

# The 2016 Detroit Reinvestment Index:

## A Kresge Foundation Measure of Detroit's Comeback

To better understand the contours of Detroit's revitalization and reinvestment, The Kresge Foundation gathered data to capture perceptions about the city. The 2016 Kresge Foundation's Detroit Reinvestment Index measures what National Business Leaders think about Detroit. This dataset is the first in a series of research the foundation will be releasing about Detroit – and American cities more broadly.

To learn more, visit:  
[kresge.org/DRI2016](http://kresge.org/DRI2016).

*Methodology Note: The Kresge Foundation's study measured perceptions of American cities and Detroit among national Business Leaders. Business Leaders (N = 307) are senior leaders at mid- to large-size companies with influence over their companies' global, high-level decisions. They exhibit the following attributes: work for a global company with at least 250 employees, and are involved in contracting, purchasing, sales, or related functions. The study measured (1) sentiment toward features and attributes relating to cities generally and (2) sentiment toward features and attributes relating to Detroit specifically. The survey was fielded online between November 6, 2015 and November 15, 2015 by FTI Consulting.*

### Key Findings

98% of Business Leaders believe it is possible for cities to overcome and recover from significant challenges.

When thinking about what makes a city an attractive place, Business Leaders cite: Good public transit, low crime, racial and cultural diversity, low-cost of living, effective local government, city potential and economic opportunity for all. Low taxes ranked the highest in importance.

When asked about Detroit specifically, 84% of Business Leaders are confident that Detroit can become a great city again.

- Business Leaders are likely to say it is because Detroit is a good city (17%) and is recovering and making improvements (14%).

71% of Business Leaders see Detroit as a good place to invest for their business.

Business Leaders give Detroit high marks for being a city in economic recovery.

In describing Detroit, Business Leaders have positive perceptions and cite the city's racial, ethnic and cultural diversity, rich cultural history, effective local government, low cost of living and low taxes as key reasons.

Business Leaders are bullish about Detroit, especially among those who have stronger ties to the city. Respondents who have lived, worked, conducted operations, or invested in Detroit generally view the city more favorably than those who haven't.

- 91% of Business Leaders have a connection to Detroit.
- 45% of Business Leaders have had business operations and investments in Detroit.
- 62% of Business Leaders have been to the city of Detroit. Among respondents that have been to Detroit, more than 60% have visited within the past two years.

Despite the city having emerged from bankruptcy in late 2014, there remains relatively little knowledge of Detroit's current fiscal situation. Only 16% are aware that Detroit is out of bankruptcy.

Business Leaders say Detroit needs to improve its crime rate. 80% believe a low crime rate is essential for success, but only 52% rate Detroit as "excellent or good" on crime.

Business Leaders ranked a turnaround of the auto industry (23% ranked first), implementation of innovative approaches to urban development (22% ranked first) and the emergence of new industries (21% ranked first) as among some of the most important features of Detroit's future and recovery.

