

Survey Report

The Washington Post/Kaiser Family Foundation/Harvard University

Survey of Detroit Area Residents

January 2010

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Survey Report by the Kaiser Family Foundation

Detroit is a city under economic siege. In the midst of a dramatic national economic downturn, Detroit stands out as particularly embattled. The actual and symbolic home of one of the nation's highest profile industries, the Motor City and its residents have been on the forward edge of job loss as the U.S. auto industry attempts to survive. With the state of Michigan posting the nation's highest unemployment rate at roughly 15 percent, the jobless rate in the city of Detroit is estimated to be nearly double that. Having never fully recovered from the brief recession of 2001, Detroit also faces all the problems that job loss brings, from high rates of home foreclosures to increasing numbers of uninsured residents to population loss. Detroit's list of social problems is staggering as well, including one of the nation's highest rates of crime and homicide. The city's public schools post some of the nation's highest dropout rates and lowest test scores, and in 2009, the state appointed an emergency manager to take over financial operations of the school system.

In partnership with the Washington Post and Harvard University, the Kaiser Family Foundation undertook the *Survey of Detroit Area Residents* in November 2009 in order to better understand the experiences and needs of those living in the midst of this economic catastrophe. Through this representative survey of adults living in and around the city of Detroit (Wayne, Oakland, and Macomb counties), we also hoped to gauge residents' views about the future of the Detroit area, the U.S. auto industry, and the future for American workers more generally. In addition, we sought to understand how Detroiters feel about their local, state, and federal governments, particularly in light of recent federal government actions such as the economic stimulus and the aid provided to General Motors.

Overall, what we found was a population facing significant hardships, but one that retains a great deal of hope for the future. Four in ten area residents say they've had problems paying for essentials like food or health care or fallen behind in their rent, mortgage, or credit card payments, and half say someone in their household has been laid off, had hours cut back at work, or given up looking for a job. The automakers' troubles have had an impact on a large share of Detroit area households, and residents see the area's future as being dependent on the auto industry's recovery. Despite all this, Detroiters have not given up on themselves, the area, or the auto industry; most are optimistic about the future of the Detroit area, most expect their own standard of living to increase in the next ten years, and three-quarters say the auto industry will make a comeback. While they express distrust of government generally, about half of metro Detroiters see a role for the government in improving the economy, and a plurality approves of the level of federal government involvement in decision-making at General Motors.

Detroit is reeling from the effects of the recession and the decline in the U.S. auto industry, and in many ways this is reflected in the perceptions and experiences of the area's residents. However, while residents paint a bleak picture of the problems facing the area, they also offer many signs of optimism and resilience.

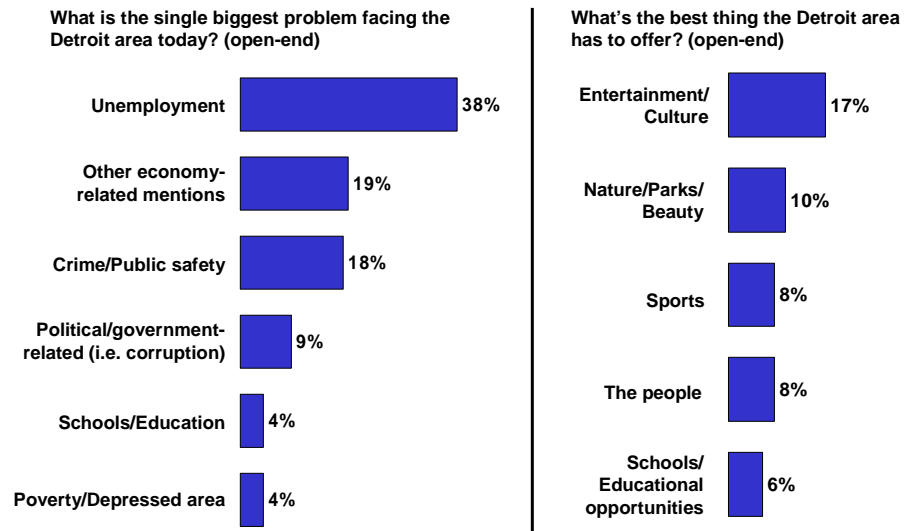
When Detroit area residents are asked to say the first word that comes to mind in thinking about the area today, negative mentions outnumber positive ones by more than four to one. The words that were repeated over and over strike a dreary tone: depressed/depressing (mentioned by 6 percent of residents), unemployment/joblessness (5 percent), and crime (4 percent). Another 4 percent volunteered words or phrases related to cars or the automobile industry, indicating that many still think of Detroit as the Motor City first and foremost.

What's the first word that comes to mind when thinking about the Detroit area today?



In a separate question about the biggest problem facing the area, unemployment stands out (mentioned by 38 percent), followed by general economic concerns (19 percent) and crime (18 percent).

Perceived Problems and Successes in the Detroit Area

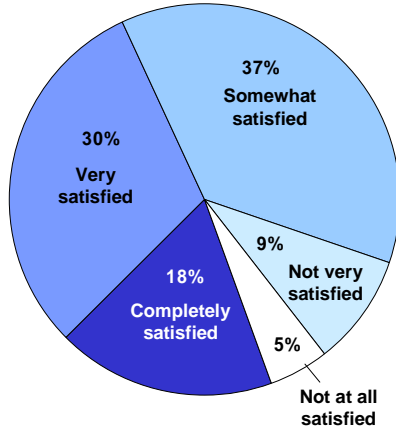


Note: Top mentions shown.

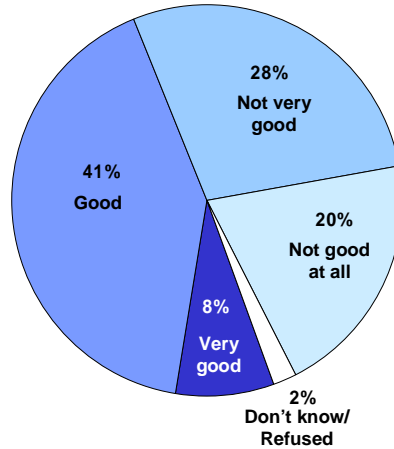
While most Detroiters report being satisfied with their own lives, opinions are mixed as to whether the Detroit area is a good place to raise a family, with about an equal share saying it is very good or good (49 percent) as saying it is not very good or not good at all (48 percent).

Life Satisfaction and Raising a Family

Please think about your life as a whole. How satisfied are you with it?



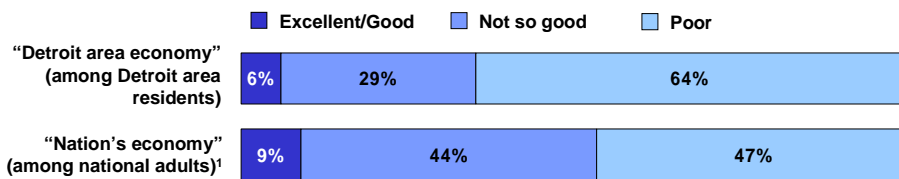
Considering everything right now, would you say that the Detroit area is a very good place to raise a family, a good place, not very good, or not good at all?



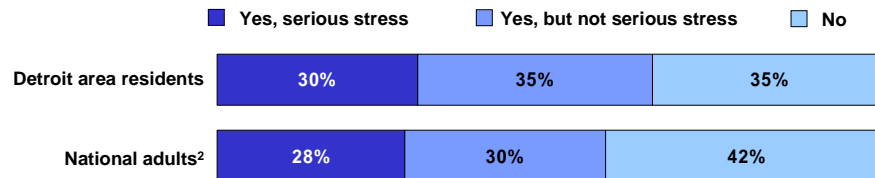
Not surprisingly given the economic catastrophe of the past year, nearly two-thirds (64 percent) of Detroit area residents describe the state of the area's economy as "poor," significantly higher than the already dismal 47 percent of U.S. residents who say the same about the nation's economy. Two-thirds (65 percent) of Detroiters also say the current economic situation is a source of stress in their own life, somewhat higher than the national average of 58 percent.

Perceptions of Economy and Economic Stress: Detroit and National

Would you describe the state of the (INSERT) these days as excellent, good, not so good, or poor?



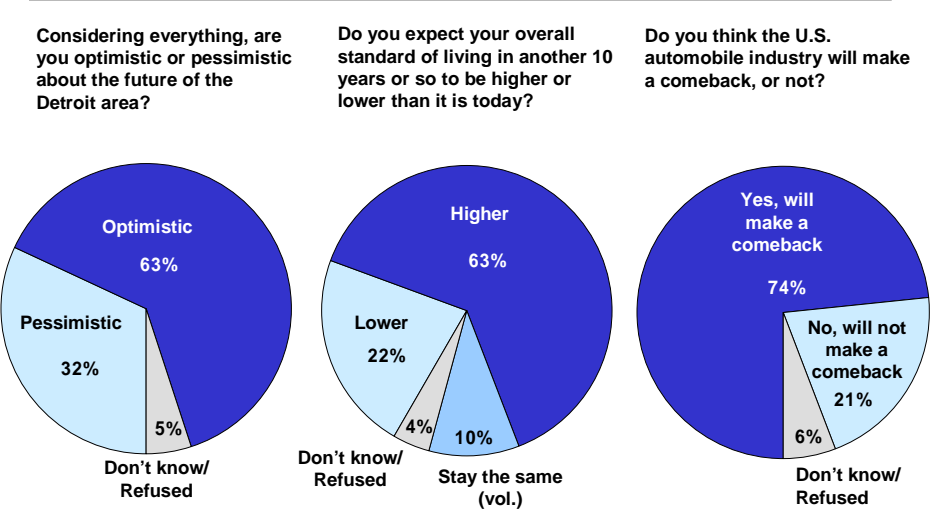
Is the current economic situation a cause of stress in your life, or not? Is it a cause of serious stress, or stress, but not serious?



Note: The percentage who did not give an answer (don't know or refused) is not shown.
 Source (Detroit): Washington Post/Kaiser Family Foundation/Harvard University *Survey of Detroit Area Residents* (conducted November 5 – 22, 2009)
 Sources (national comparisons): ¹ABC News Consumer Comfort Index Poll (conducted Nov. 2-29, 2009); ²ABC News/Washington Post poll (conducted Dec. 10-13, 2009)

However, despite the list of problems and negative perceptions, the area’s residents are not without optimism. When asked to name the best thing the area has to offer, people cite a wide array of positive aspects, including entertainment (17 percent), nature, parks, and natural beauty (10 percent), sports (8 percent), the area’s people (8 percent), and educational opportunities (6 percent). Majorities also express hope for the future on several counts. More than six in ten (63 percent) say they are optimistic about the future of the Detroit area, the same share (63 percent) expect their own standard of living to increase in the next 10 years, and three-quarters (74 percent) believe the U.S. auto industry will make a comeback.

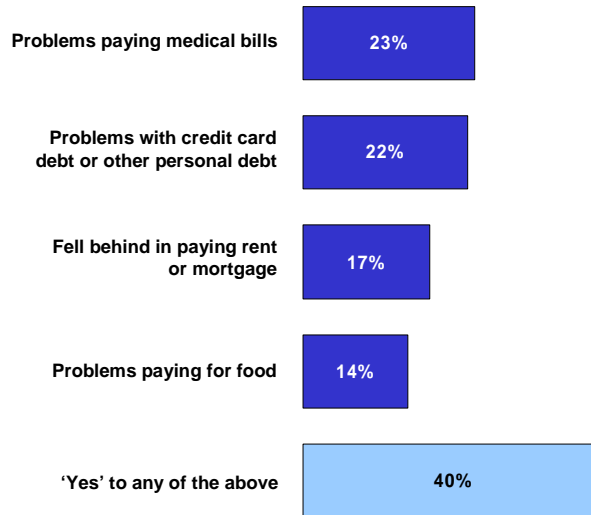
Signs of Optimism



Many Detroit area residents report experiencing significant financial problems, including difficulties paying for health care, housing, and food. Certain groups have been particularly hard hit by these problems, including younger residents, African Americans, those with lower incomes, and women.

Reported Financial Problems

Percent reporting the following financial problems in the past 12 months:

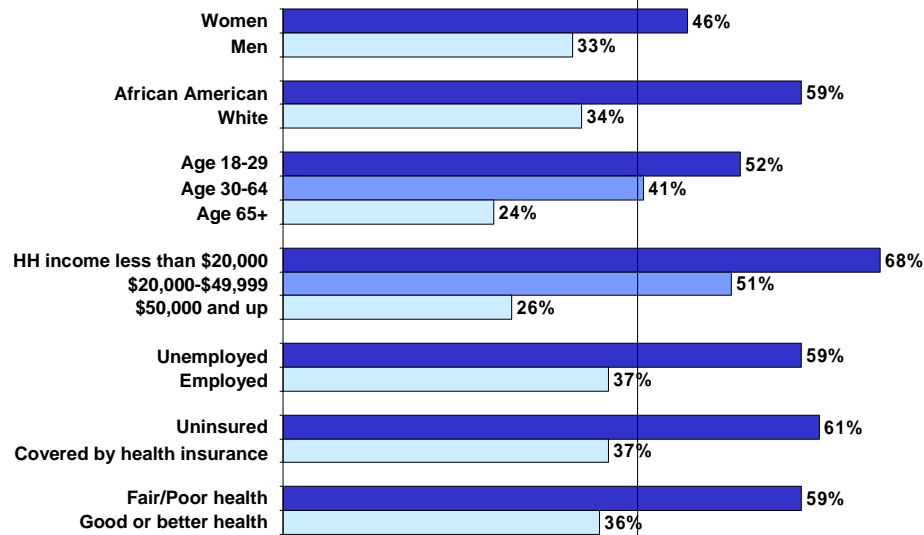


Four in ten Detroit area residents report experiencing at least one of the following financial problems in the past year: problems paying medical bills (23 percent), problems with credit card or other personal debt (22 percent), falling behind in rent or mortgage payments (17 percent), or problems paying for food (14 percent). These financial troubles are even more common among those with household incomes less than \$20,000 a year, African Americans, younger adults, those who were unemployed at the time of the survey, and women. In addition, area residents without health insurance and those who report being in fair or poor health are more likely to report having had problems paying bills.

Reported Financial Problems Among Subgroups

Percent who say in the past year, they have had problems paying for food, medical bills, rent/mortgage, or credit card debt

Detroit Average = 40%



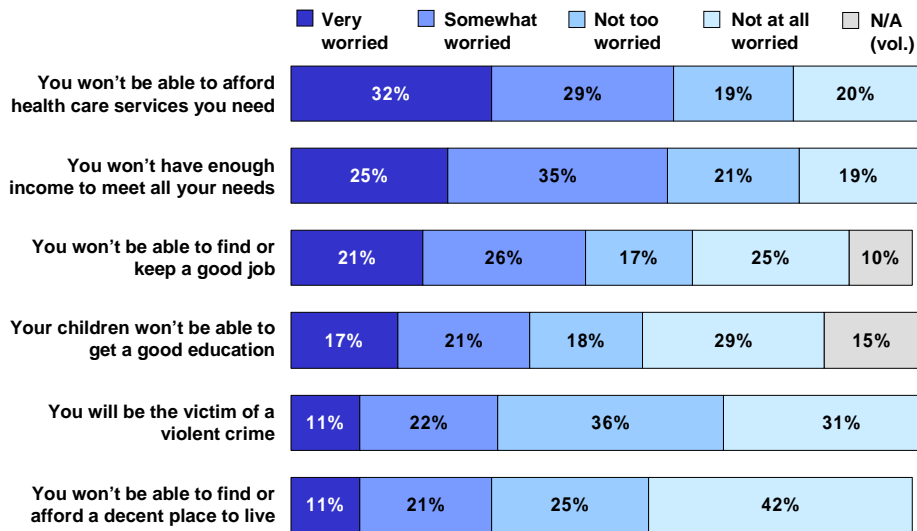
Note: The percentage who did not give an answer (don't know or refused) is not shown.

Perhaps as a result of these financial problems, 16 percent of area residents say they tried to renegotiate their rent or mortgage in the past year to try and keep their home, and four in ten of these (7 percent overall) say they were successful in reducing their payments. Renters (23 percent) were more likely than owners (14 percent) to try and renegotiate their payments; however, equal shares of both groups say they were ultimately successful in having their payments reduced (7 percent each).

Beyond the problems they are experiencing now, many area residents express worry about troubles they may face in the future. For example, about six in ten say they are very or somewhat worried that they won't be able to afford health care services they need (61 percent) or that they won't have enough income to meet all their needs (60 percent), and nearly half (47 percent) are worried that they won't be able to find or keep a good job.

Worries for the Future

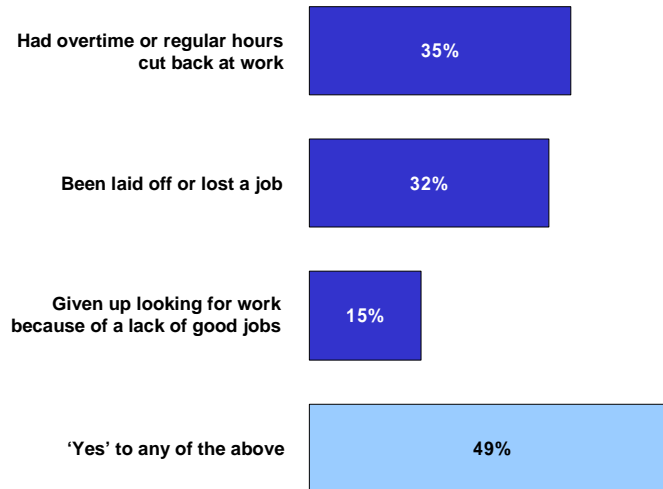
Percent saying they are worried about the following...



Half of Detroiters report that their households have been hit by employment problems, and among those who are working, many are concerned about their job security. Again, younger residents, those with lower levels of income and education, and working women are more likely to report facing many of these problems and worries.

Reported Employment Problems

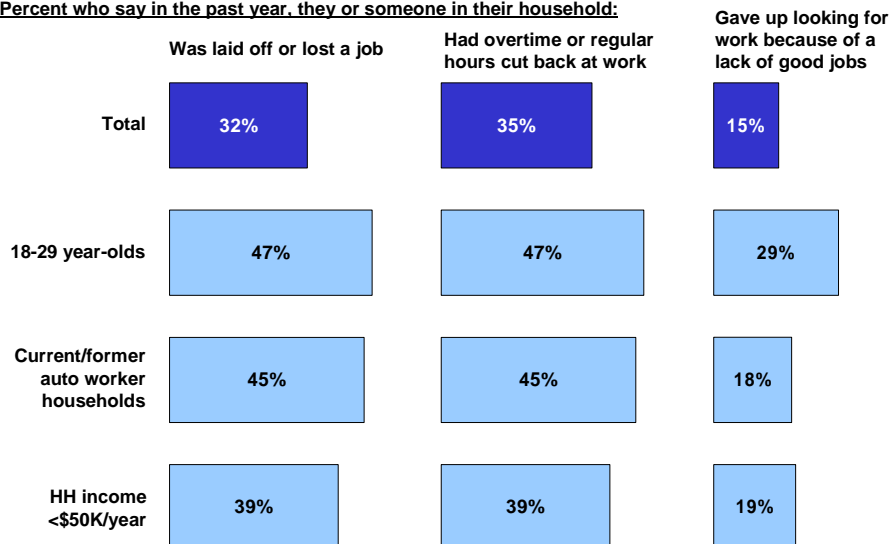
Percent who say in the past year, they or someone in their household has:



In the past year, about half (49 percent) of Detroit area residents say they or someone else in their household was either laid off (32 percent), had their hours cut back at work (35 percent), or gave up looking for work because of a lack of good jobs (15 percent). These figures are even higher among certain groups, including those under age 30, those living in households where someone works or worked in the auto industry, and those with lower incomes.

Certain groups face higher rates of employment problems

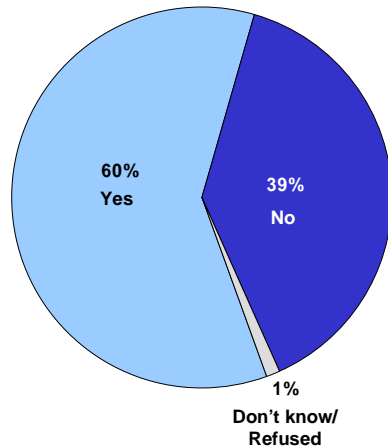
Percent who say in the past year, they or someone in their household:



Beyond experiencing problems with layoffs and cutbacks, 39 percent of current and potential workers say they don't feel they have all the education and skills they need to be competitive in the current job market. This share rises to about half among certain groups who are potentially more vulnerable to job-related problems: those with lower levels of education and lower household incomes, African Americans, those who are currently unemployed, and those living in households where someone was laid off in the past year.

Perception of Job Qualifications

Among those who are not retired, disabled, a stay-at-home parent, or a homemaker:
Do you feel you have all the education and skills you need in order to be competitive in the current job market, or not?



- More common among certain groups:**
- 54% of those w/household income <\$50K
 - 51% of those w/no education beyond HS
 - 50% of African Americans
 - 50% of currently unemployed
 - 49% of those in households where someone was laid off last year

Even among those who are working, job security is an issue. About a quarter (24 percent) of those with jobs say it is very or somewhat likely they will be laid off in the next year, and a third (34 percent) say it is likely they'll experience a cut in hours or pay. Nearly three in ten workers (28 percent) say they were not able to work as many hours as they would have liked in the past year.

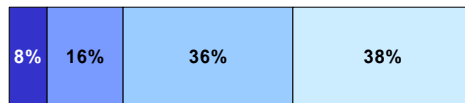
Perceived Job Security

Among those who are employed:

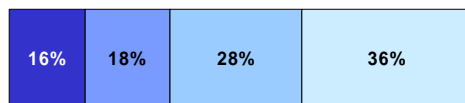
Thinking about the next 12 months, how likely do you think it is that you will...

- Very likely
- Fairly likely
- Not too likely
- Not likely at all

...lose your job or be laid off



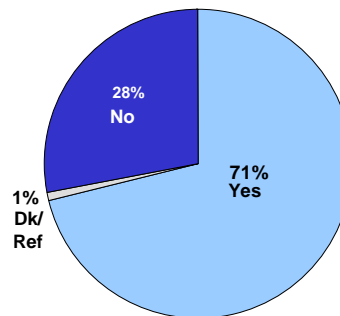
...have your work hours or pay cut



Note: The percentage who did not give an answer (don't know or refused) is not shown.

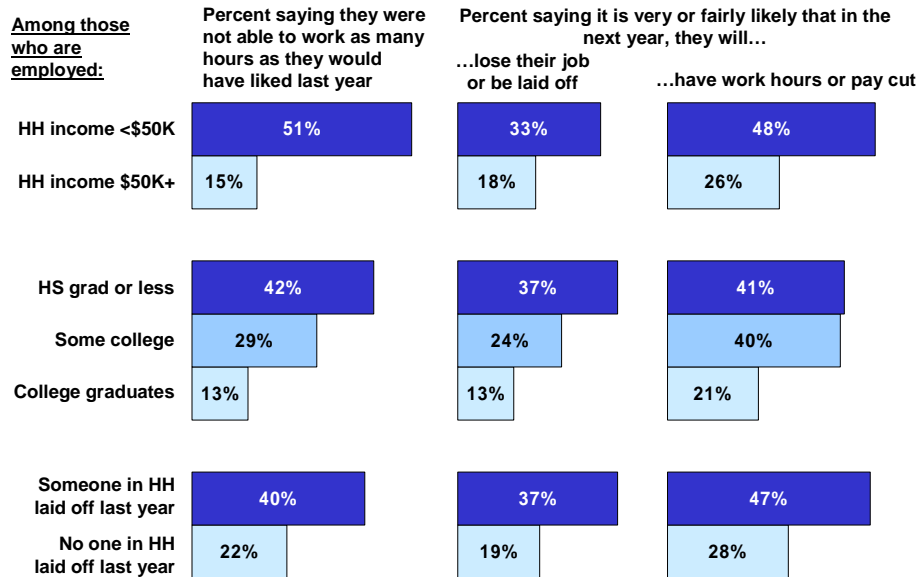
Thinking about the past year, were you able to work as many hours as you would have liked, or not?

Based on those who are employed



Job security is an even bigger issue for those with lower household incomes and lower levels of education, who are much more likely than their higher-income and more educated counterparts to believe they may be laid off or have their hours or pay cut, and to say they were unable to work as many hours as they would have liked. And those in households where someone was laid off in the past year also foresee more problems ahead; they are about twice as likely as those in households where no one was laid off to think they may lose their job or have their hours or pay cut in the future.

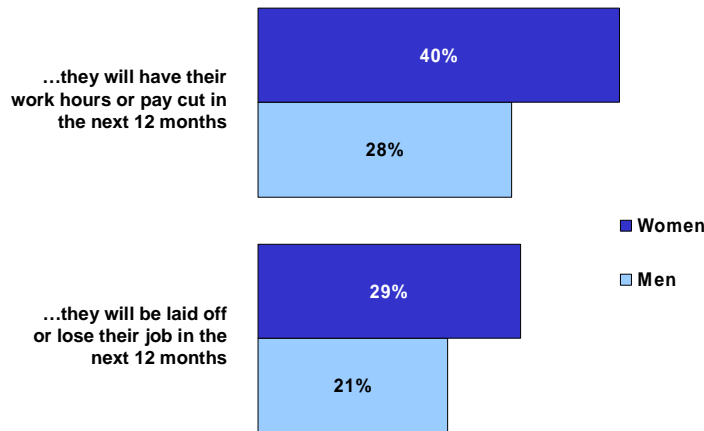
Perceived Job Security Lower for Certain Groups



Working women in the Detroit area also express more doubts about their job security than their male counterparts. Four in ten working women (compared to 28 percent of working men) say it is likely they'll have their hours or pay cut in the next year, and 29 percent of women (compared with 21 percent of men) say it's likely they'll be laid off or lose their job.

Working Women Feel Less Secure in Their Jobs

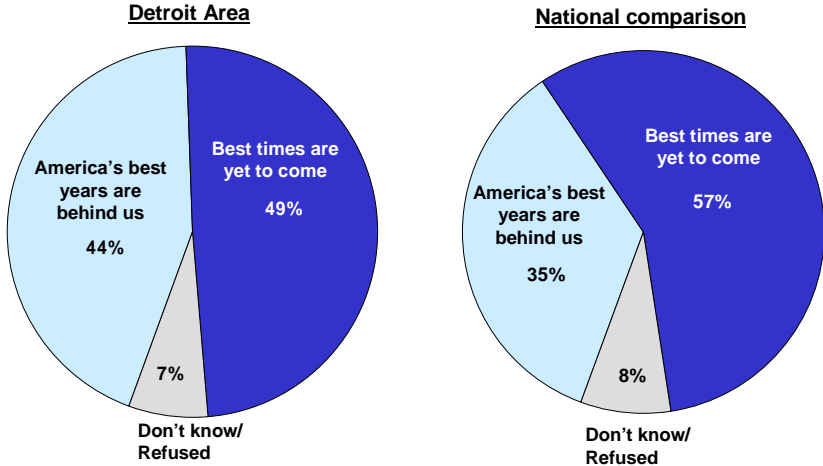
Among those who are currently employed, the percent who say it is very or somewhat likely...



Perhaps because of the job problems they're facing at home, Detroiters are somewhat guarded in their opinions about the future for American workers more generally. While about half (49 percent) say the best times for American workers are yet to come, nearly as many (44 percent) say that when it comes to the availability of good jobs, America's best years are behind us, a slightly more pessimistic view than in the nation as a whole.

Perception of Job Climate for American Workers

When it comes to the availability of good jobs for American workers, some way that America's best years are behind us. Others say the best times are yet to come. What do you think?



Source (Detroit): Washington Post/Kaiser Family Foundation/Harvard University Survey of Detroit Area Residents (conducted November 5 – 22, 2009)
Source (national comparison): CBS News/New York Times Poll (conducted Jan. 11-15, 2009)

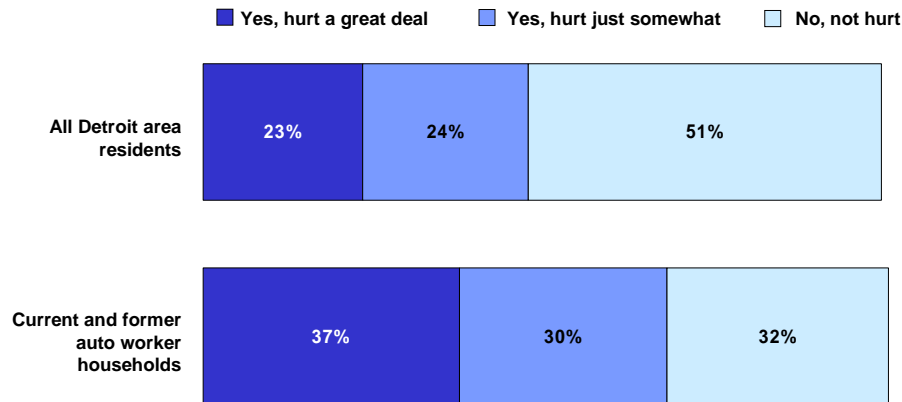
Detroiters are hurting from the problems facing the automobile industry, but most believe the industry will make a comeback, and they see this comeback as intimately tied to the future of the Detroit area.

The auto industry touches the lives of many in Detroit, either directly or indirectly. More than one in five Detroit area residents (22 percent) say they or someone else in their household currently works in the auto industry, either directly for an automaker or for a company that makes or sells auto parts or supplies, and an additional 15 percent say a household member worked in the auto industry in the past five years.

The problems faced by the U.S. automakers have had an impact on households across the Detroit area, extending beyond just those who work in the industry. Nearly half (47 percent) of all Detroit area residents say their personal financial situation has been hurt by the problems facing the U.S. auto industry, including 23 percent who say they have been hurt a great deal. This rises to 67 percent hurt (37 percent a great deal) among those living in current and former auto worker households.

Personal Financial Impact of Auto Industry Problems

Thinking about your own financial situation, has your household been hurt by the recent problems facing the U.S. auto industry, or not? (If 'Yes') Is that a great deal or just somewhat?



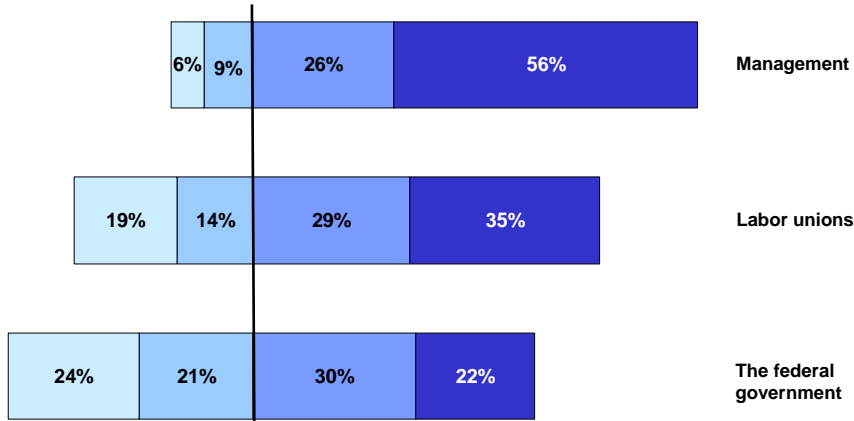
Note: The percentage who did not give an answer is not shown.

People are most likely to blame management for the automakers' problems, with eight in ten (82 percent) saying management deserves at least some blame, followed by labor unions (64 percent). A smaller share, but still over half (52 percent) place blame on the federal government. When it comes to the federal government response, more than a third (36 percent) say the government has been too involved in making decisions at General Motors, but the plurality (44 percent) says the government is handling this about right.

Who is to Blame for Automakers' Problems?

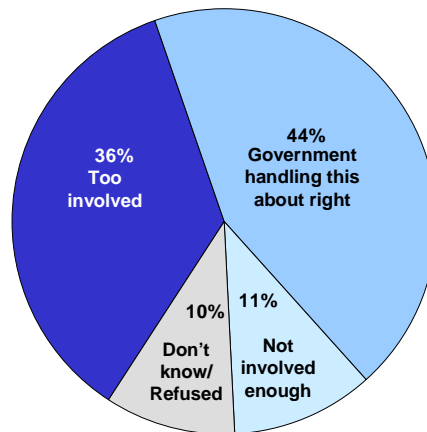
How much blame, if any, do you think each of the following should get for the problems faced by U.S. automakers?

None at all Only a little Some A lot



Government Involvement in the Auto Industry

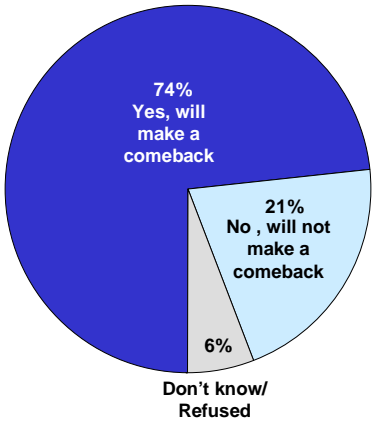
Do you think the government is too involved in making management decisions at General Motors, not involved enough, or is the government handling this about right?



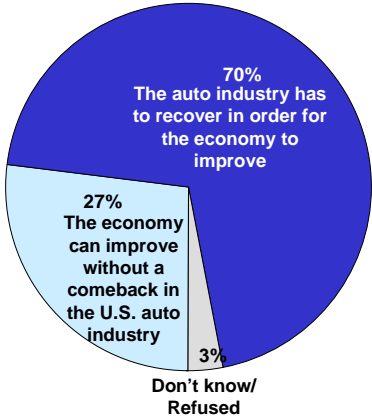
Detroiters still have faith in the future of the U.S. auto industry; 74 percent say it will make a comeback. And they feel the future of the area depends on this comeback; seven in ten say the auto industry has to recover in order for the Detroit area economy to improve, while just 27 percent think the economy can improve without a comeback in the U.S. auto industry. Still, it seems at least some residents are open to the idea of different paths forward for Detroit. Two-thirds say it is very (20 percent) or somewhat (46 percent) likely that green energy will become a major industry in Detroit that will help turn the economy around.

Future of U.S. Auto Industry

Do you think the U.S. automobile industry will make a comeback, or not?



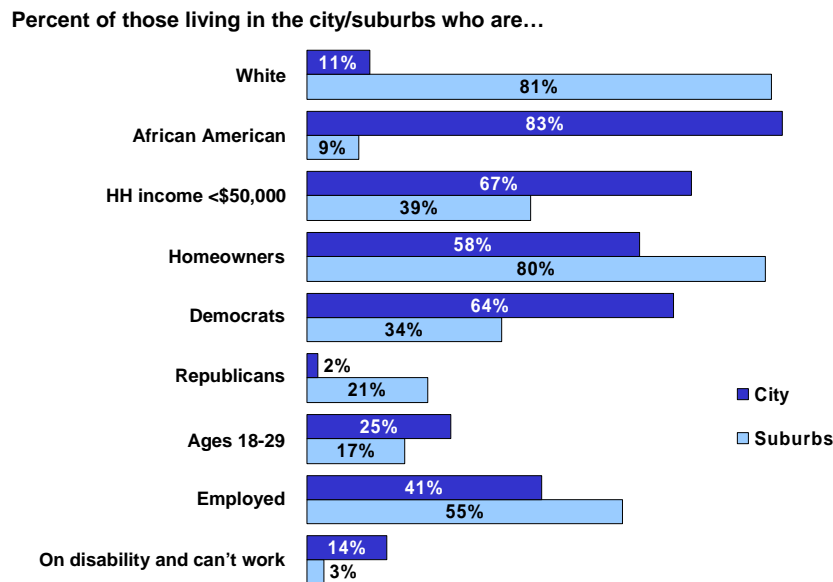
Do you think the Detroit area economy can improve without a comeback in the U.S. auto industry, or does the auto industry have to recover in order for the economy to improve?



Like many urban areas, Detroit faces a massive city/suburb divide, both in terms of demographics, and in terms of attitudes and experiences. While suburban residents (who are mostly white) feel well-served by their local police, schools, and health agencies, city residents (who are mostly African American) give these services much lower ratings.

Like many metropolitan areas made up of an urban core and surrounding suburban areas, the Detroit area struggles with meeting the needs of a diverse and sometimes divided population. The survey results make many of these divisions clear, both in the greatly differing demographics between city and suburban residents, as well as in vastly differing perceptions of their local neighborhoods. About eight in ten city residents are African American, while a similar share of suburban residents are white. City residents are also more likely than their suburban counterparts to have lower incomes, less likely to own their own homes, more likely to be under age 30, less likely to be employed, and more likely to be on disability. Politically, city dwellers (64 percent) are nearly twice as likely as suburbanites (34 percent) to identify as Democrats, and while just a tiny fraction (2 percent) of city residents call themselves Republicans, one in five suburbanites (21 percent) say they identify with the GOP.

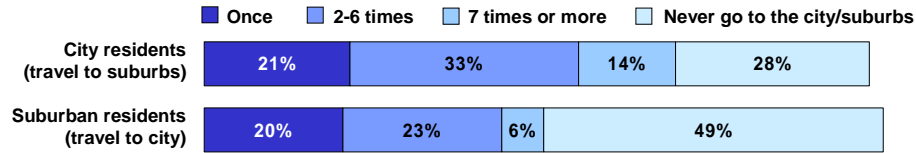
City vs. Suburban Demographics



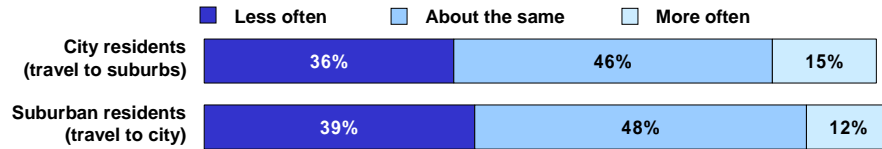
A large share of the population reports not moving much between the city and the suburbs. Nearly half (49 percent) of those living in the suburbs say they never go to the city of Detroit, and almost three in ten city residents (28 percent) say they never go to the suburbs. People also report traveling less between the city and the suburbs than they used to; 36 percent of city residents say they are traveling less often to the suburbs than they did a few years ago, and a similar share (39 percent) of suburbanites say they are traveling less to the city. Among city residents, the most common reasons for traveling less to the suburbs have to do with lack of means (such as not having transportation or not having enough money), while among suburban residents, the most common reasons for traveling less to the city are having no need to go there and feeling unsafe from crime.

City/Suburb Divide

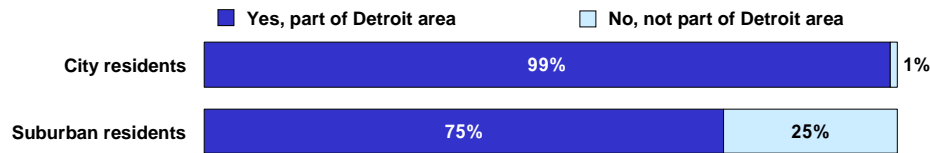
In an average week, how often, if at all, do you go to (one of the suburbs/the city of Detroit)?



Are you traveling more/less often, or about the same to the (suburbs/city) as you did a few years ago?



Do you consider yourself part of the Detroit area, or not?

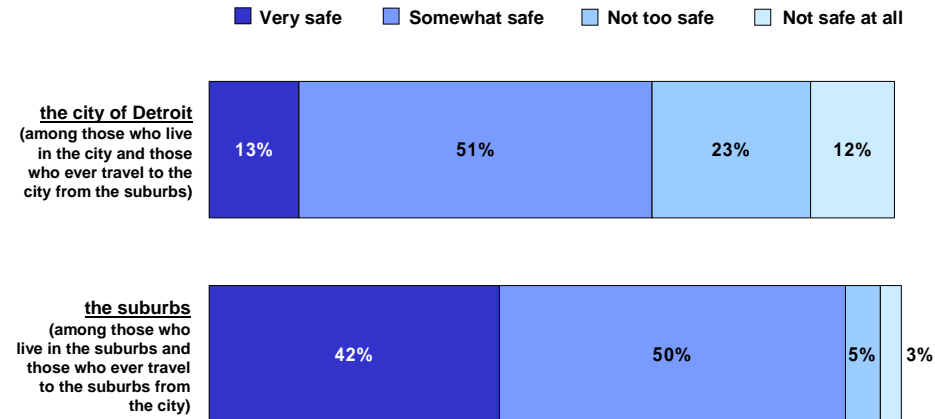


Note: The percentage who did not give an answer (don't know or refused) is not shown.

When it comes to crime, more broadly, more than a third (35 percent) of those who live in the city and those who ever travel there say they do not feel safe from crime when they are in the city of Detroit. Interestingly, the share who feel unsafe in Detroit is similar among those who live there (36 percent) and among those who travel there from a suburb (34 percent). Far fewer (8 percent) of those who live in or visit the suburbs say they feel unsafe from crime while they are there.

City vs. Suburbs: Feeling of Safety

When you are in (INSERT) how safe from crime do you feel?

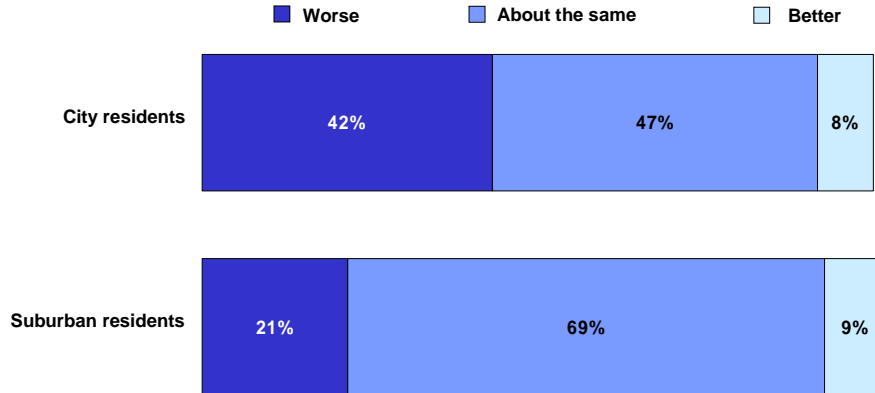


Note: The percentage who did not give an answer is not shown.

There are other signs that suburban residents in particular feel isolated from Detroit. A quarter of those living in the suburbs say they do not consider themselves part of the Detroit area. While a little over half (52 percent) of those living in the suburbs say that what happens in the city of Detroit is extremely or very important to the future of their community, nearly as many (47 percent) say it's just somewhat important or less important than that.

City vs. Suburbs: Neighborhood Assessment

Looking back over the past five years, would you say your neighborhood has become a better place to live, has gotten worse, or is about the same as it was five years ago?

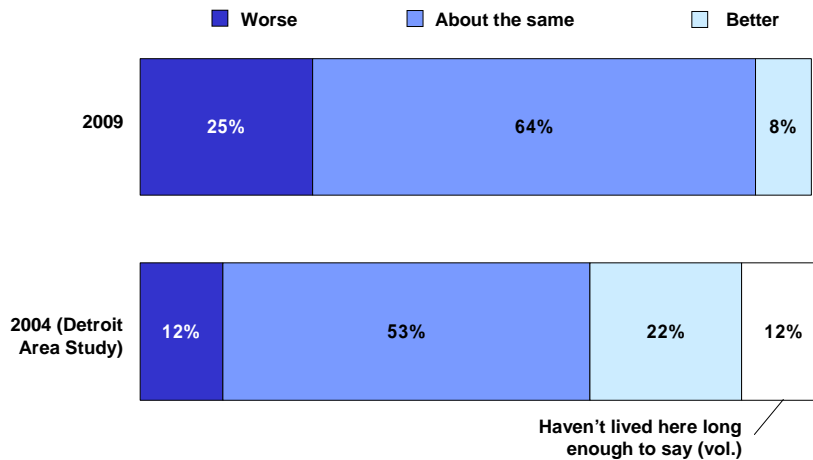


Note: The percentage who did not give an answer is not shown.

Perhaps the most striking difference between the city and suburbs illuminated in the survey is in the differing perceptions of one's neighborhood and ratings of local services. While a plurality of city residents and a majority of suburban residents say their neighborhood has stayed about the same over the past five years, city residents are twice as likely as suburbanites to say their neighborhood has become a worse place to live (42 percent compared to 21 percent). It's also worth noting that in the area overall, about twice as many people now say their neighborhood has gotten worse as said so five years ago in the 2004 Detroit Area Study survey in the same three counties (25 percent compared with 12 percent).

Neighborhood Assessment: Change Over Time

Looking back over the past five years, would you say your neighborhood has become a better place to live, has gotten worse, or is about the same as it was five years ago?

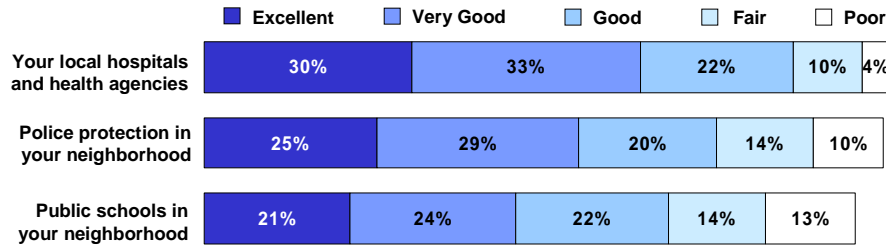


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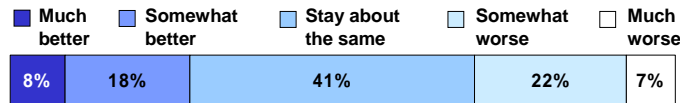
Source (2009): Washington Post/Kaiser Family Foundation/Harvard University *Survey of Detroit Area Residents* (conducted November 5 – 22, 2009)
 Source (2004): University of Michigan, 2004 Detroit Area Study (conducted April 3–October 31, 2004 in Wayne, Oakland and Macomb counties)

Ratings of Neighborhood Services and Expectations for Future

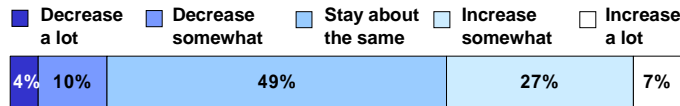
Do you think the quality of the following is:



In the next five years, do you think the quality of the neighborhood public schools will get:



In the next five years, do you think the level of crime in your neighborhood will:

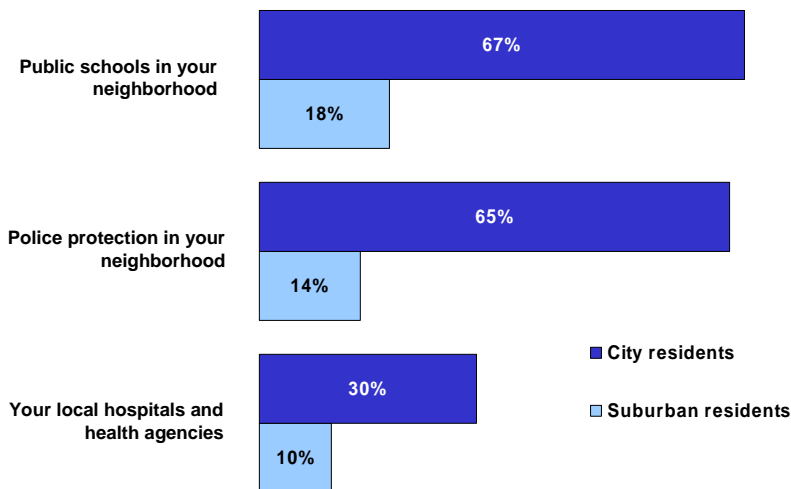


Note: The percentage who did not give an answer is not shown.

While most people in the area overall give good ratings to their local public schools, police protection, and area health services, the overall numbers mask huge differences between the city and the suburbs. Two-thirds (67 percent) of city residents rank their local public schools as only “fair” or “poor,” compared with 18 percent of those in the suburbs, and a similar divide emerges in the share saying police protection in their neighborhood is only fair or poor (65 percent in the city compared with 14 percent in the suburbs). While majorities of both city and suburban residents give good marks to their local hospitals and health agencies, city residents are three times as likely as suburban residents to say they are only fair or poor (30 percent compared with 10 percent).

City vs. Suburbs: Assessment of local services

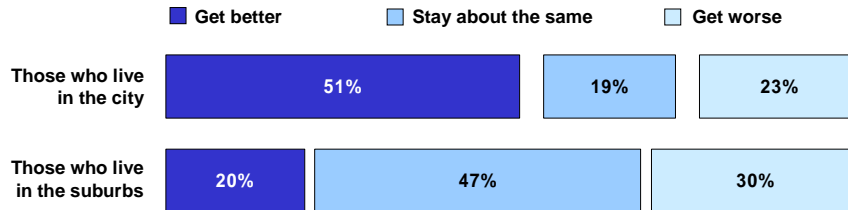
Percent who rate the quality of the following as only fair or poor:



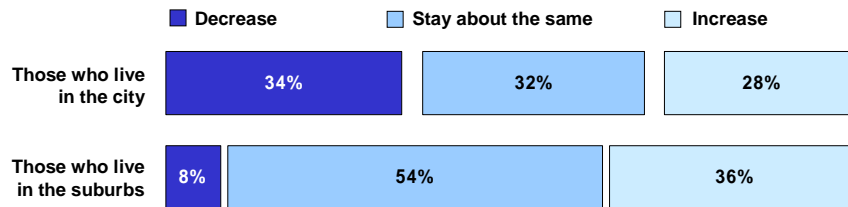
Perhaps because they are so much more likely to see these local services as being in bad shape now, city residents are more likely than their suburban counterparts to think they will improve in the future. When asked about how things will change in the next five years, 51 percent of city residents (compared with 20 percent of suburbanites) say their local public schools will get better, and 34 percent of those in the city (compared with 8 percent in the suburbs) expect levels of crime to decrease.

City vs. Suburbs: Future of Neighborhood

In the next five years, do you think the quality of the neighborhood public schools will:



In the next five years, do you think the level of crime in your neighborhood will:



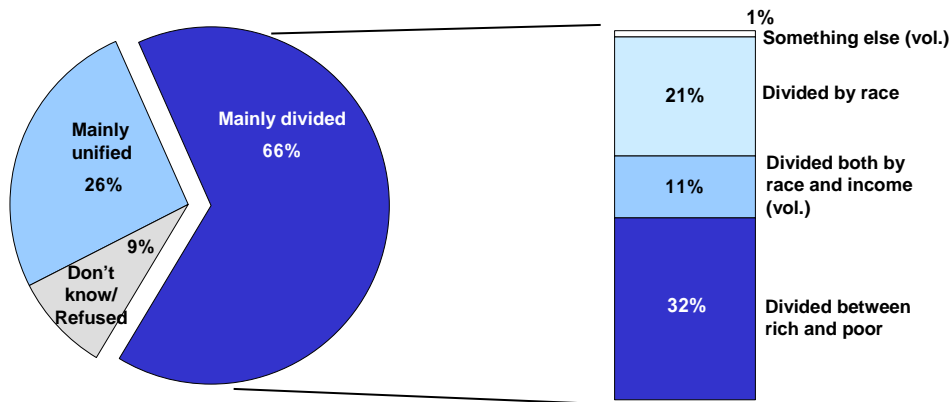
Note: The white space in the chart represents the share who said "Don't know" or refused to answer the question.

These large differences between the city and the suburbs may be one factor contributing to an overall feeling that the Detroit area is more divided than unified. Overall, two-thirds (66 percent) of residents say the Detroit area is divided by things like race and income, while just over a quarter (26 percent) see the area as more unified. A third overall see the area as mainly divided between rich and poor, 21 percent see it as mainly divided by race, and one in ten volunteer that it is divided both along racial and economic lines. While just three in ten whites (31 percent) think that blacks living in their community experience racial discrimination, nearly half (49 percent) of African Americans themselves believe this to be the case.

Perceived Divisions by Race and Income

Would you describe the people of the Detroit area as mainly unified or mainly divided by things like race or income?

Would you say the Detroit area is mainly divided by race or mainly divided between rich and poor? (Based on total population)



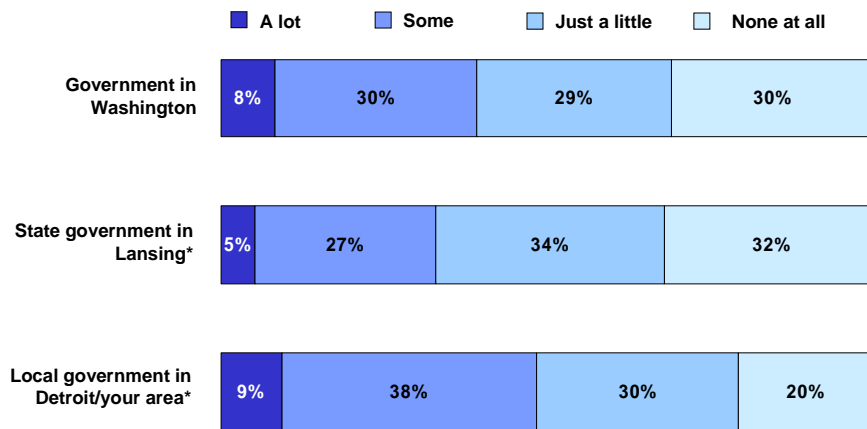
Detroit area residents report generally low levels of confidence in the federal, state, and local governments to solve problems. Still, about half of area residents see a role for the government in improving the economy.

Over the past few years, Detroiters have had a complicated relationship with various levels of government, ranging from local to federal. The local government has been recently racked with scandal, with former mayor Kwame Kilpatrick resigning following a felony conviction, and former city council president Monica Conyers pleading guilty to bribery charges. The current mayor, former NBA star Dave Bing, has promised to take tough actions to turn the city around. At the federal level, Detroit area residents have seen their anchor industry become reliant on federal government help, with Chrysler filing for federal bankruptcy protection, and General Motors now under majority government ownership.

Given this environment, it is perhaps not surprising that Detroit area residents' expressed faith in government is low across the board, from the federal, to the state, to the local level. The local level fairs best, but still fewer than half (47 percent) say they have "a lot" or "some" confidence that when their local government decides to solve a problem, the problem will actually be solved. The federal and state governments get even lower ratings on this question, with just 38 percent and 32 percent, respectively expressing confidence. When it comes to specific leaders, about two-thirds approve of how both President Obama and Mayor Bing are doing their jobs (66 percent and 67 percent, respectively), while a majority (54 percent) expresses disapproval of Michigan governor Jennifer Granholm.

Trust in Different Levels of Government

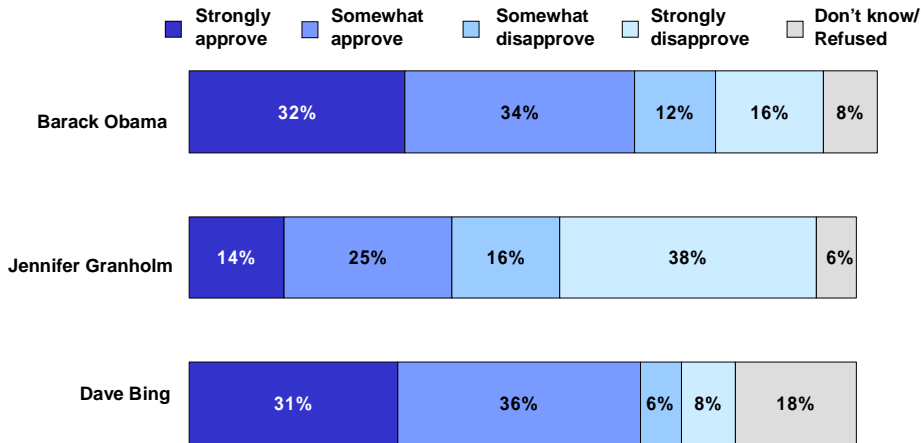
When the (INSERT) decides to solve a problem, how much confidence do you have that the problem will actually be solved: a lot, some, just a little, or none at all?



*Asked of separate half samples
 Note: The percentage who did not give an answer (don't know or refused) is not shown.

Approval Ratings of Political Leaders

Do you approve or disapprove of the way [each] is handling [his/her job] as [president/governor/mayor]? Do you approve/disapprove strongly or somewhat?

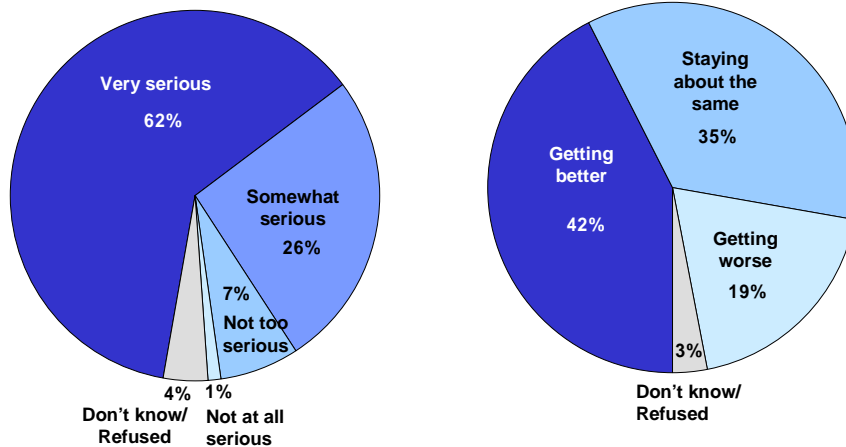


Reports of scandal and corruption among Detroit area politicians in recent years have not gone unnoticed by the public. Six in ten (62 percent) say political corruption is a “very serious” problem in the Detroit area, and another 26 percent say it is “somewhat” serious. However, perhaps reflecting their confidence in the new mayor, a plurality sees improvements ahead; 42 percent say that in terms of corruption, things are getting better.

Perceptions of Political Corruption

How serious a problem is political corruption in the Detroit area today? Would you say very serious, somewhat serious, not too serious, or not at all serious?

Still thinking about political corruption, in your opinion are things getting better, getting worse or staying about the same?

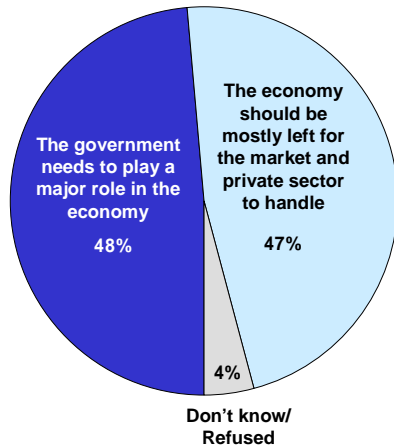


Despite being somewhat sanguine about the government’s ability to solve problems, about half of area residents see a role for government in improving the economy. Forty-eight percent say the government needs to play a major role in the economy, while a roughly equal share (47 percent) says the economy should be left mostly to the market and the private sector, a split that is similar to the one found when the question was asked by the Detroit Area Study in 2002. In a separate question, over half (52 percent) say that when it comes to fostering innovation in the economy, the government should aggressively invest in scientific research, technology, and training, while 37 percent say the government should let market forces drive innovation, and one in ten are not

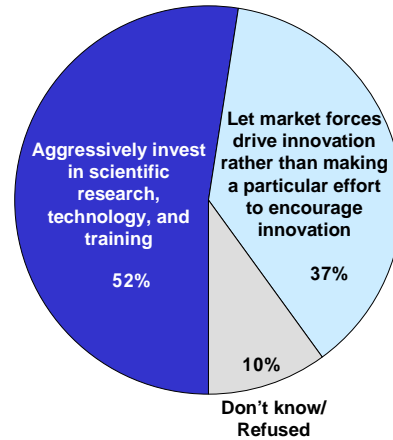
sure. Further, more than seven in ten say the government should offer tax incentives for companies to create “green jobs” (79 percent) and blue-collar jobs (74 percent), and more than half (55 percent) say the same about white-collar jobs.

Government’s Role in the Economy

Which statement comes closest to your point of view:



Which of the following is the proper role of government in fostering innovation in the economy?

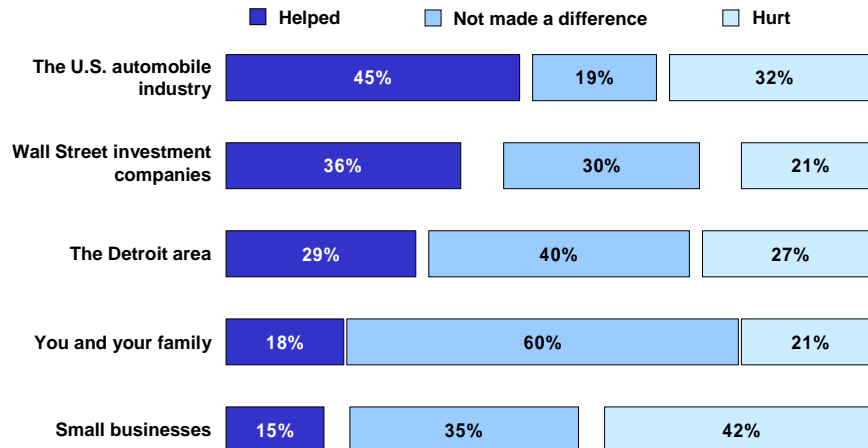


Note: Asked of separate half samples

When it comes to specific government intervention in the economy, Detroit area residents are in many ways split on the impact of the recent federal government stimulus efforts. While the largest share (45 percent) say government efforts to improve the economy have helped the U.S. auto industry, about a third (32 percent) say these efforts have actually hurt the industry. Residents are split on whether government efforts have helped (29 percent) or hurt (27 percent) the Detroit area in general, with four in ten saying they haven’t made much difference for the area. The answer is clearer when it comes to small businesses; more than four in ten (42 percent) say they have been hurt. Importantly, when it comes to the impact on them and their family, most area residents (60 percent) feel government efforts have made no difference, while almost equal shares feel they have been hurt (21 percent) and helped (18 percent).

Who’s Been Helped by Government Stimulus?

Do you think federal government efforts to try to deal with the economic situation have help, hurt, or not made a difference for each of the following?

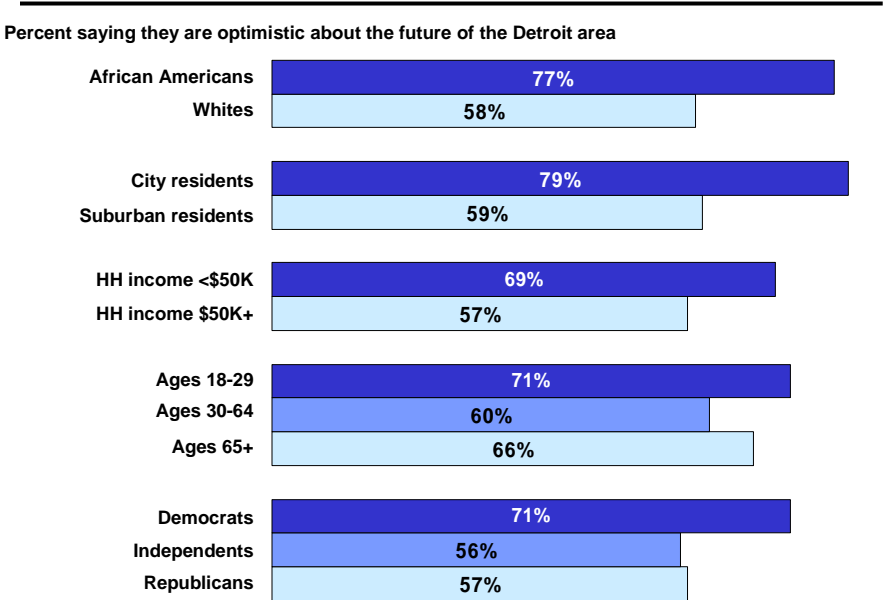


Note: The white space in the chart represents the share who said “Don’t know” or refused to answer the question.

As a sign of hope, some of the area’s residents who have faced the highest rates of problems are also the ones most likely to be optimistic about the area’s future. However, amid this mixture of problems and optimism, a quarter of Detroit area residents say they are thinking about moving away.

As mentioned above, 63 percent of the population say they are optimistic about the future of the Detroit area. Interestingly, some of the groups that report experiencing the most problems as a result of the economic downturn are the ones most likely to express optimism about the future of the Detroit area. Compared with their counterparts, city residents (79 percent), African Americans (77 percent), those with lower incomes (69 percent of those with household incomes less than \$50,000), and those under age 30 (71 percent) are more likely to say they are optimistic about the area’s future.

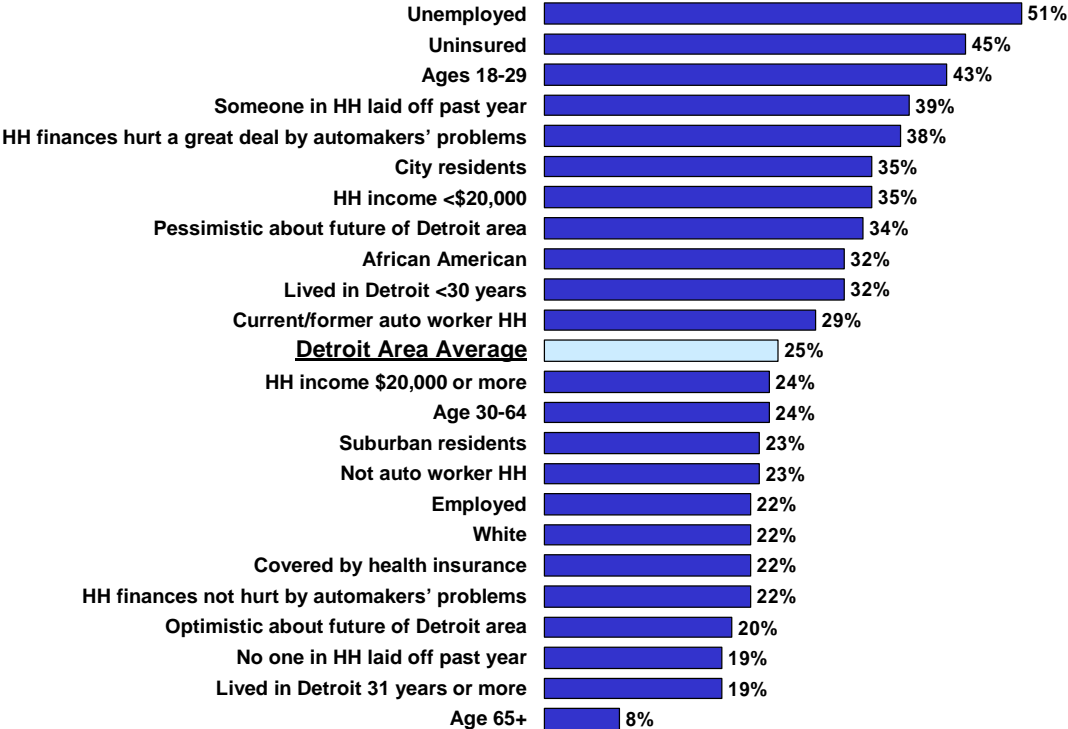
Who are the optimists?



The future of the Detroit area will depend, at least in part, on who stays and who goes. Overall, a quarter of adult residents say they are seriously considering or planning to move away from the area. This share rises to over half (51 percent) among those who are currently unemployed, which may not be surprising given Detroit's bleak employment picture. Similarly, it may not be surprising that 43 percent of those under age 30, a population that is generally more mobile, say they are planning or seriously considering moving away. However, for those looking to the area's young adults as the hope for Detroit's future, the fact that such a large share are thinking about leaving may be of significant concern.

Who will stay and who will go?

Percent who say they are currently planning or seriously considering moving away:



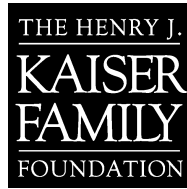
Methodology

The Washington Post/Kaiser Family Foundation/Harvard University Survey Project is a three-way partnership and an experiment in combining survey research and reporting to better inform the public. The *Survey of Detroit Area Residents*, the 18th in this partnership series, was conducted by telephone from November 5 to 22, 2009 among 1,211 respondents age 18 and older living in the Detroit area (defined as Wayne, Oakland, and Macomb counties). Interviews were conducted in English and Spanish via landline telephone (N=784) and cell phone (N=427). Results are weighted to ensure the data are reflective of the demographics of the 3-county Detroit area. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. Telephone interviews were carried out by Social Science Research Solutions (SSRS).

Representatives of *The Washington Post*, the Henry J. Kaiser Family Foundation, and Harvard University worked together to develop the survey questionnaire and analyze the results. In advance of this project, the three partners conducted a series of interviews with Detroit-area leaders about current issues in Southeast Michigan and its future. Each organization bears the sole responsibility for the work that appears under its name.

The project team included Jon Cohen, *The Washington Post* director of polling and Jennifer Agiesta, polling analyst; Drew E. Altman, president of the Kaiser Family Foundation, Matt James, senior vice president for media and public education, Mollyann Brodie, vice president and director of public opinion and survey research, Elizabeth Hamel, associate director of public opinion and survey research, Sarah Cho, Rosenfield Fellow, and Sasha Buscho, research assistant; and Robert J. Blendon, professor of health policy and political analysis at the Harvard School of Public Health and the John F. Kennedy School of Government, and John M. Benson, managing director of the Harvard Opinion Research Program in the Harvard School of Public Health.

Please note: (1) Table percentages may not add to 100% due to rounding. (2) Values less than 0.5% are indicated by an asterisk (*). (3) "Vol." indicates that a response was volunteered by the respondent and not an explicitly offered choice. (4) Sampling error is only one of many potential sources of error in this or any other public opinion poll.



The Henry J. Kaiser Family Foundation

Headquarters
2400 Sand Hill Road
Menlo Park, CA 94025
Phone: (650) 854-9400 Fax: (650) 854-4800

Washington Offices and
Barbara Jordan Conference Center
1330 G Street, NW
Washington, DC 20005
Phone: (202) 347-5270 Fax: (202) 347-5274

www.kff.org

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