

DOWNTOWN DETROIT **PERCEPTIONS** REPORT TWO THOUSAND SIXTEEN



DOWNTOWN
DETROIT
PARTNERSHIP

INSIDE THIS REPORT

4

Respondents

6

Key Findings

8

Overall Impressions

14

Safety and Cleanliness

16

Parking, Walking and Biking

18

Methodology



The Downtown Detroit Partnership (DDP) advances Detroit by driving engagement, development and programs that benefit businesses, residents and visitors throughout the Downtown. In our daily work we strive to always remember our role as:

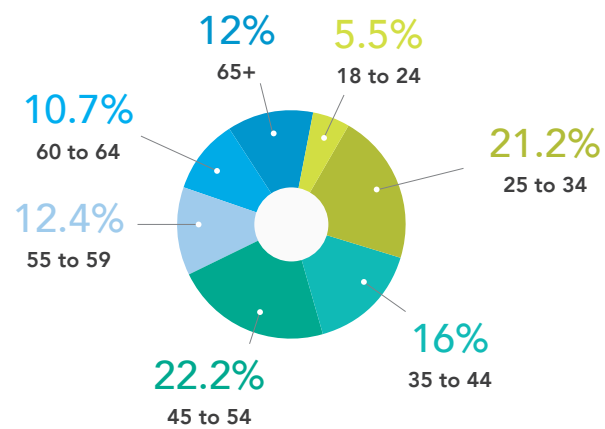
- 1 Convener and balanced voice
- 2 Steward of the Downtown
- 3 Promoter of equity and inclusion

In each area, we prioritize the consideration of input from our stakeholders, our community members and all those who live, work and visit Downtown. Facilitating an ongoing conversation around such feedback is critical to the success of DDP and the success of Downtown Detroit.

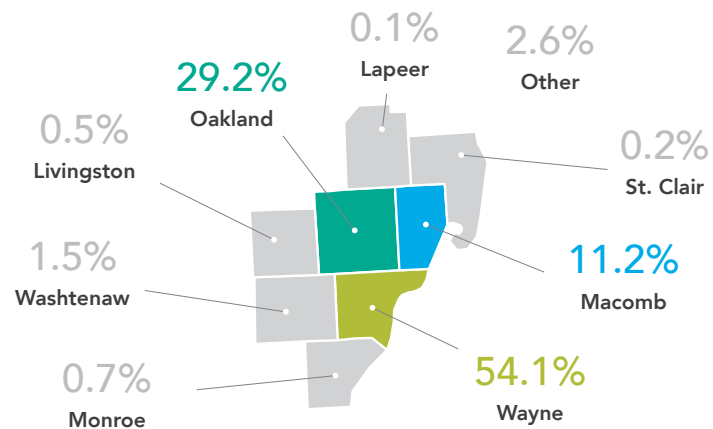
This report details the findings of the annual Downtown Detroit Perceptions Survey, an effort led by the Downtown Detroit Business Improvement Zone and its board of directors and supported by DDP.

RESPONDENTS

What is your age group?



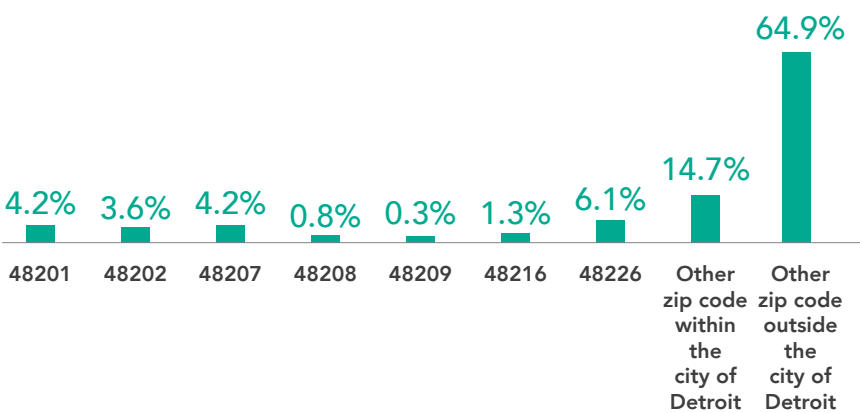
Which county do you live in?



Are you male or female?

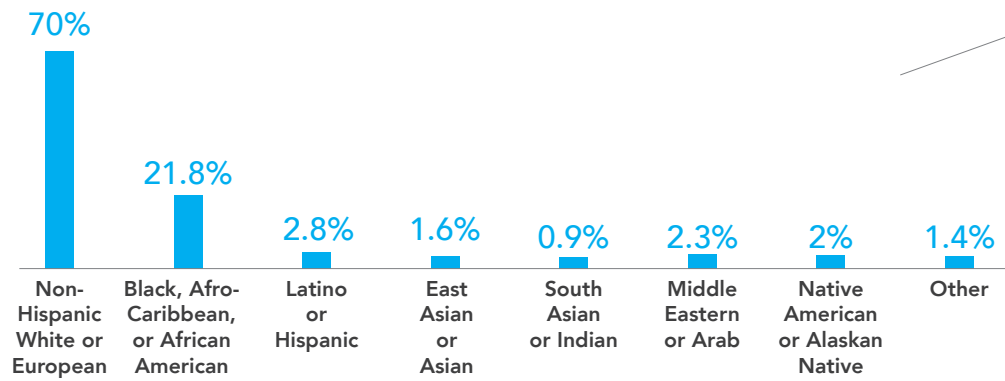


Which zip code do you live in?



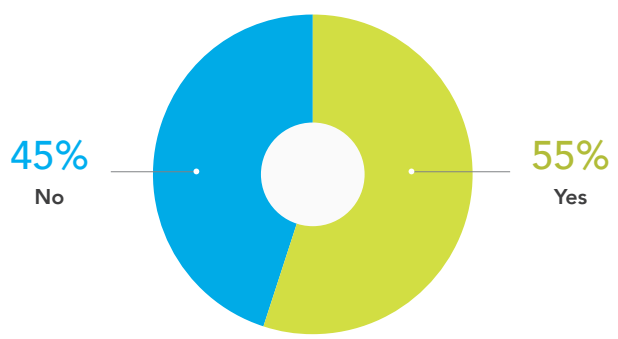
Which of the following best represents your racial or ethnic heritage?

(Choose all that apply)



Do you work in Downtown Detroit?

(Zip codes 48201, 48226, 48243)



KEY FINDINGS

The perceptions survey generated feedback across six main topic areas, which include:

- 1

Overall impressions of Downtown Detroit in specific subject areas
- 2

Safety, police and security guards
- 3

Lighting and cleanliness
- 4

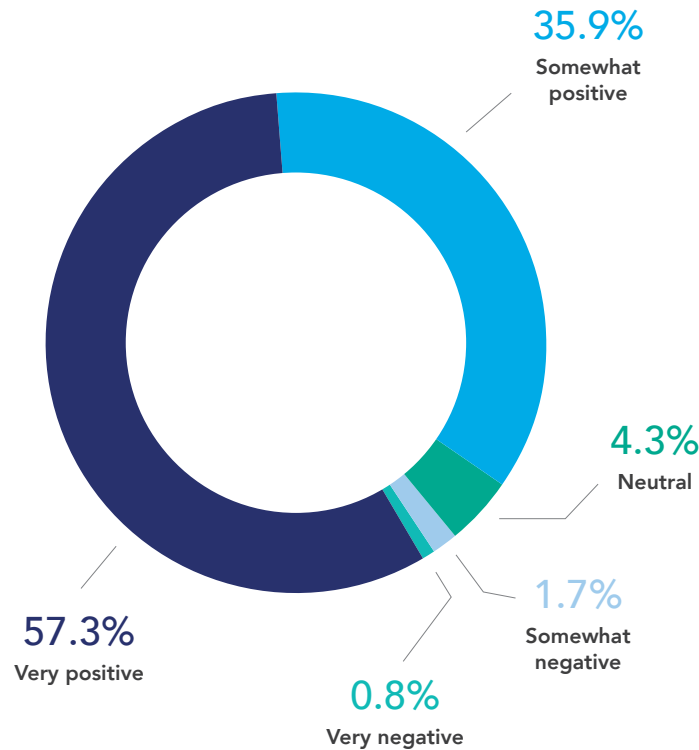
Parking
- 5

Walking and biking
- 6

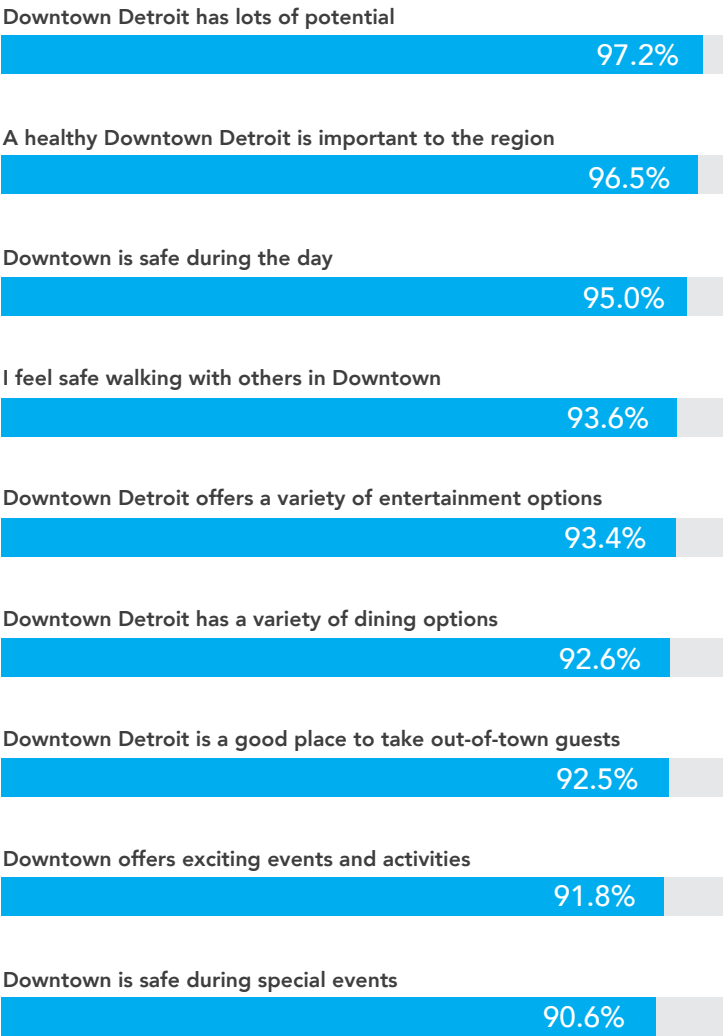
Public transportation

The responses collected demonstrate extremely positive sentiment across many of the main topic areas, underscoring the fact that Downtown Detroit has significant strengths in its assets, infrastructure and services. Many of the noted metrics represent a consistency of sentiment from 2015 to 2016, and in some cases, small upticks show that steady progress continues.

What is your overall impression of Downtown Detroit?



What is your overall impression of Downtown Detroit?

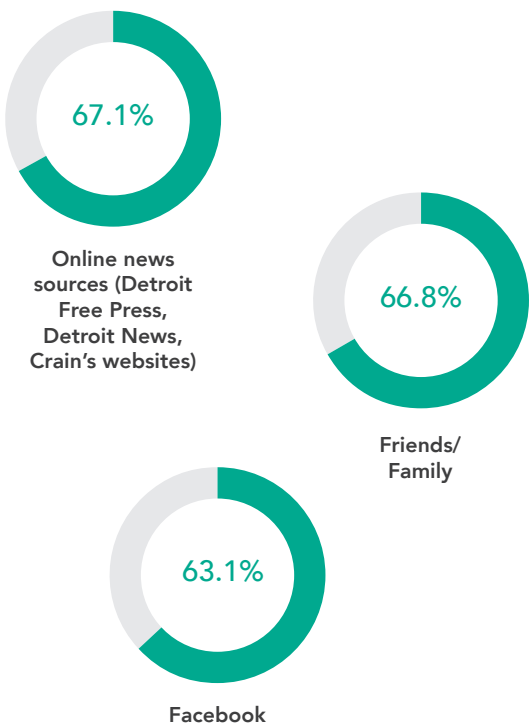


OVERALL IMPRESSIONS

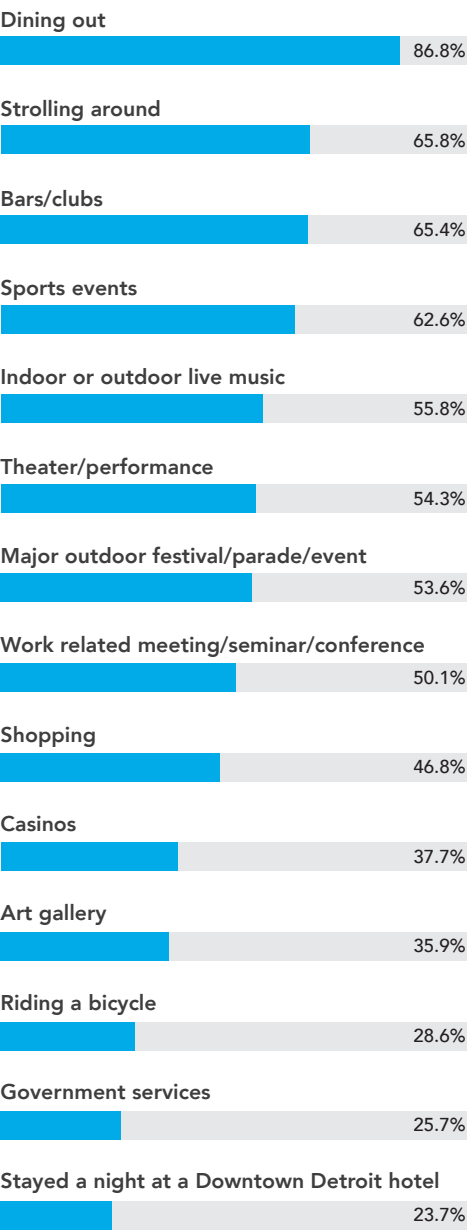
In developing the survey, it was important to DDP to understand the context of our respondents in addition to noting their perceptions in the various survey sections.

Beyond the perception questions, we sought to identify not only how our respondents get information about Downtown Detroit, but also what draws them Downtown. When it comes to existing assets, Downtown Detroit boasts strong engagement with its audiences at more than a dozen major destinations.

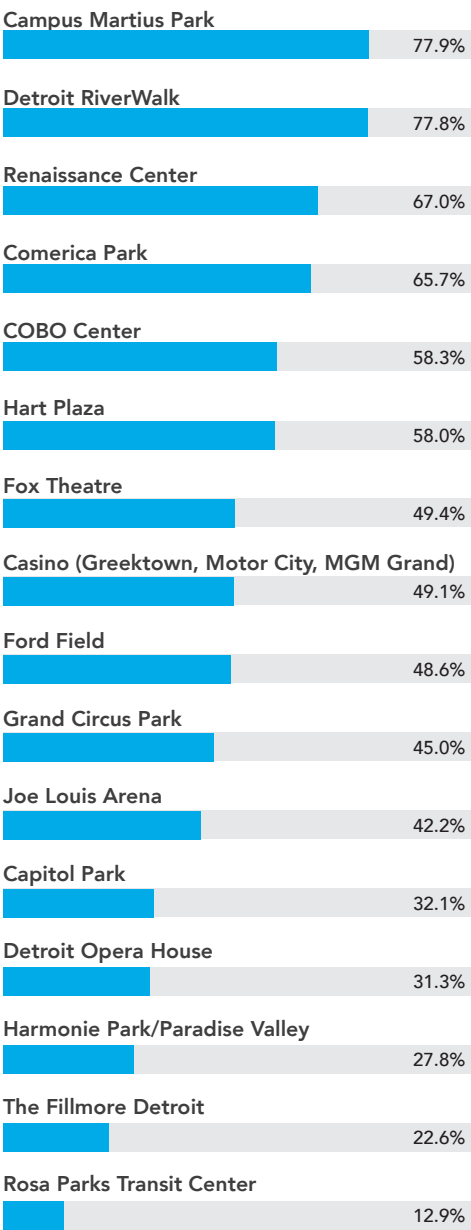
In the past year, in which of the following ways have you obtained information about Downtown Detroit?



In the past year, have you engaged in the following Downtown Detroit activities?



In the past year, which Downtown Detroit destinations have you visited?





91.8%
of respondents think
Downtown Detroit
offers exciting events
and activities

OVERALL IMPRESSIONS

The overall look, feel and culture of a place are often at the forefront of what determines a person's perceptions about that place. Identifying people's impressions of those aspects of Downtown Detroit allows us to dig deeper into perceptions to better understand how specific populations view the Downtown.

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



	Strongly Agree	Somewhat Agree	Neutral/ No Opinion	Somewhat Disagree	Strongly Disagree
Is family friendly	23.5%	50.0%	16.2%	8.2%	2.1%
Is pet friendly	15.8%	30.4%	45.9%	6.7%	1.2%
Is welcoming to all racial and ethnic groups	38.9%	38.1%	12.6%	8.3%	2.1%
Is walkable (i.e. things aren't too spread out)	31.6%	46.1%	7.5%	12.2%	2.6%
Is welcoming to the LGBTQ community	18.2%	24.1%	52.6%	4.0%	1.1%
Is bike friendly	21.8%	39.2%	23.0%	12.6%	3.4%
Offers exciting events and activities	51.7%	40.1%	5.3%	2.2%	0.8%
Is accessible to people with disabilities	9.4%	28.3%	48.5%	11.6%	2.3%
Is senior citizen friendly	9.3%	26.9%	43.7%	16.3%	3.9%
Is welcoming and comfortable to me	40.0%	45.4%	7.3%	5.5%	1.9%
Is walkable when it is raining	10.4%	31.0%	23.1%	28.5%	7.0%
Offers places to recycle	5.3%	16.0%	46.9%	21.3%	10.5%



85.4%

of respondents think
Downtown Detroit
is welcoming and
comfortable



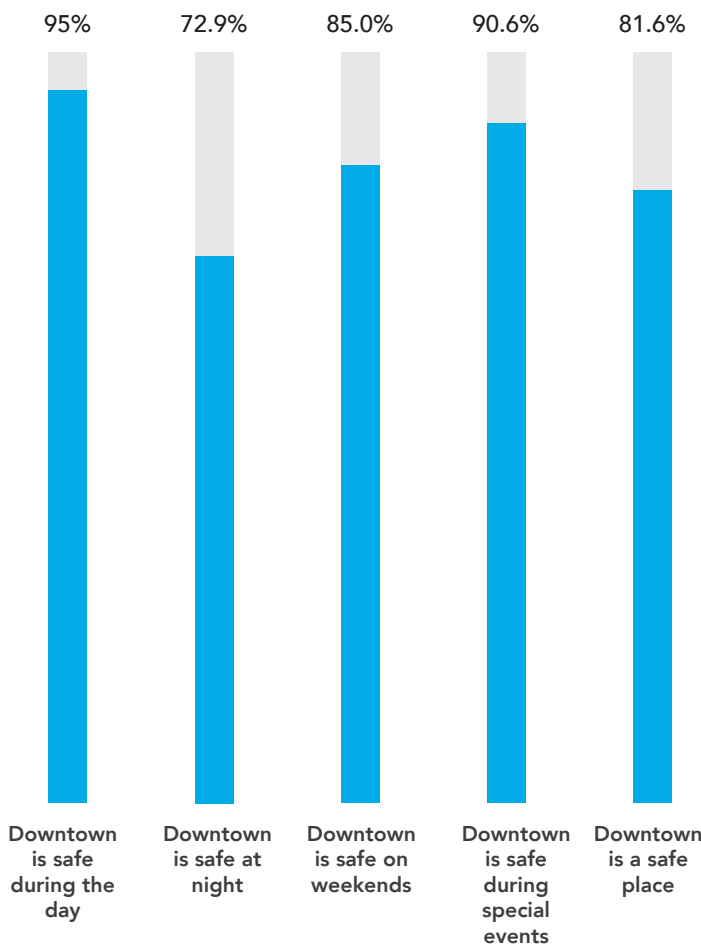
SAFETY AND CLEANLINESS

The DDP and Downtown Detroit Business Improvement Zone Ambassador team work hard to ensure that Downtown is safe and clean, no matter the season or activity level. And the survey findings clearly show that the approach is working. Every single statistic in this category has seen an increase year to year.*

SAFETY

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

(Percentages refer to respondents who agree somewhat or strongly)

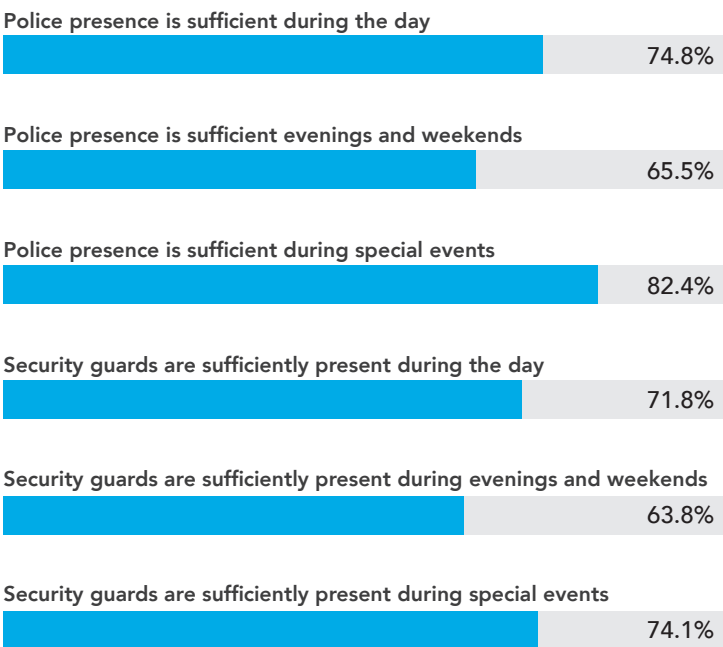


*Note that the police presence question was new in 2016 and therefore cannot be compared to 2015.

SAFETY

How much do you agree or disagree with the following statements about the presence of police officers and security guards Downtown?

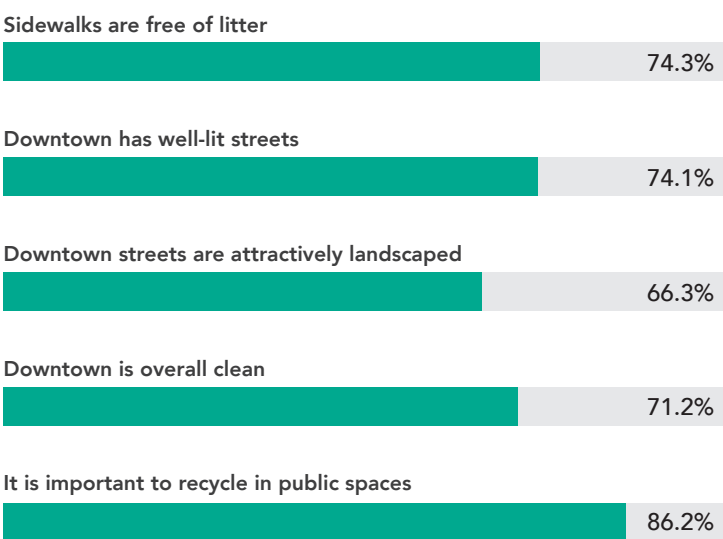
(Percentages refer to respondents who agree somewhat or strongly)



CLEANLINESS AND LIGHTING

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

(Percentages refer to respondents who agree somewhat or strongly)



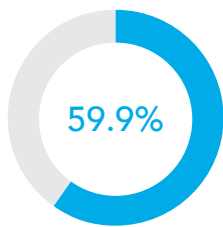
PARKING, WALKING AND BIKING

As the transportation landscape of Downtown Detroit continues to evolve, it remains important to keep a finger on the pulse of public perception in this area. DDP strives to cover the full spectrum – including walking, biking, taking the People Mover, bussing, ride-sharing and using the QLINE. Beyond the modes of transportation, we also look at the corresponding infrastructure in order to present a complete picture.

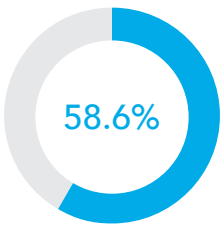
PARKING

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

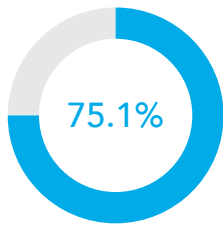
(Percentages refer to respondents who agree somewhat or strongly)



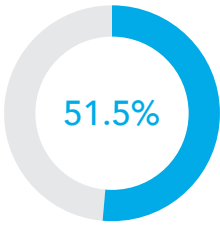
Detroit's new parking meters are easy to use



On-street parking is safe



Downtown parking structures are safe

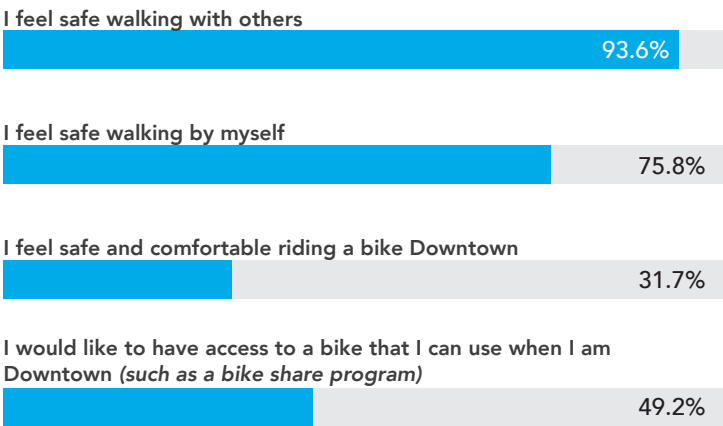


Convenient parking options are easy to find

WALKING/BIKING

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

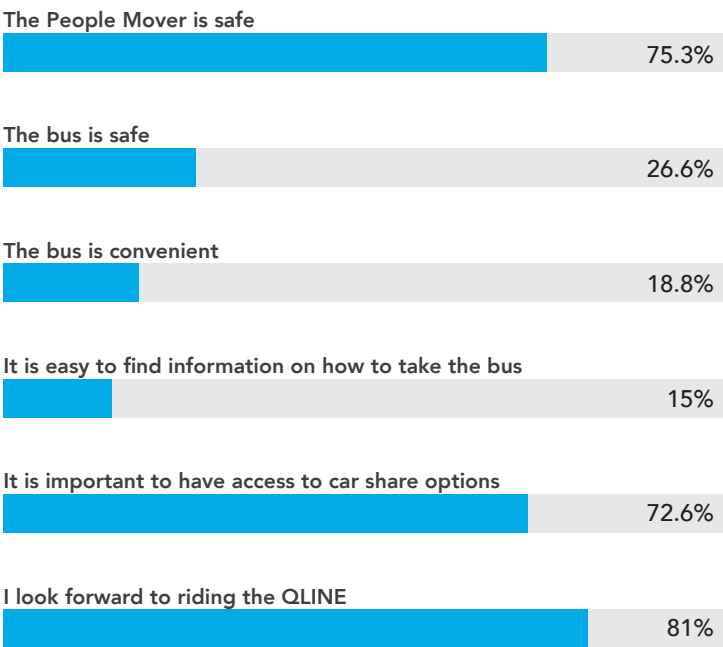
(Percentages refer to respondents who agree somewhat or strongly)



PUBLIC TRANSPORTATION

How much do you agree or disagree with the following statements about public transportation?

(Percentages refer to respondents who agree somewhat or strongly)



METHODOLOGY

nearly
4,000
people from
across the Detroit-
Warren-Livonia
Metropolitan
Statistical Area
completed the
survey

32.5%
percent of which
live inside the
Detroit city limits

This report was commissioned by the Downtown Detroit Partnership to provide actionable insights that will help guide the continued investment in and growth of the Downtown.

DDP convenes business, philanthropic and government partners to create a vibrant, resilient urban core for Detroit and the surrounding community.

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

Survey participants were invited through DDP's print and digital communication channels, as well as through invitational collaboration with local corporate and community organizations. Responses were anonymous and collected online.

Nearly 4,000 people from across the Detroit-Warren-Livonia Metropolitan Statistical Area completed the survey, 32.5 percent of which live inside the Detroit city limits. Of the total respondents, a random sample subset of 1,067 was extracted, balanced across demographics including race and gender and providing a confidence level of 95 percent with a confidence interval of 3.

Question formats included Lykert-type scale, multiple choice and open-ended.

ACKNOWLEDGEMENTS

The Downtown Detroit Perceptions Survey is made possible through the leadership of the Downtown Detroit Business Improvement Zone and its board of directors. The Downtown Detroit Partnership also thanks the many partners who helped distribute the 2016 Downtown Detroit Perceptions Survey and the survey respondents for sharing their opinions.

For more information about this survey, or to learn more about DDP and the Downtown Detroit Business Improvement Zone, visit www.downtowndetroit.org.



