

# **2019 Downtown Perception Survey**



# Overview

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- Background of Survey
- 2019 Results
- Highlights
- Next Steps



# Background

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## Goals

- Understand The Downtown Customer & Non-User
- How They Use /Patronize Downtown
- Test Programming & New Initiatives
- Determine How Local Customers Get Information
- Benchmark Results Over Time



# Background

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## 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



## Downtown Perception Survey-

### Demographics

Benchmark: <b>Downtown User</b>	2019	2017	2015	National
Average Age	<b>46.4</b>	42.2	44.7	N/A
Average Income	<b>\$75,100</b>	\$72,000	\$70,900	N/A

Benchmark: <b>Non User</b>	2019	2017	2015	National
Average Age	<b>54.3</b>	58.7	52.7	N/A
Average Income	<b>\$59,200</b>	\$61,500	57,700	N/A



## Downtown Perception Survey-**Patronage**

Benchmark	2019	2017	2015	Texas/National
Residents visited past 6 months	<b>90%</b>	73%	74%	71%/73%
# of visits	<b><u>24.7</u></b>	<b><u>29.1</u></b>	25.8	N/A
Primary Reason for visit:				
• Dining	<b>40%</b>	33%	27%	N/A
• Bike/Run/Walk/Seawall	<b>11%</b>	16%	10%	N/A
• Work or have a meeting	<b>7%</b>	14%	10%	N/A
• Attend Special Event	<b>10%</b>	8%	3%	N/A



# Downtown Perception Survey-**Patronage**

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Benchmark	2019	2017	2015
<b>All Reasons for visit:</b>			
• Dining	<b>77%</b>	75%	53%
• Combined Dining + other	<b>59%</b>	63%	48%
• Seawall	<b>49%</b>	55%	34%
• Cultural Center	<b>51%</b>	49%	52%
• Live Music	<b>41%</b>	45%	30%
• Bar/Night Club	<b>38%</b>	35%	18%



# Downtown Perception Survey-**Patronage**

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Benchmark	2019	2017	2015	National/Texas
Spend \$	\$56.92	\$73.46	\$67.35	\$65
Spend Time (minutes)	123	138	124	163
Drive	84%	91%	89%	40%
Parking Affordable	88%	86%	88%	42%
Prefer on-street	61%	71%	65%	N/A
Convenient	66%	71%	63%	48%
Clean	47%	56%	45%	48%/86%
Safe	47%	48%	42%	45%/67%

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## Downtown Perception Survey: **Non-Users**

Benchmark	2019	2017	2015	National
<b>Don't go Downtown- Open</b>				
• No reason to make trip	<b>42%</b>	<b>48%</b>	<b>33%</b>	N/A
• Too far	<b>11%</b>	<b>9%</b>	<b>3%</b>	N/A
• Traffic congestion	<b>4%</b>	<b>7%</b>	<b>2%</b>	N/A
• Parking	<b>11%</b>	<b>3%</b>	<b>4%</b>	N/A



## Downtown Perception Survey: **Non-Users**

Benchmark	2019	2017	2015	National
<b>Don't go Downtown- List</b>				
• Traffic congestion	54%	55%	36%	56%
• Homeless/panhandlers	42%	53%	43%	44%
• Unfamiliar w/ shop/dine	54%	44%	44%	N/A
• Parking expensive	42%	43%	31%	71%
• Isn't Safe	15%	40%	31%	42%
• Too Far	27%	39%	17%	47%
• Don't know where to park	50%	36%	45%	49%



# Downtown Perception Survey-Programs

Benchmark	2019	2017	2015	
Downtown website	N/A	89%	N/A	✓
Mobile App	N/A	82%	N/A	
Clean Ambassadors	N/A	87%	89%	✓
Off-Duty Police Bike Patrol	N/A	87%	89%	✓
Outdoor Dining	76%	87%	89%	
Wayfinding	74%	81%	70%	
Shuttle Service / Districts	N/A	79%	68%	
Express Bus/TAMUCC	N/A	75%	64%	
Bike Share	N/A	68%	50%	✓



# Downtown Perception Survey-Programs

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Benchmark	2019	2017	2015	
Outdoor Dining	76%	87%	89%	
Wayfinding	74%	81%	70%	
Improve Seawall	87%	N/A	N/A	
Preserve Historic Buildings	77%	N/A	N/A	
Ferry Service	66%	N/A	N/A	
Residential Tour	53%	N/A	N/A	
TAMUCC Downtown Campus	43%	N/A	N/A	



# Highlights

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- Agree “Downtown has large selection of restaurants & shops”
  - Rose to 60% in 2019 from 42%
  - Still Below National Benchmark of 81%



# Next Steps

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