



## Americans feeling positive about the Automotive industry!

During the first week of October 2014, Michigan based Intellitrends conducted a survey with 1,200 people across the US regarding their perceptions of the automotive industry and "Detroit."

# 62%

of Americans feel a **strong automotive industry** is *extremely to critically important* to the U.S. economy, while 34% feel it is *somewhat important*.

# 81%

of Americans assess the **current health of the U.S. automotive industry** as *stable or growing moderately to strongly*.

# 46%

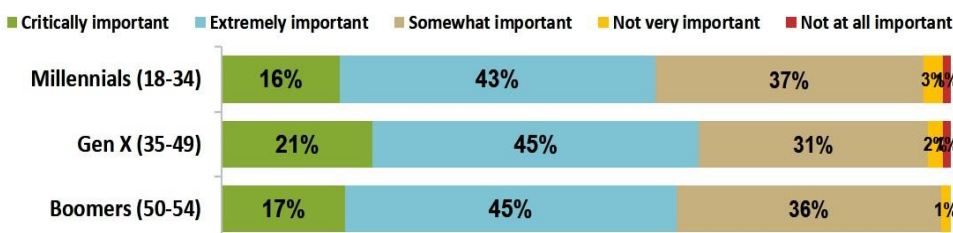
of Americans feel the **automotive industry** is *more innovative than other industries* while 36% feel it is the *same* as others.

From a national perspective, how would you describe the overall image of "Detroit"?



Overall, 62% of Americans today say that a strong automotive industry is *extremely to critically important* to the US economy. Regardless of generational segment, this feeling is supported by all; two-thirds of those 35 to 49, 62% of those over 50 and 59% of the Millennial generation – those aged 18 to 34.

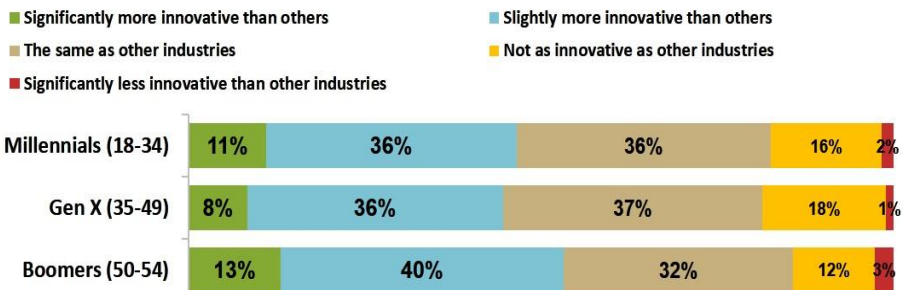
How important do you feel a strong automotive industry is to the US economy?



When asked about the *health* of the automotive industry, overall 81% of Americans feel that the automotive industry is either *stable* or *growing*. This positive outlook is strongest among those over age 50, with 51% who say it is *growing* as compared to 44% of those 35 to 49 and 42% of those 18 to 34.

In terms of being *innovative*, almost one in two (46%) Americans feel that the automotive industry is *more* innovative than other industries with the highest agreement coming from those over age 50 (53%) compared to 47% among those aged 18 to 34 and 42% among those 35 to 49.

Compared to other industries, how innovative is the automotive industry?



Overall, 58% rate Detroit's overall image as *negative*, while 42% of Americans assess the *image* of Detroit as *neutral to positive*. However, among those assessing Detroit's image as *negative*, when asked; "How accurate is this portrayal?", 63% say the *negative* image isn't entirely accurate, and 19% feel it is totally *inaccurate*.