The Downtown Detroit Partnership (DDP) advances Detroit by driving engagement, development and programs that benefit businesses, residents and visitors throughout the Downtown. Our work is driven by three strategic pillars that shape the way we think about everything we do.

The Downtown Detroit Partnership serves as a:

1. Convener and balanced voice
2. Steward of the Downtown
3. Promoter of equity and inclusion

We strive to serve the Downtown and all of its stakeholders – from longtime city residents and workers to local businesses to strategic partners at the civic, philanthropic and corporate levels. We want to be sure we are hearing all of our stakeholders and stewarding the Downtown in a way that ultimately benefits everyone.

This report is part of that effort. It allows us to get feedback directly from our many stakeholder groups in important areas – such as accessibility, public spaces and safety – through our annual Downtown Detroit Perceptions Survey. This report summarizes key findings from that survey, which is led by the Downtown Detroit Business Improvement Zone (BIZ) and its board of directors and supported by DDP.
HOW TO READ THIS REPORT

This report is organized into four data sections:

**Voices:**
Respondent Overview
We start by introducing you to our survey participants. View the demographics of our survey samples to get a better understanding of who provided feedback.

**What People Think of Downtown**
Now that you know the people behind the feedback, take a look at their overall impression and perceptions of the Downtown.

**What People Do Downtown**
Learn how our respondents use the Downtown—where they go and how often they visit.

**How People Get Around Downtown**
Finally, see what respondents had to say about a variety of mobility options used to move around the Downtown.

Throughout the report, you’ll find two sets of data for each topic covered. DDP is committed to collecting and considering input from the entire community, and that often requires multiple approaches to initiating the conversation.

For this report, we reached out to stakeholders through a broadly distributed invitation to complete the survey that could be accessed by way of social media, email, and website link. But we know that approach doesn’t always reach every stakeholder group. So we added a second approach, mailing letters to a random, address-based sample of Detroit residents with an invitation to complete the survey online or over the phone.

The two data sets represent the findings from those two approaches, and they are intentionally separate to reflect the different survey methods. In this report, we’ve labeled them to help you better understand the data:

**THE TALLY**
Data marked as “The Tally” indicates results from the survey invitation that was available more widely and accessible to both Detroit residents and non-Detroit residents. The results include all the responses, without weighting.

**DETOIRER PROFILE**
Data marked as “Detroit Profile” indicates results from the survey invitation that was mailed to Detroit residents at random. The results have been weighted to more accurately align with the demographics of Detroit residents overall.

*See the explanation of weighting in the methodology section at the end of this report.

In many instances, the Detroit Profile results are similar to The Tally results, and where the numbers differ, we wanted to be sure readers had the opportunity to review both sets.

DDP values all of the responses because we serve lifelong Detroiters as well as first-time Downtown visitors. For DDP, this report is a way for us to evaluate our work alongside feedback from all of our audiences and stakeholders. The data sometimes validates work we’re already doing and, in other instances, steers us toward new efforts. It’s an opportunity for the community to help shape our work.
ATTITUDES, BELIEFS AND PERCEPTIONS

OVERALL ATTITUDES
Is your overall impression of Downtown Detroit ...

Based on your experiences or what you have read, seen, or heard, to what extent do you agree or disagree that Downtown Detroit ...

(Percentages refer to respondents who agree somewhat or strongly)

52% Very positive
41% Somewhat positive
3% Neither positive nor negative
3% Somewhat negative
<1% Very negative

My neighborhood benefits from Downtown’s growth.

50%
39%

I would bring an out-of-town visitor to Downtown.

95%
92%

I feel welcome when visiting or working Downtown.

88%
73%

Street landscaping is attractive and well-maintained.

75%
79%

Sidewalks are clean and free from litter and debris.

67%
72%

There are enough trash receptacles throughout Downtown.

60%
59%

There are enough recycling receptacles throughout Downtown.

29%
35%

Compared to a year ago, would you say your opinion of Downtown Detroit today is ...

THE TALLY DETROITER PROFILE

73% More favorable
24% About the Same
2% Less favorable

59% More favorable
5% About the Same
36% Less favorable

THE TALLY DETROITER PROFILE

59% More favorable
5% About the Same
44% Less favorable

55% More favorable
5% About the Same
44% Less favorable

59% More favorable
5% About the Same
39% Less favorable

59% More favorable
5% About the Same
39% Less favorable

My neighborhood benefits from Downtown’s growth.

Contributes positively to the overall well-being of Detroit

Contributes positively to the overall well-being of Southeast Michigan

Offers a wide variety of activities and events

Is welcoming to all ethnic groups

Is welcoming to all racial groups

Offers events and activities that are affordable

Is a safe place to visit

Can be easily traveled, crossed or covered by walking

Is family friendly

Is bike friendly

Is welcoming to the LGBTQ community

Is pet friendly

Is accessible to people with disabilities

Is senior citizen friendly

Has a good selection of stores and services

In its stewardship of Downtown, DDP has a significant impact on how people – both locals and visitors – perceive it. We work with many community partners to ensure a consistently safe and enjoyable environment that is accessible to all. Whether it’s planning a summer season of programming in multiple Downtown parks or staffing the streets with friendly BIZ Ambassadors to assist people as they come and go, DDP is always working to serve the community.

The data in this section helps us better understand areas where people have positive thoughts about the Downtown and where we could further improve their experiences. Positive growth in the Downtown can ultimately benefit the entire city, and we want to engage citywide stakeholders to ensure that Downtown remains an asset for everyone.
WHAT PEOPLE THINK OF DOWNTOWN

SAFETY

PERCEPTIONS ABOUT POLICE PRESENCE

In your opinion, is there too much, too little or about the right amount of police presence...

<table>
<thead>
<tr>
<th>Perceived Amount</th>
<th>Too Little</th>
<th>About Right</th>
<th>Too Much</th>
</tr>
</thead>
<tbody>
<tr>
<td>at sporting events/arenas</td>
<td>9%</td>
<td>85%</td>
<td>7%</td>
</tr>
<tr>
<td>at special events</td>
<td>13%</td>
<td>83%</td>
<td>4%</td>
</tr>
<tr>
<td>at Downtown Detroit parks</td>
<td>29%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>in Downtown Detroit during the day</td>
<td>19%</td>
<td>78%</td>
<td>4%</td>
</tr>
<tr>
<td>in Downtown Detroit at night</td>
<td>48%</td>
<td>35%</td>
<td>61%</td>
</tr>
</tbody>
</table>

THE TALLY DETROITER PROFILE

PERCEIVED PROBLEMS

To what extent, if at all, do you think each of the following is a problem in the Downtown area?

<table>
<thead>
<tr>
<th>Problem</th>
<th>Not a Problem</th>
<th>Minor Problem</th>
<th>Major Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panhandling</td>
<td>9%</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>Auto theft</td>
<td>16%</td>
<td>16%</td>
<td>57%</td>
</tr>
<tr>
<td>Party crimes</td>
<td>13%</td>
<td>13%</td>
<td>67%</td>
</tr>
<tr>
<td>Serious crimes</td>
<td>19%</td>
<td>19%</td>
<td>60%</td>
</tr>
<tr>
<td>Vandalism</td>
<td>18%</td>
<td>18%</td>
<td>63%</td>
</tr>
</tbody>
</table>

THE TALLY DETROITER PROFILE

DOWNTOWN BUSINESS IMPROVEMENT ZONE (BIZ)

BIZ SERVICES INCLUDE:
- Hospitality and Clean Ambassadors
- Safety
- Planning and Infrastructure
- Business Outreach
- Lighting and Landscaping

PERCEIVED IMPORTANCE OF BIZ SERVICES

How important are the services the BIZ provides to the overall appearance, health and well-being of Downtown Detroit?

THE TALLY DETROITER PROFILE

DID YOU KNOW?

DDP staffs Downtown parks and public spaces with security personnel to further support the efforts of the Detroit Police Department.

DID YOU KNOW?

DDP hosts stakeholder meetings every summer and fall and community meetings throughout the year to inform community members and collect feedback. And the BIZ leads quarterly gatherings of Downtown small businesses to keep them connected to resources to support their success.
WHAT PEOPLE DO DOWNTOWN

Downtown Detroit boasts an incredible mix of parks and public spaces bordered by a one-of-a-kind riverfront — all of which welcome visitors from around the world. Award-winning outdoor spaces, state-of-the-art sports venues, classic theaters and art institutions throughout the greater Downtown create an environment of steady activity and excitement. And DDP stays connected to it all in its dedication to creating a positive experience for visitors, residents, and employees.

But even beyond some of Detroit’s major destinations, the data shows that people rely on the Downtown for a broader offering of activities and services. Shopping, dining out, exercising and accessing government services are all ways that people expand their use of the Downtown to more than just a one-stop visit.

PARKS, PUBLIC SPACES AND DOWNTOWN VENUES

How many times in the past year have you visited any of the following Downtown Detroit parks or public spaces?

ACTIVITIES AND EVENTS

In the past year, which of the following activities have you done or events have you attended in the Downtown Detroit area?

DID YOU KNOW?

The Detroit Experience Factory helps locals and visitors explore Downtown and surrounding communities through a variety of experiential tours.

DID YOU KNOW?

DDP programs and maintains parks and public spaces throughout Downtown. We plan over 1,000 events in parks every year, from Latin music concerts to gospel brunches to soccer leagues, with additional support from the BIZ in landscaping and safety coordination.
HOW PEOPLE GET AROUND DOWNTOWN

As a major urban core, Downtown Detroit faces challenges similar to those of other major cities, notably, providing ways for people to easily move around the Downtown. Walkability, mobility and parking are all explored in this section to help DDP identify areas where the Downtown could be more accessible and provide visitors with improved options for getting to and from their destinations.

MOBILITY

Which modes of transportation do you use to get around Downtown Detroit?

<table>
<thead>
<tr>
<th>Transportation Mode</th>
<th>The Tally</th>
<th>Detroit Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal vehicle</td>
<td>76%</td>
<td>70%</td>
</tr>
<tr>
<td>Walk</td>
<td>60%</td>
<td>57%</td>
</tr>
<tr>
<td>People Mover</td>
<td>45%</td>
<td>32%</td>
</tr>
<tr>
<td>Bus</td>
<td>5%</td>
<td>23%</td>
</tr>
<tr>
<td>QLINE</td>
<td>39%</td>
<td>20%</td>
</tr>
<tr>
<td>Uber, Lyft or other car service</td>
<td>35%</td>
<td>16%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

THE TALLY

PARKING

Which parking options do you use when you visit Downtown Detroit?

<table>
<thead>
<tr>
<th>Parking Option</th>
<th>The Tally</th>
<th>Detroit Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-street parking</td>
<td>53%</td>
<td>70%</td>
</tr>
<tr>
<td>Parking structure</td>
<td>88%</td>
<td>62%</td>
</tr>
<tr>
<td>Surface lot</td>
<td>36%</td>
<td>42%</td>
</tr>
<tr>
<td>Venece lots</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Work lot</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

THE TALLY

PERCEPTIONS ABOUT PARKING

When coming Downtown, how close to your destination do you think it is reasonable to expect to park?

<table>
<thead>
<tr>
<th>Distance to Destination</th>
<th>The Tally</th>
<th>Detroit Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 1 block away</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Quarter mile or more</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>2-4 blocks away</td>
<td>62%</td>
<td>43%</td>
</tr>
<tr>
<td>4-5 blocks away</td>
<td>3%</td>
<td>8%</td>
</tr>
</tbody>
</table>

THE TALLY

DID YOU KNOW?

DDP regularly convenes a committee of civic and business partners devoted to addressing issues related to traffic, mobility and parking in the greater Downtown area.

DID YOU KNOW?

MoGo, Detroit’s public bike share program, provides affordable bicycle access at 43 stations throughout the greater Downtown area.

I feel safe while ...

(Percentages refer to respondents who agree somewhat or strongly)

<table>
<thead>
<tr>
<th>Safety Aspect</th>
<th>The Tally</th>
<th>Detroit Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking in a parking structure</td>
<td>95%</td>
<td>89%</td>
</tr>
<tr>
<td>Parking in a surface lot</td>
<td>76%</td>
<td>84%</td>
</tr>
<tr>
<td>On-street parking</td>
<td>54%</td>
<td>72%</td>
</tr>
</tbody>
</table>

THE TALLY

THE TALLY

DETROITER PROFILE

DETROITER PROFILE

DETROITER PROFILE

THE TALLY

DETROITER PROFILE

THE TALLY

THE TALLY

THE TALLY

THE TALLY
**METHODOLOGY + ACKNOWLEDGEMENTS**

**Methodology: The Tally**

Invitations to participate in the survey were shared via email and social media with an extensive list of Downtown stakeholders, businesses and interest groups. Participants were given a URL link to complete the survey and asked to share freely. As an incentive, prizes were offered to randomly selected participants who completed the survey. 3,128 responses were collected. The data collection period for data included in this report began on February 28, 2018 and concluded on March 19, 2018.

**Methodology: Detroiter Profile**

The Michigan State University Office for Survey Research (OSR) purchased a random sample of 7,500 Detroit resident addresses. The sample was randomly divided into three replicates, which were released every two weeks during the data collection field period.

Randomly selected households were initially sent a letter asking for their participation in the survey. The letter included the purpose and goals of the study, explained their rights as a participant, and provided two options for completing the questionnaire. Using a unique passcode assigned to the household, they could access the questionnaire using a URL or they could call OSR and complete the questionnaire by phone. Respondents were also offered a $5 gift card as an incentive to participate. Approximately 10 days after the initial mailing, households that had not responded either online or by phone were sent a postcard which included their unique passcode asking for their participation in the survey.

The data collection period for data included in this report began on February 20, 2018 and concluded on April 7, 2018. 319 responses were collected. The Detroiter Profile data has a margin of error of ± 6 percent at a 95 percent level of confidence. To further control for representativeness, a weighting process was implemented to ensure that the sample reflects known population characteristics using the 2015 American Community Survey estimates.

**Detroiter Profile Weighting**

Observed distributions of particular auxiliary variables – such as gender, age, region and/or race – in the sample are compared against the known distributions of those variables among the target population, and differences are addressed by the particular weights that are assigned. This is done in order to make the results more representative of the target population and account for the fact that different groups respond to surveys at different rates.

In particular, people in over-represented groups are given smaller weights, while people in under-represented groups are given larger weights, so that the weighted means and percentages calculated from the sample data will better estimate the true population parameters.

In this study, the sample was weighted by location, Downtown census tract versus non-Downtown census tract, race, gender, household income and age. Though the targeted number of responses from the second replicate was not fully met due to time constraints, the responses that were received were compared against the first replicate to determine if there were differences between the two groups. No differences were found.

The Downtown Detroit Perceptions Survey is made possible through the leadership of the BIZ and its board of directors. DDP also thanks the many partners who helped distribute the 2018 Downtown Detroit Perceptions Survey and the survey respondents for sharing their voices.

For more information about this survey, or to learn more about DDP and the BIZ, visit [www.downtowndetroit.org](http://www.downtowndetroit.org).