



METROPOLITAN AFFAIRS COALITION

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METROPOLITAN AFFAIRS COALITION BUILDING ONE COMMUNITY INITIATIVE SPRING TELEPHONE SURVEY 2003

**PREPARED BY:
Marketing Resource Group, Inc.**

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METROPOLITAN AFFAIRS COALITION
BUILDING ONE COMMUNITY INITIATIVE
SPRING TELEPHONE SURVEY 2003

Introduction

Whether it's by protecting the environment, improving public services, expanding public transit options, or improving or expanding various other amenities, cooperation between communities within a region can improve the quality of life for all of its residents. That hypothesis has been proven in many large metropolitan areas throughout the country, and is currently being studied by Detroit's Metropolitan Affairs Coalition (MAC) through the Building One Community Initiative.

The operative word in this title is "building." Building a working definition of regional cooperation, building public awareness and understanding of the value of regional cooperation, and building conditions that would foster greater regional cooperation are precisely the tasks we need to complete in order to get people to start thinking, speaking and acting regionally.

MAC hired Marketing Resource Group, Inc (MRG) to conduct research to learn the extent of the building process needed and to help lay the foundation for this project. The research was commissioned ultimately to learn the following:

- Residents' awareness and perception of the regional cooperation issue;
- Their willingness to support regional cooperation;
- Segmentation and targeting of support by ideology, demography and geography to learn which groups form a base of support, as well as which groups can be persuaded to support regional cooperation efforts;
- What messages work best at educating and convincing residents to work together;
- And what negative perceptions will need to be refuted to bolster support for regional cooperation.

The data collected provide a better understanding of the regional inter-dependency issue facing the region and could help identify projects or efforts that enhance area-wide cooperation. In addition, the data establishes a benchmark that may be useful in evaluating progress in "Building One Community."

Methodology

For purposes of assessing residents' perceptions of the issue, as well as for fine-tuning and sharpening the telephone survey instrument, MRG and The Focus Group conducted focus groups throughout the Detroit Metro Area. While the focus groups found overall support for the concept of regional cooperation, they found general distrust of those who would be making the decisions as well as a need to know the costs involved – political as well as financial. A detailed analysis of the focus groups has already been provided to MAC.

After the focus groups were completed, MRG designed a survey instrument to delve deeper into the issue by quantifying the results of the focus groups and by allowing us to scientifically verify the strength of our messages. We used the following methodology for the telephone survey:

- A total random sample of 1,600 with a margin of error of plus or minus 2.5 percent. The total sample was divided among these four regions:
 - N = 400 in the City of Detroit (MOE = +/- 5%)
 - N = 400 in Outer Wayne County (MOE = +/- 5%)
 - N = 400 in Oakland County (MOE = +/- 5%)
 - N = 400 in Macomb County (MOE = +/- 5%)
 - *Each statistical margin of error falls within a 95% degree of confidence. In other words, in 95 out of every 100 responses, the "surveyed value" will be within plus or minus the stated margin of error of the "true value."*

The survey, conducted from March 24 through April 3, 2003, consisted of 1,600 twelve to fourteen minute telephone interviews. At its interviewing center in Provo, Utah, Western Wats' professional interviewing staff conducted all interviews.

Upon completion of the fieldwork, the data were analyzed using MRG's in-house cross-tabulation software. The result is a series of cross-tabulations employing several independent variables, including demographic, geographic and ideological information. Those findings were analyzed regionally, in addition to within each county and the city of Detroit. In order to analyze results on a regional basis, we weighted the county and Detroit samples to reflect their share of the region's population. We detail the analysis of these findings in the following report.

Key Findings

Overview

Just as we learned in the focus groups, this survey proves that residents across the entire region are very supportive of the concept of regional cooperation. More than 80 percent of respondents in the entire region say that they support communities working together for the common good of the region, with 50 percent saying that they "strongly" support it. Support for this concept does vary throughout the region. Its support is strongest within the city of Detroit and weakest in Macomb County. Nevertheless, most believe in the need for more cooperation.

We believe you need to start by building a regional identity. According to this survey, 41 percent say they are from "Detroit" when asked. That result is very similar to a survey conducted in the Philadelphia region in 2001, where 38 percent of respondents said they were from "Philadelphia." However, the similarities end there. While 26 percent of respondents in the Philadelphia survey say they are from the "Philadelphia area," only 10 percent of the Detroit area respondents say they are from the Detroit Metro Area or the Detroit suburbs. Thirty-one percent say they are from "Michigan" and leave it at that. These results show a lack of regional identity. Very few people outside of the city of Detroit view themselves as part of Detroit – especially women and older residents. We believe starting with building a regional identity should be a first step because it's the least controversial of the goals and it provides a foundation from which to build.

While respondents say that they regularly cross community boundaries to conduct daily business, to shop, and for entertainment and cultural purposes, most of that travel is taking place throughout the suburbs, and from Detroit to the suburbs. The most significant variances can be observed across age and gender categories. Very few middle age or older suburban women are going into Detroit on a regular basis. Older

men are also less likely to travel to destinations within Detroit. Younger men are most likely to travel to Detroit – primarily to attend a sporting event or to go to clubs and bars. The good news is that this disparity in travel habits into the city will likely lessen over time as the renaissance of Detroit continues.

Furthermore, the focus groups showed that travel into the city is hindered primarily by a person's proximity to the city. However, the pattern of responses in this survey indicates that there may be something else keeping them away. Because young men are more likely to spend time in Detroit, and women and older residents spend less time there, we believe that concerns about safety may be an issue. We believe that more must be done to attract suburban women to destinations within Detroit. By doing so, they'll begin to feel ownership of the entire region and see a need for inter-dependency.

More promising results from the survey show that our messages are powerful in convincing people to support regional cooperation. The most powerful common themes that bolster support are:

- Communities working together to create environmental policies that benefit everyone;
- Communities working together to improve public safety like police, fire and rescue services, as well as anti-terrorism efforts throughout the entire region; and
- Communities working together to improve the area's image, increase tourism, and attract special events like the Super Bowl and other world-class events to the Detroit Metro area.

Some of these statements are more persuasive among certain groups, which we will detail in the pages to come. However, the concern lies in how resilient that support is when we discuss concerns that were raised by members of the focus groups.

We would expect the strong support for cooperation to decline when we discuss using tax dollars on a regional basis. While it does wane, the results are still somewhat encouraging. Fifty-nine percent say they would continue to support regional cooperation, even if it meant using their taxes on a regional basis. While that's a drop of more than 20 percent from the initial test of the issue, it's encouraging to note that we expected a more significant drop.

The most significant fear that we'll need to quell is that of losing control over local issues. Most respondents (61 percent) aren't optimistic about regional cooperation, because they believe communities will be afraid to lose local control of issues most important to them. This proves that any regional initiative must include representatives from all parts of the Detroit Metro Area, and the lines of communication must be open at all times. It is also another reason why you should start with building consensus for a non-controversial issue.

Some of the most encouraging news from this survey is that the vast majority (62 percent) believes that we can overcome our racial divisions and use our diversity to work together for the good of the region.

There is a significant percentage of residents who currently see at least some existence of inter-dependency. Most believe that the quality of life within the city of Detroit affects the entire region. Only 17 percent of respondents say that the quality of life in Detroit has no affect on the suburbs. Only 21 percent say the quality of life in the suburbs has no affect on the city. Forty-seven percent of respondents in both the city and the suburbs say that the city and the suburbs have only little affect on one another. While at first blush that may not seem to be a very heartening result, we believe that it provides a base on which to build a larger need for regional inter-dependency.

To conclude the survey, we asked a question that in essence creates a campaign in a vacuum. We asked respondents to choose between encouraging and discouraging regional cooperation. On each side of the issue we included the most powerful messages and asked residents to decide which of those messages comes closest to their own opinion. After hearing both sides of the argument, nearly two-thirds of respondents said that we should encourage regional cooperation. That is heartening since we cited the loss of local control and the possibility of increased taxes in the opposition message.

The primary conclusion is that the vast majority of respondents supports the concept of regional cooperation. However, based on the results of the focus groups and the telephone survey, most don't spend any time thinking about it, much less believe that it's a pressing issue. Nevertheless, once they are educated as to the positive aspects of regional cooperation, most believe that it's a worthwhile pursuit. The challenge lies in keeping the pessimists at bay. That's why we believe that it's advantageous to start small.

The foremost goal should be to begin to build a regional identity. Building a sense of community by establishing a Detroit Metro Area identity will help to foster support for regional cooperation on larger issues in the future. Starting out too big by trying to tackle weighty topics too soon may be counter-productive and could further foster parochial attitudes.

The continued renaissance of Detroit will help draw people into the city, thus creating more ties between the suburbs and Detroit, especially among women. Along with that, we believe you must work to create an emotional and ideological bond between Detroit and suburbs. That bond is currently noticeable from suburb to suburb, and there are times when the entire region comes together (e.g. sports victories). Now we need to foster that sense of community on a permanent basis.

Regional Identity

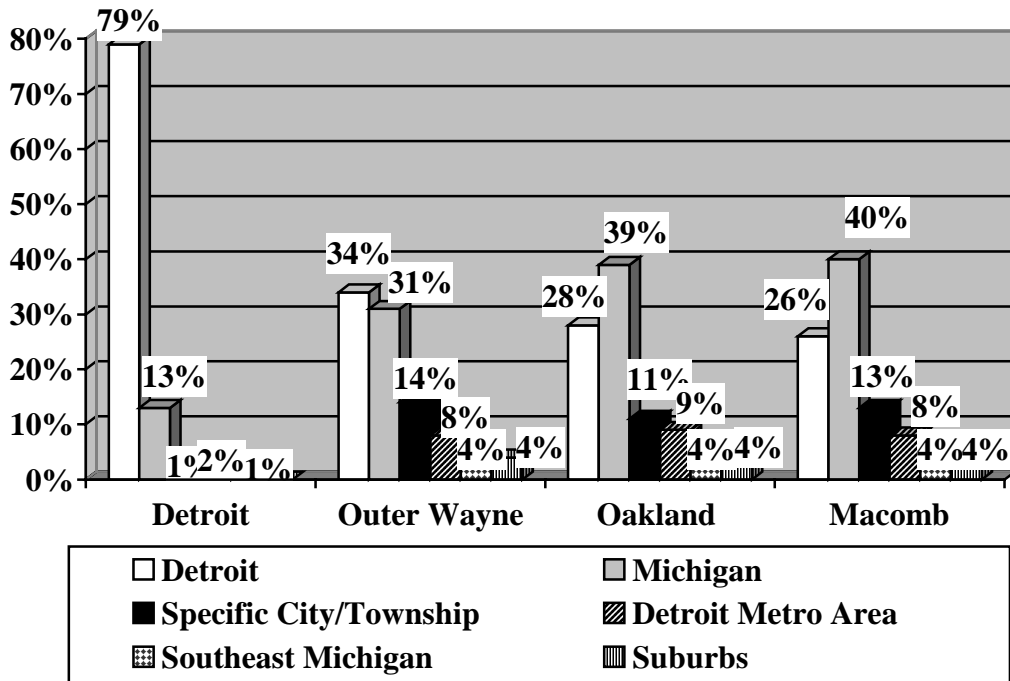
We asked respondents the following question to determine how they see themselves in relation to Detroit:

When you travel outside of Michigan, let's say somewhere like Boston, San Diego, or Orlando, and someone asks you where you are from, what do you usually say?

Detroit.....	41%
The Detroit Area/Detroit Metro Area	7%
Southeast Michigan	3%
Detroit Suburbs	3%
Specific City or Township Name	10%
Specific County Name	1%
Explain How Many Miles Outside of Detroit.....	*
Michigan.....	31%
Don't Know (Volunteered).....	1%
Refused (Volunteered)	1%

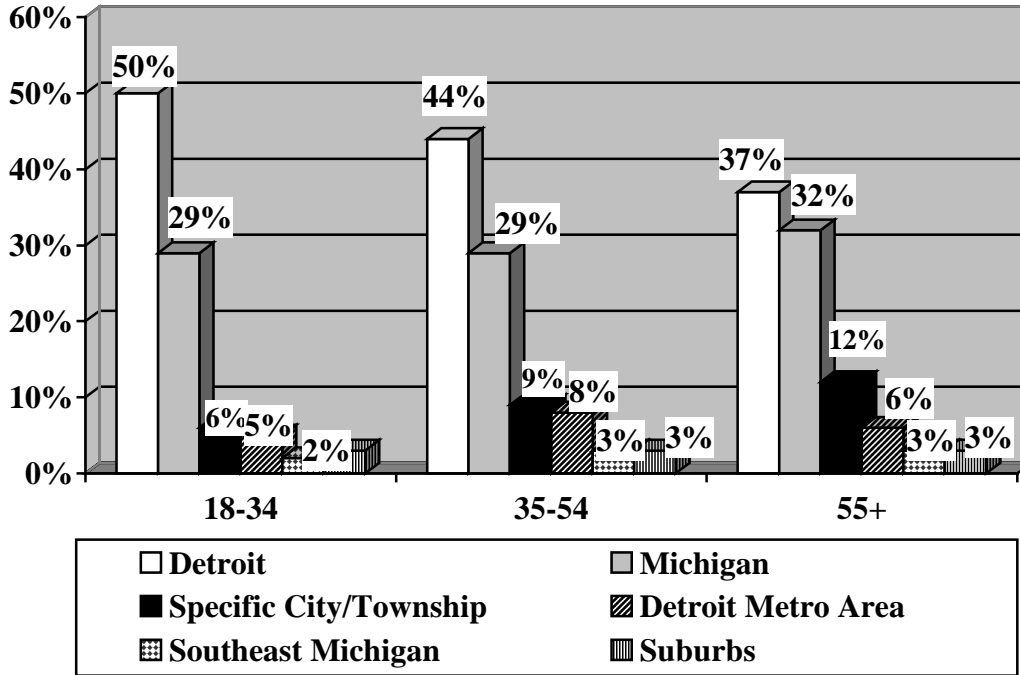
As you can see, a plurality say that they are from Detroit, while a significant percentage say they are from Michigan. Here are the results across regional boundaries:

GEOGRAPHIC REGIONS

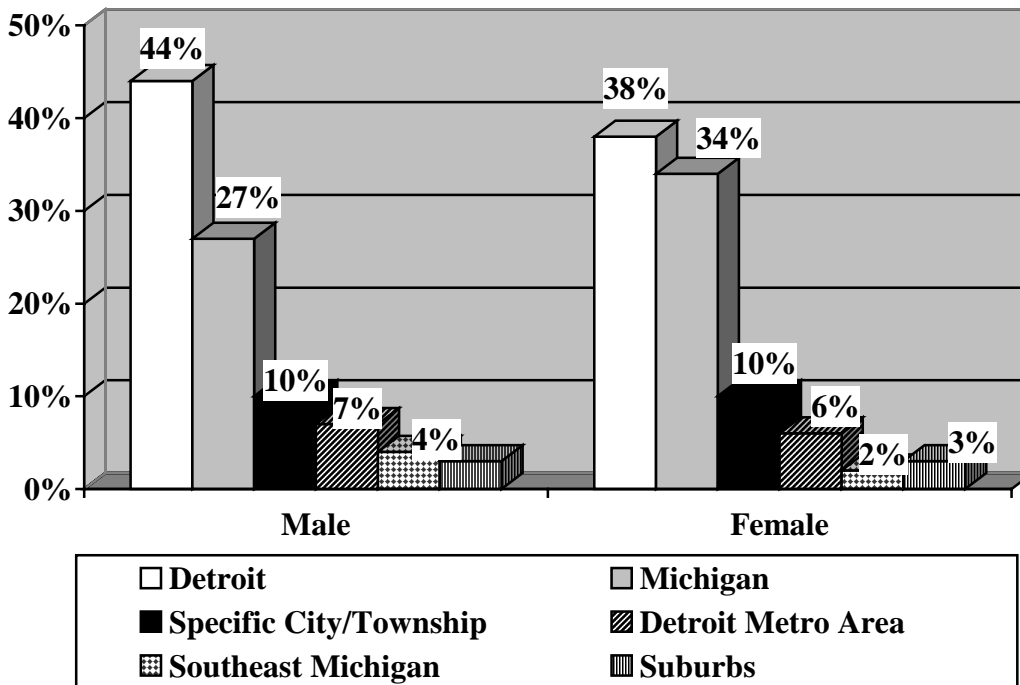


As you move farther away from Detroit, more respondents consider themselves a resident of Michigan and not a part of the Detroit region. When analyzing age and gender, younger respondents and males are more likely to consider themselves from Detroit.

AGE



GENDER



When analyzing age and gender further, we learn that older women (55+) are least likely to consider themselves from Detroit (33 percent) and most likely to say they're from "Michigan" (34 percent). Older respondents in general are also more likely to have a more parochial viewpoint – citing their specific city or town name as their place of residence. Young males (18-34) are more likely to say they're from Detroit (55 percent) and least likely to give the more generic response of "Michigan" (23 percent). These differences in opinion among gender and age groups are much more apparent in Macomb County.

Going Into The City From The Suburbs

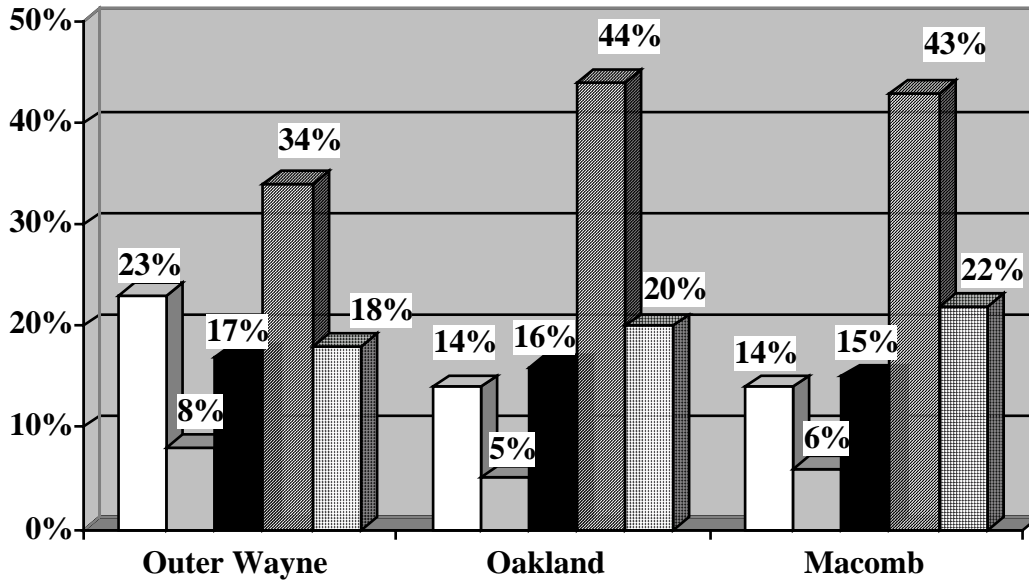
We asked the following question to gauge suburban residents' current habits regarding travel into Detroit.

Including business trips, how often do you travel to a destination within the city of Detroit in a typical month – is it more than once a week, once a week, two to three times a month, once a month or less, or do you never travel to the City of Detroit?

<i>More than once a week.....</i>	<i>17%</i>
<i>Once a week</i>	<i>6%</i>
<i>Two to three times a month</i>	<i>16%</i>
<i>Once a month or less.....</i>	<i>40%</i>
<i>Never.....</i>	<i>20%</i>
<i>Don't Know (Volunteered).....</i>	<i>1%</i>
<i>Refused (Volunteered)</i>	<i>*</i>

As you can see, a plurality of respondents say they travel into the city once per month or less, while the next largest group of respondents say they never go into the city. There are significant variances across geographic areas.

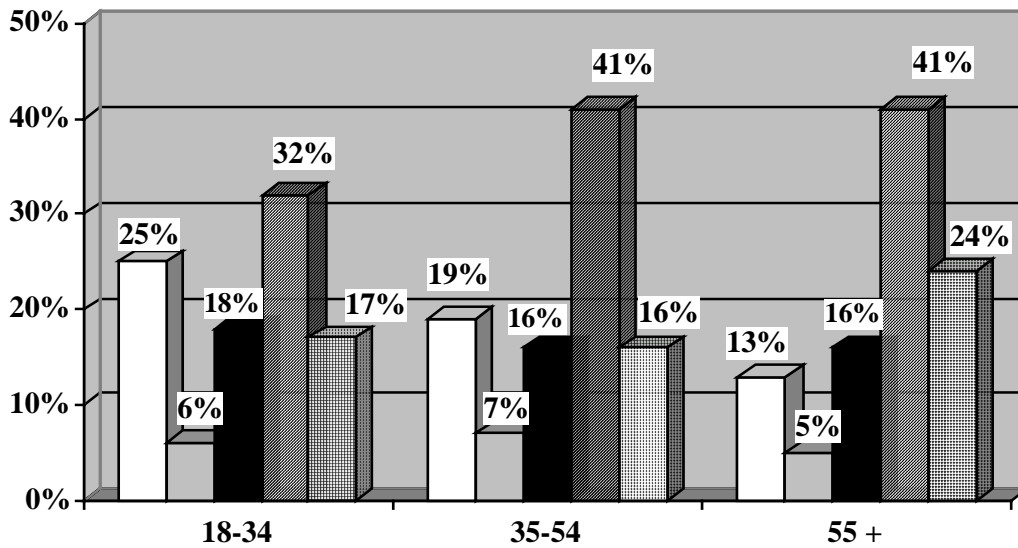
GEOGRAPHIC REGIONS



>1 A Week
 1 A Week
 2-3 A Month
 <= 1 A Month
 Never

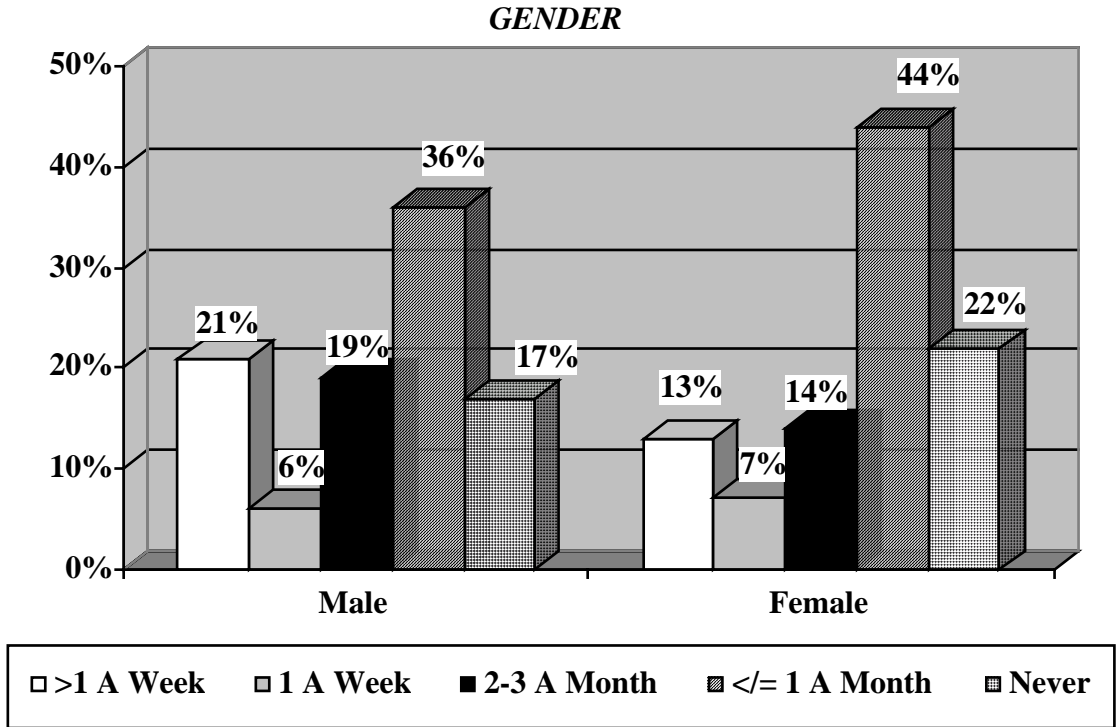
Wayne County residents who live outside of Detroit are much more likely to travel into the city on a regular basis, while responses from those in Oakland and Macomb counties are similar – the vast majority traveling to the city once per month or less. Young residents are much more likely to travel to Detroit regularly, while nearly one in four older residents (55+) say they never travel to Detroit. However, in Macomb County young residents are almost as likely as older residents to stay out of Detroit.

AGE



>1 A Week
 1 A Week
 2-3 A Month
 <= 1 A Month
 Never

Suburban men are much more likely, and women much less likely, to travel into Detroit. Older women are the least likely to go into Detroit with only 10 percent saying they do so once a week or more and 26 percent saying they never go there. On the other hand, 54 percent of younger males (18-34) say they travel to Detroit two to three times per month or more.



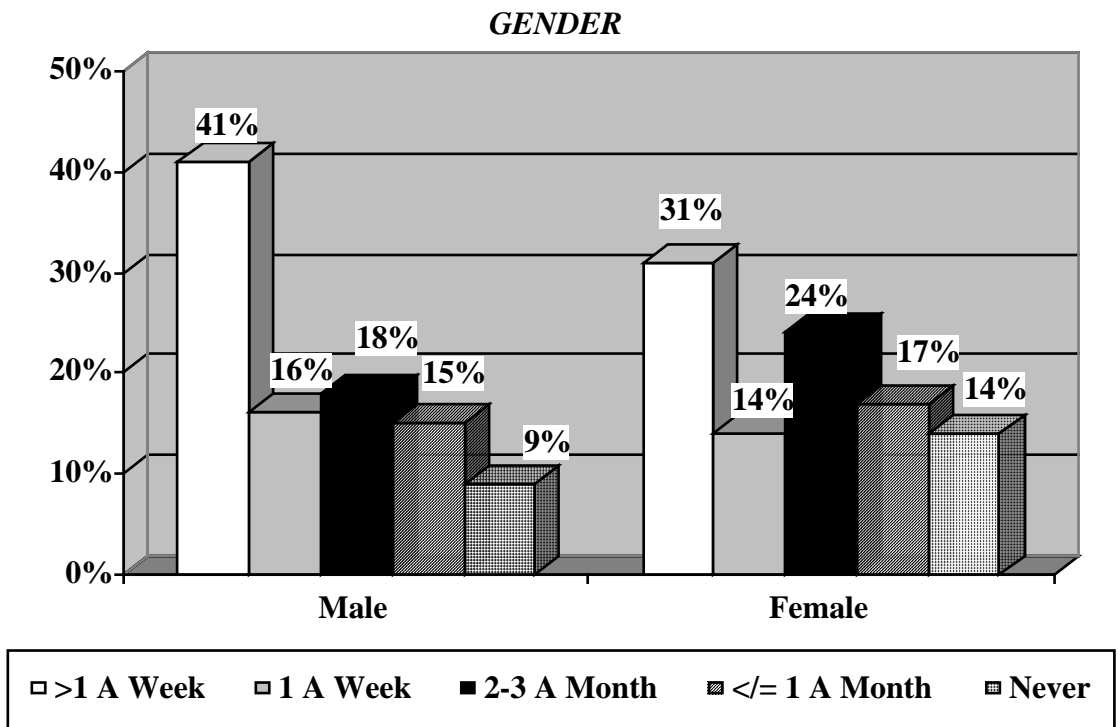
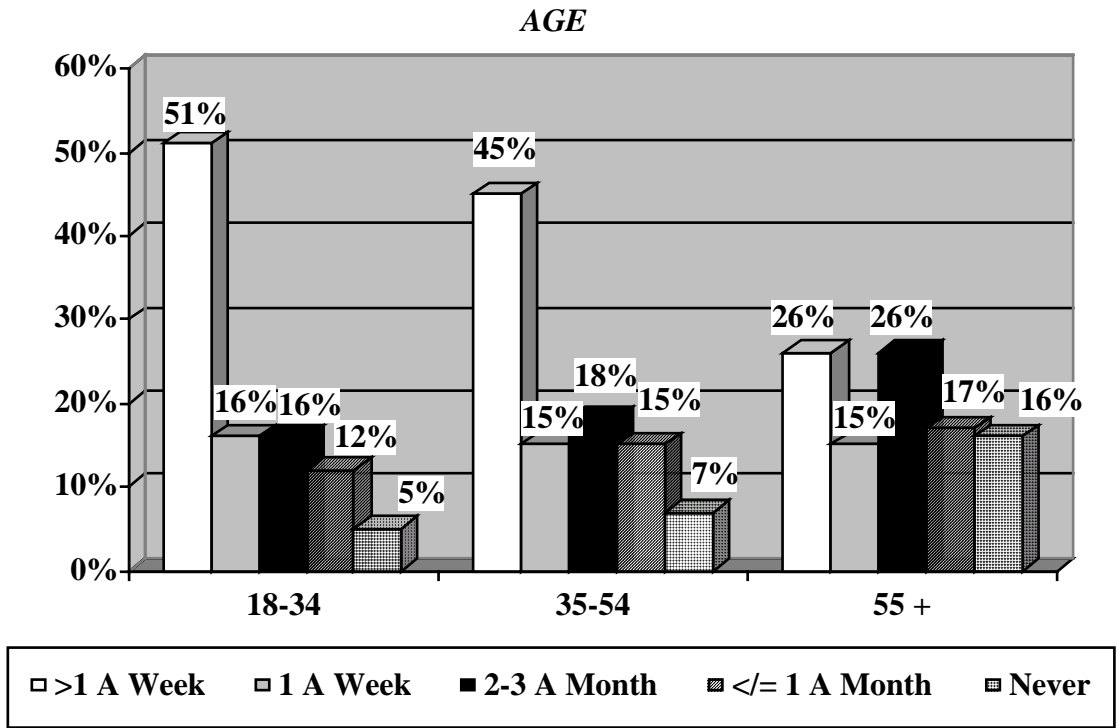
Going Into The Suburbs From The City

We also asked Detroit city residents how often they travel into the suburbs.

Including business trips, how often do you travel to a destination within the suburbs of the Detroit Metro area in a typical month – is it more than once a week, once a week, two to three times a month, once a month or less, or do you never travel to the suburbs of Detroit?

<i>More than once a week.....</i>	<i>36%</i>
<i>Once a week</i>	<i>15%</i>
<i>Two to three times a month</i>	<i>21%</i>
<i>Once a month or less.....</i>	<i>16%</i>
<i>Never.....</i>	<i>12%</i>
<i>Don't Know (Volunteered).....</i>	<i>*</i>
<i>Refused (Volunteered)</i>	<i>*</i>

Again, we see that young and middle age men are the most mobile, but there is significantly more movement from the city to the suburbs among all demographic groups.



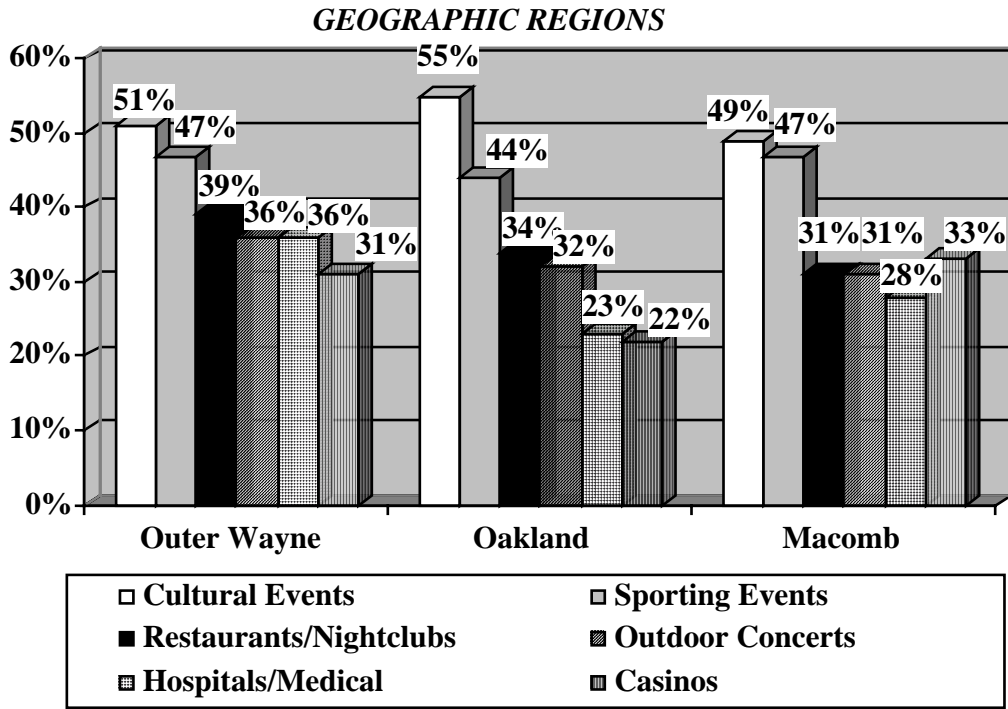
Why They Travel Between The City And The Suburbs

We then asked respondents to give us more detail as to why they travel from the suburbs into Detroit and from Detroit into the suburbs. The results are detailed below, arranged in order of response frequency in the first column (why people travel into Detroit). However, please pay close attention to the second column of results (why Detroit respondents travel into the suburbs). You'll notice that the order of frequencies follows a distinct pattern. The primary reason why Detroit residents travel to the suburbs is to shop (80 percent), which is the eighth most popular reason why suburbanites come to the city.

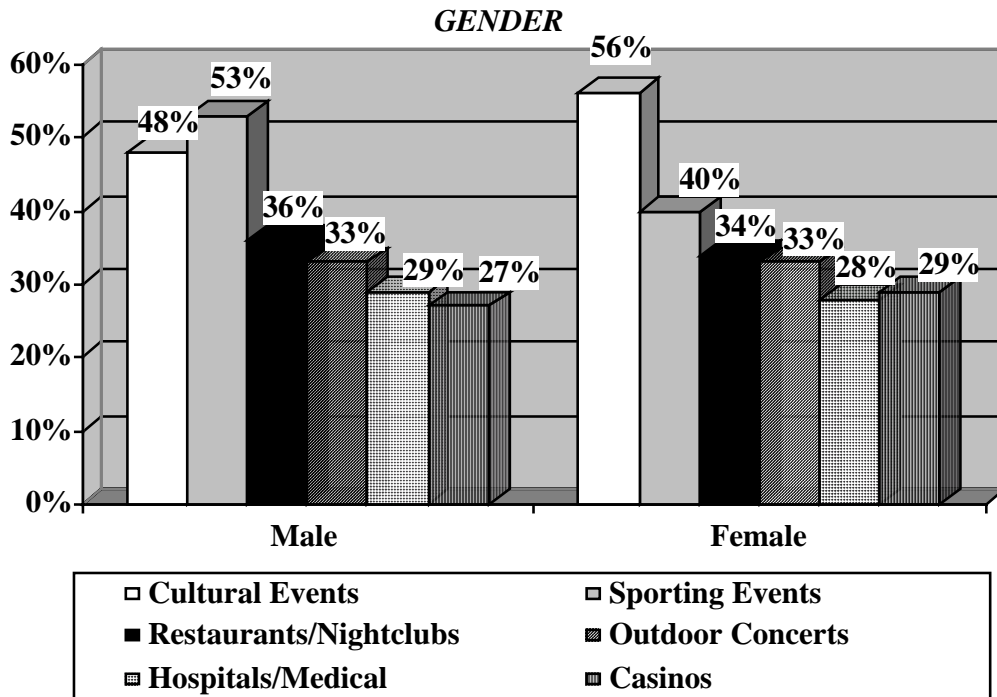
Which of the following activities do you do in the City of Detroit/Suburbs on a regular basis – do you _____?

	<i>Reasons For Traveling...</i>	
	<u>Into Detroit</u>	<u>Into Suburbs</u>
<i>Attend cultural events such as the theater, museums, and concerts.....</i>	<i>52%</i>	<i>41%</i>
<i>Attend sporting events</i>	<i>46%</i>	<i>33%</i>
<i>Go to restaurants or nightclubs.....</i>	<i>35%</i>	59%
<i>Attend outdoor concerts, festivals or events like those in (Detroit Respondents: Hart Plaza or in parks) (Suburban Respondents: local parks)</i>	<i>33%</i>	42%
<i>Visit hospitals, doctors or seek medical services.....</i>	<i>29%</i>	53%
<i>Visit casinos.....</i>	<i>28%</i>	
<i>Visit family or friends.....</i>	<i>25%</i>	67%
<i>Shop.....</i>	<i>20%</i>	80%
<i>Attend business meetings or conferences</i>	<i>19%</i>	<i>29%</i>
<i>Work there.....</i>	<i>15%</i>	<i>23%</i>
<i>Attend education programs or go to school</i>	<i>11%</i>	<i>24%</i>
<i>Attend church or religious services</i>	<i>12%</i>	<i>34%</i>
<i>Go for any other reasons</i>	<i>16%</i>	<i>22%</i>

Responses between the two areas are significantly different. The reasons for traveling into the city are much more based on entertainment and discretionary activities, whereas the reasons for traveling from the city to the suburbs are based on more basic needs (e.g. family, medical).



Males are much more likely to travel to the city for sporting events, while females are more likely to go there for cultural activities.



Going Into Other Suburban Areas

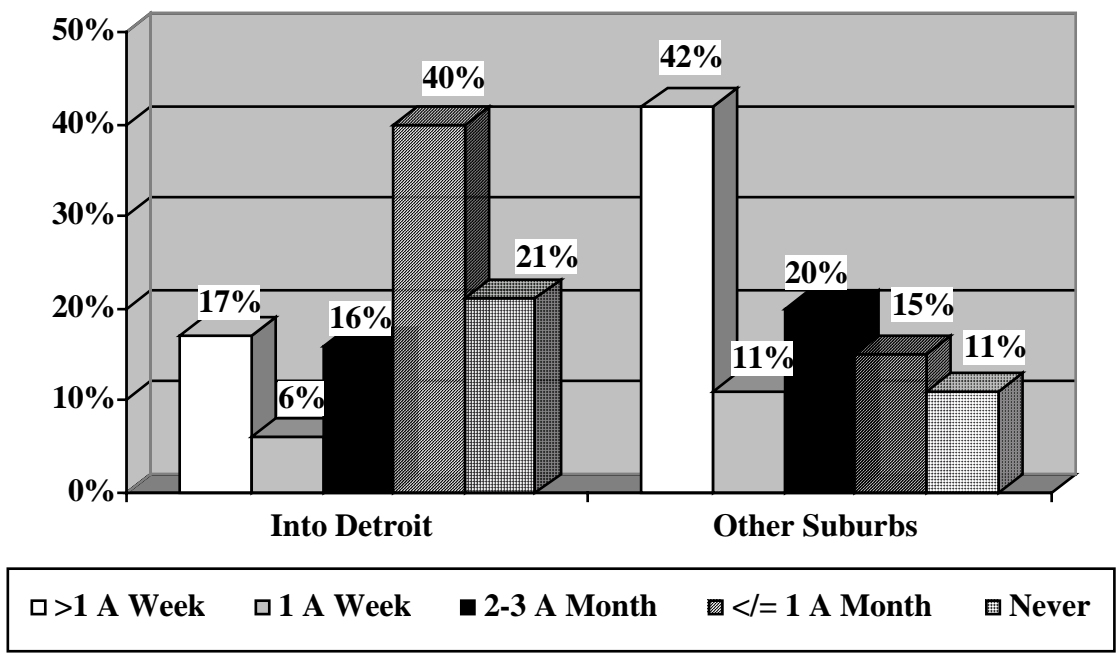
We asked the following question to gauge suburban residents' current habits regarding traveling into other suburbs and, to compare those results with how much they travel to Detroit. While we believe a respondent's proximity to these areas has an affect on how they answered these questions, we do find the disparity between the two regions to be striking.

Including business trips, how often do you travel to a destination in other suburbs in the Detroit Metro area outside of your own city or township in a typical month – is it more than once a week, once a week, two to three times a month, once a month or less, or do you never travel to other suburbs?

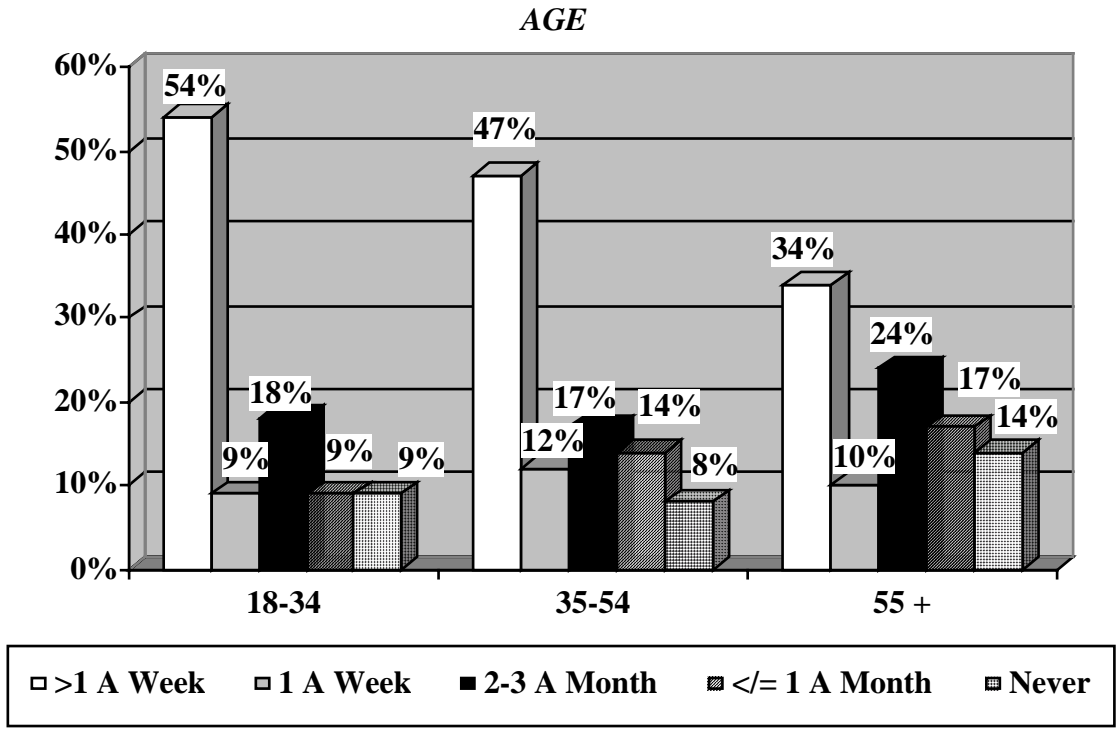
<i>More than once a week.....</i>	<i>42%</i>
<i>Once a week</i>	<i>11%</i>
<i>Two to three times a month</i>	<i>20%</i>
<i>Once a month or less.....</i>	<i>15%</i>
<i>Never.....</i>	<i>11%</i>
<i>Don't Know (Volunteered).....</i>	<i>1%</i>
<i>Refused (Volunteered)</i>	<i>*</i>

In the following chart you will notice that suburban residents are significantly more likely to travel between suburbs than they are to travel into Detroit.

COMPARISON: TRAVEL INTO DETROIT VS. TRAVEL INTO OTHER SUBURBS



While younger respondents are again doing most of the traveling, older respondents are significantly more likely to visit another area within the suburbs than visit Detroit. Whether it's traveling to other suburbs or going to a destination in Detroit, Macomb County residents are generally less regionally mobile.



Initial Test of The Regional Cooperation Concept

In order to establish a benchmark, we asked respondents to tell us if they support or oppose the concept of regional cooperation as defined below.

Now I will read how some would describe regional cooperation as it pertains to the Detroit Metro area.

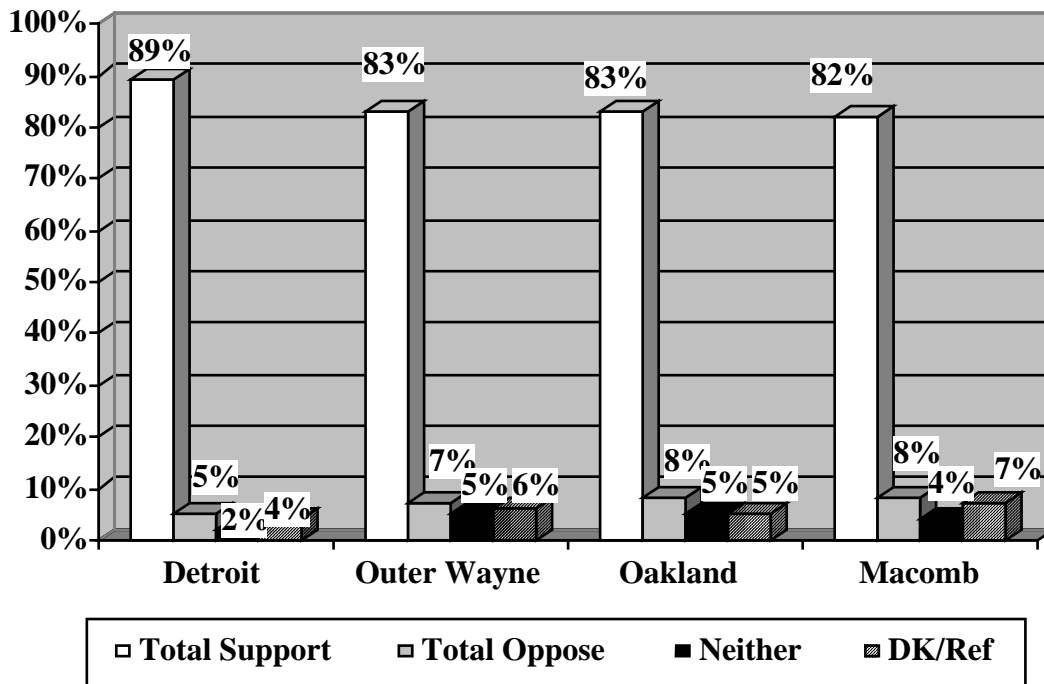
“Regional cooperation means Detroit Metro area businesses, communities and citizens coming together to attract more high paying jobs and businesses, to improve the standard of living and quality of life of residents, and to enhance public services throughout the entire Detroit Metro area.”

After hearing that description, would you support or oppose regional cooperation in the Detroit Metro area? (IF SUPPORT/OPPOSE ASK: Do you strongly (support/oppose) or just somewhat (support/oppose)?)

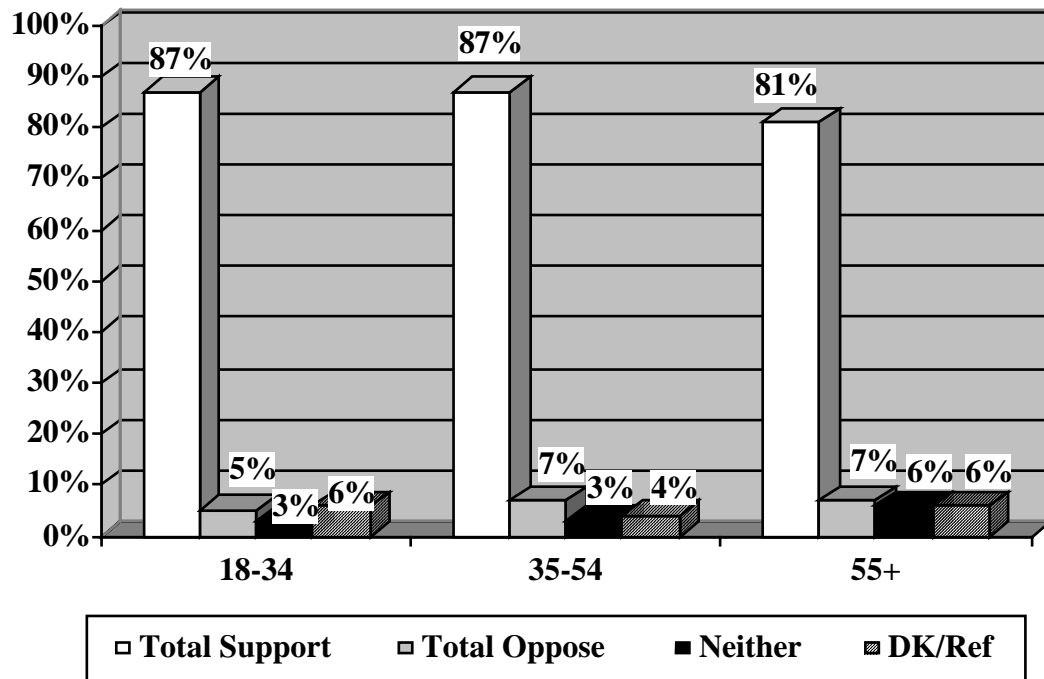
<i>Strongly support</i>	<i>47%</i>
<i>Somewhat support</i>	<i>37%</i>
<i>Neither support/oppose</i>	<i>4%</i>
<i>Somewhat oppose</i>	<i>3%</i>
<i>Strongly oppose</i>	<i>4%</i>
<i>Don't know</i>	<i>5%</i>
<i>Refused</i>	<i>*</i>
 <i>TOTAL SUPPORT</i>	 <i>84%</i>
<i>TOTAL OPPOSE</i>	<i>7%</i>

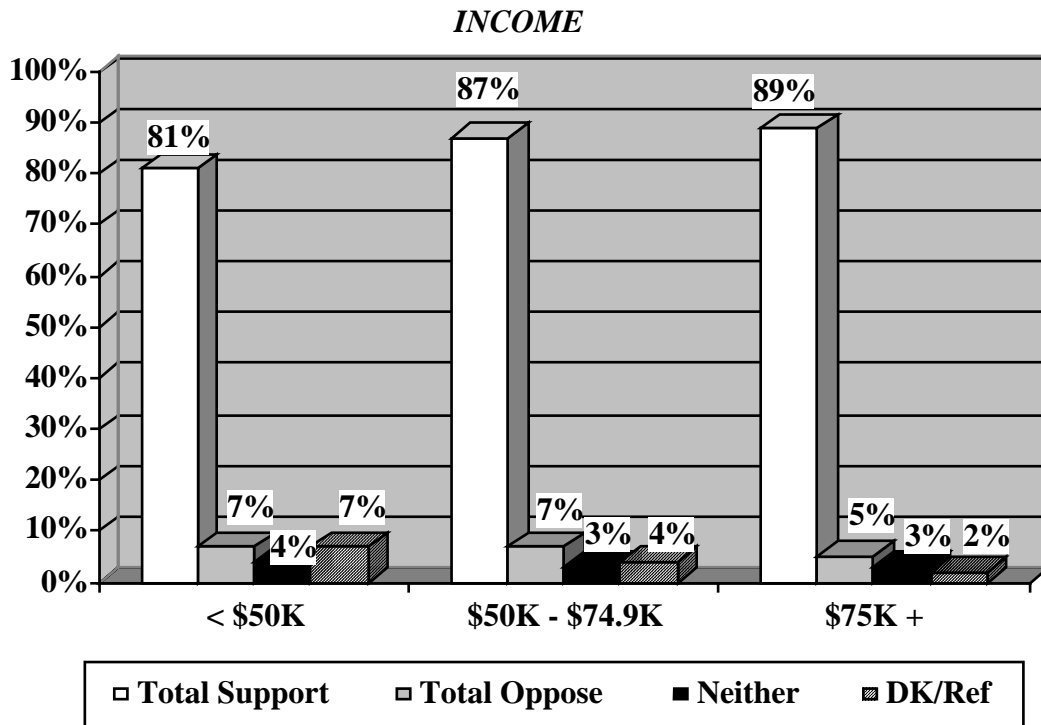
Support is strong across the entire region, while reaching its highest points among residents in Detroit, younger and middle-age respondents, and individuals with higher incomes.

GEOGRAPHIC REGIONS



AGE





What If They Learned More About Regional Cooperation?

With widespread support of the initial regional cooperation concept, it's assumed that supportive messages for this initiative will not likely increase support by large margins. However, they should solidify support among your base and help some of the undecided respondents choose to support it. The results confirm that these messages do that. Furthermore, testing each of these messages allows us to learn which statements are most persuasive, especially among those groups who are undecided or tentative about regional cooperation. This allows us to prioritize our messages, thus using those that are most influential.

To come to these conclusions, we asked the following question:

I'd like to read to you some statements you may hear in support of regional cooperation in the Detroit Metro area. As I read each one, please tell me if hearing that statement would cause you to be more or less likely to support regional cooperation. The first one is ...

Here are the results in order of persuasiveness:

	<i>Much More Likely</i>	<i>Somewhat More Likely</i>	<i>Makes No Difference</i>	<i>Somewhat Less Likely</i>	<i>Much Less Likely</i>
◆ <i>If communities work together we can improve public safety like police, fire and rescue services, as well as anti-terrorism efforts throughout the entire Detroit Metro area.</i>	65%	25%	2%	4%	3%
	TOTAL MORE LIKELY.....89%				
	TOTAL LESS LIKELY.....7%				
◆ <i>Since we all share the region's ecology, such as water, air, open space, wildlife, and natural habitat, communities should work together to create environmental policies that benefit everyone.</i>	65%	25%	2%	3%	4%
	TOTAL MORE LIKELY.....89%				
	TOTAL LESS LIKELY.....7%				
◆ <i>If communities work together to improve the area's image we can increase tourism and attract special events like the Super Bowl and other world-class events to the Detroit Metro area.</i>	59%	27%	4%	4%	4%
	TOTAL MORE LIKELY.....86%				
	TOTAL LESS LIKELY.....9%				
◆ <i>If communities work together we can improve and expand local recreational and cultural activities and facilities.</i>	52%	33%	4%	5%	4%
	TOTAL MORE LIKELY.....85%				
	TOTAL LESS LIKELY.....9%				
◆ <i>We need to work together as a region to manage fast paced growth and development and preserve farmland and open-space.</i>	58%	25%	4%	6%	4%
	TOTAL MORE LIKELY.....84%				
	TOTAL LESS LIKELY.....10%				
◆ <i>Some experts say that an area's economy, including the ability to attract good jobs depends on how well communities work together.</i>	51%	33%	4%	5%	5%
	TOTAL MORE LIKELY.....84%				
	TOTAL LESS LIKELY.....10%				

MAC Telephone Survey • Spring 2003
Building One Community Initiative

<i>Much More Likely</i>	<i>Somewhat More Likely</i>	<i>Makes No Difference</i>	<i>Somewhat Less Likely</i>	<i>Much Less Likely</i>
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- ◆ *We could improve roads and reduce traffic congestion more efficiently and less expensively if communities acted together on a regional basis.*

56%	27%	4%	6%	5%
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TOTAL MORE LIKELY..... 83%

TOTAL LESS LIKELY..... 10%

- ◆ *A vibrant city of Detroit will also benefit suburban and rural communities in the region.*

48%	31%	4%	6%	7%
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TOTAL MORE LIKELY..... 79%

TOTAL LESS LIKELY..... 13%

- ◆ *Young people in general, including our children, are more likely to remain living in a region that has a strong and exciting central city with all the restaurants, special events, entertainment and nightlife that it offers.*

51%	28%	6%	7%	5%
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TOTAL MORE LIKELY..... 78%

TOTAL LESS LIKELY..... 13%

- ◆ *A first class public transit system, which includes rapid transit like that found in other major metropolitan areas, could be created if it is developed and supported regionally.*

53%	24%	4%	8%	8%
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TOTAL MORE LIKELY..... 76%

TOTAL LESS LIKELY..... 16%

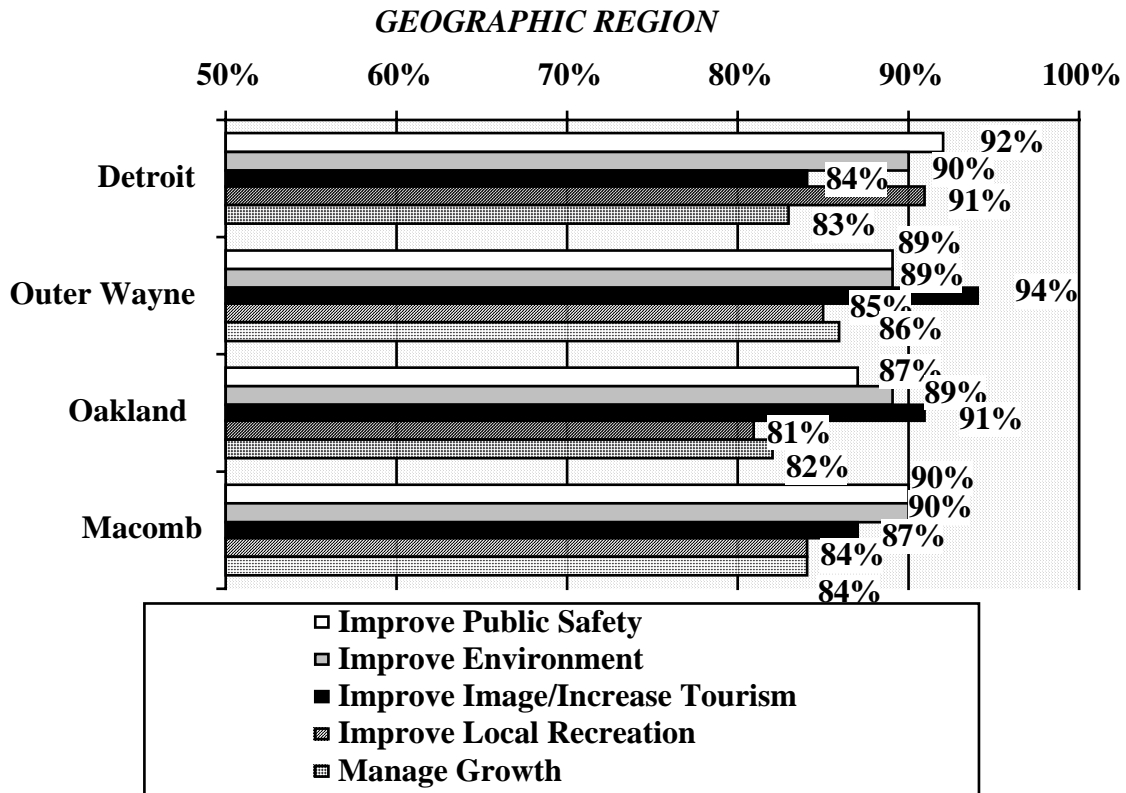
- ◆ *Taxpayers in the Detroit Metro area would benefit if area communities worked together to reduce costs by offering some public services on a regional basis*

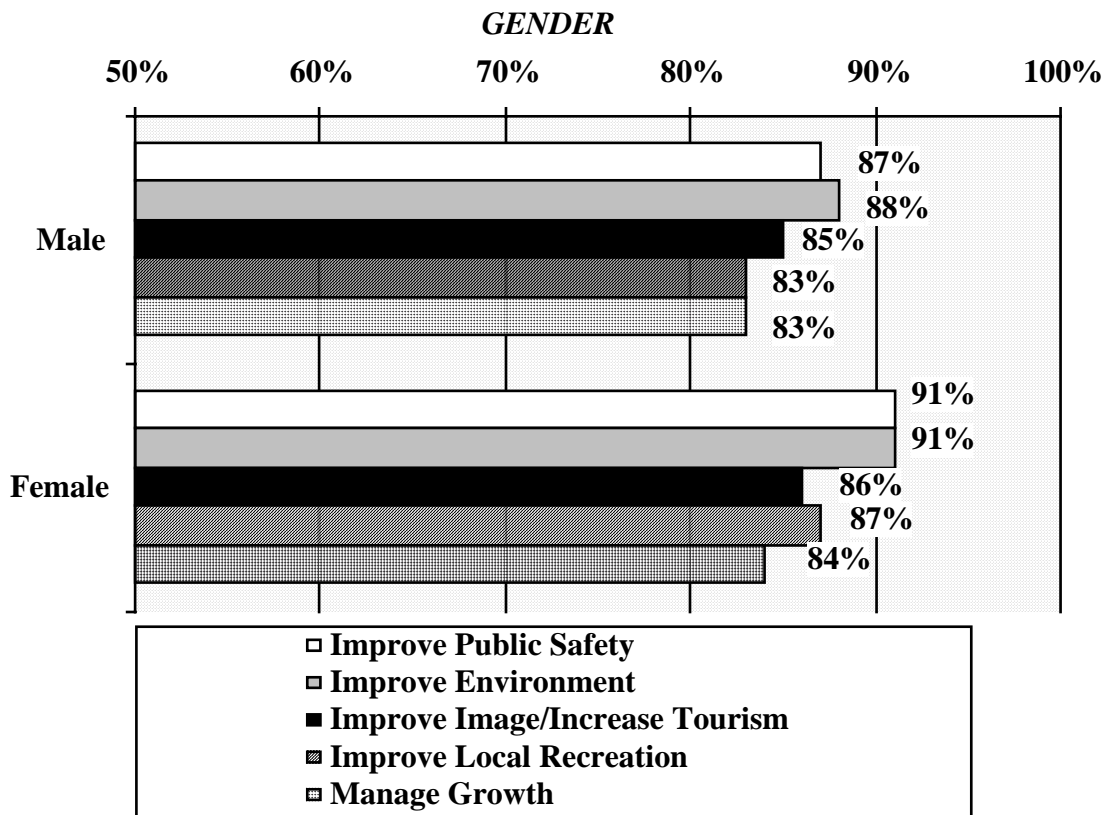
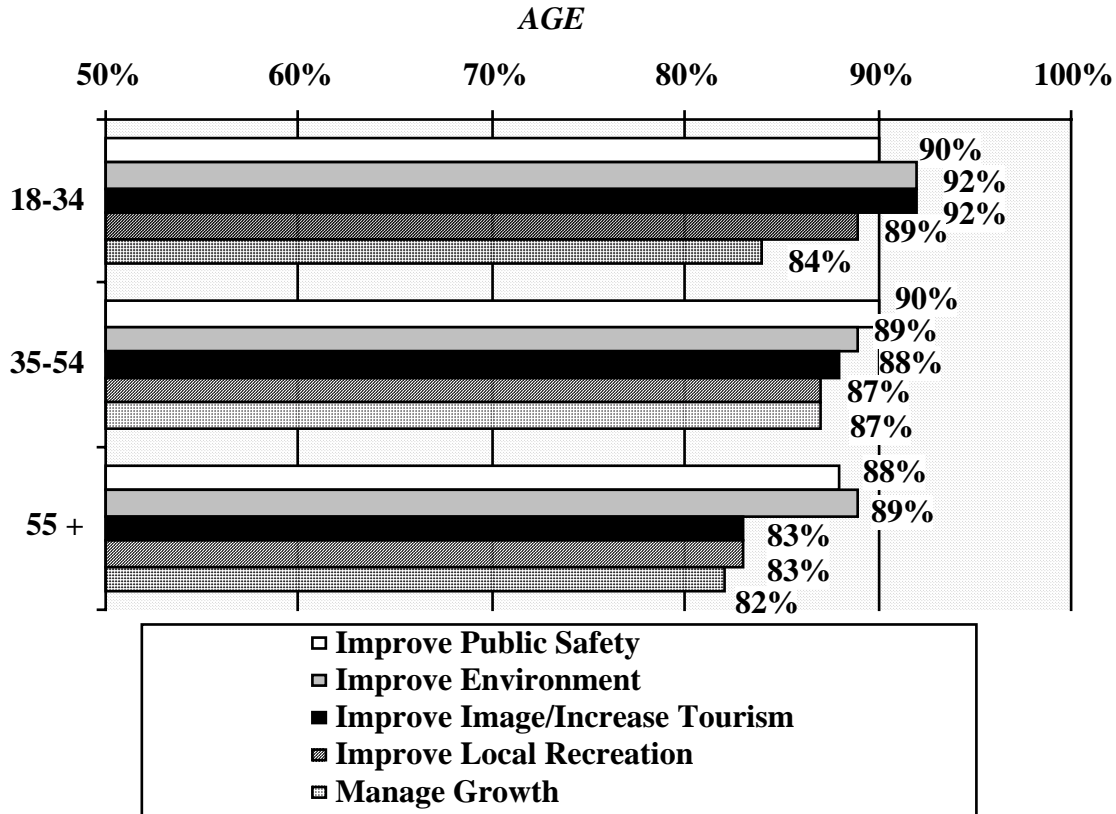
42%	31%	5%	9%	7%
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TOTAL MORE LIKELY..... 74%

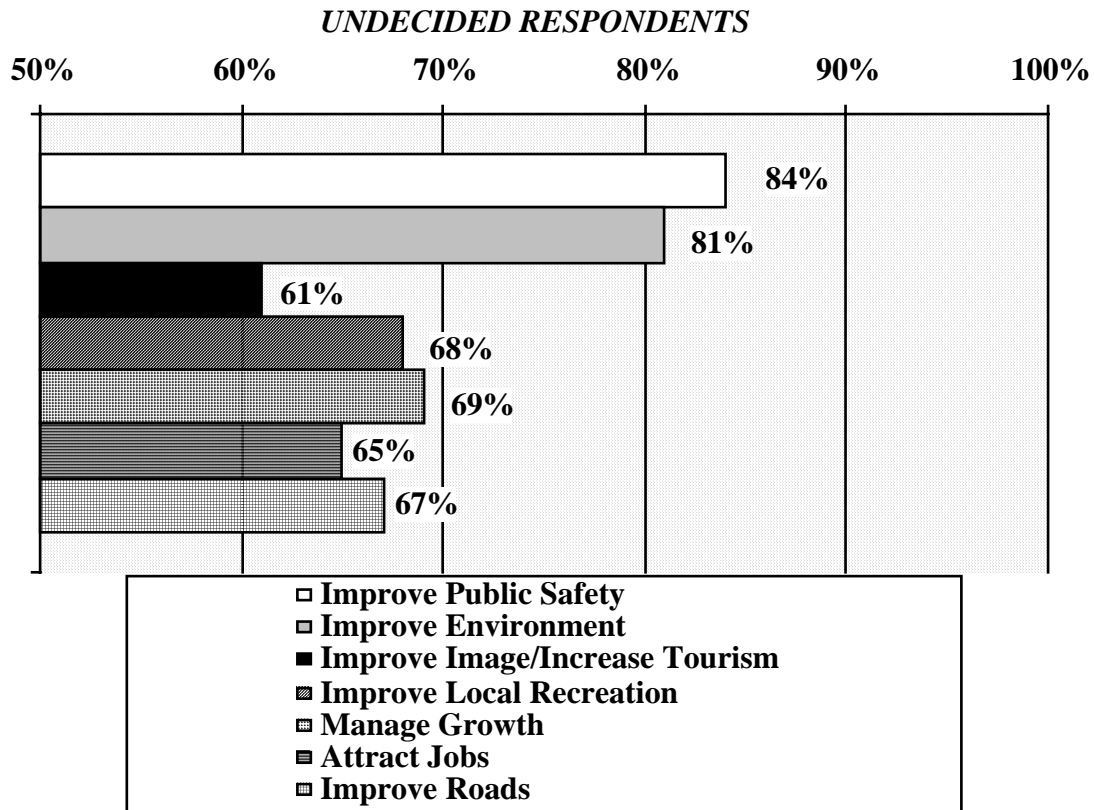
TOTAL LESS LIKELY..... 16%

Some of these messages are more persuasive among certain groups. For example, “coming together to improve the area’s image and increase tourism” is the most influential message among those in Outer Wayne County, those in Oakland County, and younger respondents. “Working together to improve public safety” is most persuasive among those in Detroit, those in Macomb County and females.





In the initial test of the regional cooperation issue, there were approximately 10 percent of the respondents who said that they were unsure as to how they felt about the issue. The messages that are most successful in influencing that group to ultimately support regional cooperation are working regionally to “improve public safety” and to “improve the environment.”



Informed Test of Regional Cooperation Concept

After we provided respondents with our supportive messages we asked them again to indicate if they support or oppose regional cooperation.

I understand that some people change their minds about issues once they hear more about them, so I'll ask you again.

Would you support or oppose regional cooperation in the Detroit Metro area? (IF SUPPORT/OPPOSE ASK: Do you strongly (support/oppose) or just somewhat (support/oppose)?)

<i>Strongly support</i>	<i>51%</i>
<i>Somewhat support</i>	<i>35%</i>
<i>Neither support/oppose</i>	<i>3%</i>
<i>Somewhat oppose</i>	<i>3%</i>
<i>Strongly oppose</i>	<i>5%</i>
<i>Don't know</i>	<i>3%</i>
<i>Refused</i>	<i>*</i>
<i>TOTAL SUPPORT</i>	<i>86%</i>
<i>TOTAL OPPOSE</i>	<i>8%</i>

As you can see, support for regional cooperation increases slightly from 84 percent to 86 percent, while opposition increases one point from seven percent to eight percent. Now a majority of respondents say that they strongly support regional cooperation. In addition, 51 percent of those who initially said that they were undecided now say that they support regional cooperation. This shows that our messages are successful at solidifying initial support in addition to persuading others to support regional cooperation efforts.

What About Taxes?

Results of the previous questions indicate that support for regional cooperation is strong. However, historically some issues like these can have support that is a mile wide and an inch deep. In other words, even though the vast majority of respondents support the concept at the onset, that support may fall away significantly once it is challenged in a campaign situation. We now want to test the respondents' tenacity for supporting this initiative when they hear comments in opposition to this initiative.

Therefore, we tested some concerns that were raised by focus group participants. The three major concerns were: fear of taxes being raised, fear of a loss of local control, and fear of racial tensions that would hinder support for regional cooperation.

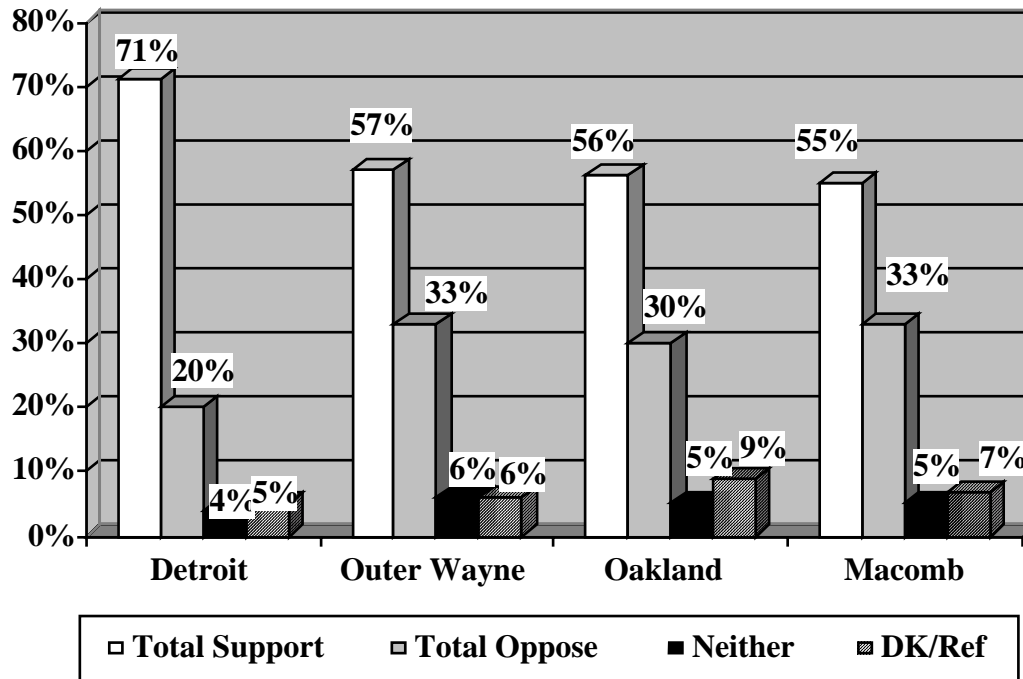
We started with the tax issue.

Would you support or oppose using some of your tax dollars on a regional basis to improve the entire Detroit Metro area? (IF SUPPORT/OPPOSE ASK: Do you strongly (support/oppose) or just somewhat (support/oppose)?

<i>Strongly support</i>	<i>27%</i>
<i>Somewhat support</i>	<i>32%</i>
<i>Neither support/oppose</i>	<i>5%</i>
<i>Somewhat oppose</i>	<i>10%</i>
<i>Strongly oppose</i>	<i>19%</i>
<i>Don't know</i>	<i>6%</i>
<i>Refused</i>	<i>1%</i>
<i>TOTAL SUPPORT</i>	<i>59%</i>
<i>TOTAL OPPOSE</i>	<i>29%</i>

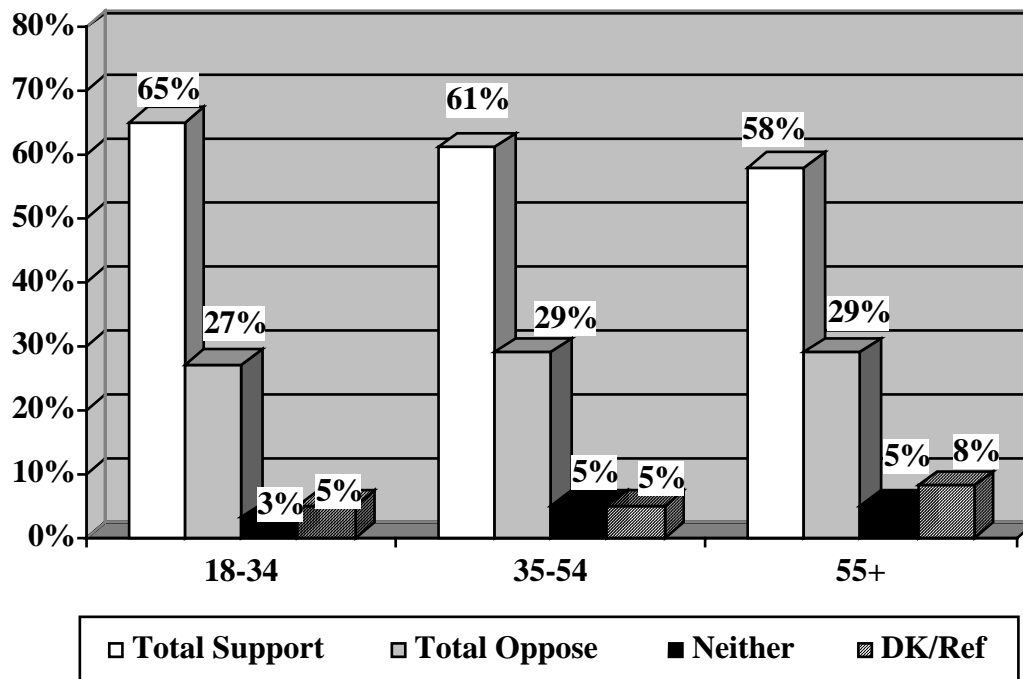
As you can see, when we mention the possibility of using tax dollars on a regional basis, support for the concept drops from 84 percent to 59 percent while opposition climbs from six percent to 29 percent. Having said that, these results are encouraging given that fear of tax increases is a typical killer of many regional initiatives (e.g. Arts & Zoos Initiative). Nevertheless, you will need to work to calm any anxieties over tax increases to keep this negative effect at a minimum. The following chart shows the results across the region and shows that support for regional use of tax dollars is strongest in Detroit.

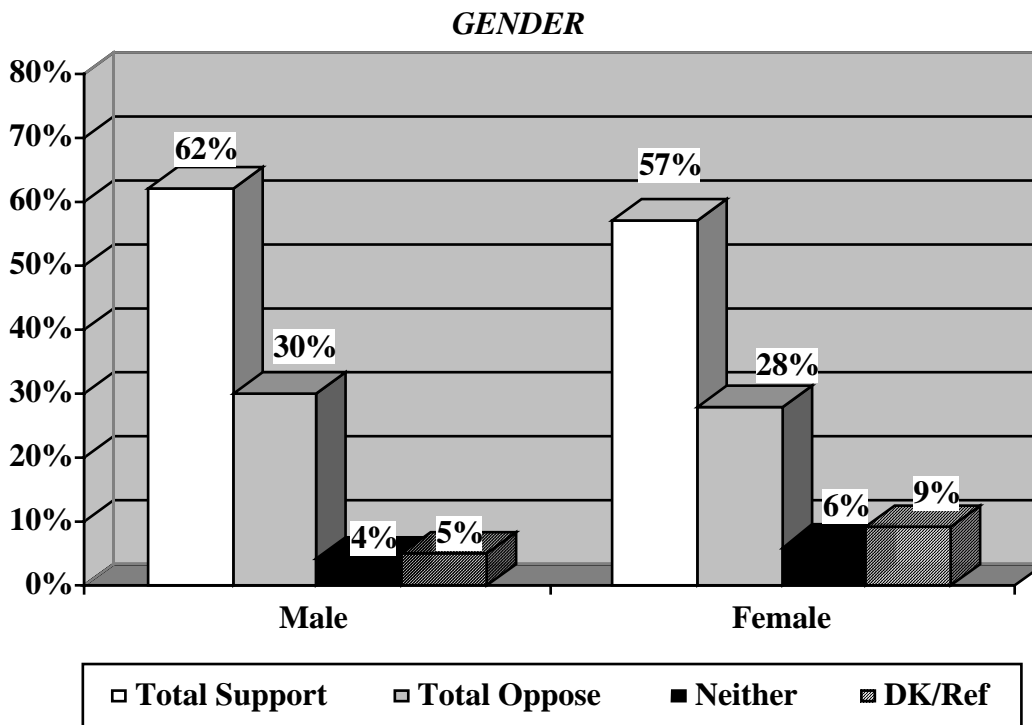
GEOGRAPHIC REGION



The following charts show that support is highest among younger and male respondents.

AGE





Issues That Negatively Affect Support For Regional Cooperation: Loss of Local Control, Tax Increase and Race

In the focus group sessions, concerns were raised about how much this initiative would cost, who would control issues, and the perceived racial divide between the urban and suburban areas. We asked the following question to quantify those focus group findings.

Now I'll read to you some other statements that you may hear about regional cooperation. As I read each one, please tell me if you agree or disagree with that statement. The first one is ... (IF AGREE/DISAGREE ASK: Do you strongly (agree/disagree) with that statement or just somewhat (agree/disagree) with it?)

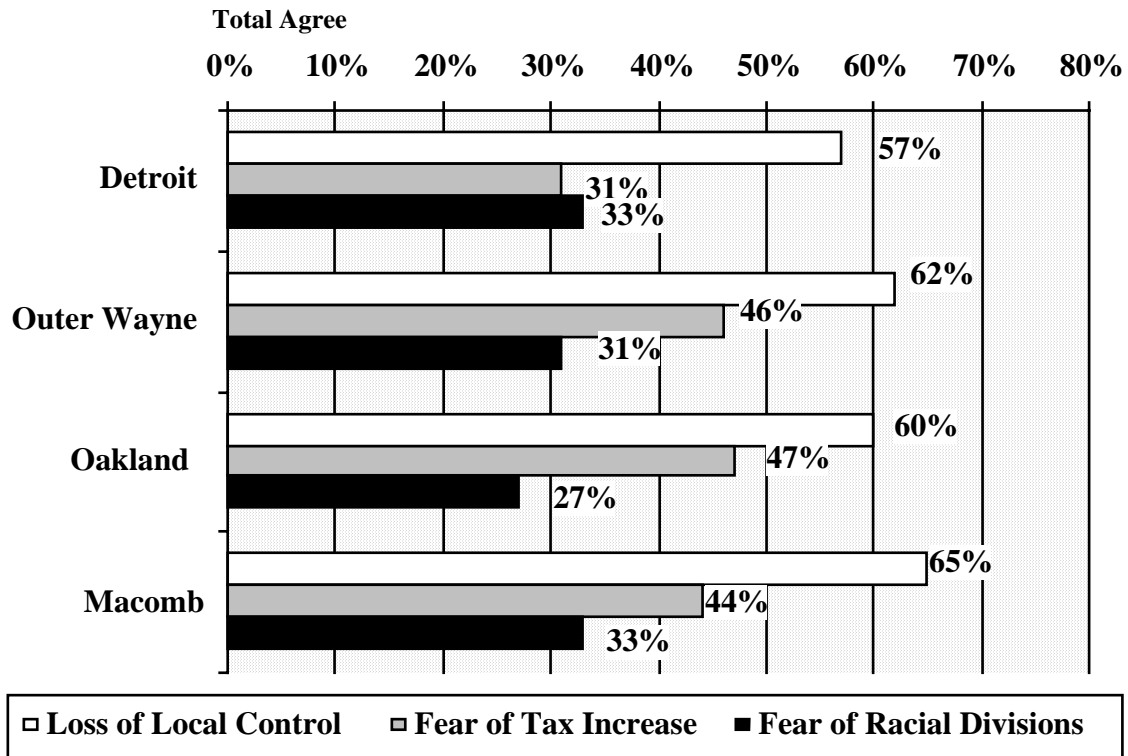
Here are the results in order of agreement:

	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Neither Agree/Disagree</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>
<hr/>					
◆	<i>Regional Cooperation sounds nice but it will never work in the Detroit Metro area, because too many communities will be afraid of losing local control.</i>				
	32%	29%	2%	18%	13%
	TOTAL AGREE..... 61%				
	TOTAL DISAGREE..... 32%				
<hr/>					
◆	<i>I do not support communities in the Detroit Metro area working together because I'm afraid my taxes will be raised to do it</i>				
	21%	21%	3%	26%	24%
	TOTAL AGREE..... 42%				
	TOTAL DISAGREE..... 50%				
<hr/>					
◆	<i>Regional cooperation will not work in the Detroit Metro area because it will be nearly impossible to overcome the racial issues that divide us</i>				
	14%	16%	3%	26%	35%
	TOTAL AGREE..... 31%				
	TOTAL DISAGREE..... 62%				

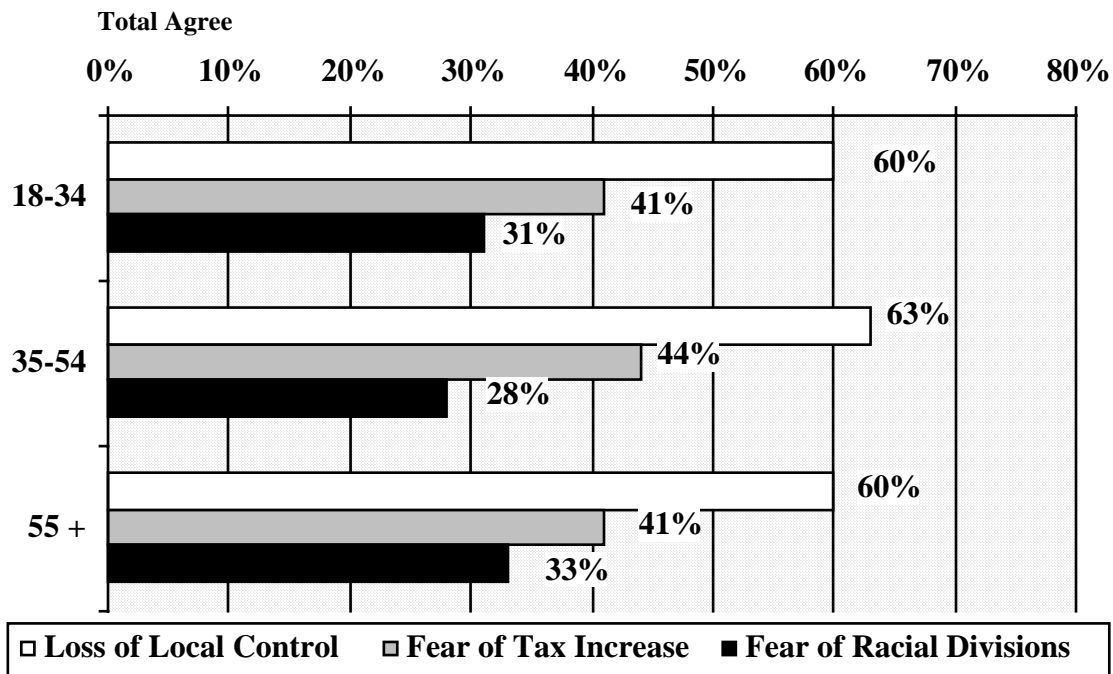
As you can see, there is deep concern over local control and significant concern for the possibility of a tax hike. Both of those issues must be addressed when discussing the possibility of regional cooperation. Much effort must be made in fostering regional discussions that include input from all areas.

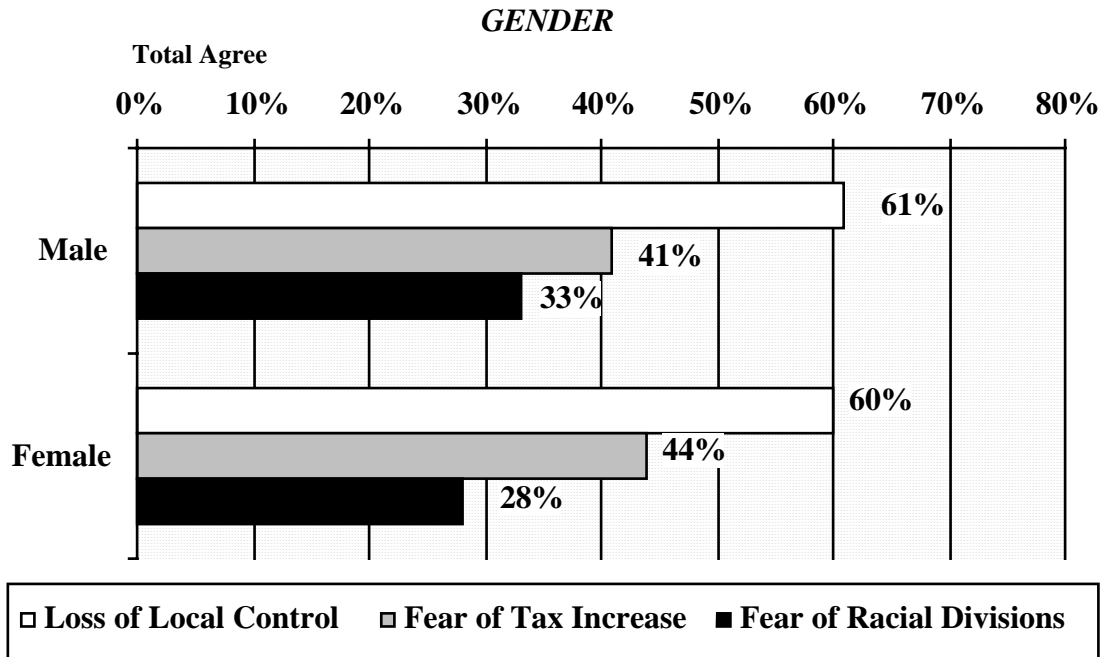
The charts on the following pages show the depth of these concerns across demographic and geographic groups. As you will see, the concerns over local control and taxes are much more profound in the suburban regions, especially Macomb County.

GEOGRAPHIC REGION

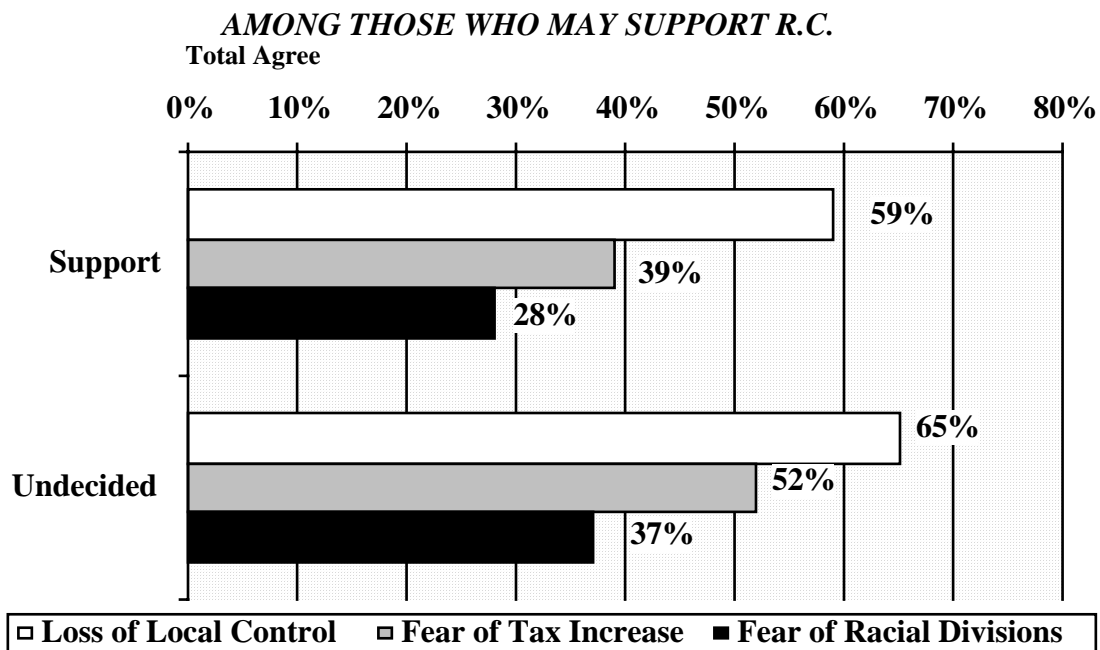


AGE





The following chart is somewhat troublesome in that it shows that even a majority of those who are most likely to support the concept of regional cooperation believe that local control struggles may hinder it from coming to fruition.



It would behoove any discussion of regional initiatives to include a cross-section of input from the entire region. As we've seen in the debate over the water board, battles for local control could become acrimonious. Recent debates over the water system may be fueling some of the concerns regarding local control. This is another reason why we

believe you should start small – working first on an issue that is less controversial while fostering discussions on a regional basis.

Fighting The “Us vs. Them” Scenario: Teambuilding

Another challenging finding that we gleaned from the focus groups was that suburban residents believed they could continue to prosper with or without a healthy Detroit. In addition, respondents from the city stated that they were self-sufficient and didn’t need the suburbs in order to succeed. We wanted to test this in the survey to learn if there is a quantifiable feeling of “Us vs. Them” throughout the region. We asked the following questions:

How much do you think that the quality of life in the City of Detroit affects the quality of life in the suburbs – does it affect it a great deal, a little bit, or not at all?

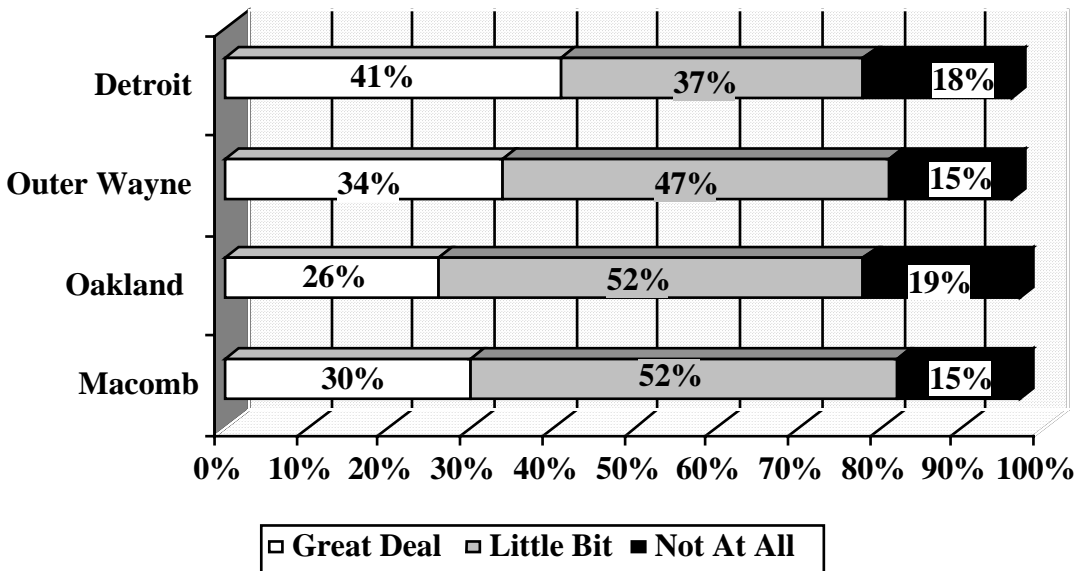
<i>Great Deal</i>	32%
<i>Little Bit</i>	47%
<i>Not At All</i>	17%
<i>Don't Know (Volunteered)</i>	4%
<i>Refused (Volunteered)</i>	*

Conversely, how much do you think that the quality of life in the suburbs affects the quality of life in the City of Detroit – does it affect it a great deal, a little bit, or not at all?

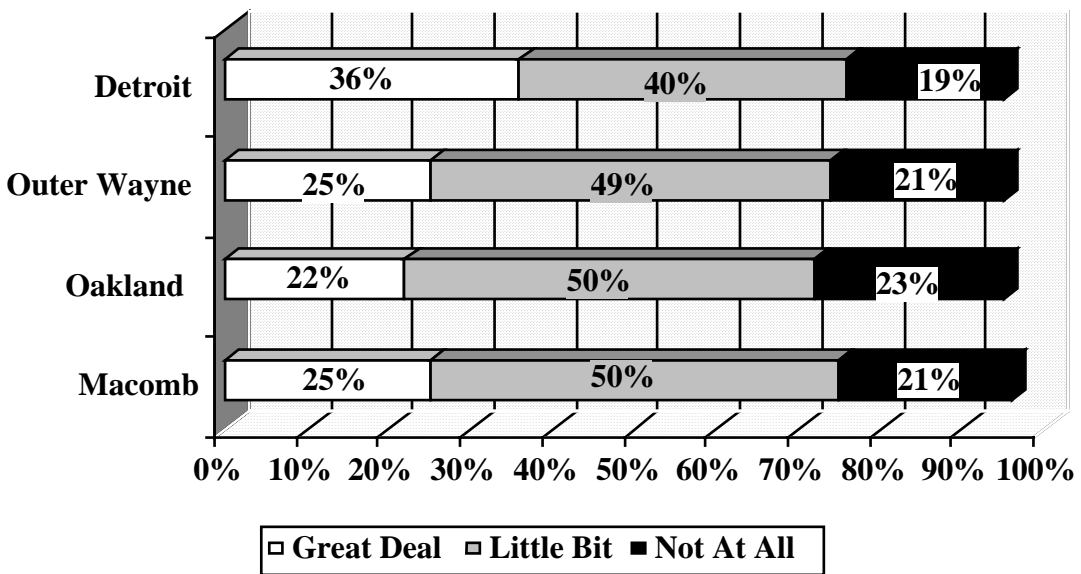
<i>Great Deal</i>	27%
<i>Little Bit</i>	47%
<i>Not At All</i>	21%
<i>Don't Know (Volunteered)</i>	5%
<i>Refused (Volunteered)</i>	*

It is evident that there are some feelings that the suburbs and Detroit are not co-dependent, but it’s not as bad as the focus group responses suggest. While responses reflect that people believe their own area has a much more profound influence on the region, there are significant majorities of respondents in each area that believe that Detroit and suburbs are dependent on each other. As the following charts will show, Detroit respondents are more likely to see a need for regional inter-dependency. Suburban respondents are less likely to see a significant connection between the two areas, but most believe that Detroit and the suburbs influence each other at least a little bit.

**HOW DETROIT AFFECTS THE SUBURBS
 (BY GEOGRAPHIC REGION)**



**HOW THE SUBURBS AFFECT DETROIT
 (BY GEOGRAPHIC REGION)**



Tying It All Together

Near the end of the survey, we wanted to see how respondents line up after hearing both sides of the argument. We cited what we believe to be the strongest arguments for and against regional cooperation and asked respondents to tell us which opinion comes closest to their own. Following are the results.

I'm going to read two statements about regional cooperation in the Detroit Metro area. Please tell me which one comes closest to your own opinion regarding this issue. The first one is ...

A: *That regional cooperation is a great idea and should be encouraged because it could improve the quality of life for people in the entire region by bringing in new jobs, reducing costs and building a vibrant Detroit Metro area.*

The next one is ...

B: *That although regional cooperation might sound like a good idea, it should not be encouraged because communities in the region could ultimately lose the ability to manage local issues that are most important to them and our taxes may go up to fund programs in other communities.*

Which of those two statements comes closest to your own opinion?

<i>Statement A (Should Be Encouraged)</i>	<i>61%</i>
<i>Statement B (Should Not Be Encouraged)</i>	<i>32%</i>
<i>Don't Know</i>	<i>7%</i>
<i>Refused.....</i>	<i>1%</i>

As you can see, support for regional cooperation remains at two to one, even after hearing the negative statements. That is encouraging, but we must also keep in mind that in the heat of a campaign, additional statements cited by communities fearful of losing power could discourage support for this initiative.

Sixty-one percent support is a solid base. While support is strongest (67 percent) within Detroit, it is consistently strong across all demographic and geographic groups. It is encouraging to see that a majority of respondents throughout the entire region see the merits of regional cooperation after hearing both sides of the debate.

**Why People Are Moving From The Detroit Metro Area:
Additional Reasons For Supporting Regional Cooperation**

MAC's primary goal for taking on this endeavor of promoting regional cooperation is to improve the quality of life for all residents in the Detroit Metro Area. According to this survey most respondents would agree with that premise, primarily because a plurality of people (42 percent) who are moving from the area say they are doing so to find a better quality of life somewhere else. The response is significantly higher in the city of Detroit where a majority of respondents (52 percent) say they are moving to find a better quality of life.

In addition, those who say that their children are moving from the area say they are doing so to find a better job (38 percent) and to find a better quality of life (23 percent). These findings prove that Detroit Metro Area residents see a need for improving the quality of life throughout the entire region, if only to keep people here. This initiative fits in perfectly with that plan.