtown *more often*. This increased use is primarily being driven by *more events offered* while the factors keeping people away are negative perceptions of *crime rates* and *economic reasons*. When asked what would get them to come downtown more often *free parking, increased or improved security* and *more waterfront venues/activities* topped the list.

Given the strong draw of the *entertainment* value of downtown Detroit, residents of the nine (9) county areas were asked how *familiar* they are with getting to various named places in the City. Those with the highest *familiarity* are “Greektown,” “Hart Plaza,” “the Riverfront,” and “Foxtown” averaging 63% *very familiar*. Areas with the lowest sense of familiarity are “Midtown,” “Rivertown,” “Corktown,” and “Mexicantown” averaging fewer than one in two who consider themselves *very familiar* with getting there.

With the idea of a *light rail system* being available to downtown, 35% of SE Michigan residents say they would *definitely visit more often* with an additional 30% saying they would consider it. Consistent with previous results, young people aged 18 to 34 are most attracted to this idea with almost one in two (47%) saying they would *definitely visit more often*.

Among people who live outside Michigan, approximately one in four (24%) have visited Detroit within the past year. Conversely, 44% have not been to Detroit in 10 or more years. Among those visiting, the primary points of interest vary considerably from sporting and entertainment events to personal and professional reasons. For the majority, *passing through* is their primary experience with Detroit on their way through either the airport, the bridge into Canada or into another state. Those most likely to indicate they *would* visit in the near future were those living in the Midwest states. Having some type of focal area (i.e., *arts, innovation*) would be considered a “draw” among younger age segments.

To SE MI residents, “revitalization” means...



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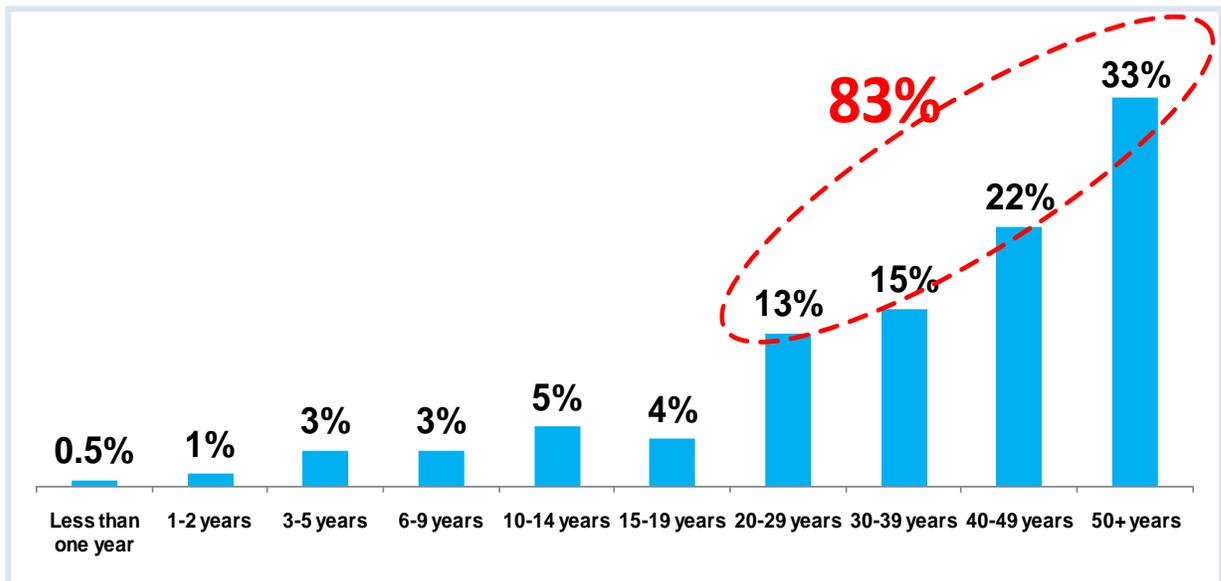
FINDING ONE:

“I’m from Detroit....”

Residents have a long history with the area



- 83% of those surveyed say they have lived in the metro Detroit area **for 20 years or longer**, while approximately 12% have lived in the metro Detroit area between six and 19 years and 5% for fewer than 5 years.
- Nearly two in three (64%) of Southeast (SE) Michigan respondents say they were **born in Michigan** (as compared to fewer than 1% of those living outside of Michigan).
- Just 6% of non-Michigan residents have lived in the State of Michigan (including metro Detroit) at some point in their life with the majority saying it was 5 years or less.

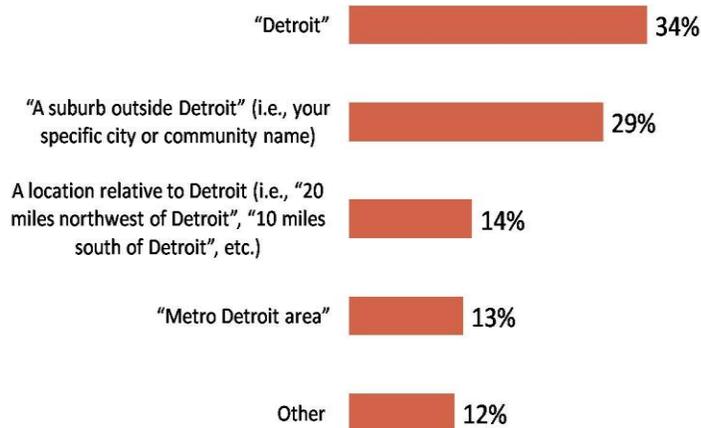


- Those who lived in the State of Michigan at some point (but not metro Detroit area) tended to have lived in the southwest/west area of Michigan.

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Detroit is considered the center of “home”

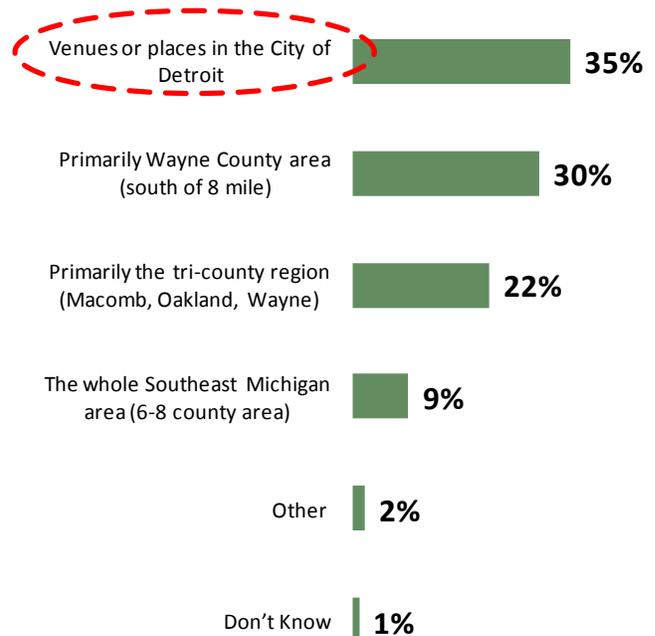
- When asked how they typically describe where they live, SE Michigan respondents primarily use the term “Detroit” (34%), while 29% say “a suburb outside Detroit.”



**SE MI residents
associate “Detroit”
with venues or places
in the City of Detroit
and “metro Detroit”
with the tri-county
region**

- Forty-two percent associate the term “**metro Detroit**” with the tri-county region (Macomb, Oakland, Wayne) or “Detroit and its suburbs” (39%).
- When they hear the term “**Detroit**”, two-thirds of SE Michigan residents associate the name with venues or places in the City of Detroit (35%) and primarily the Wayne County area (south of 8 mile) (30%).

When you hear the term “**Detroit**” what area do you think of? (SE MI residents)

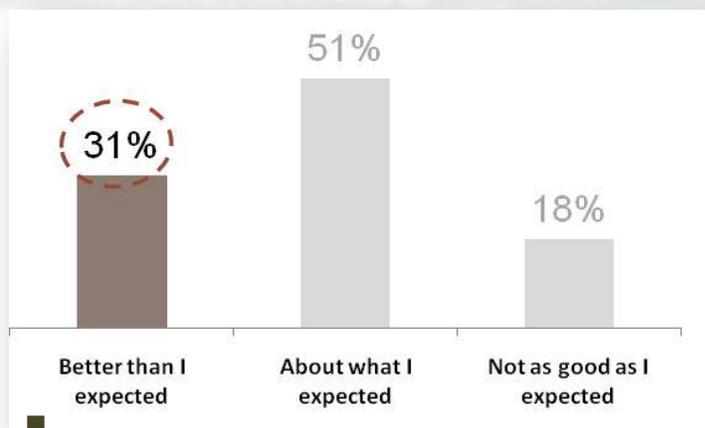


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- Among the small percentage of current residents who have lived in the metro Detroit area for fewer than five years, half moved from *another state outside of Michigan*, while 39% moved from *another city or town in Michigan* and 5% from *another country*. The primary reasons they moved to metro Detroit was to *accept a job offer* (31%) or to *follow a spouse or partner who took a job* (26%).

- Half of those who moved to metro Detroit (51%) describe their satisfaction with living here as *about what I expected*, while nearly one third (31%) say it is *better than I expected* and 18% *not as good as I expected*. Those who say it was *better than expected* cited the “surprise” of activities and venues in downtown.

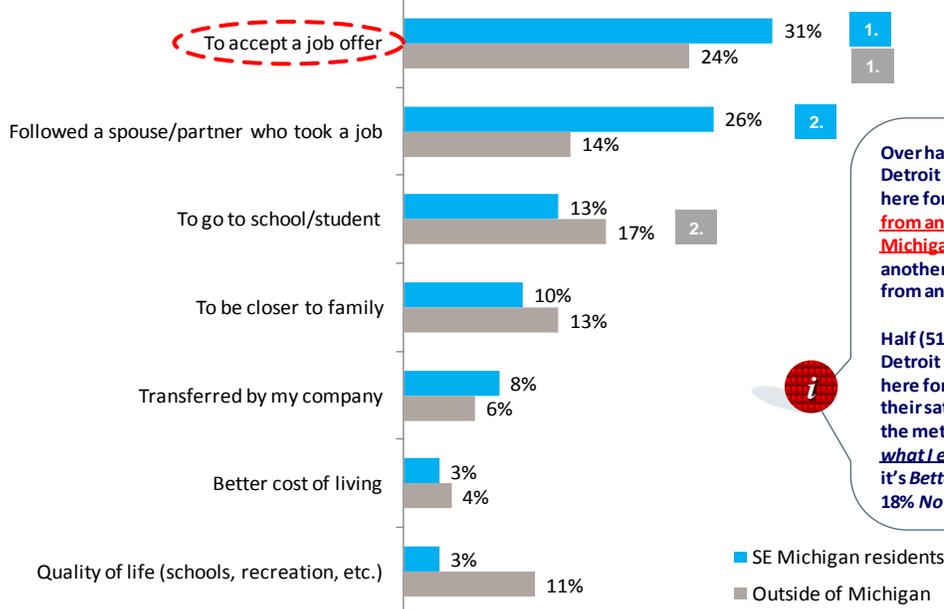
- Similarly, previous Michigan residents currently living outside of Michigan say they left primarily for either job related issues (*to accept a job/follow a spouse*) or *to go to school*.



“Both Ann Arbor and Detroit have been better than I could have hoped. Coming from a college town in Indiana I had heard great things about Ann Arbor and expected it to be great, but downtown Detroit has been a fantastic surprise.”

Michigan Transients: ‘To accept a job offer’ is the primary reason people come or leave Michigan.

What was the primary reason you moved here? (current Michigan residents who have lived here 5 years or less)
What was the primary reason you left? (Outside of Michigan, previous MI residents)



Over half (56%) of current metro Detroit residents who have lived here for 5 or less years **moved from another state outside Michigan**, while 39% moved from another city/town in MI and 5% from another country.

Half (51%) of current metro Detroit residents who have lived here for 5 or less years describe their satisfaction with living in the metro Detroit area as **About what I expected**, while 31% say it's **Better than I expected** and 18% **Not as good as I expected**.

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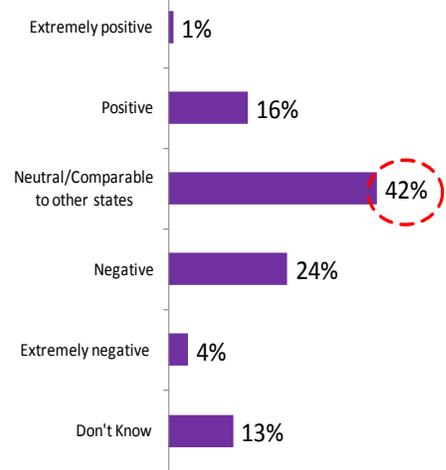
FINDING TWO: Perspectives on “Michigan” and “Detroit” inside and outside

- The majority (42%) of those living outside Michigan describe the **overall image of the State of Michigan** from a national perspective as *Neutral/comparable to other states*, while 17% describe it as *positive to extremely positive* and 28% as *negative to extremely negative*. Thirteen percent say they *don't know*.

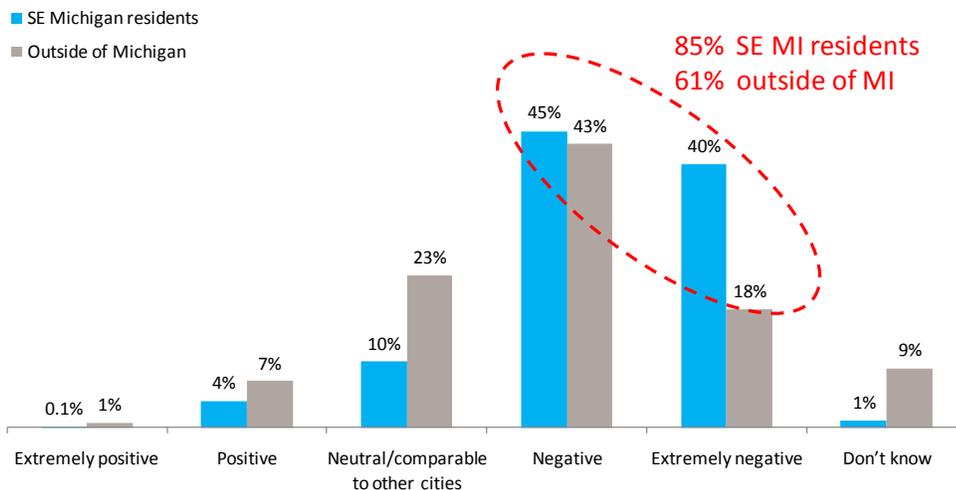
Metro Detroiters tend to think of the image as more negative than those living outside of Michigan

- Eighty-five percent of SE Michigan residents describe the **overall image of “Detroit”** from a national perspective as *negative to extremely negative* in contrast to 61% of those outside Michigan. Just 4% of SE Michigan residents feel that the overall image of “Detroit” from a national perspective is *positive to extremely positive*.

From a national perspective, how would you describe the overall image of the State of Michigan? (Outside Michigan residents)



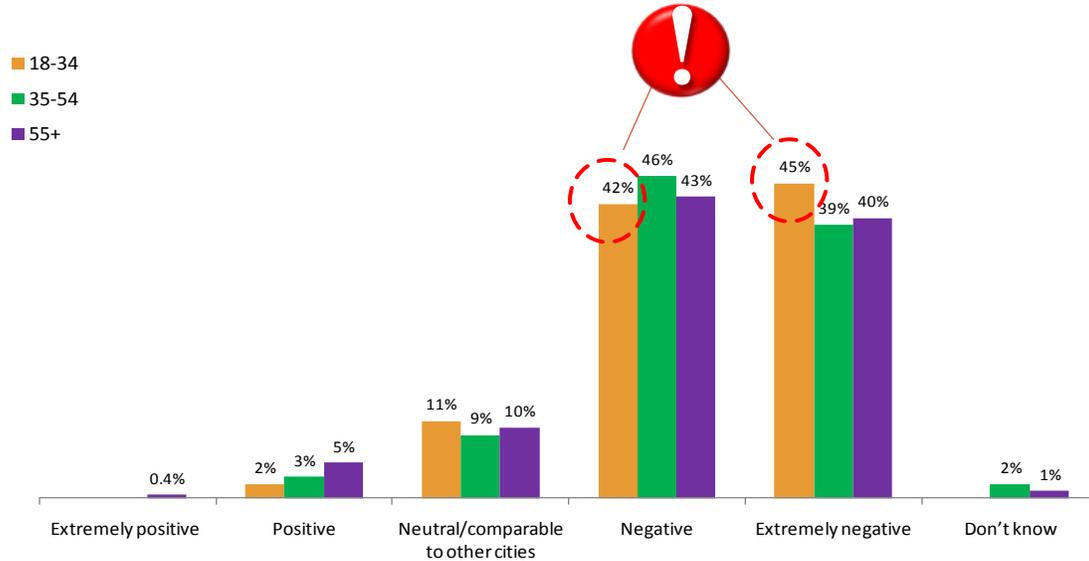
How would you describe the **overall image** of “Detroit” from a national perspective? (SE Michigan residents)
From a national perspective, how would you describe the overall image of “Detroit”? (Outside of MI)



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The younger age segment tends to be more pessimistic; the 'overall image of 'Detroit' from a national perspective is negative to extremely negative

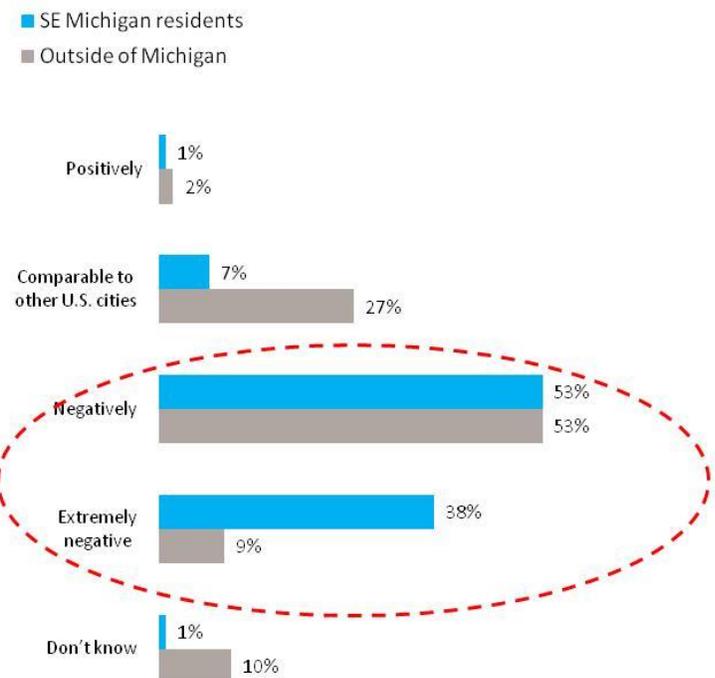
How would you describe the overall image of "Detroit" from a national perspective? (SE Michigan residents)



SE Michigan residents are more likely than those living in other states to feel that "Detroit" is portrayed negatively in the national media (91% vs. 62%)

- Ninety-one percent of SE Michigan residents and 62% of those outside Michigan feel "Detroit" is portrayed **negatively to extremely negative** in the national media. Fewer than 3% of either SE Michigan residents or those outside Michigan feel Detroit is portrayed **positively** in the national media.

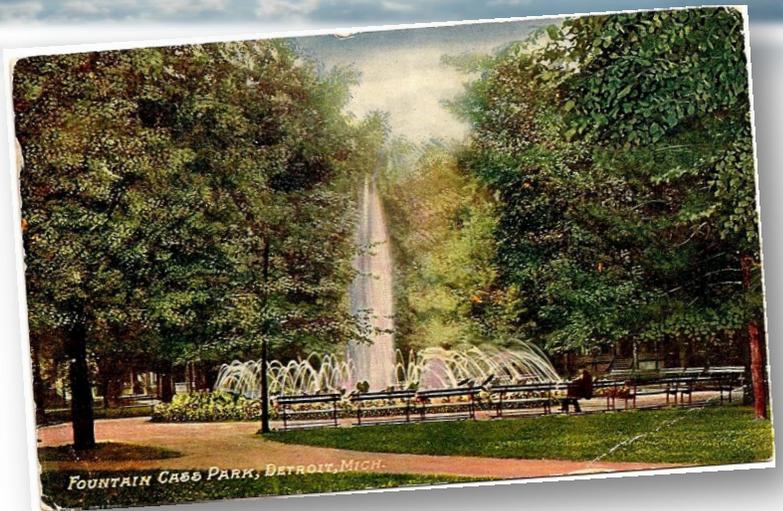
How do you feel Detroit is portrayed in the national media?



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FINDING THREE:

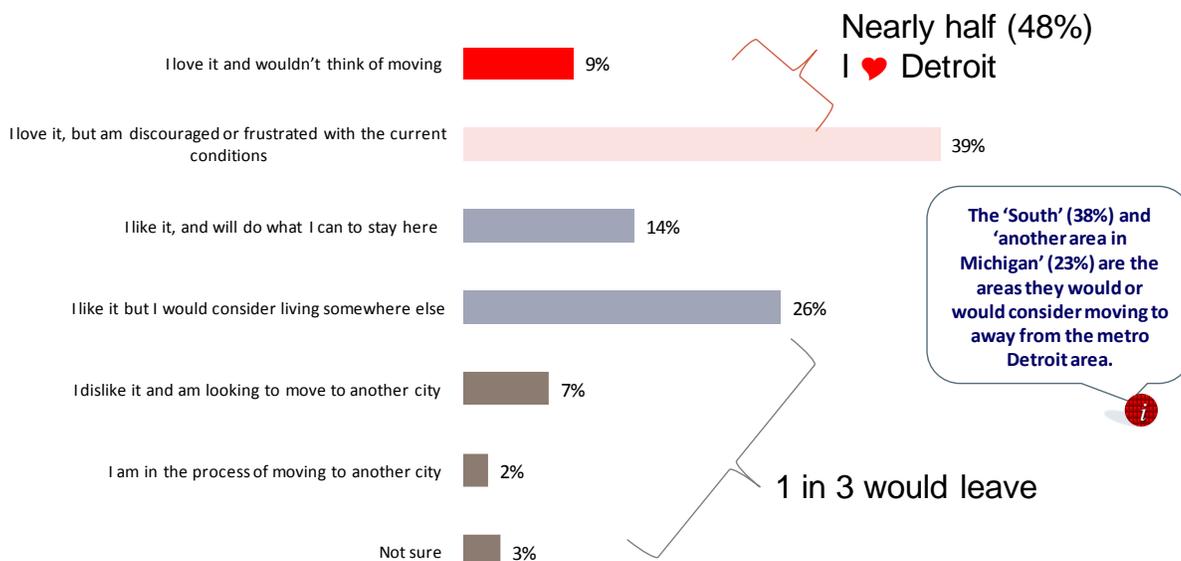
Detroit as “Home”



- When asked how they feel about living in the metro Detroit area, nearly one in two SE Michigan residents say they ‘love it’ however the majority of those people say they are discouraged or frustrated with the current conditions. One in three SE Michigan residents would consider or are in the process of moving somewhere else with 38% targeting the “South” as a destination. However, 28% intend to stay in the state with “another part of Michigan” as their target.

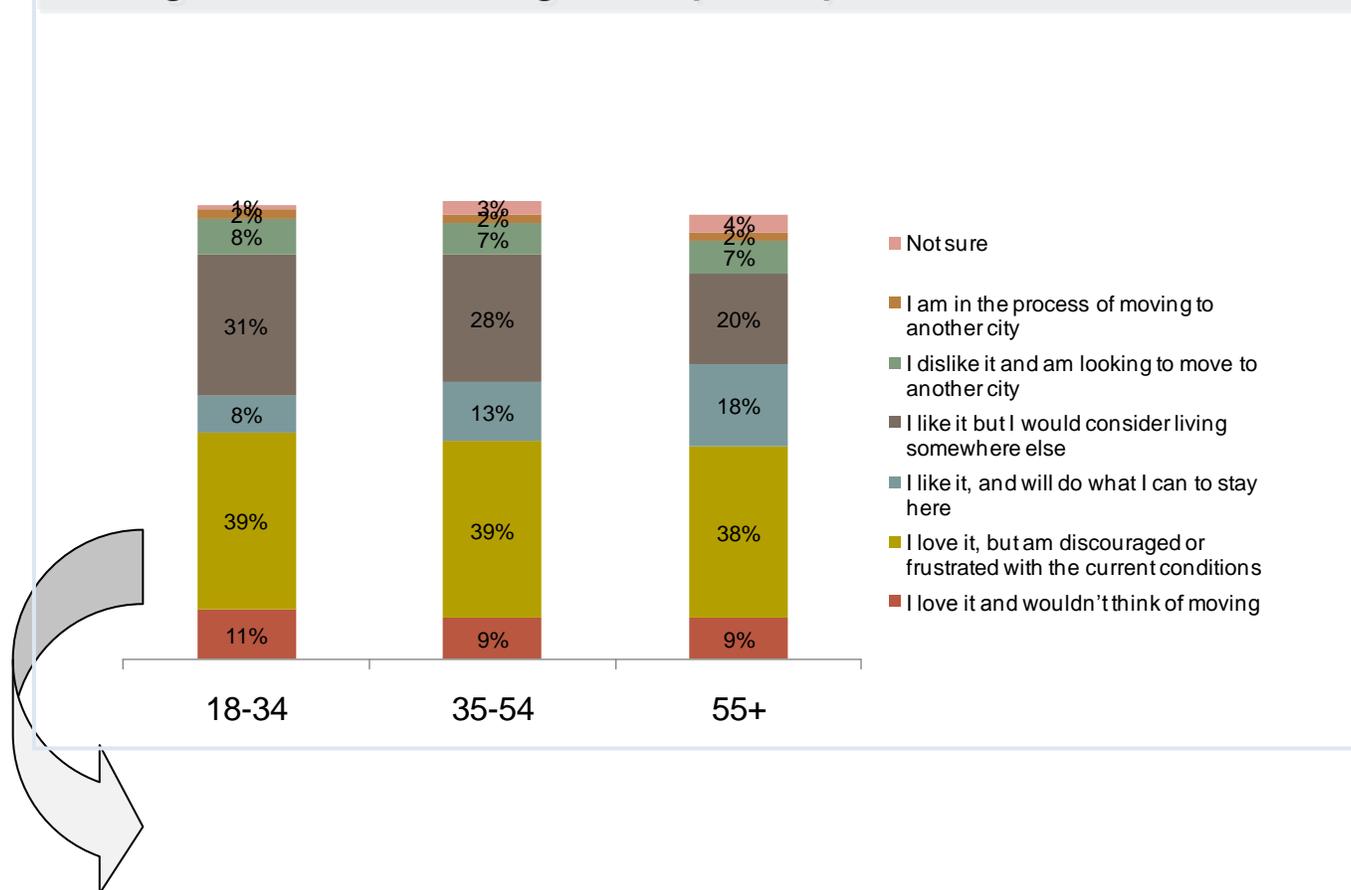
Nearly half love living in the metro Detroit area... but 1 in 3 would leave

Which of the following statements best reflects how you feel about living in the metro Detroit area? (Michigan residents)



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Younger residents are holding on to hope of improvement...

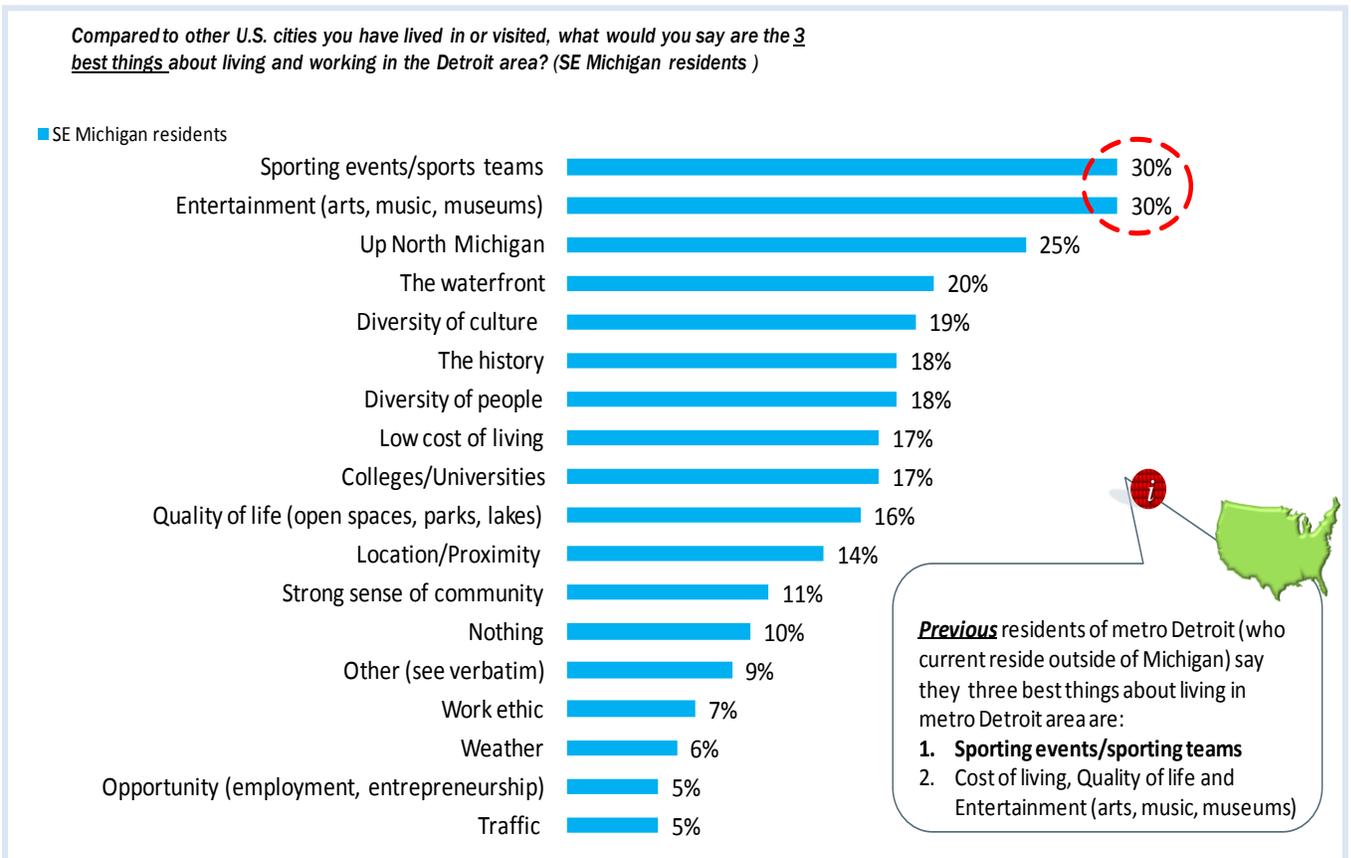


*“But very little has changed over the years. You would think at some point elected officials would get together and say “we have had enough of this, let’s get something done and revitalize Detroit! It seems as if they are accomplishing very little.”
(Wayne County, age 18-24)*

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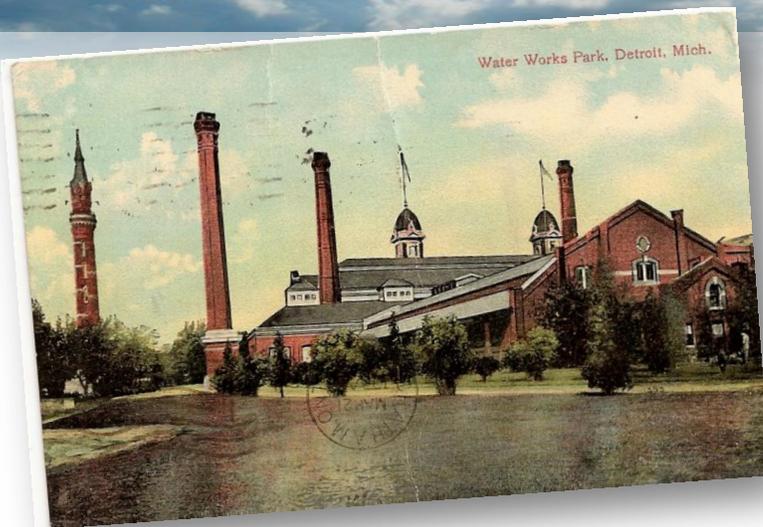
The best things? ‘Sports’, ‘Entertainment’, ‘Quality of Life’ and ‘Diversity’

- SE Michigan residents say the **three best things** about living and working in the Detroit area are **Sporting events/sports teams (30%), Entertainment (arts, music, museums) (30%) and Up North Michigan (25%)**.



- Residents **outside of Michigan** who lived in metro Detroit at some point in the past say that compared to other U.S. cities they may have lived in or visited, the three best things about living in metro Detroit are **Sporting events/sport teams (36%), Cost of living, Quality of life and Entertainment (arts, music, museums)**.

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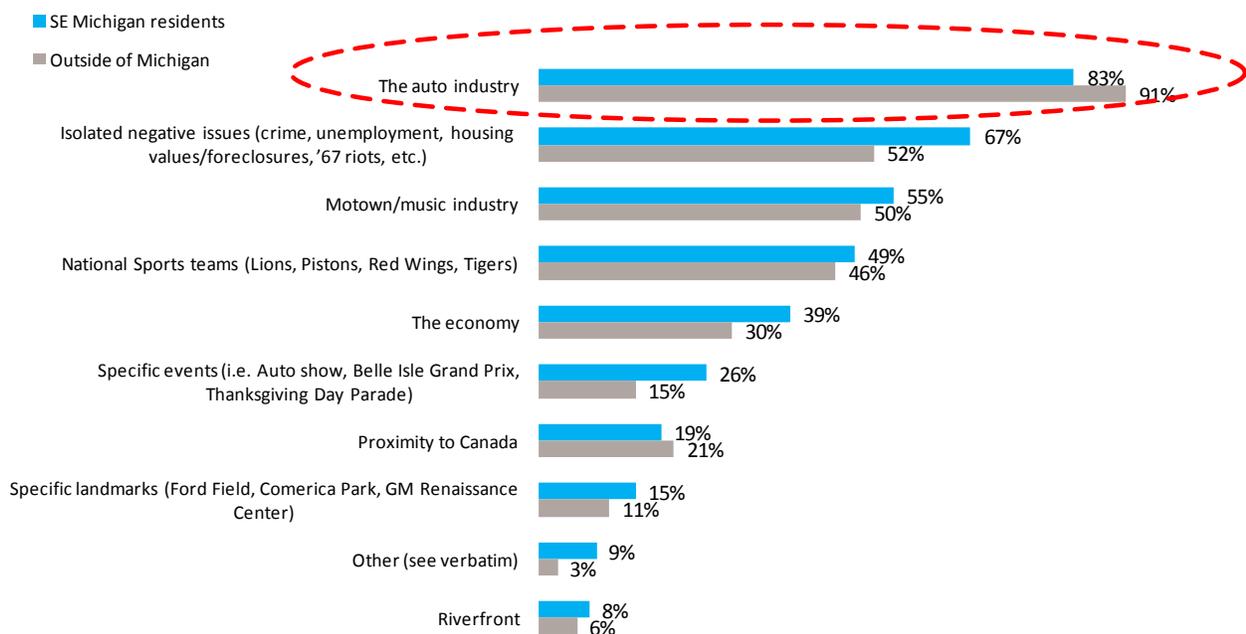


FINDING FOUR: Detroit's Economic Image

- From a national perspective, both SE Michigan residents and those living outside of Michigan first associate "Detroit" with *the auto industry* (83% and 91% respectively). In fact, the top five associations of "Detroit" were the same among both SE Michigan and non-Michigan residents with:

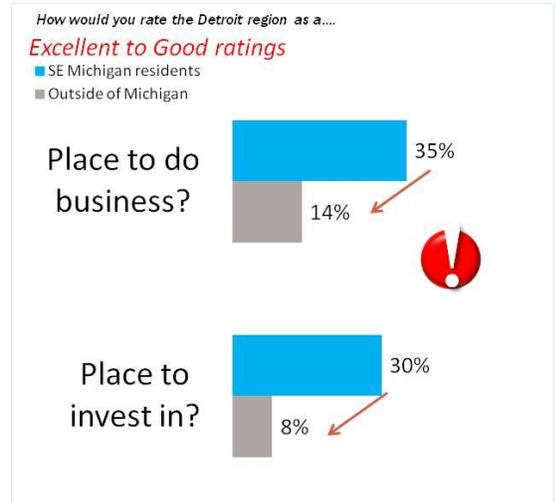
	SE Michigan Residents	Outside Michigan
1. The auto industry	83%	91%
2. Isolated negative issues	67%	52%
3. Motown/music industry	55%	50%
4. National sports teams (Lions, Pistons, Red Wings, Tigers)	49%	46%
5. The economy	39%	30%

From a national perspective, what do you think "Detroit" is associated with? (Michigan residents)
Nationally, what do you think people most often associate with "Detroit"? (Outside of MI)

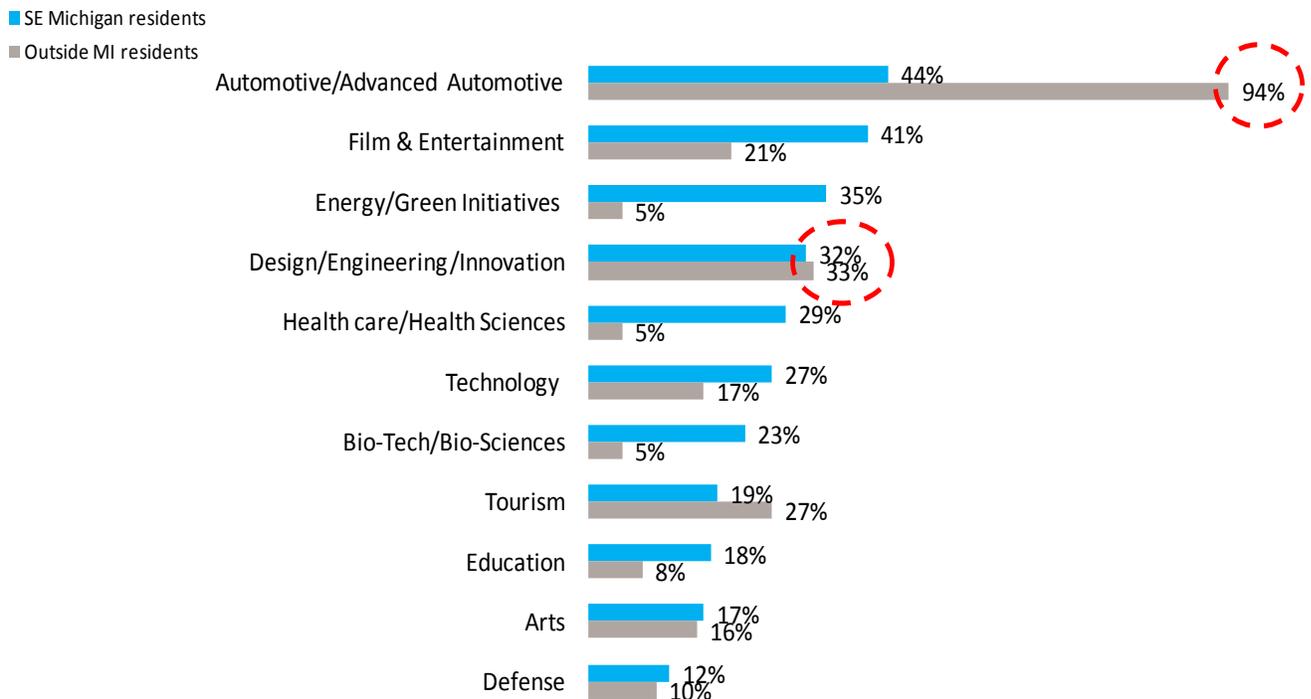


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- One third (35%) of SE Michigan residents rate the Detroit region as an *excellent to good place to do business* compared to only 14% of those living outside of Michigan. Similarly, 30% of SE MI residents rate the Detroit region as an *excellent to good place to invest in* compared to just 8% of those living outside of Michigan.
- From an industry perspective, those living outside of Michigan tend to associate “Detroit” most aligned with the Automotive/Advanced Automotive, Design/Engineering/Innovation and Tourism industries. SE Michigan residents feel the key areas that provide the most opportunity for metro Detroit’s industry diversification in the future are Automotive/Advanced Automotive, Film and Entertainment and Energy/Green Initiatives.



What three (3) areas do you think provide the most opportunity for metro Detroit’s industry diversification for the future? Overall combined mentions (SE Michigan residents) What industries do you most closely associate with “Detroit”? (Outside MI)



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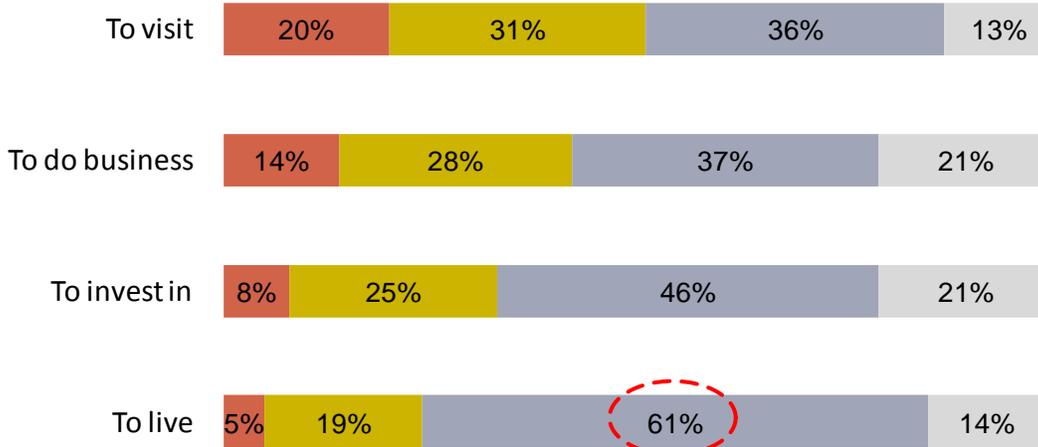
Grappling with an obvious image problem

6 in 10 NON-MI residents feel the Detroit region is a poor place to live; nearly 1 in 2 think it's a poor place to invest in and 1 in 3 a poor place to do business



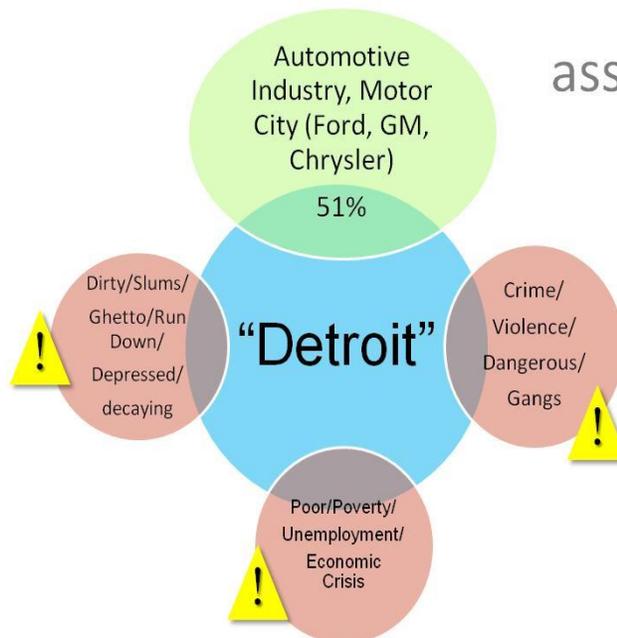
How would you rate the Detroit region as a place....

■ Excellent to Good ■ Fair ■ Poor ■ Don't Know



“Usually I think that this (Detroit) is where a lot of American cars are made. Then there are those times that the first thing that pops into my mind is Detroit’s violent past of riots and social unrest,...not to mention “Devil’s Night,” a Halloween tradition where trick-or treaters try to burn the city down, or so I’ve heard....” (Colorado, age 25-34)

What words first come to mind when you hear “Detroit”? (Outside of MI)
Coded verbatim



Top 4 words associated with Detroit by non-MI residents

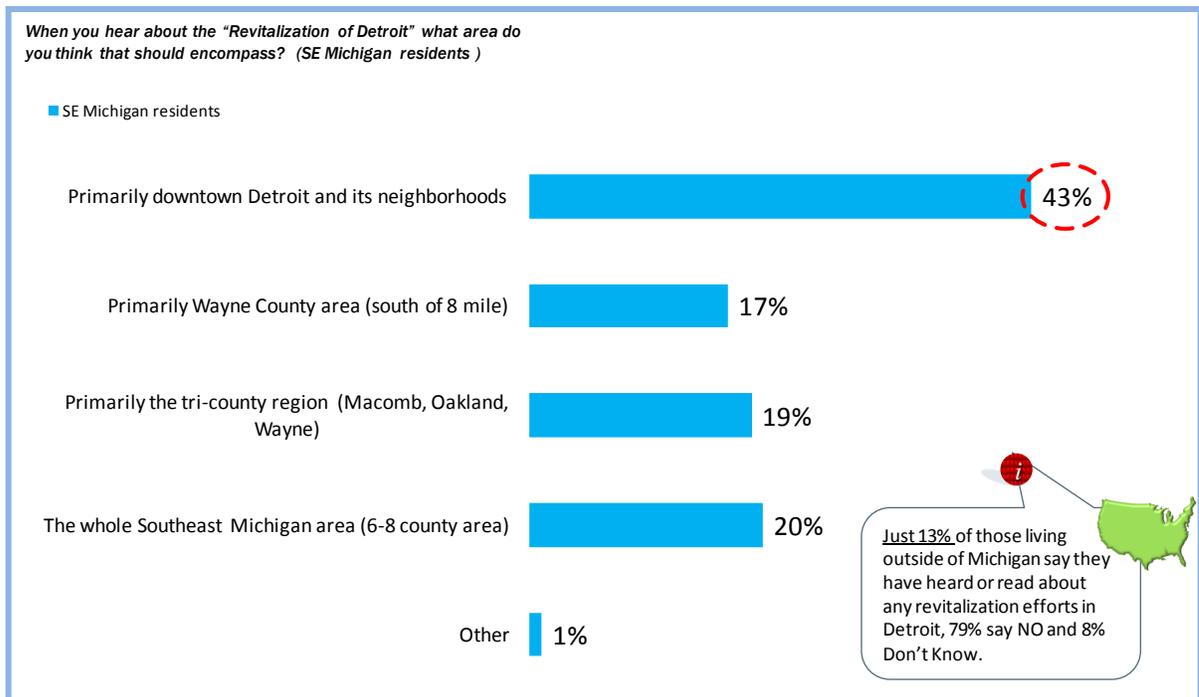
What companies, people or celebrities do you associate with Detroit?

- 43% Ford
- 43% GM
- 16% Don't Know/None
- 15% Chrysler
- 14% Music/Motown
- 9% Eminem
- 8% Auto



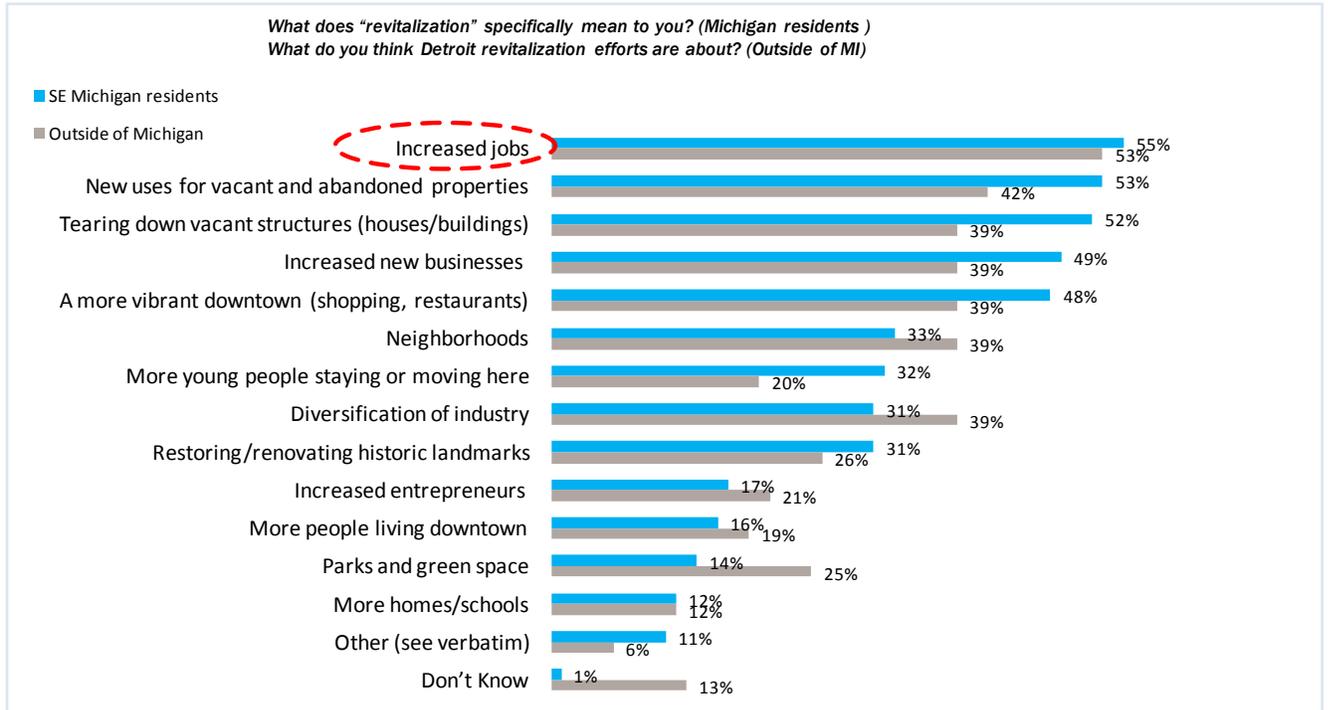
FINDING FIVE: Thoughts on Revitalization

- **Forty-three percent (43%) of SE Michigan residents say that when they hear about the “Revitalization of Detroit” that it should be about *Primarily downtown Detroit and its neighborhoods*, while 20% think it should encompass *the whole Southeast Michigan area (6-8 county area)* and 19% *Primarily the tri-county region (Macomb, Oakland, Wayne)*.**
- **The majority (79%) of residents outside of Michigan have not heard or read about any revitalization efforts for Detroit.**



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- To the majority of both SE Michigan residents (55%) and those outside Michigan (53%), “revitalization” efforts for Detroit is about **increased jobs**, and **new uses for vacant and abandoned properties** (53% among SE MI and 42% outside of MI). Additionally, SE Michigan residents think revitalization means:
 - 52% Tearing down vacant structures (houses/buildings)
 - 49% Increased new businesses
 - 48% A more vibrant downtown (shopping, restaurants)

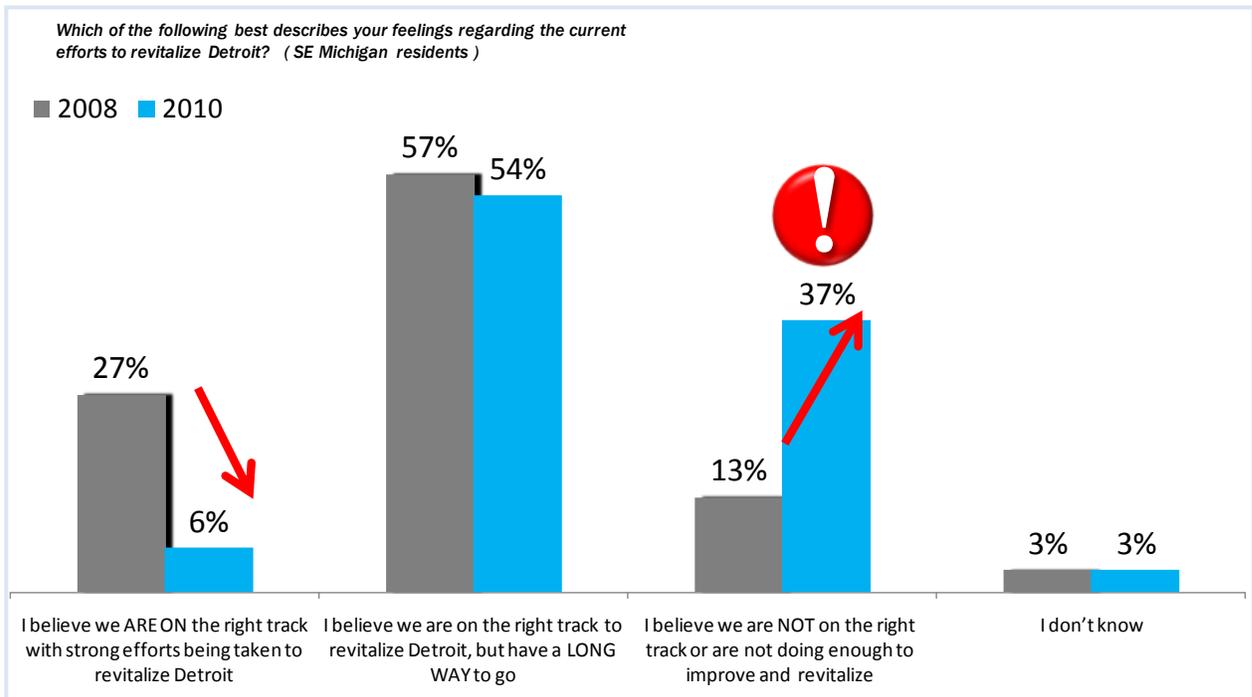


Regardless of residency, “revitalization” means increased jobs and new uses for vacant and abandoned properties

What does “revitalization” specifically mean to you?					
	1	2	3	4	5
SE MI overall	Increased jobs	New uses for vacant & abandoned properties	Tearing down vacant structures (houses, buildings)	Increased new businesses	A more vibrant downtown (shopping, restaurants)
18-34	New uses for vacant & abandoned properties	Increased jobs	A more vibrant downtown (shopping, restaurants)	Tearing down vacant structures (houses, buildings)	Increased new businesses
35-54	Increased jobs	New uses for vacant & abandoned properties	A more vibrant downtown (shopping, restaurants)	Increased new businesses	Neighborhoods
55+	Tearing down vacant structures (houses, buildings)	Increased jobs	New uses for vacant & abandoned properties	Increased new businesses	A more vibrant downtown (shopping, restaurants)
Wayne	Increased jobs	New uses for vacant & abandoned properties	Tearing down vacant structures (houses, buildings)	A more vibrant downtown (shopping, restaurants)	Increased new businesses
Oakland	A more vibrant downtown (shopping, restaurants)	Increased new businesses	Tearing down vacant structures (houses, buildings)	New uses for vacant & abandoned properties	More young people staying or moving here
Macomb	Tearing down vacant structures (houses, buildings)	New uses for vacant & abandoned properties	Increased jobs	Increased new businesses	A more vibrant downtown (shopping, restaurants)

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- Just over half (54%) of SE Michigan residents describe their feelings regarding the current efforts to revitalize Detroit as *I believe we are on the right track to revitalize Detroit but have a long way to go*, while just over a third (37%) feel *I believe we are not on the right track or are not doing enough to improve and revitalize Detroit*. 88% of SE Michigan residents say that the educational attainment of residents (beyond high school) is *very to critically important* to the revitalization efforts (93% among City of Detroit residents versus an average of 88%).



“There is not enough emphasis on the region of “Detroit” as opposed to just the city of “Detroit.” I have been saying for over 25 years that a strong Detroit is essential to a strong Michigan. Michigan cannot be all it can be without Detroit reviving. This can’t happen until we realize that we need to work together....we need to use the talents of everyone regardless of where they live or what their ethnicity or race may be.” (Oakland County, age 45-54)

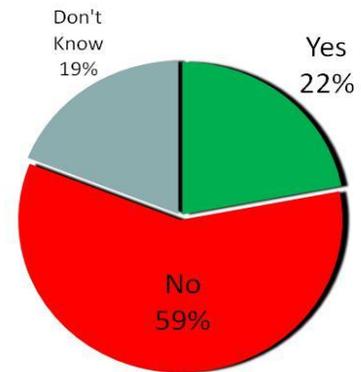
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FINDING SIX: Regional efforts are needed

- Fifty-nine percent of SE Michigan residents do not feel the elected leaders (i.e., Mayors, County Executives, City Councils, Legislators) are working together effectively to revitalize Detroit and the region. Regardless of residency, feelings are similar. (61% of Wayne county residents, 59% of Oakland County and 56% of Macomb county residents do not feel their elected leaders are working together effectively.)
- Sixty-one percent feel that communities outside of the city of Detroit should be *very to extremely involved* in the city's revitalization, while 30% feel they should be *somewhat involved*, 7% *not very to not at all involved*. This was comparable regardless of county of residence. Younger residents (18-34) were more likely than average to feel this way (66%).

Do you feel our elected leaders (are working together effectively to revitalize Detroit and the region?) (SE Michigan residents)



How involved should communities outside of the city of Detroit be in the city's revitalization? (SE Michigan residents)

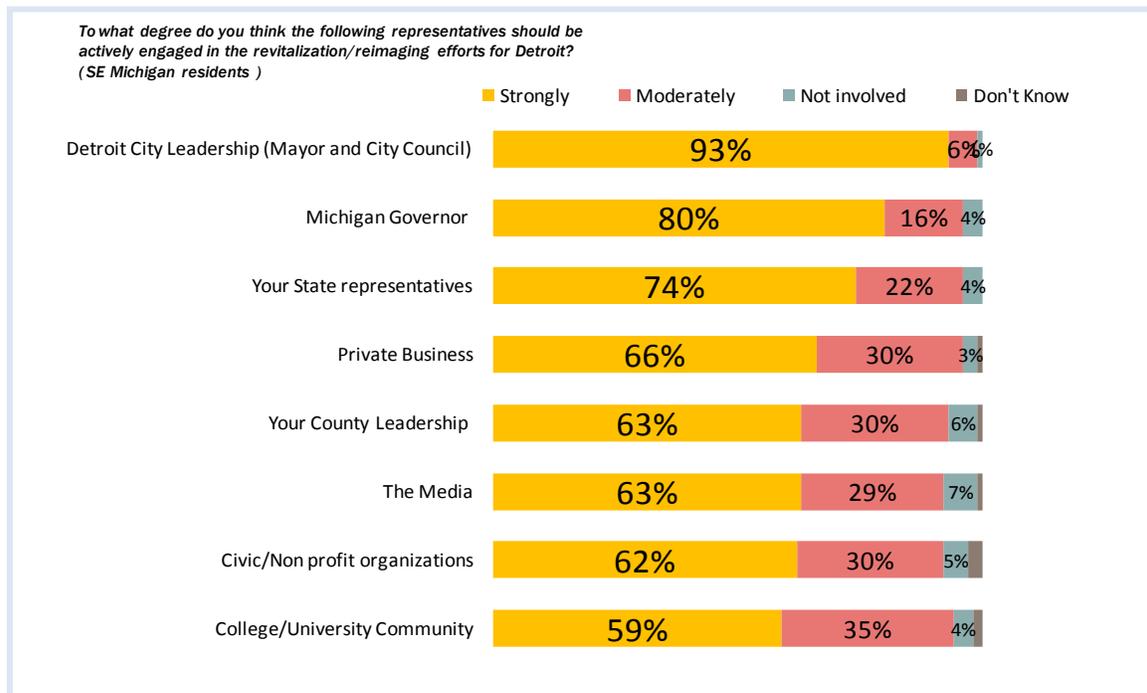
“Everyone is too interested in their own turf and should be thinking more regionally.”
(Wayne County, age 35-44)

Extremely to Very involved Somewhat involved Not very to Not at all involved Don't Know

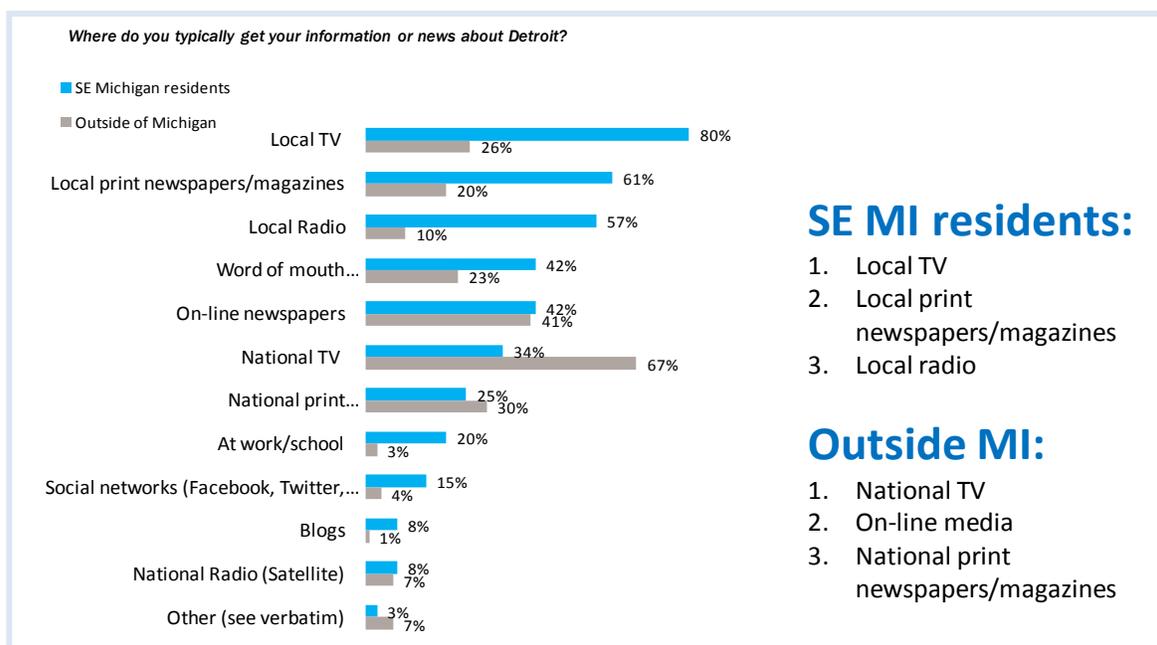


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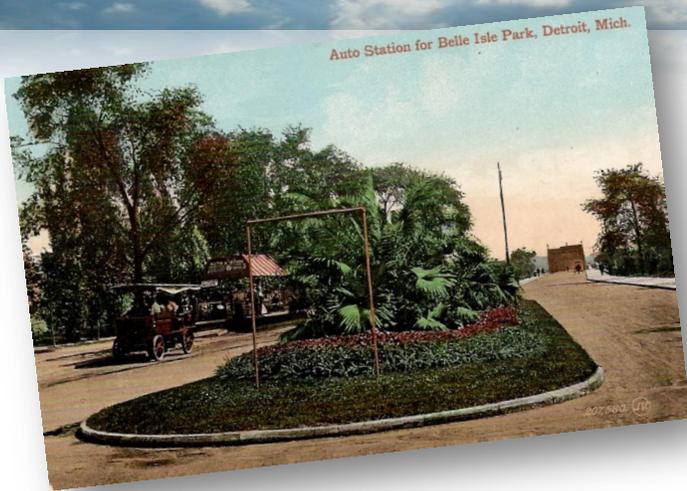
- 93% feel that the Detroit City Leadership (Mayor and City Council), should be *strongly* engaged in revitalization/re-imaging efforts for Detroit, with 80% saying that **Michigan's Governor should be strongly engaged**.



- SE Michigan residents say they get their primary information or news about Detroit from *Local TV (80%), Local print newspapers/magazines (61%) and Local Radio (57%)*. Residents outside of Michigan say they typically get their information or news about Detroit from *national TV (67%), On-line media (41%) and national print newspapers/magazines (30%)*.

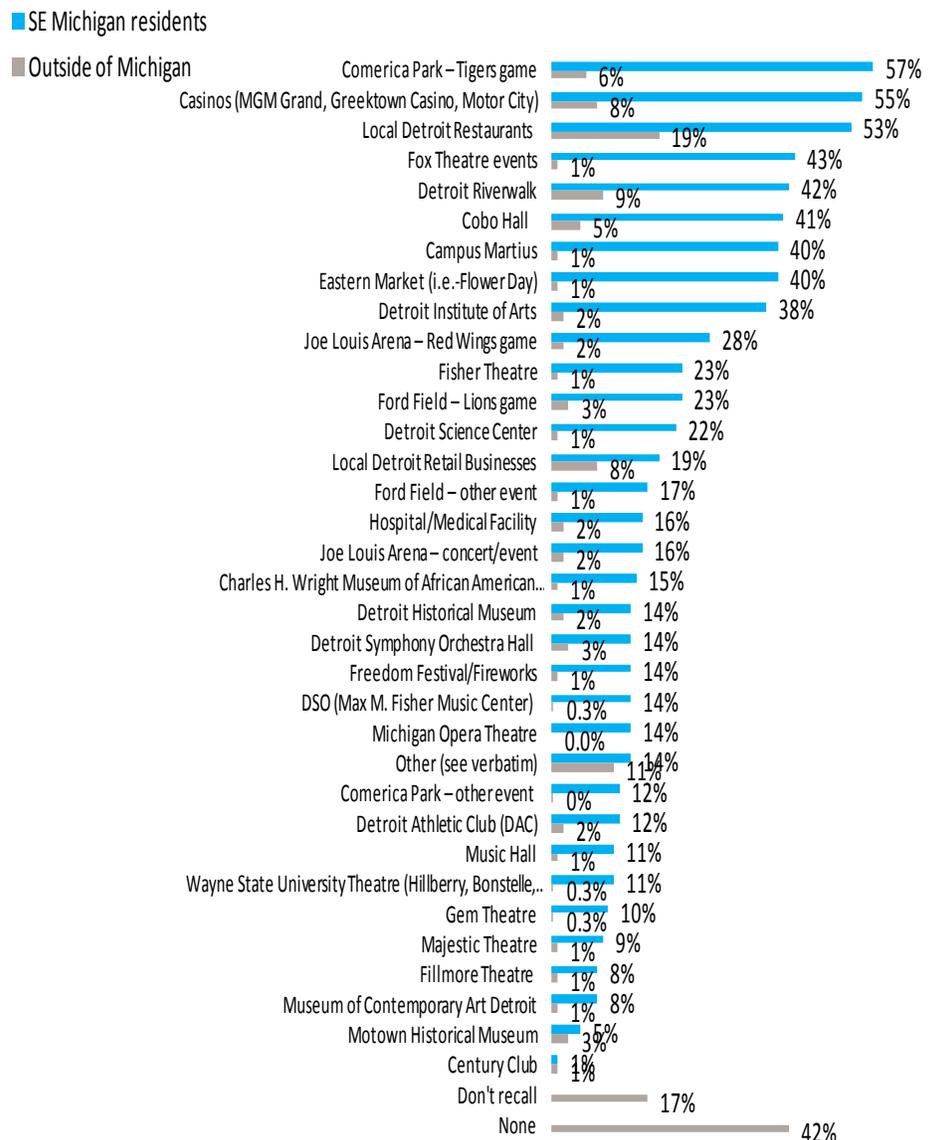


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FINDING SEVEN: “Downtown Detroit”: A Destination

- One third (33%) of SE Michigan residents say they visit or travel to downtown Detroit at least weekly (16% *daily*, 17% *weekly*). Approximately one in four (26%) go *Monthly*, 21% *every couple of months* and 16% *twice a year or less frequently*. Just 4% say they *never visit/travel* to downtown Detroit.
- *Entertainment events* are the primary reasons SE Michigan residents visit downtown Detroit (76%), followed by *sporting events* (51%) and *dining or restaurants* (50%). One in five (21%) typically travel 10 miles or less from their residence to downtown Detroit, while;
 - 31% travel 11-20 miles
 - 21% travel 21-30 miles
 - 27% travel more than 30 miles
- *Comerica Park-Tigers game* (57%), *Casinos* (55%) and *local Detroit restaurants* (53%) are the top three venues SE Michigan residents have done/visited downtown within the past year. Approximately 41% have visited Cobo Hall within the past year, the majority for the Auto Show.



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- SE Michigan residents are most likely to say that compared to previous years their use of downtown Detroit has *stayed the same* (46%), while 29% say their use has *increased* and 25% their use has *decreased*.

Nearly half of SE MI residents ages 18-34 say their use of downtown Detroit has **increased** compared to previous years. Use decreases with age.

Compared to previous years, would you say your use of downtown Detroit has...? (SE Michigan residents)

■ Increased ■ Stayed the same ■ Decreased



SE MI residents use downtown more because 'more events offered' and less because of 'fear/crime'

Compared to previous years, would you say your use of downtown Detroit has...? (SE Michigan residents)
WHY? Coded Verbatim comments

■ Increased ■ Stayed the same ■ Decreased



Why use of downtown has **decreased**

(top 3 coded verbatim comments)...

1. Fear/crime
2. Economy/saving money
3. No need/interest/time to go downtown

Why use of downtown has **increased**

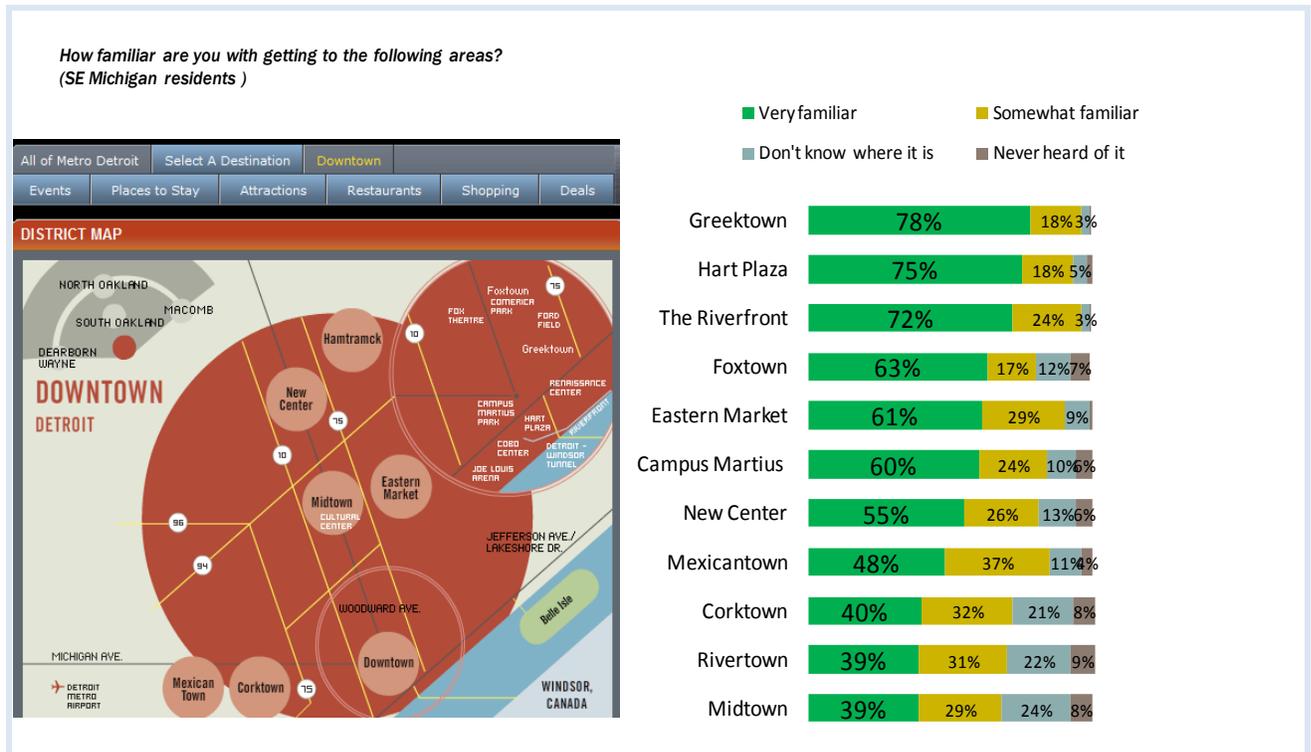
(top 3 coded verbatim comments)...

1. More events offered
2. Work/live downtown
3. Visit with friends & family/Social activity

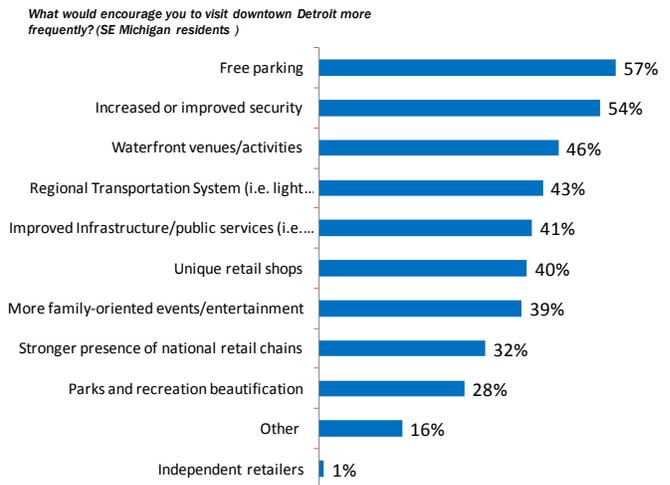
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Familiarity can motivate use...

- If going downtown for an entertainment event (i.e. sports, theatre, music), one third (36%) of SE MI residents say they *frequently eat at a Detroit area restaurant before the event*, while 21% frequently eat at a Detroit area restaurant *after the event* and 14% frequently visit another Detroit attraction/venue.
- Seventy-eight percent of SE MI residents say they very familiar with getting to Greektown, while 75% are very familiar getting to Hart Plaza and 72% very familiar getting to The Riverfront. Approximately one in five SE MI residents say they don't know where Midtown (24%), Rivertown (22%) or Corktown (21%) are located.



- SE MI residents say *free parking (57%), increased or improved security (54%)* and *waterfront venues/activities (46%)* would encourage them to visit downtown Detroit more frequently.



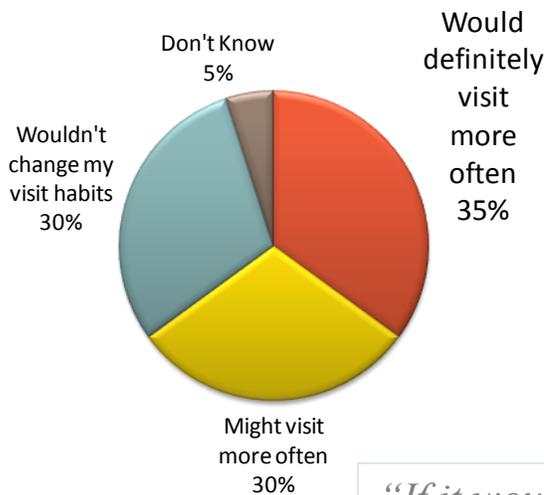
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Light Rail...

- If a light rail system from the suburbs to downtown Detroit was available, over one third (35%) of SE MI residents say they would **definitely visit downtown more often**, while 30% say they *might visit more often* and 30% *wouldn't change their visit habits*.

1 in 3 SE MI residents would visit downtown **more often** if a light rail system from the suburbs was available. Reasons why they wouldn't use tend to relate to security and the preference to drive themselves.

If a light rail system from the suburbs to downtown Detroit was available, how would your use of Downtown change? (SE Michigan residents)

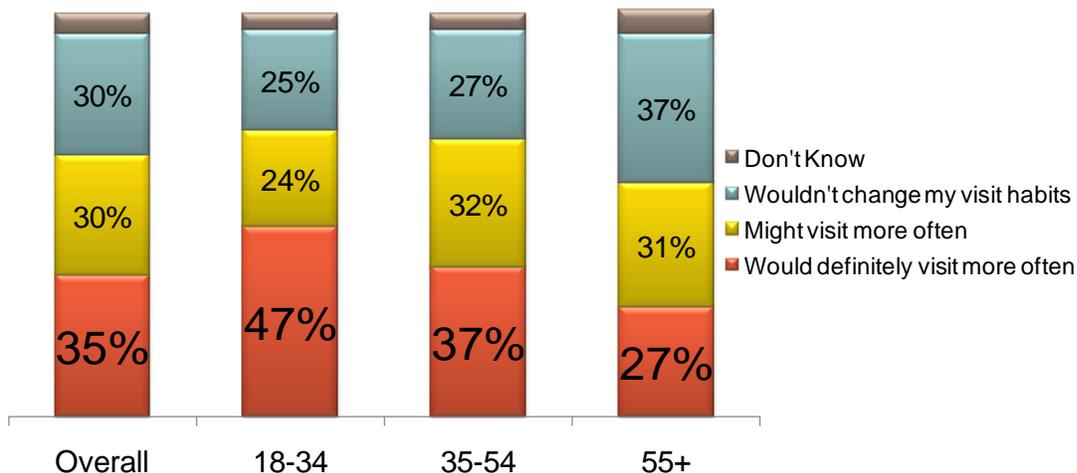


What would be the reasons you might not? (Coded verbatim: top 3)

MIGHT visit more often	<ul style="list-style-type: none"> • Crime/Fear of Safety/improve City image/Police Presence (35%) • No need to go to Detroit/lack of events that interest me • Cost/Economy/saving money
Wouldn't change my habits?	<ul style="list-style-type: none"> • Prefer driving (30%) • Crime/Fear of Safety/City image • No need to go to Detroit/lack of events that interest me
Don't Know	<ul style="list-style-type: none"> • Crime/Fear of Safety/City image (26%) • Cost/times/frequency/ease of use/cleanliness • Prefer driving

“If it would get us within walking distance to Tiger stadium and alleviate the need for finding parking, I would definitely use it (light rail system)”

Light Rail use by Age

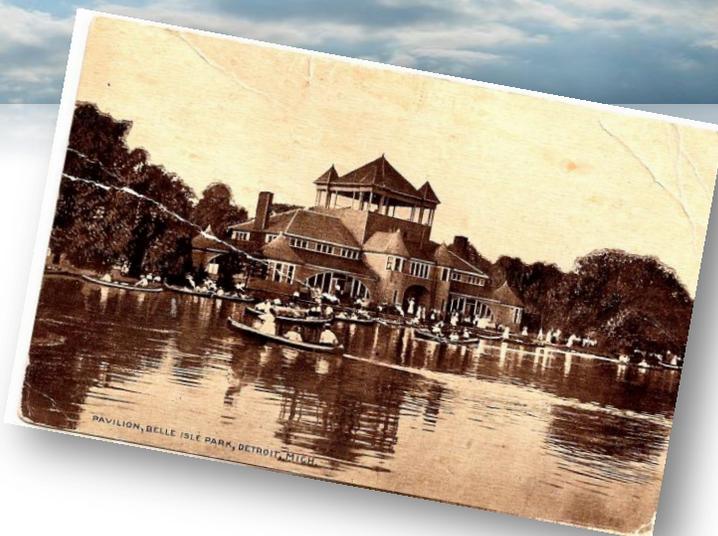


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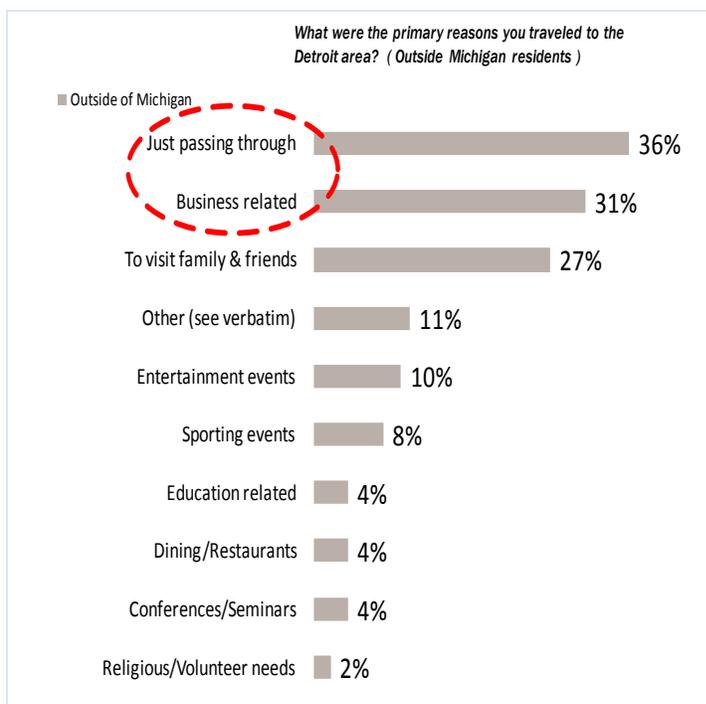
FINDING EIGHT:

Future Visits to Detroit

“A friend invited me for a weekend after a business conference ended. We visited the Ford Motor Plan and museum. Also visited Henry Ford’s home.” –Tennessee



- Twenty-eight percent of those outside Michigan say they have visited Detroit, typically with the primary reason being *just passing through* (36%), *business related reasons* (31%) and *to visit family/friends* (27%). Nearly one in four have visited within the last 2 years with:
 - 12% within the past year
 - 12% 1-2 years ago
 - 18% 3-5 years ago
 - 14% 6-9 years ago
 - 44% 10+ years ago
- Among those outside residents who have visited Detroit, nearly six in ten (58%) have visited a downtown Detroit venue while in the area, with *local Detroit restaurants*, the *Detroit Riverwalk* and *Casinos* among the most popular. Just 5% of residents outside of Michigan who have visited Detroit have visited Cobo Hall, primarily for the *Auto show* and *Business Conference/Tradeshows*.



- “Susan Komen 3 day walk” (Indiana)
- “Finalize my retirement plans with my financial advisor” (Tennessee)
- “2009 NCAA Men’s Final Four” (Georgia)
- “An Educational conference” (Arizona)
- “Concert at the MGM Grand” (Ohio)
- “Cancer treatment at Henry Ford” (Indiana)
- “Fellowship with Detroit church” (Oregon)

- “Graduation of our son from Ann Arbor College” (Minnesota)
- “Greektown, Ford Museum” (New York)
- “Job Training” (Minnesota)
- “MSU engineering summer program, vacation in Saugatuck and Greenfield Village” (New York)
- “Audition for Detroit Symphony” (Arizona)

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Build it and they will come

“Finding out there are interesting places to see there. Inexpensive rooms and restaurants” (Tennessee, age 45-54)

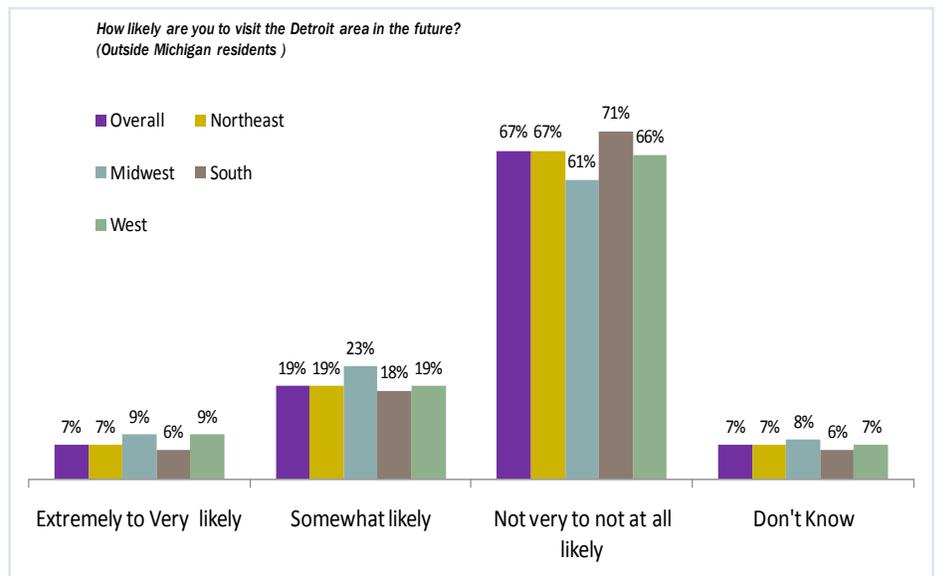
“Maybe unique museums, shopping, art galleries, something to do with the Great Lakes...” (Kentucky, age 18-24)

“More positive reports about revitalization...” (California, age 45-54)

“Feel like it is safer, then perhaps” (Washington, age 25-34)

“If Detroit were known for something in particular. The City does not seem to me to be “famous” for anything except its dying auto industry...if there was some kind of food native to the area or a downtown scene that was exploding and innovative. Artistic city development is always a plus. Perhaps a larger art district, something comparable to Dallas or Austin.” (New Mexico, age 18-24)

- Relative to their expectations, three in four (76%) residents outside of Michigan who have visited Detroit rate their most recent visit to the Detroit area as *about what I had expected*, while 17% say it was *better than I had expected* and 8% *worse than I had expected*.
- On average, 26% of residents outside Michigan say they are *somewhat or very to extremely likely* to visit the Detroit area in the future with those in the Midwest area being more likely than other areas of the country.



Re-imagine Detroit

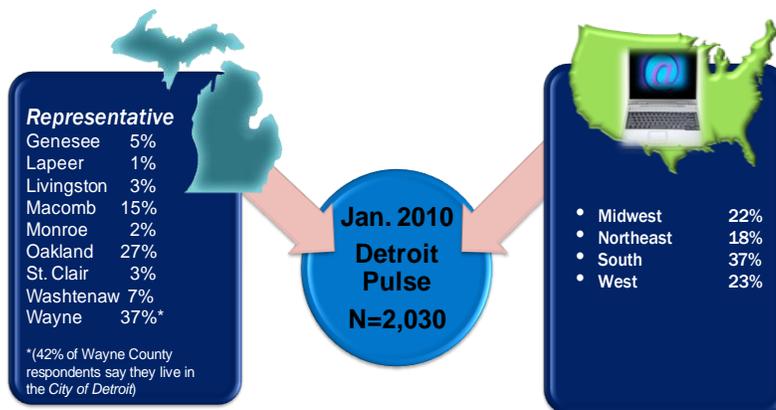
METHODOLOGY

Implemented between January and February 2010, the study involved extensive surveys (on-line and phone) with both residents of SE Michigan as well as 1,201 residents of states elsewhere in the U.S. To ensure data reliability, internal Michigan sampling was representative of the population distribution of the nine (9) county area. External sampling was representative of the population of the four (4) primary U.S. Census regions.

Respondents involved in the survey were confirmed as adults, aged 18 or older and residents of their community.

Step 1: Internal Quantitative Measurement:
SE Michigan residents
n=829 (online + phone)
Project Fielded Dec. '09- Jan. '10

Step 2: External Quantitative Measurement:
National *excluding* MI residents
n=1,201 (online)
Project Fielded: Jan. '10



	SE MI Residents	Residents Outside of MI
Gender:		
Male	40%	49%
Female	60%	51%
Age:		
18-34	18%	26%
35-44	22%	22%
45-54	28%	21%
55-64	21%	14%
65+	12%	18%
Ethnicity:		
African American	23%	10%
Asian	1%	3%
Caucasian	71%	78%
Hispanic/Latino	1%	6%
Native American	1%	1%
Other	4%	2%
Children under 18 in the household		
	34%	33%
Last level of education completed:		
Some high school	2%	0.4%
High School Diploma	10%	9%
Some College	23%	29%
College Diploma	38%	38%
Advanced College Degree (M.A., PhD)	20%	16%
Professional Degree (MD, JP, CPA)	5%	3%
Vocational/Trade Education or Training	2%	5%
Current employment status:		
Employed full-time	59%	46%
Employed part-time	7%	10%
Self-employed	7%	5%
Not employed, seeking work	6%	7%
Not employed outside home (homemaker, retired)	20%	28%
Student	2%	5%
Military/U.S. Service	0.2%	0.2%

ABOUT THE DETROIT REGIONAL NEWS HUB (The Hub)

The job of the Detroit Regional News Hub is to connect journalists with the experts, stories and data on key topics so they can write or report more complete, multi-dimensional and nuanced stories about the Detroit region. Without spin, the Detroit Regional News Hub conveys the strengths and the assets of the region while owning up to its weaknesses.

Funded by the New Economy Initiative and Business Leaders for Michigan (formerly Detroit Renaissance) the Detroit Regional News Hub works collaboratively with a host of local partners to provide the experts, stories and data. These experts include the region's leaders in business, economic development, government, community and philanthropic organizations as well as education. These leaders can take reporters behind the facts to see the challenges and the opportunities as the Detroit region transforms itself for the 21st century.

The Hub has worked with reporters from local, national and international news outlets including *CNN*, *Money*, *NPR*, *Good Morning America*, *The New York Times*, *Forbes*, *Fortune*, *Marianne*, and *Le Monde Diplomatique* in France, *Die Zeit* and *Der Spiegel* in Germany, *The Globe and Mail* in Toronto, and *Nikkei Business* in Japan, as well as other media in China, Italy and Mexico.

The Hub funded the Detroit Pulse Re-Imagine Detroit study to take an updated reading on how people living in SE Michigan and those living outside the region, perceive the Detroit region. The study takes the pulse from a number of different perspectives including quality of life, economics, demographics, tourism and revitalization efforts.

Connect to the Hub via:

The website: www.thedetroithub.com

The Detroit Unspun Blog: <http://blog.thedetroithub.com/>

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Detroit Unspun TV: <http://www.youtube.com/user/DetroitUnspun>

Linkedin: www.linkedin.com/companies/672215

Sign up at www.thedetroithub.com to receive the Detroit Unspun Bulldog Edition, an email listing of notable stories and news tips about the region.

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Re-imagine Detroit

ABOUT INTELLITRENDS

Intellitrends LLC, a leading international market research company based in Clarkston (Oakland County), Michigan, for the past 20 years, is committed to working closely with clients to achieve **continuous competitive advantage and understanding of their global marketplace and the dynamics within**, through decision-focused, quality-driven marketing research that provides a fact-based foundation.

We focus on customer and employee satisfaction as a means to create the “WOW” factor that enables companies to build an environment that is world-class with the attributes of innovation, sound business practices, and the enthusiasm that allows them to remain at the “**top of their game**” in today’s highly competitive business atmosphere. (i.e., Little Caesars Enterprises, The Detroit Red Wings, Olympia Entertainment, Plante & Moran, SAE/ARi).

Our marketing research and consulting services can help clients develop winning marketing strategies, learn of their communities, understand issues, build stronger brands, improve products, enhance customer loyalty, refine advertising, and accelerate innovative new product development or merely reflect upon what is happening around the world.

Using industry standard primary and secondary market research methodologies, Intellitrends serves a cross section of the industry such as: fast food providers, manufacturing, automotive suppliers, Automotive OEM’s, faith based and non-profit organizations, associations, school districts, counties, banking, retail, high technology, public relations companies, and consumer products. Founded in 1989, by Marlene Stone, Intellitrends prides itself on understanding client needs, providing reports that are easy to read, yet data rich.

- Intellitrends is a Limited Liability Corporation licensed in the State of Michigan and is a Certified Woman Owned Business Enterprise.
- In 2008, Intellitrends was voted a “*Best of Michigan Corporation*” by CORP! magazine readers.
- Additional memberships and certifications include:



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