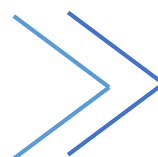


# Executive Summary

## Destination: **EXCELLENCE**



2014 Downtown Detroit Perceptions Survey



Capturing the Voice of Detroit  
so we can continue to take  
giant leaps forward.



# Executive Summary

## Overall Impressions

The bottom line upfront is that a strong majority of residents (81%) across the Detroit Metropolitan Statistical Area have an overall positive impression of Downtown Detroit.

When asked how their opinion of Downtown Detroit has changed compared to a year ago, 77% of respondents said their opinion was either significantly more favorable or somewhat more favorable than a year ago.

Looking forward, an almost unanimous 96% agree that Downtown Detroit has lots of potential, and 91% agreed that Downtown is improving every year.

Three out of ten people said they visited Downtown for non-work related activities more than 20 times during the last 12 months.

The top three activities people do while visiting Downtown are dining out, sporting events, and visiting bars and clubs. The top three destinations are Campus Martius Park, Comerica Park and Detroit RiverWalk.

Overall 96%

Downtown Detroit has lots of potential!

## Opinions about Safety

91% of respondents believe that Downtown is safe during daytime hours. The research shows that less than half (49%) of respondents agree that police presence is visible during evening/night hours, with 53% agreeing that Downtown is safe during the evening/night hours.

Interestingly, the opinion of Downtown residents differs, with 75% agreeing that Downtown is safe during evening/night hours; and 63% agreeing that police presence is visible at night.

Safe 91%

Downtown is safe during daytime hours.

## Opinions about Cleanliness

Regarding cleanliness, landscaping and lighting, more than seven out of ten people feel that Downtown storefronts are clean, and six out of ten agreed that sidewalks are free of litter.

A majority (57%) said that Downtown streets are attractively landscaped, with 54% agreeing that Downtown has well lit streets.

Clean 72%

Storefronts are clean.

“ I love the feeling of being a part of something bigger than myself. Everyone needs to work together in order for Detroit to get back on its feet and I'm proud to be a Downtown/Midtown resident and Downtown employee to play my role in the renaissance.

African American Female, Age Group 25-34



## Other Impressions

### Opinions about Parking

One respondent commented "Been working down here for 8 years and finally moved to Millender center. Great to be a part of the movement but still need more security and safe parking."

Another provided this advice "Detroit is a up and coming city for the old and young. The only problems that I find is the parking. Most events last longer than the amount of money you can put in a parking meter. You have meter people on almost every street trying to give tickets. If we want ours Downtown to have more people visit, it should be free parking on the weekend."

About six out of ten people feel that Downtown parking structures are safe, yet only 28% feel that on-street parking is safe and convenient.

Parking

56%

Convenient off-street parking options (parking lots/structures) are easy to find.

### Feelings about Walking and Biking

Over 70% of people surveyed feel that Downtown Detroit is walkable. In fact many people said that one of their favorite activities Downtown was "simply walking around."

A lower percentage (58%) agreed that Downtown Detroit was bike friendly, and only 12% feel they can find convenient and secure places to park their bike.

Walking and Biking

70%

Agree that Downtown is walkable.

### Perspectives on Transit

Regarding transit, the most positive aspect of people surveyed was that the People Mover is a convenient and safe option for moving about Downtown Detroit, with 56% agreeing.

Other aspects did not fair as well, with only a third of respondents agreeing that transit serving downtown is safe. Only 11% agreed that it was easy to find information on how to take the bus.

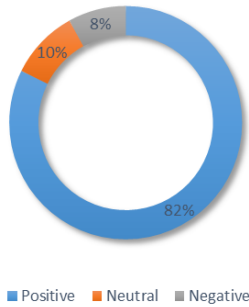
Transit

34%

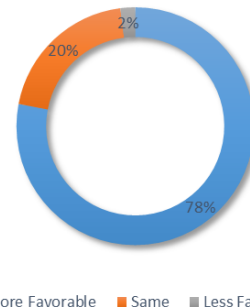
Agree that transit serving downtown is safe.

# 2014 Downtown Detroit Survey Results in a Snapshot

## Overall Impression of Downtown Detroit

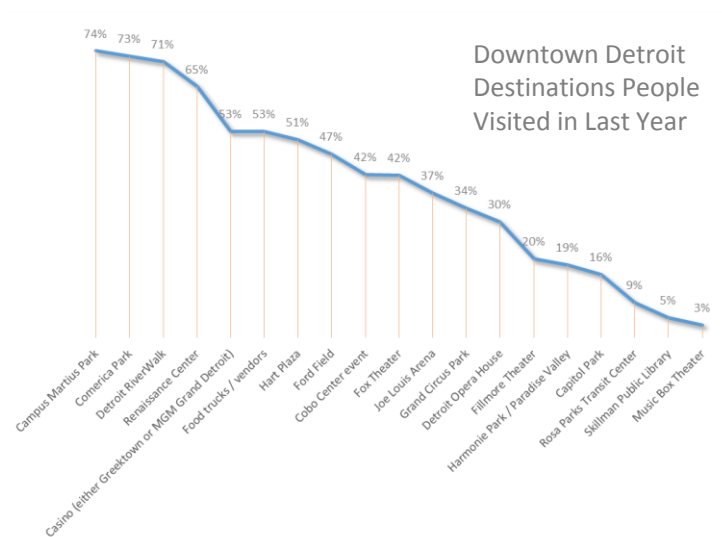


## Opinion Compared to a Year Ago

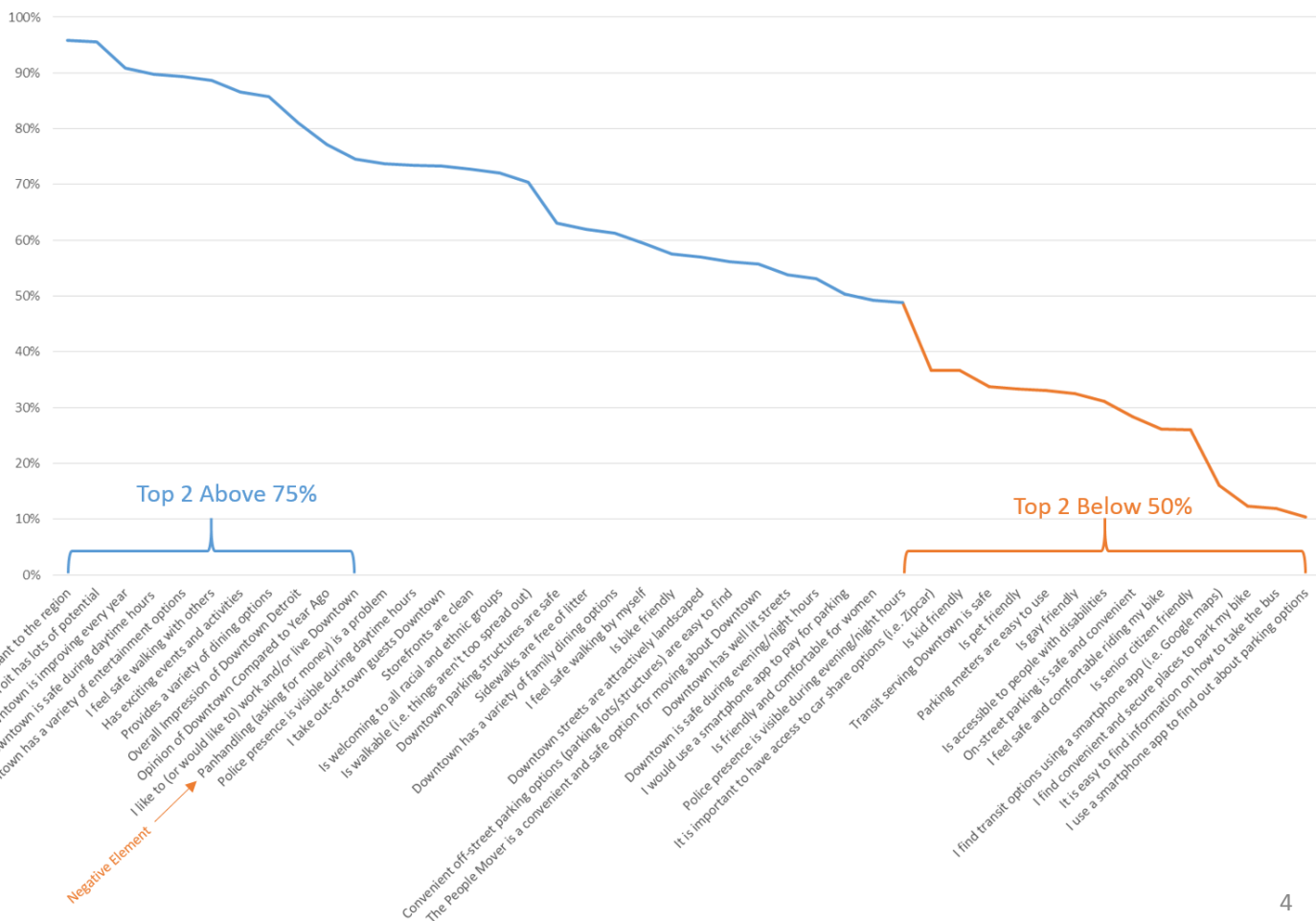


### The most positive Top 2 Boxes...

- Having a healthy Downtown Detroit is important to the region 96%
- Downtown Detroit has lots of potential 96%
- Downtown is improving every year 91%
- Downtown has a variety of entertainment options 89%
- Has exciting events and activities 87%
- Provides a variety of dining options 86%
- Downtown is safe during daytime hours 90%
- I feel safe walking with others 89%
- Feels safe in my home (Downtown Residents) 95%
- I would recommend living Downtown (Downtown Residents) 94%
- Is a place I like to bring visitors (Downtown Residents) 92%
- Feels safe to and from my destinations (Downtown Residents) 85%



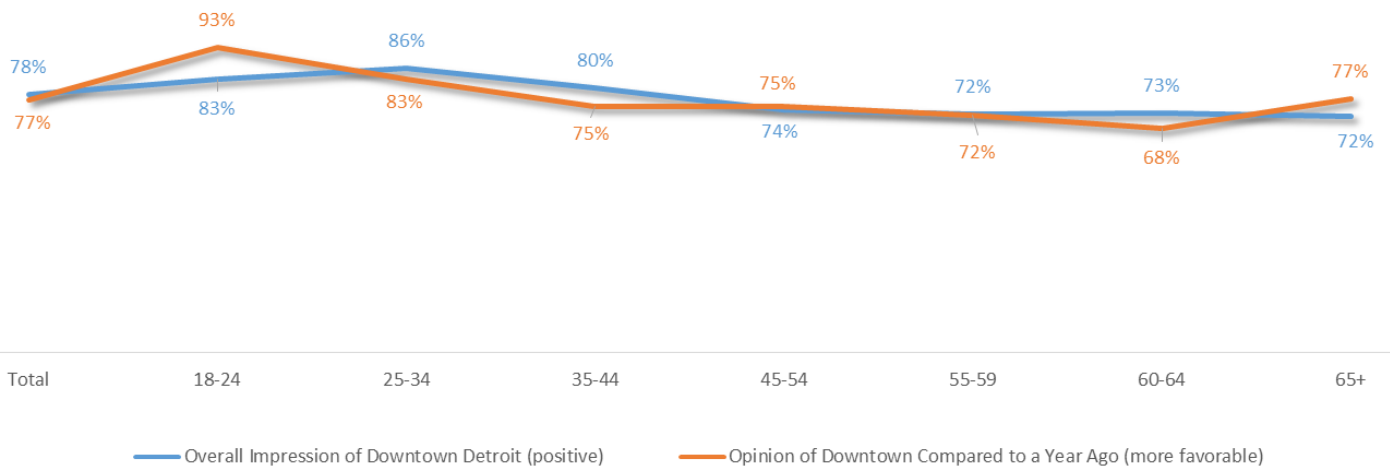
### Topic Ranking by Top 2 Box





# Opinion varies across generations and residency

Millennials between the ages of 18 to 34 are the most favorable segment of Downtown Detroit. They are the most likely to have positive attitudes regarding overall impressions, improvements, potential, safety and other aspects. Although there are some variances in ratings by race and gender, this age group by far stands out as the undisputed champions of Downtown Detroit. Not surprising, Downtown residents had much more favorable opinions followed by residents of the City of Detroit, with non city residents trailing overall.



The chart above demonstrates the variances in overall impression and opinion of Downtown Detroit compared to a year ago, showing total responses and responses by age group. Clearly, those in age group 18-24 have the strongest overall opinion of being very positive or somewhat positive at 93%. The variance between these millennials and the lowest ranking of the 60-64 age group is a statistically significant difference of 25 percent.

## What do you LOVE about Downtown Detroit?

“Community, new businesses popping up everyday, the excitement. I love how busy it is when the Lions or Tigers are in town and wish it could be like that more often. I love the variety of food--from Jacoby's to Sweetwater to Bucharest. There is something for everyone. In the summer, the parks always have live music or some kind of entertainment option. I love always having something to do, and the fact that I can just walk out my door and get that is priceless.

White Female, Age Group 18-24

“I love all of the work that is going into reviving Downtown Detroit! I love the Riverwalk, that there are more restaurants downtown and that it is becoming walkable again! Amazing work to all of those that are making efforts to revive it!

African American Male, Age Group 18-24

“I really enjoy going to Downtown Detroit and I agree that it is getting better every year. My favorite part is the Hart Plaza Beach area. I also love the food and restaurants in Downtown. My other favorite place is the Eastern Market. My favorite event this year was the World Cup Games that they showed in the big screen at the Hart Plaza.

Hispanic Male, Age Group 25-34

“Although there are more abandoned building than when I came Downtown 37 years ago, there is far more promise than ever. Improved signage, beautiful parks, outside dining, new buildings, refurbished buildings, sports and entertainment centers, people moving into townhouses, apartments and lofts signify a city with a brighter future and an encouraging present.

White Male, Age Group 65+

# Top 2 Box Rankings by Key Indicator

## How well do these statements describe your overall impressions of Downtown Detroit?

	Strongly or Somewhat Agree
• Having a healthy Downtown Detroit is important to the region	96%
• Downtown Detroit has lots of potential	96%
• Downtown is improving every year	91%
• Downtown has a variety of entertainment options	89%
• Has exciting events and activities	87%
• Provides a variety of dining options	86%
• I like to (or would like to) work and/or live Downtown	75%
• I take out-of-town guests Downtown	73%
• Is welcoming to all racial and ethnic groups	72%
• Is walkable (i.e. things aren't too spread out)	70%
• Downtown has a variety of family dining options	61%
• Is bike friendly	58%
• Is friendly and comfortable for women	49%
• Is kid friendly	37%
• Is pet friendly	33%
• Is gay friendly	33%
• Is accessible to people with disabilities	31%
• Is senior citizen friendly	26%

More Positive Aspects ↑

## How much do you agree or disagree with the following statements about safety?

• Downtown is safe during daytime hours	90%
• Panhandling (asking for money) is a problem	74%
• Police presence is visible during daytime hours	73%
• Downtown is safe during evening/night hours	53%
• Police presence is visible during evening/night hours	49%

## How much do you agree or disagree with the following statements about cleanliness?

• Storefronts are clean	72%
• Sidewalks are free of litter	62%
• Downtown streets are attractively landscaped	57%
• Downtown has well lit streets	54%

## How much do you agree or disagree with the following statements about parking?

• Downtown parking structures are safe	63%
• Convenient off-street parking options are easy to find	57%
• I would use a smartphone app to pay for parking	50%
• Parking meters are easy to use	33%
• On-street parking is safe and convenient	28%
• I use a smartphone app to find out about parking options	10%

## How much do you agree or disagree with the following statements about walking and biking?

Strongly or  
Somewhat Agree

• I feel safe walking with others	89%
• I feel safe walking by myself	59%
• I feel safe and comfortable riding my bike	26%
• I find convenient and secure places to park my bike	12%

## How much do you agree or disagree with the following statements about transit?

• The People Mover is a convenient and safe option for moving about Downtown	56%
• It is important to have access to car share options (i.e. Zipcar)	37%
• Transit serving Downtown is safe	34%
• I find transit options using a smartphone app (i.e. Google maps)	16%
• It is easy to find information on how to take the bus	11%

## How well do these statements describe your impressions of living in Downtown Detroit?

• Feels safe in my home	95%
• I would recommend living Downtown	94%
• Is a place I like to bring visitors	92%
• Feels safe to and from my destinations	85%
• I am satisfied with my building / property manager	72%
• Has a strong sense of community	66%
• Has enough welcoming and safe parks	60%
• Has a good cost of living	60%
• Has the amenities / businesses to support residential life	51%
• Has affordable and convenient parking for visitors	48%
• Has affordable and convenient parking	46%

↑  
More Positive Aspects

## The most positive...

• Having a healthy Downtown Detroit is important to the region	96%
• Downtown Detroit has lots of potential	96%
• Downtown is improving every year	91%
• Downtown has a variety of entertainment options	89%
• Has exciting events and activities	87%
• Provides a variety of dining options	86%
• Downtown is safe during daytime hours	90%
• I feel safe walking with others	89%
• Feels safe in my home (Downtown Residents)	95%
• I would recommend living Downtown (Downtown Residents)	94%
• Is a place I like to bring visitors (Downtown Residents)	92%
• Feels safe to and from my destinations (Downtown Residents)	85%

“

*Seeing the city come back from years of neglect and all the positive things being said about Detroit all over the world. I am proud to be a Detroiter.*

*African American Male, Age Group 65+*

# Methodology

This report was commissioned by the Downtown Detroit Partnership to examine the true voice from the people of Detroit in order to provide actionable insights that will help Downtown Detroit continue on the path towards excellence. Downtown Detroit Partnership is a partnership of corporate, civic and philanthropic leaders that supports, advocates, and develops programs and initiatives designed to create a clean, safe, and inviting Downtown Detroit.

LaVERDAD Research, an independent and nationally recognized disabled veteran-owned firm, conducted the survey online and analyzed the results.

Survey participants were invited via DDP’s database, DDP partners & stakeholders as well as through invitational collaboration with local corporate and community organizations, as well as local media, including social media. Although the only rejection criteria to take the survey was being under the age of 18, the results presented are based on respondents who indicated they were residents of the Detroit-Warren-Livonia, MI Metro Area.

Respondents answers remained anonymous and unattributed to any particular individual. 6,110 people started the survey, of which 4,685 completed the survey. From this, a random sample subset of 3,632 was extracted to provide both randomization helping to improve the reliability of the results, as well as to balance across demographics such as race, providing a confidence level of 95%, with a confidence interval of +/- 2.



There were seven key indicator areas that the survey addressed which included:

What are your overall impressions of Downtown Detroit, how much do you agree or disagree with statements about safety, cleanliness, parking, walking and biking, transit, and impressions regarding living Downtown for Downtown residents.

## Acknowledgements

We would like that thank the Detroit Metro Area residents for sharing your opinions. Your voice is important and will help guide improvements as we continue to move forward. We’d also like to thank the major employers who helped distribute this survey, especially Blue Cross Blue Shield, City of Detroit, Comerica Bank, Compuware Corporation, DTE Energy Company, General Motors, MGM Grand Casino, Quicken Loans Family of Companies, and Strategic Staffing Solutions.

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For more information about this survey or to learn more about Downtown Detroit, please visit [www.ddp.org](http://www.ddp.org)



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