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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."



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

81%

of Americans assess the <u>current</u> health of the U.S. automotive <u>industry</u> as <u>stable or growing</u> 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"?

## Americans feeling positive about the Automotive industry!

**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.





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.



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*.

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