



Downtown Perception Survey-Intro

Goals

- Understand the Downtown customer and non-user.
 - How they use /patronize Downtown.
 - Test programming and new initiatives.
 - Determine how local customers get information on leisure activities.
 - Benchmark results over time
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Downtown Perception Survey-Intro

Methodology

- 250 surveys completed
 - Nueces and St. Patricio counties
 - To reflect Corpus Christi total population quotas: zip code, age and income segments
 - Statistical margin of error is +/- 6%
 - Compared to 2015 Survey/2010 National Survey
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Downtown Perception Survey-Demographics

Benchmark: Downtown User	2017	2015	National
Average Age	42.2	44.7	N/A
Average Income	\$72,000	\$70,900	N/A

Benchmark: Non User	2017	2015	National
Average Age	58.7	52.7	N/A
Average Income	\$61,500	57,700	N/A



Downtown Perception Survey-**Patronage**

Benchmark	2017	2015	Texas/National
Residents visited past 6 months	73%	74%	71%/73%
# of visits	<u>29.1</u>	25.8	N/A
Primary Reason for visit:			
• Dining	33%	27%	N/A
• Bike/Run/Walk/Seawall	16%	10%	N/A
• Work or have a meeting	14%	10%	N/A
• Attend Special Event	8%	3%	N/A



Downtown Perception Survey-**Patronage**

Benchmark	2017	2015	Texas/National
All Reasons for visit:			
• Dining	75%	53%	N/A
• Combined Dining + other	63%	48%	N/A
• Seawall	<u>55%</u>	34%	N/A
• Cultural Center	49%	52%	N/A
• Live Music	45%	30%	N/A
• Bar/Night Club	35%	18%	N/A



Downtown Perception Survey-**Patronage**

Benchmark	2017	2015	National/Texas
Spend \$	\$73.46	\$67.35	\$65
Spend Time (minutes)	138	124	163
Drive	91%	89%	40%
Parking Affordable	86%	88%	42%
Prefer on-street	71%	65%	N/A
Convenient	71%	63%	48%
Clean	56%	45%	48%/86%
Safe	48%	42%	45%/67%



Downtown Perception Survey: **Non-Users**

Benchmark	2017	2015	National
Don't go Downtown- Open			
• No reason to make trip	48%	33%	N/A
• Too far	9%	3%	N/A
• Traffic congestion	7%	2%	N/A
• Parking	3%	4%	N/A



Downtown Perception Survey: **Non-Users**

Benchmark	2017	2015	National
Don't go Downtown- List			
• Traffic congestion	55%	36%	56%
• Homeless/panhandlers	53%	43%	44%
• Unfamiliar w/ shop/dine	44%	44%	N/A
• Parking expensive	43%	31%	71%
• Isn't safe	40%	31%	42%
• Too far	39%	17%	47%
• Don't know where to park	36%	45%	49%



Downtown Perception Survey-Programs

Benchmark	2017	2015
Downtown website	89%	N/A
Mobile App	82%	N/A
Clean Ambassadors	87%	89%
Off-Duty Police Bike Patrol	87%	89%
Outdoor Dining	87%	89%
Wayfinding	81%	70%
Shuttle Service / Districts	79%	68%
Express Bus/TAMUCC	75%	64%
Bike Share	68%	50%