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Survey says: Metro Detroiters love downtown

Downtown Detroit Partnership survey sets new benchmarks for progress

DETROIT, Mich., February 24, 2015 – Downtown Detroit received rave reviews in a recent survey of people who live, work and play here, according to a survey by Downtown Detroit Partnership (DDP). While these findings were overwhelmingly positive, the survey also shows that we have a few things to work on such as better parking and transit options.

The survey, taken by 4,685 people, focused on seven key areas: safety, cleanliness, parking, walkability and biking, transit, and living downtown. DDP will be conducting this survey annually and it will serve as a benchmark to measure progress going forward and shape the strategic direction for our city.

Among the findings:

- 96 percent of the participants say Detroit has a lot of potential and is important to the region
- 91 percent agree downtown is improving each year
- 94 percent of Downtown Detroit residents say they would recommend living downtown
- 92 percent say Detroit is a place they like to bring visitors. The top three favorite downtown destinations included Campus Martius, Comerica Park and Detroit RiverWalk

“We had broad and diverse participation, four times more people took the survey than we expected, and it’s wonderful to see that people are excited and optimistic about Detroit’s future,” said Eric Larson, CEO of DDP. “The DDP is using this information to inform our activities, promote the positive stories and to address opportunities for improvement.”

Along with the major downtown employers, many other organizations supported DDP’s efforts to obtain diverse participation including Michigan Black Chamber, Arab American Chaldean Council, Michigan Roundtable Diversity & Inclusion, MOSES, NAACP, Urban League, The Michigan Chronicle, Detroit churches, Transit Riders United, 8 Mile Boulevard Association, Woodward Avenue Action Association, Assemble Detroit, Slow Roll, Southwest Detroit BID and Wayne Community County Community College District.

The survey was conducted by LaVERDAD Research, an independent and nationally recognized firm headquartered in Cincinnati, Ohio.

About Downtown Detroit Partnership

Downtown Detroit Partnership is a nonprofit that plans, manages, and supports downtown Detroit through diverse, resilient and economically urban initiatives. Key programs include the Business Improvement Zone, Campus Martius Park, the Detroit Experience Factory and the Build Institute.

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