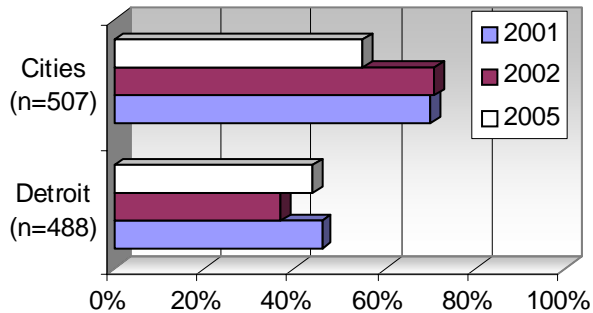




STATE of the STATE Survey

Importance of Cities Declines, Remains Strong

Cities vs. Detroit "Very" Important to Michigan (2001-2005)



MSU-IPPSR, State of the State Survey-39, Summer, 2005.

Cities Important to Michigan's Well-being

From 2001 to the present, MSU's State of the State Survey (SOSS) has found that residents in Michigan see a connection between the well-being of Michigan cities and the welfare of the state as a whole. In the summer 2005 edition of this survey (SOSS-39), when asked about this connection, a majority felt that cities were very important (55%) to the well-being of the state. This is a decline from 2002 (SOSS-28) and 2001 (SOSS-23) when 71% and 70% felt that way, but is still a strong rating of importance.

Detroit Slightly Less Important to Residents

In this study, half of the respondents were asked about the importance of Michigan cities while the other half were asked about the importance of Detroit. Although slightly fewer Michigan residents recognized the importance of Detroit to the well-being of the state, the percentages were still quite high. Nearly half of the residents said that

the shape of Detroit was very (44%) important. These percentages have fluctuated little over time. In 2002 slightly fewer (37%) said Detroit was very important and in 2001 slightly more (46%) felt that way.

Feelings about Detroit did not vary by age or income. There were variations by region. Those in the Southeast region were most likely to see the connection. Those in the East Central and West Central regions were the least likely to see the connection. Also individuals in rural and small towns were less likely to think of Detroit as very important than those in urban and suburban communities.

Racial Divide

Though most Michiganians felt that cities in general and the City of Detroit in particular were important to the well-being of the state, there were notable differences by race. African-Americans seemed to more readily see the connection than did Whites. This held true regardless of the type of community in which respondents lived.

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IPPSR-SOSS Bulletin 05-02
November 28, 2005

Study Methodology

The Institute for Public Policy and Social Research conducted the 39th round of the State of the State Survey (SOSS-39) by phone with 988 Michigan adult residents Aug. 10 - Sept. 26, 2005. The margin of sampling error was $\pm 3.1\%$.

Regional SOSS data are collected according to MSU Extension regions, therefore "Southeast" represents 56% of Michigan's population, including the City of Detroit, and is a much larger share than any other region in the state.

For more information on SOSS methodology, see the complete methodological report available at www.ippsr.msu.edu/SOSSdata.htm

About SOSS

IPPSR's State of the State Survey is the only survey conducted in Michigan that provides a regular systematic monitoring of the public mood on important issues in major regions of the state. Funding for this round provided in part by MSU's Land Policy Program. Ongoing support provided by MSU College of Social Science Dean and Office of the Provost.

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While approximately 8 out of 10 of African-Americans felt that Detroit's well-being was very important to Michigan, less than one-third of White respondents felt this way. When the very and somewhat important responses were combined, the divide was less visible.

Investing in Cities

Over half of Michigan residents (57%) believed that the State was spending too little or far too little on the revitalization of Michigan's cities. While 30% of residents felt that the amount of money spent on cities was about the right amount, approximately 12% felt that too much or far too much was being spent. Those in urban areas and in the UP were more likely to think that too little was being spent on cities.

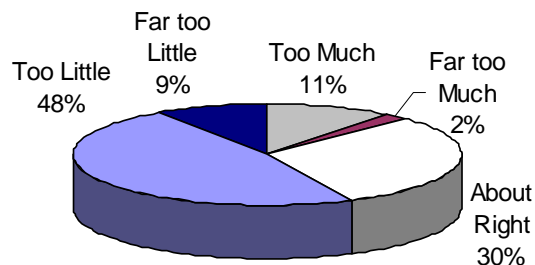
Young adults (ages 18-29) were the age group most likely to indicate that too

little was being spent on revitalizing Michigan's cities and very few felt that too much was being spent.

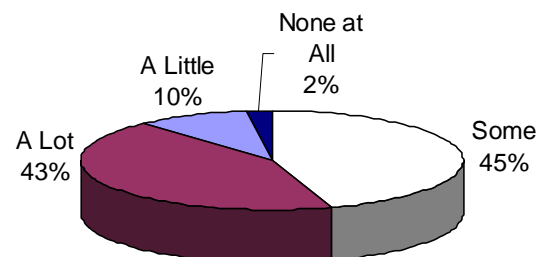
Residents were also asked about how responsible the State was for investing in cities. Though equal amounts of men and women felt that the State had a lot of responsibility to do so, more men felt that the State had little or no responsibility. Men were also twice as likely to feel that too much money was being invested by the State in the revitalization of cities.

African-Americans were more likely to think that the State of Michigan had a lot of responsibility to invest in Michigan's cities and that too little was being spent.

State Investment in Cities



State Responsibility Investing in Cities



MSU-IPPSR, State of the State Survey-39, Summer, 2005.

Home Sweet Home

A wide variety of community types are available to Michigan residents. When asked about their preferences on where they would like to live, almost equal numbers of Michiganians would choose to live in a rural setting, a small town, a suburb, or a medium-sized city. Very few would opt for a large city.

Looking at the community in which they live now, a plurality of residents indicated they would remain in the same type of community. That is, suburbanites would choose to remain in the suburbs, and so forth; the same was true for all other community types.

Suburban living was favored most by those at higher income levels. Rural and small-town living appealed relatively

equally to people at all income levels. There was little appeal to city living for older Michigan residents. Of Michiganians over the age of 30, few would choose to live in a large or medium-sized city. On the other hand, over half of Michigan residents ages 18-29 would choose to live in a large or medium-sized city.

Gender played a role in living environment preferences. Women favored medium-sized cities, suburbs, and small towns at approximately equal rates. Men, on the other hand, favored less congested living environments. Over half would choose to live in a rural area or in a small town; approximately one-third would choose to live in a rural community. Men and women agreed on one thing: they disliked the idea of living in a large city.

When it comes to home types, 80% of Michigan residents would prefer to live in a single family detached house; less than 20% would choose to live in a town house, condominium, or other type of housing unit.

People living in urban environments were the least likely to prefer a single family detached home, but even then, a

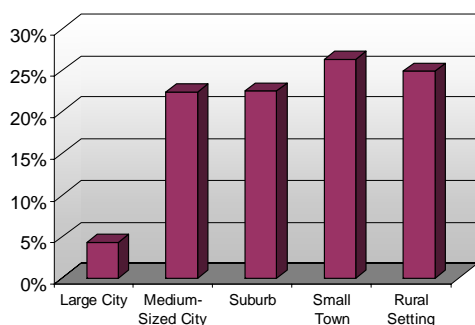
majority opted for this traditional housing style. Many young adults (ages 18-29) chose single family housing. In both cases, their preferences may be more reflective of where they currently live, rather than where they want to live.

In Conclusion

It is clear that Michigan residents see a connection between the well-being of cities and the state. In addition, most Michiganians felt that the State had either a lot or some responsibility to invest in the revitalization of cities, and nearly 6 of every 10 residents surveyed thought that the State was spending either too little or far too little on this type of investment.

On the other hand, only one-quarter of Michigan's residents would actually choose to live in an urban environment. Over half of young adults (ages 18-29) surveyed would prefer to live in an urban setting, but the vast majority of these respondents would prefer to live in a medium-sized city.

Preferred Living Environment



MSU-IPPSR, State of the State Survey-39, Summer, 2005.

IPPSR Forum on Tap
Interested in issues related to Michigan cities? Don't miss:
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 Back on the Right Track
 Feb. 15 - Lansing - 11:30 a.m.