

2018

DOWNTOWN DETROIT
**PERCEPTIONS
REPORT**



DOWNTOWN
DETROIT
PARTNERSHIP

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.



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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.

DID YOU KNOW?

Throughout the report, you'll notice highlights of BIZ and DDP efforts that relate to the data. For more information about the work mentioned in these highlights, go to www.downtowndetroit.org to read about DDP and the BIZ.



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.



DETROITER 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.

VOICES: RESPONDENT OVERVIEW

THE TALLY



- 18%** African American or Black Only
- 72%** White Only
- 3%** Asian, Native Hawaiian, or Pacific Islander
- 3%** Two or More Races
- 4%** Other Race



- 42%** Single, Never Married
- 47%** Married or Domestic Partnership
- 12%** Divorced, Widowed, or Separated



- 91%** Heterosexual or Straight
- 6%** Gay, Lesbian, Queer, Etc.
- 3%** Bisexual
- 1%** Another Identity



DETROITER PROFILE



- 79%** African American or Black Only
- 14%** White Only
- 2%** Asian, Native Hawaiian, or Pacific Islander
- 2%** Two or More Races
- 3%** Other Race



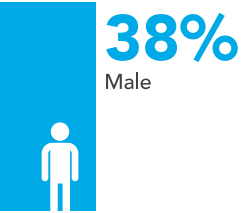
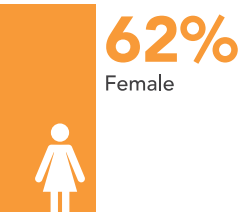
- 53%** Single, Never Married
- 24%** Married or Domestic Partnership
- 23%** Divorced, Widowed, or Separated



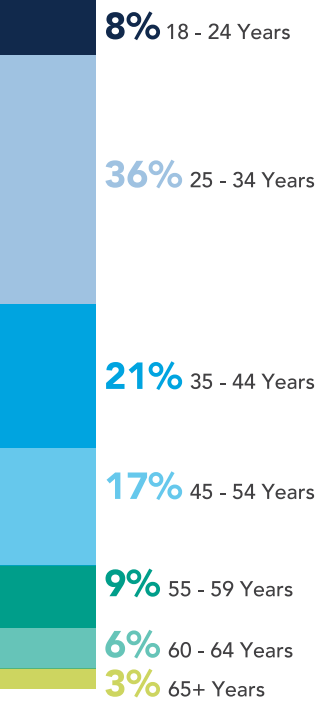
- 92%** Heterosexual or Straight
- 5%** Gay, Lesbian, Queer, Etc.
- 3%** Bisexual
- 1%** Another Identity



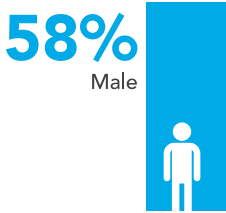
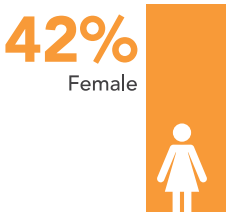
GENDER



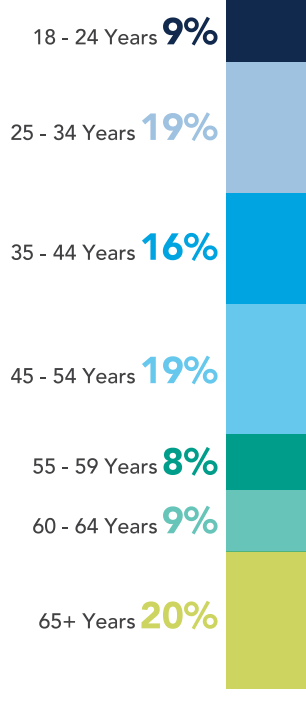
AGE



GENDER

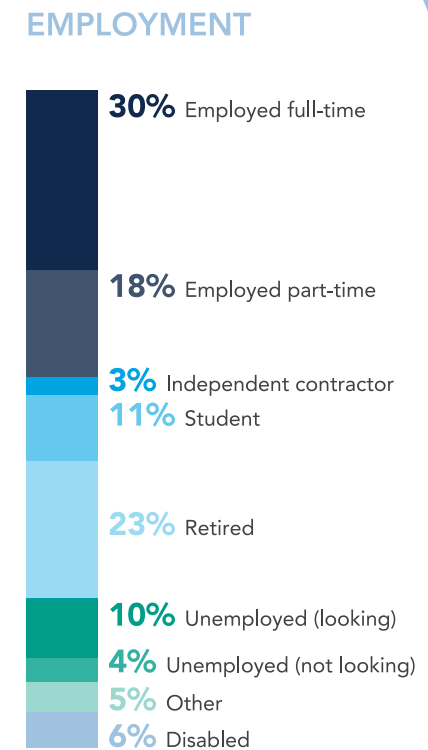
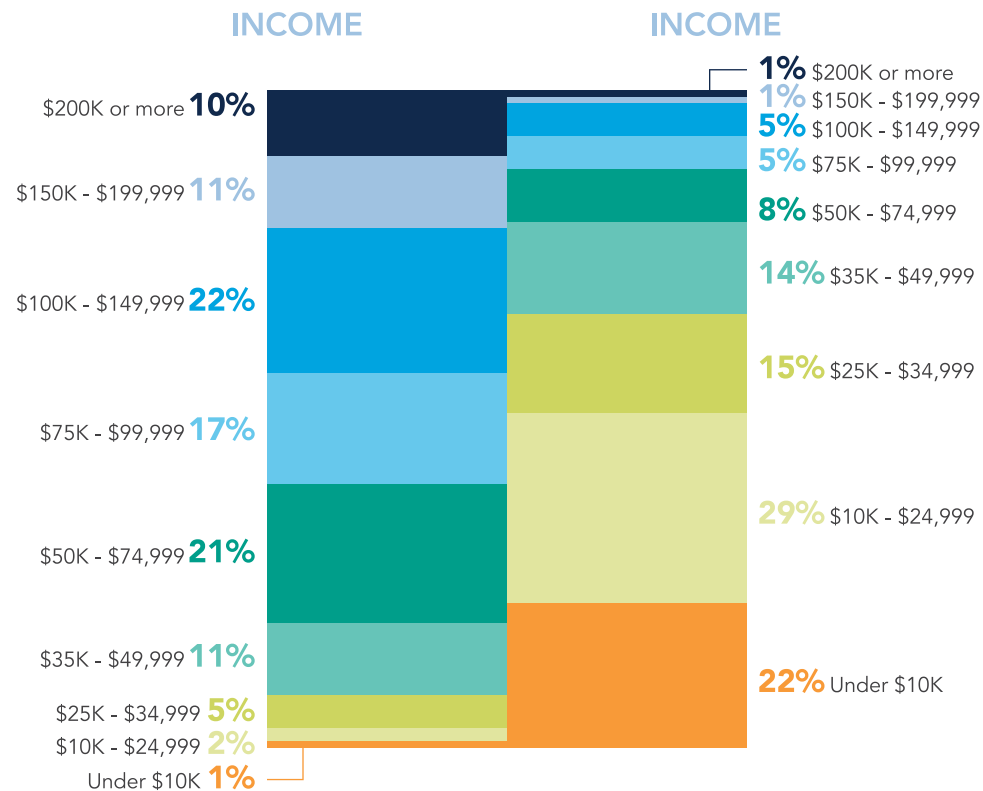
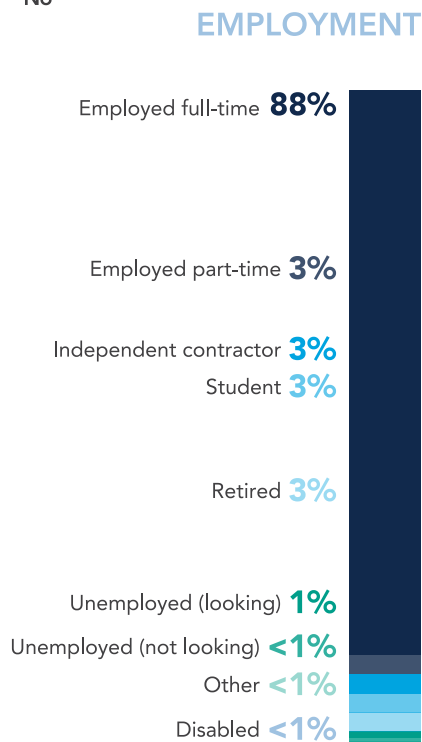
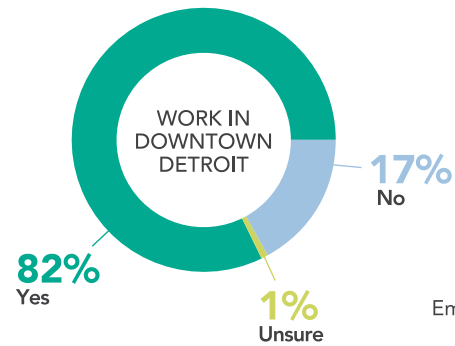
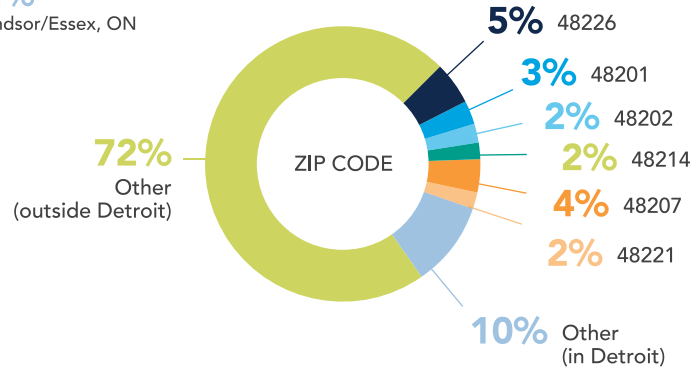
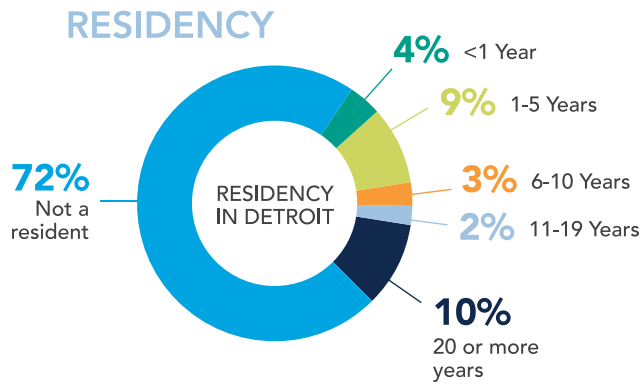
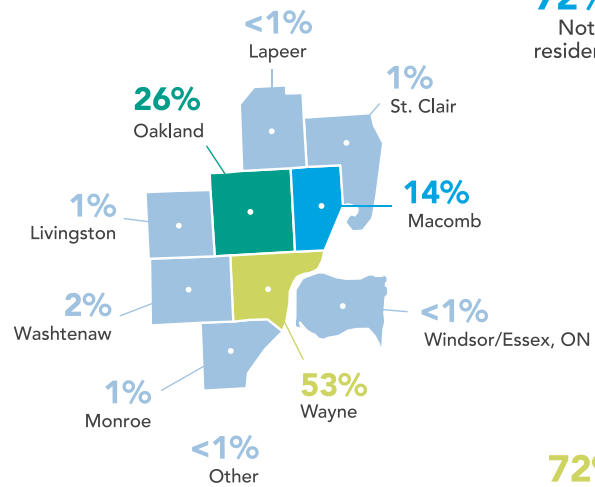


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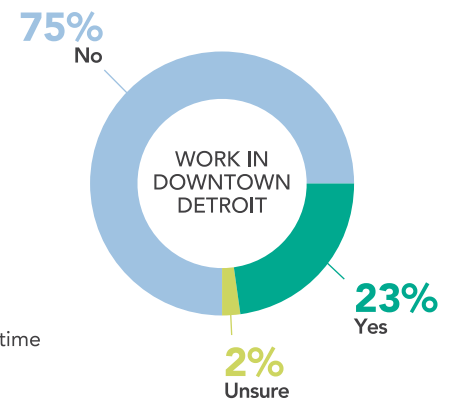
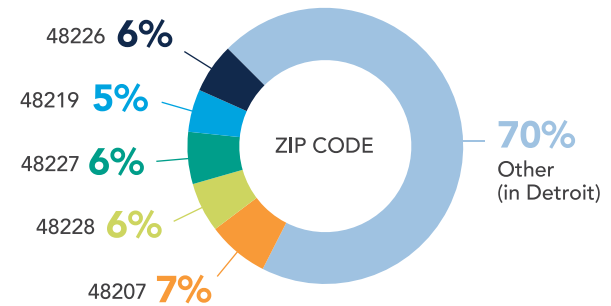
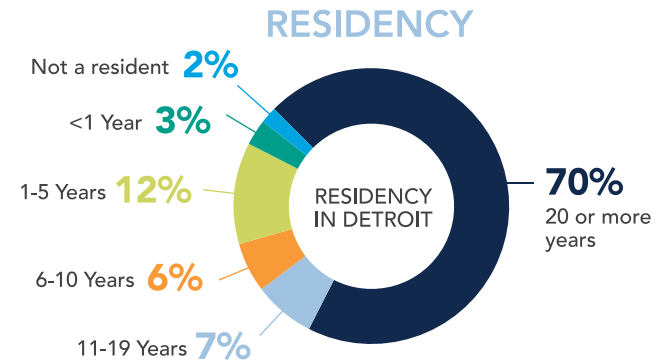


VOICES: RESPONDENT OVERVIEW

THE TALLY



DETROITER PROFILE



WHAT PEOPLE THINK OF DOWNTOWN



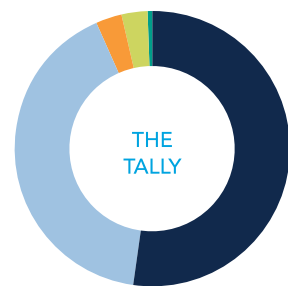
In its stewardship of Downtown, DDP has a significant impact on how people – both locals and visitors – perceive it. We work with many community partners to ensure a consistently safe and enjoyable environment that is accessible to all. Whether it's planning a summer season of programming in multiple 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.

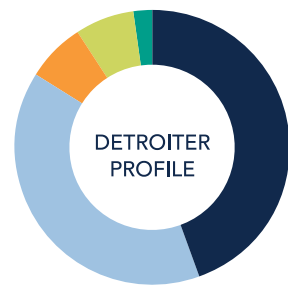
ATTITUDES, BELIEFS AND PERCEPTIONS

OVERALL ATTITUDES

Is your overall impression of Downtown Detroit ...

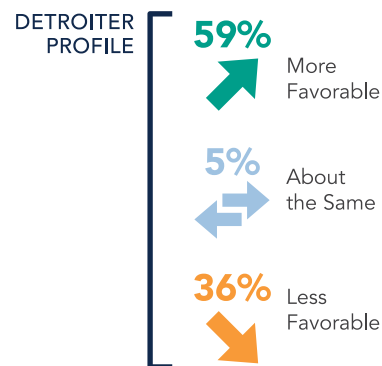
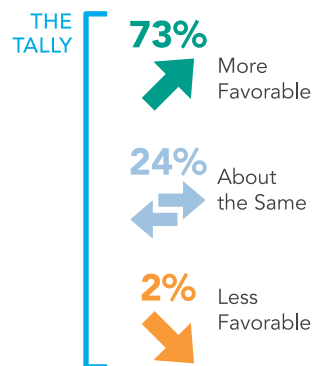


- 52%** Very positive
- 41%** Somewhat positive
- 3%** Neither positive nor negative
- 3%** Somewhat negative
- <1%** Very negative



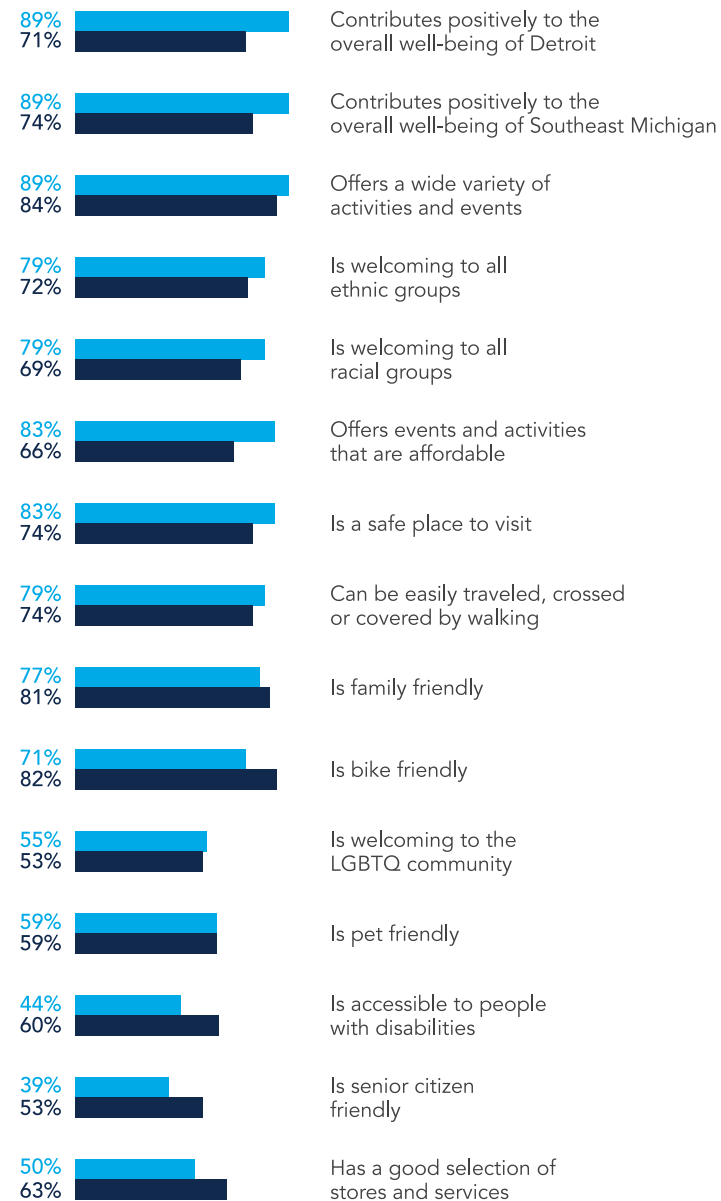
- 45%** Very positive
- 40%** Somewhat positive
- 7%** Neither positive nor negative
- 7%** Somewhat negative
- 2%** Very negative

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



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)



THE TALLY DETROITER PROFILE

THE TALLY DETROITER PROFILE

PERCEPTIONS OF DOWNTOWN

My neighborhood benefits from Downtown's growth.



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



I feel welcome when visiting or working Downtown.



Street landscaping is attractive and well-maintained.



Sidewalks are clean and free from litter and debris.



There are enough trash receptacles throughout Downtown.



There are enough recycling receptacles throughout Downtown.

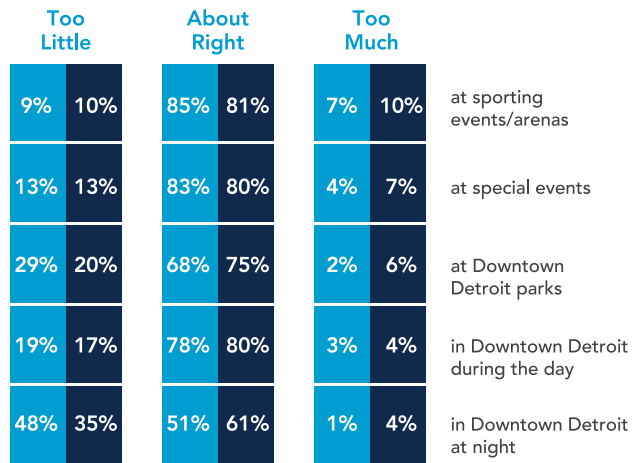


WHAT PEOPLE THINK OF DOWNTOWN

SAFETY

PERCEPTIONS ABOUT POLICE PRESENCE

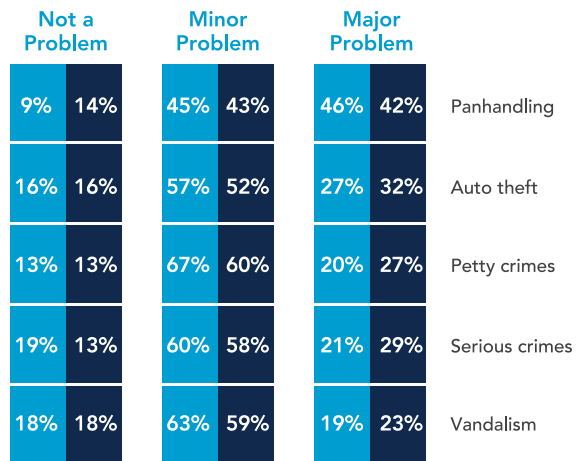
In your opinion, is there too much, too little or about the right amount of police presence ...



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?



THE TALLY ■ DETROITER PROFILE ■

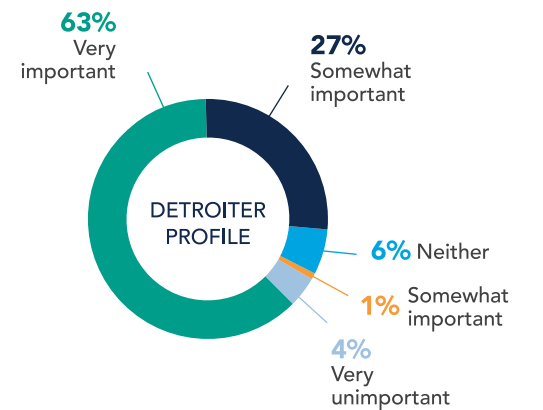
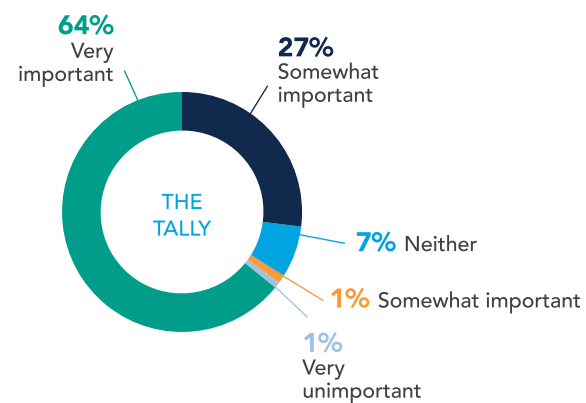
DOWNTOWN BUSINESS IMPROVEMENT ZONE (BIZ)

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?



DID YOU KNOW?

The Downtown BIZ was created in 2014 to support a clean, safe and welcoming Downtown with support from the local business community.

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.

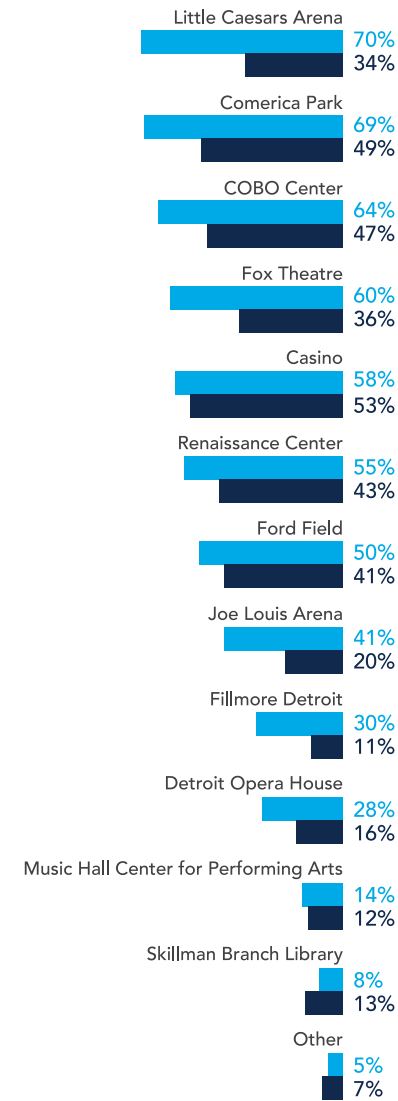
	None		1 - 2 Times		3 - 5 Times		6 - 10 Times		>10 Times	
Downtown Detroit in general	1%	4%	3%	11%	11%	19%	13%	23%	72%	43%
Campus Martius Park	6%	19%	22%	31%	22%	23%	14%	13%	36%	14%
The RiverWalk	14%	8%	31%	30%	22%	24%	13%	18%	20%	19%
Cadillac Square	19%	31%	27%	32%	21%	20%	12%	9%	22%	7%
Hart Plaza	26%	22%	36%	30%	19%	19%	9%	15%	10%	14%
Spirit of Detroit Plaza	28%	29%	36%	35%	19%	18%	7%	11%	10%	7%
Capitol Park	44%	52%	26%	24%	14%	11%	7%	6%	9%	6%
Grand Circus Park	42%	39%	31%	33%	15%	15%	6%	8%	7%	5%
Beacon Park	51%	62%	29%	25%	12%	7%	4%	5%	4%	1%
Paradise Valley/Harmonie Park	72%	62%	16%	20%	7%	10%	2%	4%	3%	4%

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?

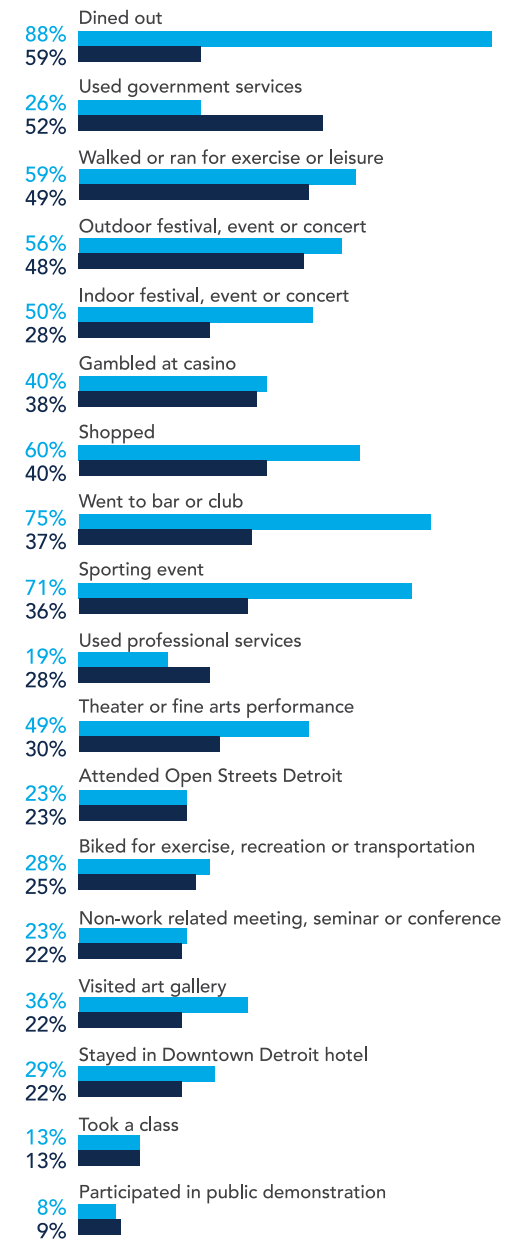
ACTIVITIES AND EVENTS

In the past year, which of the following Downtown Detroit venues have you visited?



THE TALLY DETROITER PROFILE

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?

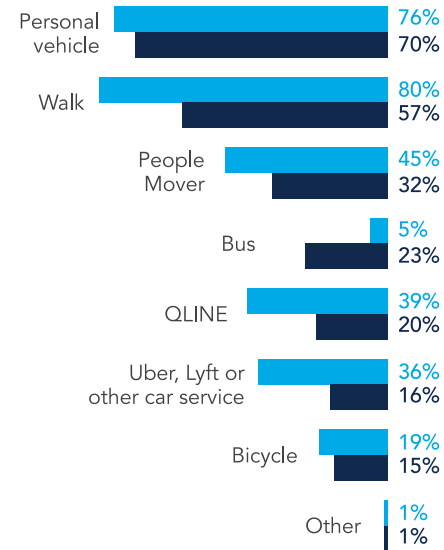
DDP programs and maintains parks and public spaces throughout Downtown. We plan over 1,000 events in parks every year, from Latin music concerts to gospel brunches to soccer leagues, with additional support from the BIZ in landscaping and safety coordination.

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?



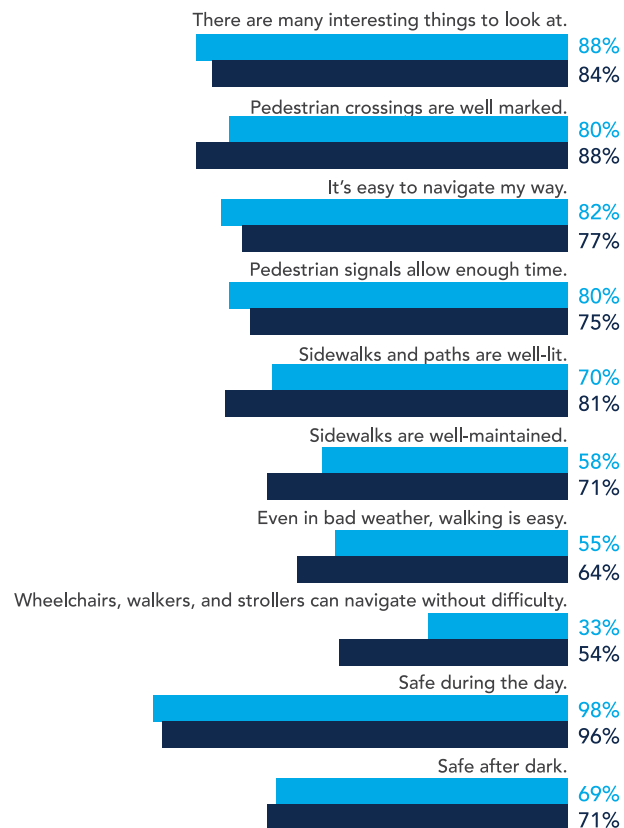
THE TALLY
DETROITER PROFILE

How often people walk or bike Downtown

Frequency	Walking	Biking
Never	1%	65%
Only when attending event	9%	69%
Few times a year	15%	3%
At least once a month	32%	6%
At least once a week	8%	19%
Daily	23%	12%
	13%	7%
	10%	5%
	22%	5%
	15%	7%
	41%	1%
	11%	1%

While walking Downtown, I feel ...

(Percentages refer to respondents who agree somewhat or strongly)



DID YOU KNOW?

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

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.

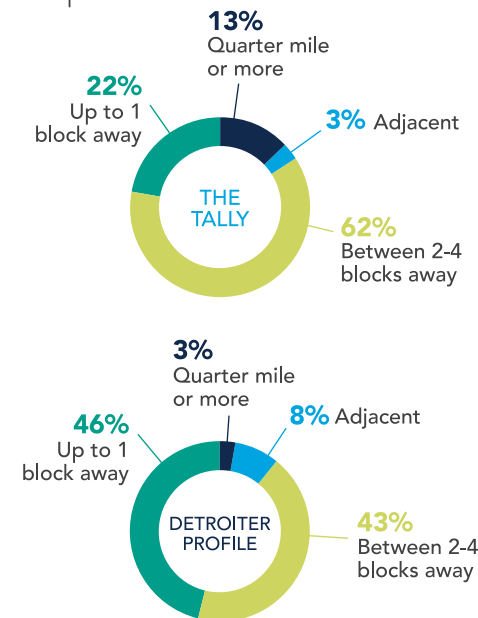
PARKING

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

Option	THE TALLY	DETROITER PROFILE
On-street parking	53%	70%
Parking structure	88%	62%
Surface lot	36%	42%
Venue lots	1%	3%
Work lot	1%	1%

PERCEPTIONS ABOUT PARKING

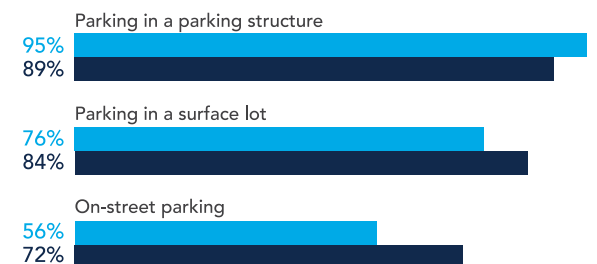
When coming Downtown, how close to your destination do you think it is reasonable to expect to park?



Category	Too Little/Low	About Right	Too Much/High
Cost of parking	1%	37%	62%
Availability of parking in structures	1%	24%	75%
Availability of parking in surface lots	35%	35%	29%
Availability of on-street parking	35%	46%	19%
Length of time allowed at meters	66%	21%	4%
	78%	29%	1%
	59%	40%	<1%

I feel safe while ...

(Percentages refer to respondents who agree somewhat or strongly)



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.

3,447

number of total respondents

Methodology: Detroit 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 Detroit 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.

Detroit 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.



www.downtowndetroit.org
One Campus Martius
Suite 380
Detroit, MI 48226

Design and Photography:
Argonomo, 3andathird and Nick Hagen Photography