



Downtown Detroit 2015 Perceptions Report

I LOVE

Friday night
concerts in the
summer ▶ I LOVE
that it's my hometown ▶
I LOVE that Detroit is re-
establishing itself as the region's
core ▶ I LOVE the vibrancy and
energy of the city ▶ I LOVE the people
▶ I LOVE the beautiful buildings ▶ I LOVE
the architecture ▶ I LOVE that Campus Martius
always has something going on ▶ I LOVE the dining
and theatre options ▶ I LOVE being able to walk places
I LOVE working Downtown ▶ I LOVE the RiverWalk ▶ I LOVE
the casinos ▶ I LOVE the sporting events ▶ I LOVE people
watching in Downtown ▶ I LOVE the mixture of old
and new ▶ I LOVE that there is a lot of heart
and unique personality ▶ I LOVE the
historic landmarks ▶ I LOVE that
it's clean ▶ I LOVE the
direction the city is
moving in



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Introduction

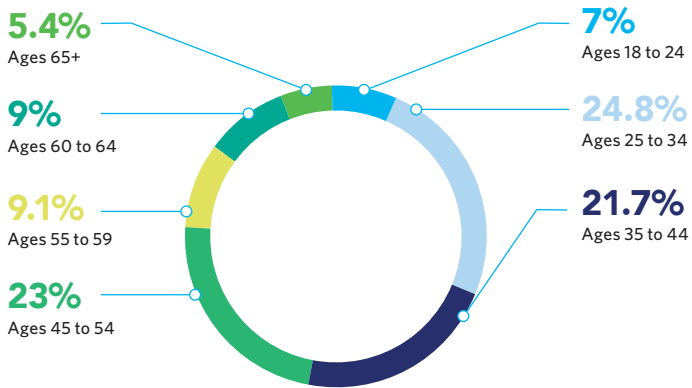
The Downtown Detroit Partnership (DDP) advances Detroit by driving engagement, development and programs that benefit businesses, residents and visitors throughout the Downtown. As we work to sustain a thriving Downtown, the perceptions and opinions of those who live, work and play here are integral to our success.

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.

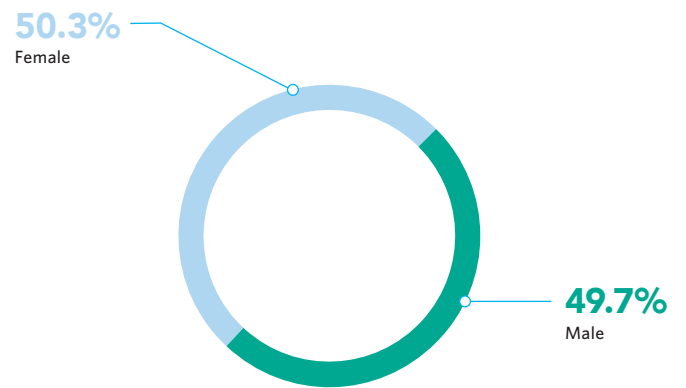


Respondents

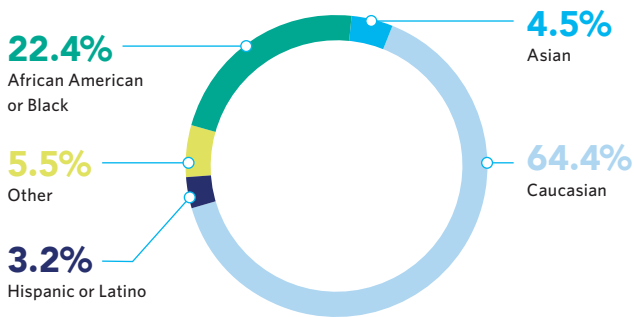
What is your age group?



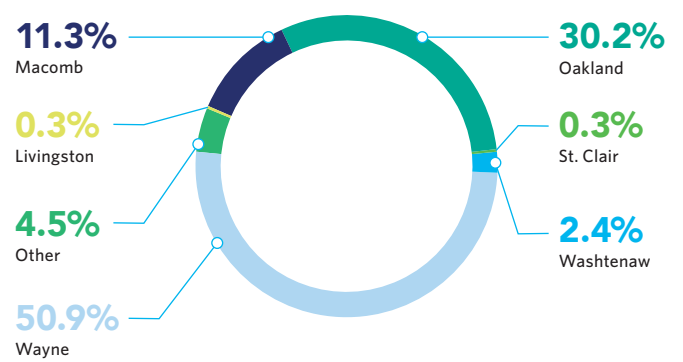
Are you male or female?



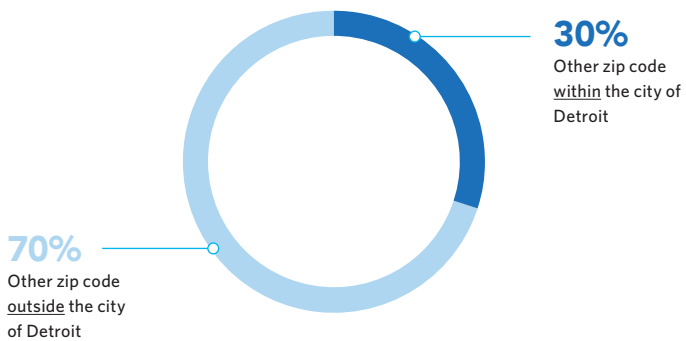
What is your race or ethnic origin? (select one response)



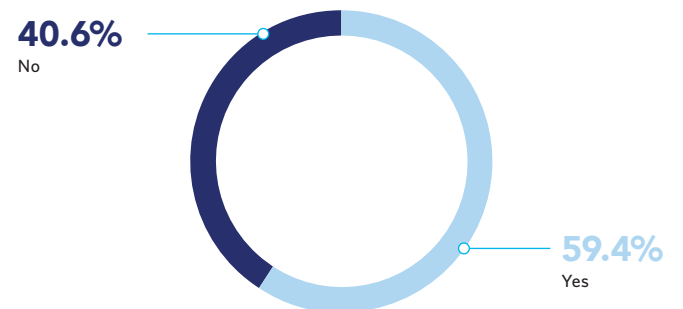
Which county do you live in?



Which zip code do you live in?



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:

- Overall impressions of Downtown Detroit in specific subject areas
- Safety, police and security guards
- Lighting and cleanliness
- Parking
- Walking and biking
- Public transportation

The strongest positive results validate the position and potential of the Downtown as an asset for people and businesses throughout the region.

Overall sentiments remain high with a strong majority of residents (91 percent) across the Detroit Metropolitan Statistical Area who have an overall positive impression of Downtown Detroit. This is up from 82 percent in 2014.

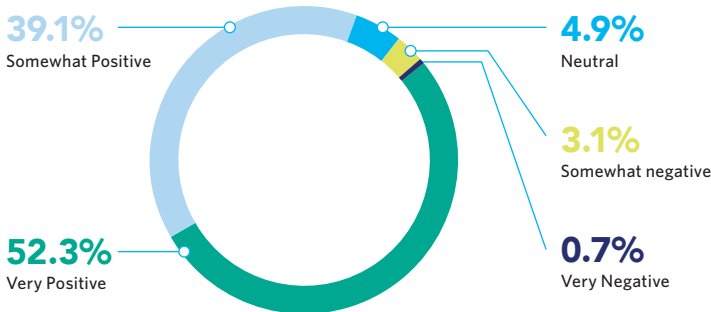
When asked how their opinion of Downtown Detroit has changed compared to a year ago, 83 percent of respondents said their opinion was more favorable than a year ago. This increased from 78 percent in 2014.

Looking forward, 98 percent agree that Downtown Detroit has lots of potential (up from 96 percent in 2014).

Four 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 simply strolling around. The top three destinations are Campus Martius Park, Detroit RiverWalk and Comerica Park.

What is your overall impression of Downtown Detroit?
(select one)



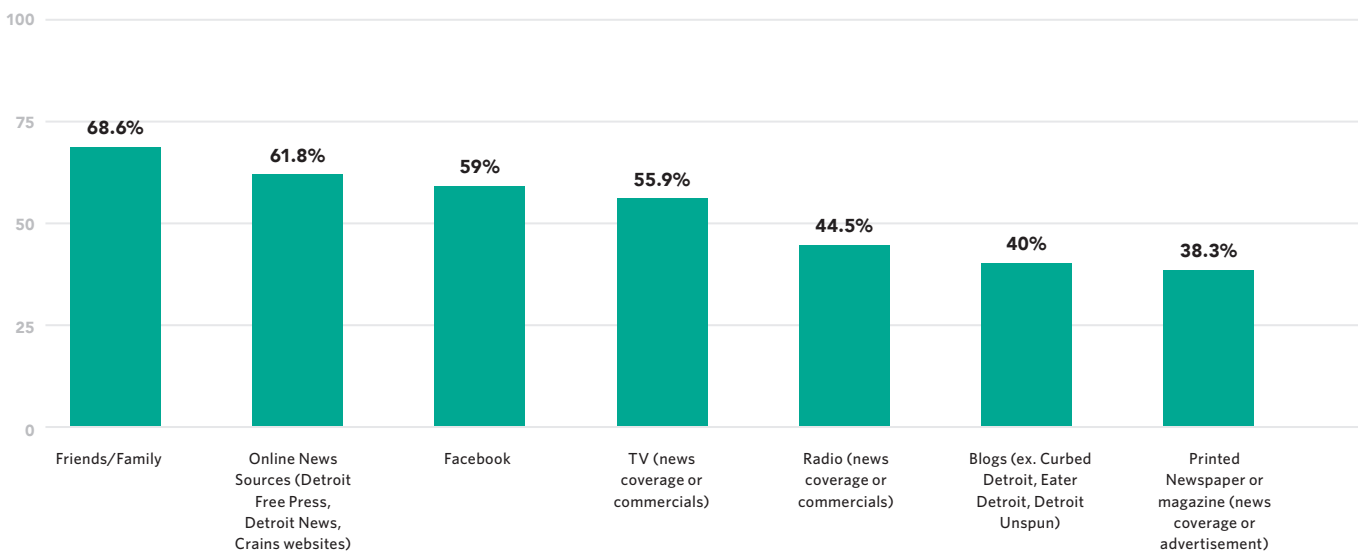
While these data represent the strongest positive findings in the survey, there were many more results indicating positive impressions. They are represented according to topic area in the following pages.



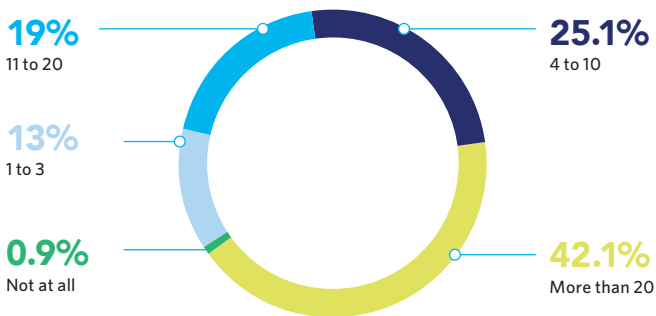
Overall Impressions of Downtown Detroit

Because a person's impression of Downtown Detroit can be impacted by many different variables, the survey included questions to provide a frame of reference for respondent familiarity with the Downtown. Looking at how our respondents obtain information about Downtown Detroit and what events and destinations they choose to engage while in the Downtown helps us better understand our audience.

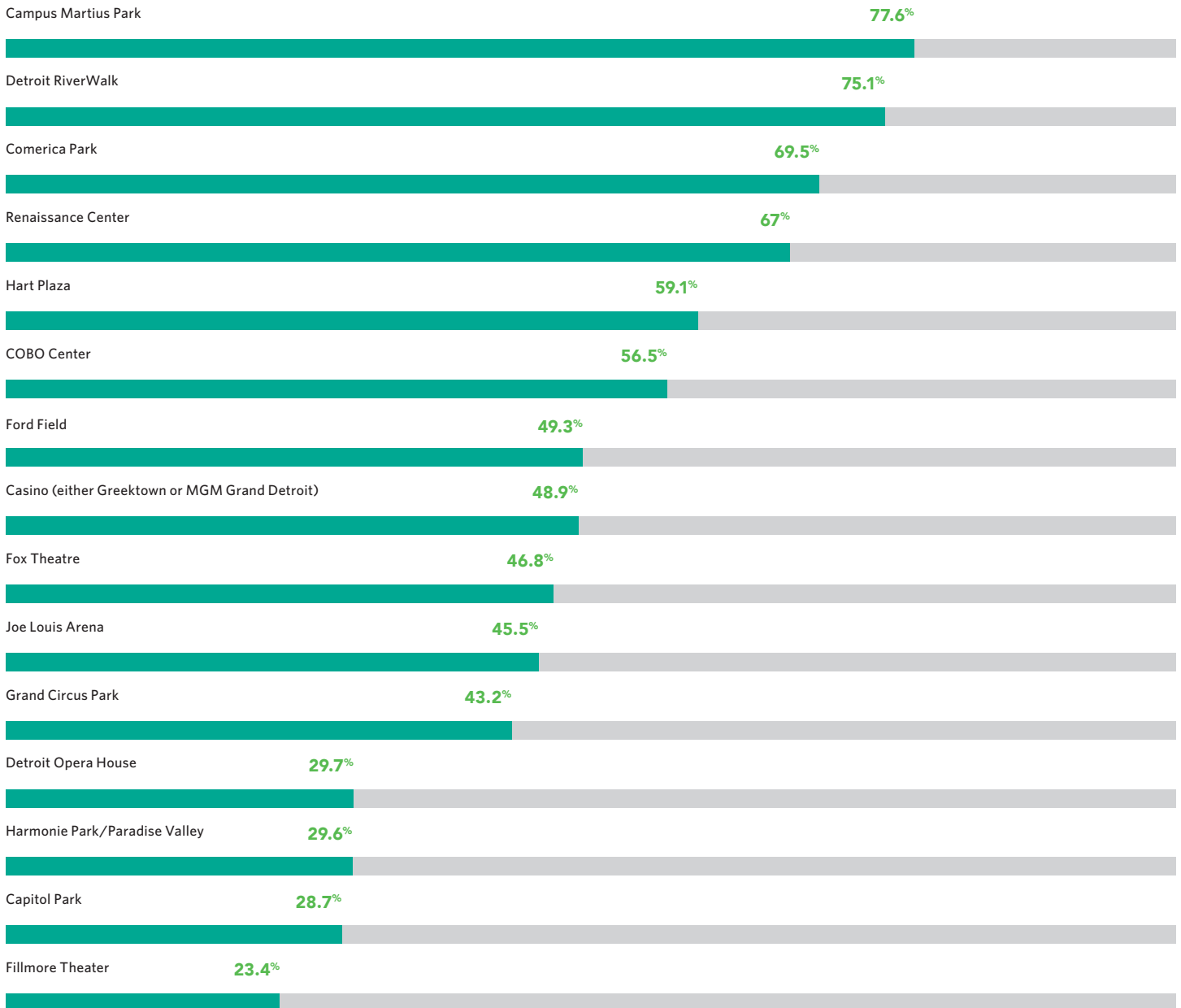
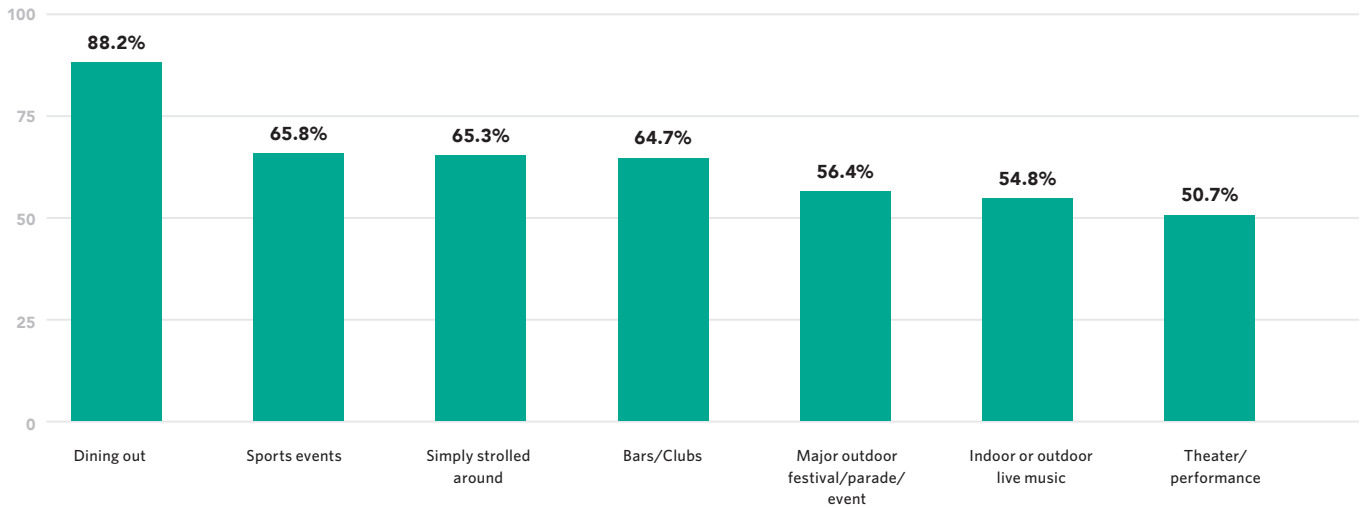
In the past 12 months, in which of the following ways have you obtained information about Downtown Detroit? (select all that apply)



In the past 12 months, how many times have you visited Downtown Detroit for non-work related activities? (select one)



In the past year, have you engaged in the following Downtown Detroit activities? (select all that apply)





The questions related to one’s overall impression of Downtown Detroit focused heavily on how welcoming the Downtown is to various populations, and the results show areas where we are very strong — in our event and activity offerings, for instance — as well as areas where we can make important strides.

| | Strongly Agree | Somewhat Agree | Neutral/No Opinion | Somewhat Disagree | Strongly Disagree |
|-------------------------------------------------|-----------------------|-----------------------|---------------------------|--------------------------|--------------------------|
| Is family friendly | 21.1% | 48.8% | 16.6% | 10.9% | 2.6% |
| Is pet friendly | 16.0% | 26.1% | 47% | 8.4% | 2.6% |
| Is welcoming to all racial and ethnic groups | 39.4% | 35.0% | 14.1% | 8.5% | 2.9% |
| Is walkable (i.e. things aren’t too spread out) | 29.4% | 48.2% | 6.6% | 12.0% | 3.8% |
| Is welcoming to the LGBT community | 15.6% | 21.4% | 57.8% | 3.5% | 1.7% |
| Is bike friendly | 21.3% | 37.4% | 23.9% | 12.7% | 4.7% |
| Offers exciting events and activities | 48.1% | 42.6% | 5.5% | 2.7% | 1.0% |
| Is accessible to people with disabilities | 9.5% | 24.1% | 51.2% | 11.4% | 3.8% |
| Is senior citizen friendly | 9.2% | 24.3% | 43.3% | 17.6% | 5.5% |
| Is welcoming and comfortable to me | 40.8% | 43.3% | 7.1% | 6.2% | 2.5% |

Safety and Cleanliness

Keeping Downtown safe and clean continues to be a priority for DDP, and the Downtown Detroit Business Improvement Zone and its Ambassador team are at the heart of that effort. As represented in the survey findings, this work is not only important to the success of Downtown but also to a continued perception of safety and cleanliness.

Safety (all answers agree somewhat or strongly)



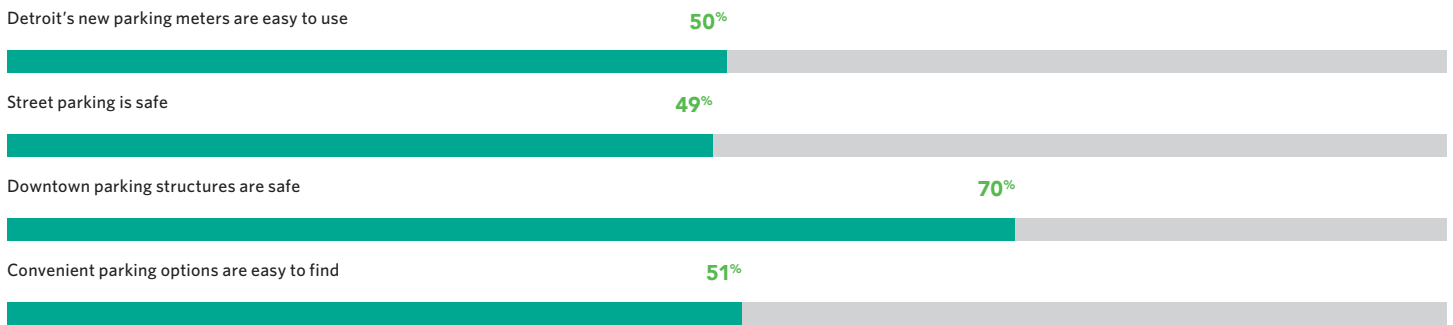
Cleanliness and Lighting (all answers agree somewhat or strongly)



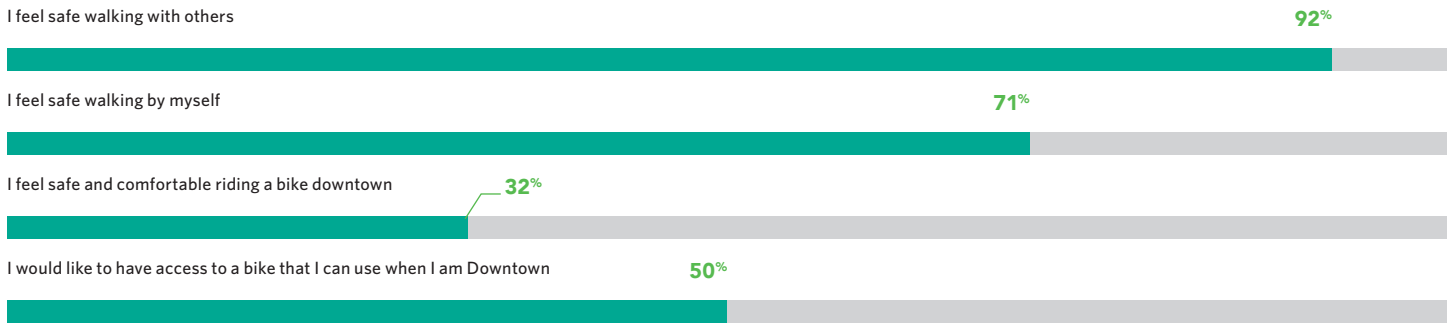
Parking, Walking, and Biking - Public Transportation

Transportation — whether it’s walking around Downtown or getting to and from a Downtown destination — continues to be an important consideration for people residing in and visiting Detroit. The survey findings summarized here call attention to areas where we can continue to improve this particular aspect of the Downtown experience.

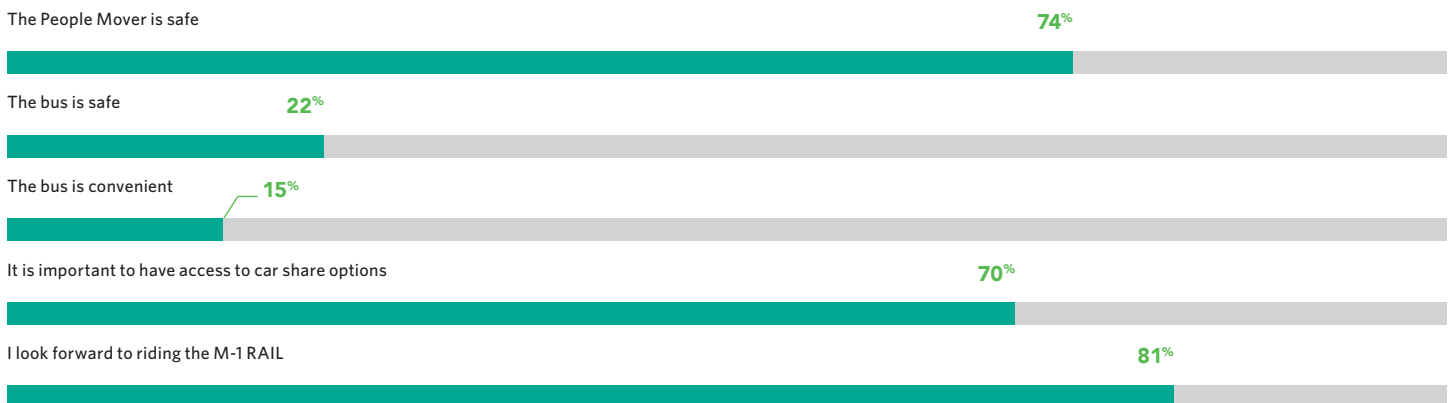
Parking (all answers agree somewhat or strongly)



Walking/Biking (all answers agree somewhat or strongly)



Public Transportation (all answers agree somewhat or strongly)



Methodology

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 and 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.

Over 4,000 people from across the Detroit-Warren-Livonia Metropolitan Statistical Area completed the survey, 30 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 Perceptions Survey is made possible through the leadership of the Downtown Detroit Business Improvement Zone and its board of directors, with support from the Hudson-Webber Foundation. The Downtown Detroit Partnership also thanks the many partners who helped distribute the 2015 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.

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