THE KRESGE FOUNDATION

The 2018 Detroit Reinvestment Index

Research Summary

The 2018 Detroit Reinvestment Index – now in its third year – measures perceptions of Detroit and the city's turnaround. In prior years, this research featured perceptions of National Business Leaders and Detroit Metro-Area Entrepreneurs. This year's survey expanded to include the views of Metro-Area Consumers about commercial corridors in Detroit and retail investments' role in community revitalization and development.

The below is a companion to the more descriptive Detroit Reinvestment Index report, found at **kresge.org/dri2018**. The highlights below provide relevant, verbatim questions asked in the survey and the related response rates.

Confidence in Detroit's overall economic rebound remains high. The latest installment in the index illuminates a powerful increase in the strength of positive sentiment towards Detroit.

How confident are you that Detroit can recover and become a great American city again? (percent confident)

- National Business Leaders (84%)
  - *Those "very confident" in Detroit's recovery increased from 39% to 47% in one year*
- Detroit Entrepreneurs (92%)
- Detroit Residents (94%)
- Suburban Residents (88%)

Growth of small business and retail activity is helping to drive this - Detroit entrepreneurs overwhelmingly recommend operating a business in the city.

Do you think the retail offerings in the city of Detroit today are better or worse than they were 10 years ago? (percent indicating retail is better now)

- Detroit Residents (76%)
- Suburban Residents (82%)
- Detroit Entrepreneurs (88%)

Please indicate how much you agree or disagree with the following statement: "Small businesses in the Detroit Metro area have been at the core of the revitalization of the city of Detroit." (percent agree)

- Detroit Entrepreneurs (93%)

How likely are you to recommend opening and operating a small business in Detroit to those considering opening a business or launching a new business location, including for those who are out of state? (percent likely)

- Detroit Entrepreneurs (89%)

Detroit residents believe that local small businesses and strong retail offerings are essential to neighborhood revitalization.

How strongly do you agree or disagree that the development or improvement of retail districts should be prioritized to ensure a successful renaissance and recovery of the city of Detroit? (percent agree)

- Detroit Residents (93%)
- Suburban Residents (90%)

In general, where do you think more funds and resources should be allocated in order ot contribute to the overall growth and well-being of Detroit? Please rank your top three answer choices. (percent combined top three ranking percentages)

- Detroit Residents *(top three shown)*
  - Neighborhood revitalization (51%)
  - Safety and security (51%)
  - K-12 schools (49%)
- Suburban Residents *(top three shown)*
  - Safety and security (71%)
  - Neighborhood revitalization (54%)
  - K-12 schools (42%)

Commercial corridor funding approaches appear to be bearing fruit, as resident feedback on revitalization efforts to-date has been positive, coupled with an eagerness for increased and accelerated investment moving forward.

How important is it to have a thriving retail district in or near your neighborhood? (percent important)

- Detroit Residents (96%)

Which of the following retail districts do you prefer to shop in? Please rank up to three answer choices. (percent combined top three ranking percentages)

- Detroit Residents (top five shown)
  - Downtown (51%)
  - 8-Mile & Woodward (44%)
  - Eastern Market (41%)
  - Livernois & McNichols (21%)
  - Midtown (21%)
- Suburban Residents (top five shown)
  - Downtown (52%)
  - Eastern Market (43%)
  - Midtown (22%)
  - Corktown/Michigan Avenue (19%)
  - 8-Mile & Woodward (17%)

How important do you believe it is to invest additional funds and resources in retail districts throughout Detroit? (showing total importance)

- Detroit Residents (97%)
- Suburban Residents (93%)

Detroiters believe additional commercial corridor investment will help alleviate concerns they have about safety & security and quality of accessible retail options.

What are the most common challenges you face when utilizing the city of Detroit's retail districts? Please select all that apply. (percent who selected)

- Detroit Residents (top three shown)
  - The parking is too limited/expensive (48%)
  - The malls outside of the city are better/more convenient (42%)
  - There is inadequate safety and security (33%)
- Suburban Residents (top three shown)
  - The parking is too limited/expensive (52%)
  - There is inadequate safety and security (50%)
  - The malls outside of the city are better/more convenient (46%)

If additional investment were to be made in the retail districts in or near your neighborhood, which potential benefits would be most important to you? Please select all that apply. (percent who selected)

- Detroit Residents (top three shown)
  - Increased safety and security (66%)
  - Additional employment opportunities (64%)
  - New high-quality retail establishments (52%)
  - Improvement of city roads (52%)
- Suburban Residents (top three shown)
  - Increased safety and security (70%)
  - Additional employment opportunities (49%)
  - Improvement of city roads (49%)

For each of the following different types of retail establishments you visit in general, please indicate if you typically visit these establishments primarily within the city of Detroit or primarily outside the city in the surrounding suburbs? (percent of top three choices for suburban retail)

- Detroit Residents (top three establishments frequented by city residents in the suburbs)
  - Department stores (64%)
  - Big-box retailers (62%)
  - Electronic stores (42%)

What types of retail establishments would you like to see more of in the city of Detroit? Please select all that apply for each. These could be establishments within a retail district or as a stand-alone establishment. (percent who want to see more of the identified establishment in Detroit)

- Detroit Residents (top five shown)
  - Department stores (62%)
  - Big box retailers (58%)
  - Sit-down restaurants (47%)
  - Grocery stores and supermarkets (46%)
  - Bookstores (44%)
- Suburban Residents (top three shown)
  - Grocery stores and supermarkets (55%)
  - Department stores (46%)
  - Sit-down restaurants (44%)
  - Big-box retailers (44%)
  - Independent/specialty apparel store (37%)

***Methodology Note:** The 2018 Detroit Reinvestment Index, third in the series, measures perceptions of Detroit among three audiences: National Business Leaders (N=300), Detroit Metro-Area Entrepreneurs (N= 307) and Detroit Metro-Area Consumers (N=506.) FTI Consulting conducted a yearly tracking survey among National Business Leaders, Detroit Entrepreneurs as well as a separate survey among Consumers focusing on their retail experience in Detroit. This survey was conducted online and was launched in November 2017. FTI additionally conducted four 90-minute focus groups among Consumers who visit the retail districts throughout Detroit.*