



DETROIT TRANSPORTATION CORPORATION

2024 PEOPLE MOVER CUSTOMER SURVEY SUMMARY

OVERVIEW

To better understand who is currently riding the Detroit People Mover (DPM) and what can be done to maintain and build on recent success, the project team distributed an on-board intercept survey to customers and an online survey to riders and non-riders across Metro Detroit. In summer 2024, the team collected **840 on-board surveys** and **398 online surveys**.

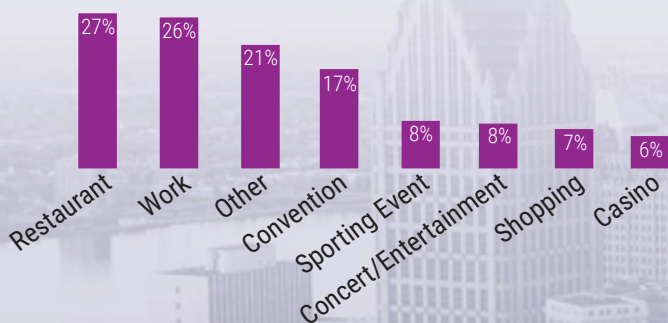
CUSTOMER SATISFACTION INSIGHTS

- >> **Most respondents** rate their **overall experience** with the DPM as **excellent**.
- >> **Customer Satisfaction is up from 2018.** The 71% excellent rating seen on the 2024 on-board survey is 18 percentage points higher than the 2018 on-board survey.
- >> **Most respondents** said they were **more likely** to ride the DPM now that it is free, and 15% of on-board respondents were only riding because it is free.

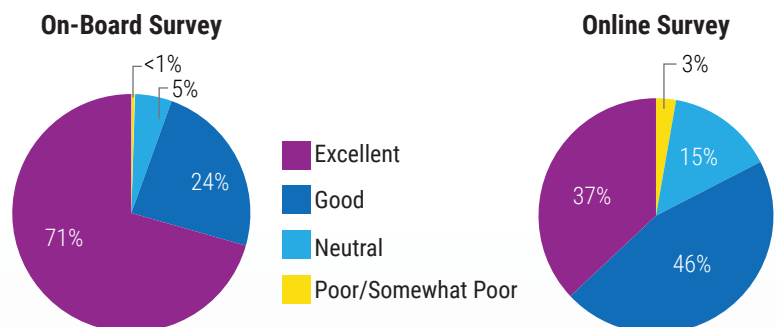
TRIP PURPOSE

- >> Compared with 2018, 2024 respondents were less likely to be riding for work and more likely to be riding for sporting events.

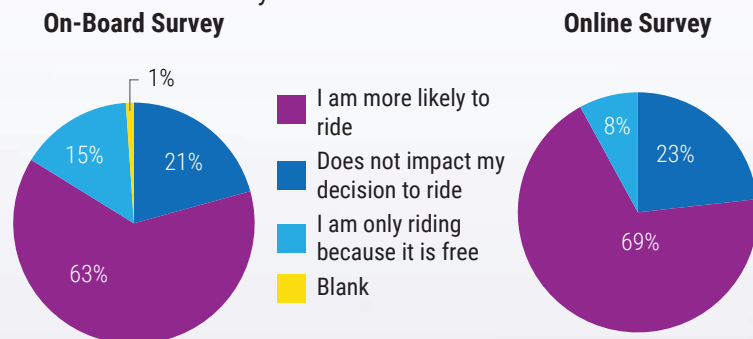
The most common reasons for being downtown were going to a restaurant or to work.



How would you describe your overall experience with the DPM?



As of January 2024, the DPM is free. How does this impact your decision to ride?



- >> **Almost half** of on-board survey respondents were riding just for fun or riding to see the city.

What is the primary purpose of this trip on the DPM?



ON-BOARD SURVEY RESULTS

ONLINE SURVEY RESULTS

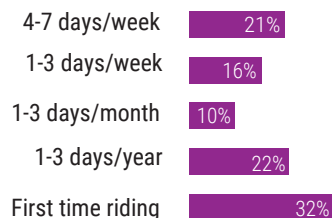


Riding Frequency

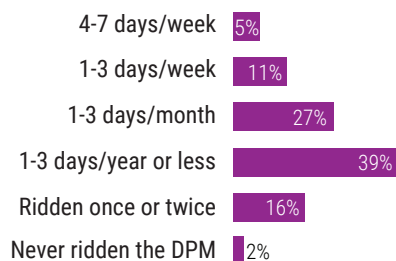
How often do you ride the DPM?

2018 Results

There was a greater proportion of first time riders in 2024 (32%) than in 2018 (15%) and a greater proportion of frequent riders in 2024 (21%) than in 2018 (8%).



How often do you ride the DPM?



Frequent Riders were asked about their last experience riding the DPM.

Non-Frequent Riders were asked about their travels in downtown Detroit.



Popular Stations

The most frequently visited stations were the **Renaissance Center, Greektown, and Grand Circus Park.**

2018 Results

The most frequently visited stations were **Huntington Place (Cobo Center), Greektown, and the Renaissance Center**

The most frequently visited stations by frequent riders were **Grand Circus Park, Greektown, Renaissance Center and the Financial District.**

Non-Frequent Riders

Rather than taking the DPM, infrequent riders typically **walk or drive and park** to get around Downtown



Alternative Modes

Most respondents would have **walked** (52%) if the DPM weren't available. Other alternative modes include **driving** (17%), **not making the trip at all** (10%) and **taxi/rideshare** (10%).

Common reasons for not riding the DPM include **having the ability to walk instead**, not being able to reach destinations, and not being Downtown often.



Group Type

Most respondents were travelling in groups of **two or more** (62%). For those travelling in groups, the greatest share of respondents were travelling with **family** (60%).

Respondents typically ride the DPM **alone**, followed by with **friends**, and with **family**.



On-Board Rider Frequency

	First-time riding	1-3 days/month, 1-3 days/year	1-3 days/week, 4-7 days/week
	First-time Rider	Non-frequent Rider	Frequent Rider
How did you get info about the DPM?	Word of Mouth	Grew up in Detroit and always knew about the DPM	Grew up in Detroit and always knew about the DPM
How did you reach Downtown Detroit?	(1) Stayed in Hotel/Airbnb (2) Drove/Carpooled/ Was driven (3) Walked/Biked	(1) Drove/Carpooled/ Was driven (2) Stayed in Hotel/Airbnb (3) Walked/Biked	(1) Downtown Resident (2) Used transit (3) Walked/Biked

>> First-time Riders were more likely than non-frequent and frequent riders to hear about the DPM from the events they were attending, station signage, hotel/concierge, and word of mouth.

>> Those who live downtown, have a higher frequency of riding, as well as those who reached downtown via other modes of public transit.



Traveling in Downtown Detroit

>> How often are you in Downtown Detroit? The greatest share of respondents are in Downtown Detroit 1-3 days per month (36%).

>> How do you typically get to Downtown Detroit? Most respondents drove or carpooled and parked to get to Downtown Detroit (71%), followed by those who rode the QLine (18%), walked (14%), and biked (12%).

>> What is the main reason you visit Downtown Detroit? Most respondents primarily went Downtown to eat at restaurants (63%), attend concert/entertainment events (51%), and attend sporting events (37%).



DETROIT PEOPLE MOVER