



DOWNTOWN  
DETROIT  
PARTNERSHIP

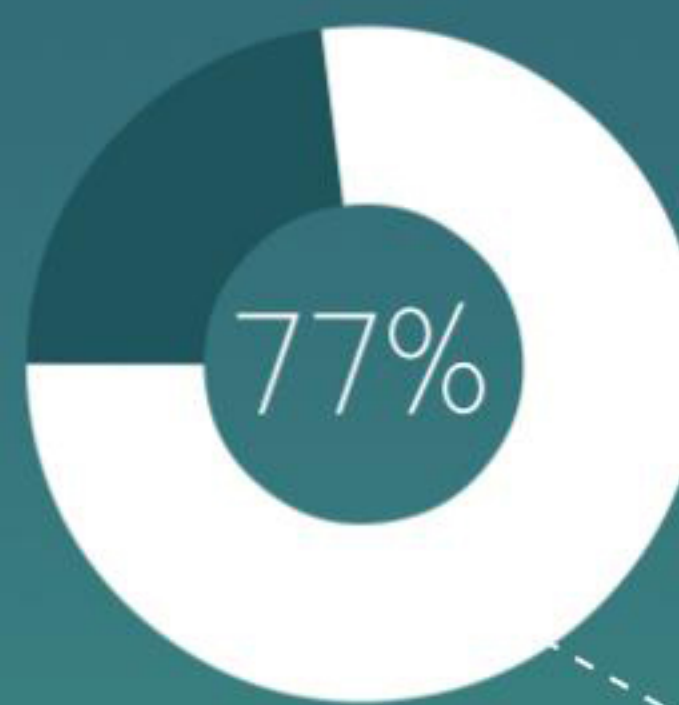
## Perceptions Survey 2014

### Survey says: Metro Detroiters love downtown!

The first annual downtown Detroit perception survey was commissioned by the Downtown Detroit Partnership to serve as a benchmark for the organization's strategic direction.

The survey addressed seven key areas to gauge people's perceptions of: safety, cleanliness, parking, walkability and biking, transit and living downtown.

4,685 metro Detroiters completed the survey. Here are the key takeaways:



Percentage of people polled saying Detroit has become significantly or somewhat more favorable in the last year.



96%

say Detroit has a lot of potential and is important to the region.



91%

agree downtown is improving each year.



94%

of downtown Detroit residents say they would recommend living downtown.

92% say Detroit is a place they like to bring visitors.

Top 3 favorite downtown destinations:

Campus Martius



Comerica Park



Detroit RiverWalk



### The Takeaways:

- People are excited about the future of downtown Detroit and optimistic about the future.
- The survey was an essential first step for DDP and the findings will drive action and continue the dialogue about the future of downtown Detroit.
- While these findings were overwhelmingly positive, the survey also shows that we have a few things to work on such as better parking and safer transit options. The DDP is using this information to inform our activities, promote the positive stories and to address opportunities for improvement.

About Downtown Detroit Partnership (DDP): DDP 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.

