DOWNTOWN PERCEPTION STUDY

conducted for

CORPUS CHRISTI DMD

January, 2019

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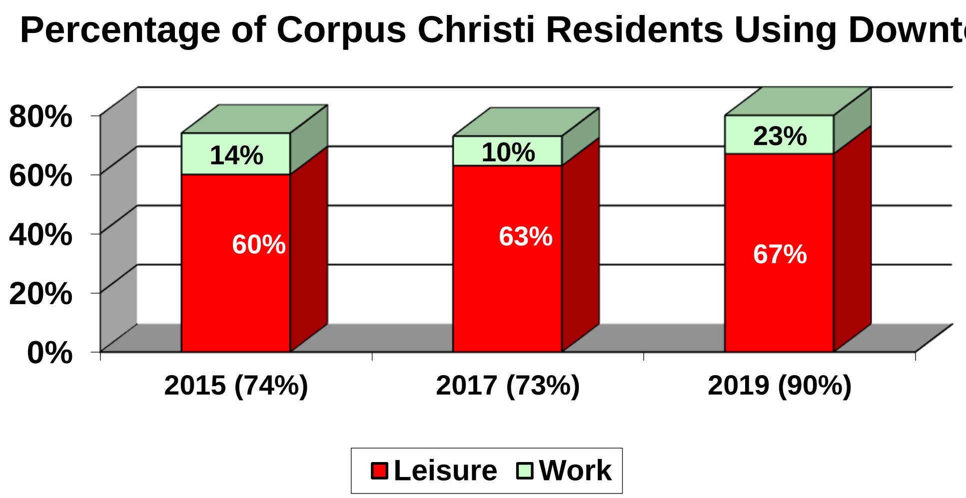
These are highlights from the 2019 email surveys conducted for Downtown Corpus Christi from January 23-31, 2019.

- A very impressive 90% of the residents living in Nueces and San Patricio Counties had been to Downtown Corpus Christi in the last six months of 2018, which is statistically greater than the 73% recorded in 2017 and the National Downtown Benchmark report published by Gentleman McCarty in 2010, which showed that 73% of residents living in the top 50 U.S. metropolitan areas patronize their downtowns. The 90% patronage of Downtown Corpus Christi is at the very high end of the range seen by Gentleman McCarty in other downtown surveys. As can be seen in the chart below, greater use of Downtown Corpus Christi occurred both because of the greater percentage of survey respondents working Downtown and in leisure visits made to Downtown.



- Total visits to Downtown Corpus Christi in the prior 6 months dropped slightly, after the big bump in frequency which was seen in 2017. A total of almost 25 visits were made Downtown in the last 6 months of 2018, which is more than four trips a month. The large frequency of visits made to the Seawall in the previous survey, right after the launch of the bike share program, has settled down in this survey to a more reasonable 2.8 visits over the six months.

- Eating a meal at a restaurant was the most frequent reason given for going Downtown, rising from 53% of residents in 2015 to an impressive 77% currently. A majority of 59% said they had combined having a meal with some other Downtown activities. Shopping at a store jumped to an average of 4 visits in this year's surveys, as the Downtown's retail offering has begun to increase. The other most-mentioned Downtown activities were going to a bar/nightclub (1.9 visits), going to the Marina (1.5) and visiting the cultural centers (1.3).

- Almost half of the Corpus Christi residents surveyed by email had brought out-of-town visitors Downtown in the prior year (46%). Most of those visitors were staying with them (74%), so they could be reached by the same media as residents.

- The demographics of area residents who had recently visited Downtown are younger families with children, particularly those in the upper-income segments. The average household income of Downtown's users has risen to $75,100.

- Awareness is strongest of the North Beach district (94%) and a larger percentage of 45% had been there recently for leisure visits including dining and going to the beach (up from 35% in 2017). A lower proportion are aware of where Uptown is located (63%) and 32% go there for for meetings/work or the courthouse. Fewer are aware of, or utilize, Water's Edge/McGee Beach, the Marina Arts District or the SEA District.

- An average of 123 minutes is spent Downtown (slightly less than the 138 minutes recorded in 2017) and $56.92 was spent during that time.

- Since nearly all residents drive their own car Downtown (84%), parking issues are very important. Fortunately, almost all believe that parking in Downtown Corpus Christi is very or somewhat affordable (88%, compared to only 42% in the Benchmark). There is a strong preference for parking on-street (61%) and a majority wish to pay via cash (51%), which has also been true in previous surveys.

- 18% said they had recently used a credit card to pay at a Downtown parking meter, up statistically since the 7% recorded in the 2017 survey. Downtown workers were the most likely to have used the meters (41%), which is probably not the intended audience. Reactions to the meters are mixed, with only 20% giving them a very positive rating.

- Downtown workers (23% of all surveyed) commute an average of 33 minutes round-trip (compared to 44 minutes in the Benchmark) and 75% say they would be very or somewhat likely to take mass transit options such as buses and car pools.

- Downtown users believe that Corpus Christi's greatest strength is its convenience. Two-thirds agree that it's convenient to drive Downtown (66%) and once there it's convenient to get around the area (62%), both of which percentages are higher than the National Downtown Benchmark.

- The percentage of Downtown users who agree "Downtown has a large selection of restaurants and shops" rose impressively, from 42% to 60%, but still has a way to go to get up to the National Downtown Benchmark of 81%. The feeling that Downtown has a variety of entertainment stayed the same, at 60%, but is also below the Benchmark of 81%.

- Fewer believe that Downtown is clean than in 2017 (47% compared to 56%), but the safety perceptions have stayed the same, at 47%.

- Fewer believe that "It's easy to find parking Downtown", at only 39% agreeing with that statement compared to 57% in 2017. There hasn't been a change in the supply of parking spaces, but the increased workforce and leisure patronage of Downtown Corpus Christi may be making it more challenging to find a space.

- Non-users of Downtown – who are older and have less income – said when asked why they do not go Downtown that they have no reason to make the trip (42%) and various personal reasons that the DMD can do little about (30%). In response to the attitude questions which were read to them, they were most negative about the confusing and congested traffic flow in Downtown (54%). Some non-users are unfamiliar with Downtown's offering, not knowing what shopping/dining was available (54%) where to park (50%), or what to do Downtown (42%). The 42% who said they don't know what to do Downtown was the only perception which was more negative than the Benchmark, so the DMD's marketing efforts will be a key to reducing that perception.

- A sizable segment of 42% are concerned about homeless people/panhandlers, so the DMD's goal to address this issue will be important.

- All 7 of the new initiatives which were read to residents were considered to be important for Downtown users, led by improving the Seawall (87%), preserving historic buildings Downtown (77%), the outdoor dining initiative (76%) and the way-finding program (74%). Millennials are significantly more excited about many of these initiatives, particularly the Seawall and historic preservation.

- Only 2% of those who were surveyed currently live Downtown, but they are quite satisfied, and the percentage who say they would consider living Downtown has risen impressively from just 10% in 2017 to 20% currently. In addition to the initiatives described above, 53% would be interested in having a tour that showed them the Downtown residential options.

- The attractions which were most-identified by residents as being missing in Downtown Corpus Christi are more variety of restaurants and street entertainers and other family-friend/kid-oriented activities.

- Corpus Christi-area residents are even more likely now to get most of their information about leisure activities from the Internet (61%, up from 36% previously), instead of the word-of-mouth and television which were most-cited in 2015. Social media was mentioned more often than search engines such as Google, so the DMD should be sure that its presence on social media is strong. 8% mentioned the new DMD website, godowntowncc.com.

These recommendations are made for the DMD to consider, as it prepares strategies and programs for the upcoming year:

- The DMD should promote Downtown for its many activities, led by dining, the Seawall, cultural centers and bars/nightclubs that offer live music.
- In its marketing efforts, the convenience of Downtown should be the main selling point, both in terms of the ease of getting there and the ease of getting around Downtown.
- The DMD should develop and improve the Downtown to increase the perception that it has a strong variety of entertainment (currently 60%) and a variety of restaurants and shops (currently 60%), to get both of these perceptions closer to the Benchmark average of 81%.
- Non-users need to be informed of what to do Downtown, where to park and what stores/restaurants are Downtown.
- The DMD needs to continue to address the issue of homeless/panhandlers in the Downtown area, because that concerns more Corpus Christi residents than the National Downtown Benchmark for other cities' downtowns.
- All 7 of the new initiatives shown to residents should be pursued by the DMD; they are shown below, in descending order of priority based on how important residents believe them to be:
    - Improve Seawall maintenance and safety
    - Preserve historic buildings
    - Outdoor dining initiative
    - Way-finding program
    - Ferry service between Downtown and North Beach
    - Residential tour for people to see Downtown living options
    - TAMUCC campus Downtown
- The new website and a strengthened social media presence will be the most effective way to reach out to metropolitan area residents with information about Downtown.

The Corpus Christi Downtown Management District (DMD) was formed in 1993 as a professional downtown management district. A three-year strategic planning process was begun in May, 2014. As a part of that plan, the DMD identified the need for a consumer perception survey that would provide benchmark data as the three-year strategic work began. That benchmark survey was conducted in January, 2015, and repeated in 2017 and again this year, to document any changes which have occurred.

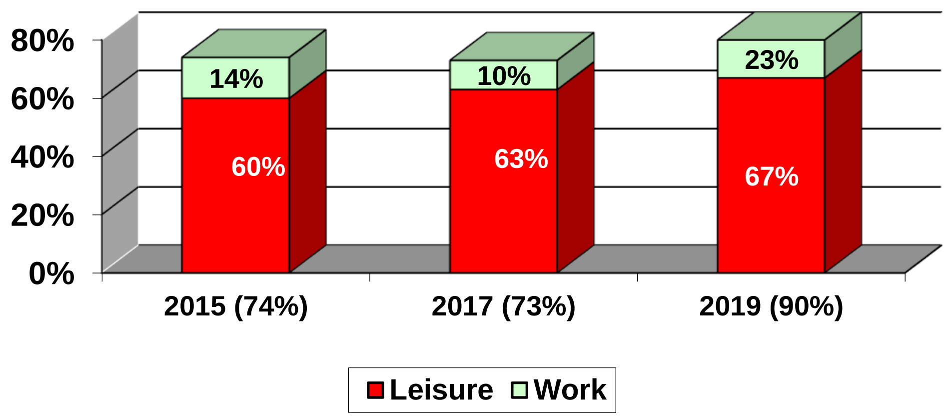
In 2015 and 2017, the surveys were conducted via telephone. In this year's survey, the methodology was changed to email surveys, for reasons of cost-efficiency. The exact same number of surveys were conducted by email as had previously done by phone, and the statistical margin of error for this sample size of 250 is plus or minus 6%. The email surveys were conducted across Nueces and San Patricio Counties. The questionnaire which was used in this study have been appended to this report (Appendix A). A complete list of the zip codes and the number of interviews in each is included as Appendix B.

Both Downtown users (defined as those residents who have been Downtown for some purpose in the prior six months) and non-users were surveyed. The vast majority of Corpus Christi residents are Downtown users (90%), a significant sample to analyze.

The 250 surveys were collected by Survey Sampling, Inc. (re-named Dynata) and the data processed by Marketing Research Technologies. Gentleman McCarty was responsible for design of the final questionnaire and for the preparation of this detailed summary of findings with recommendations for the Corpus Christi Downtown Management District to pursue. Where it was possible to compare Corpus Christi to the National Downtown Benchmark report published by Gentleman McCarty in 2010, reporting upon the Downtown behaviors of residents living in the top 50 metropolitan areas, this analysis was included in this report.

A very impressive 90% of area residents visited Downtown Corpus Christi in the second half of 2018, a proportion which is up statistically from the 73% recorded in both the 2017 Corpus Christi study and in the National Downtown Benchmark study conducted by Gentleman McCarty in 2010 across all 50 of the top U.S. metropolitan areas. In 2015, the percentage of residents who visited Downtown Corpus Christi was 74%. As shown in the graphic below, more of the increase in patronage was as a result of the larger number of Downtown Corpus Christi workers surveyed this year (23%, up from 10% in 2017).

Percentage of Corpus Christi Residents Using Downtown

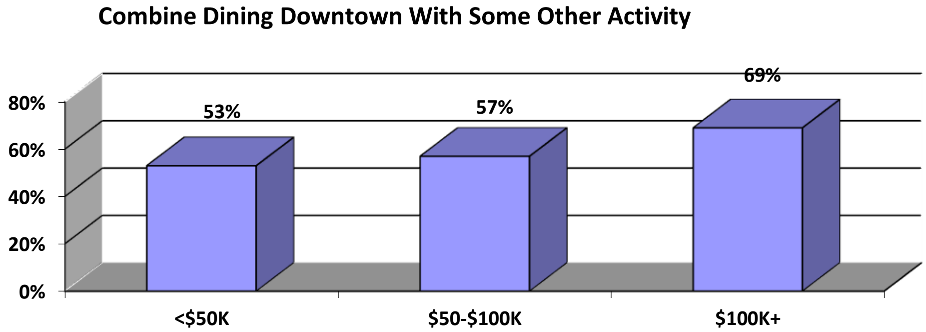


- The total frequency of visits made to Downtown Corpus Christi in the prior 6 months was back close to the same level as in 2015, following a bump upwards in frequency in 2017. Residents reported that in the last 6 months of 2018 they made a total of almost 25 visits Downtown, or more than four times a month. This frequency is almost twice that of the National Downtown Benchmark study, at only 13.6 visits.

- In 2017, part of the bump in frequency was due to the greater frequency of using the Seawall to bike, walk or run, which appears to have subsided somewhat in this year's survey. The bike share on the Seawall was launched in the second half of 2016, and could have accounted for the frequency of visits it generated in the 2017 study, but that appears to have settled down in this year's survey, at an average of 2.8 visits or about one every other month.

- In this year's survey, eating a meal at a restaurant was the most frequent activity, at 4.8, or almost once a month. Downtown workers are the most frequent diners there, but even those who do not work downtown come Downtown for a meal on a regular basis. More than three-fourths of all metropolitan area residents had dined Downtown in the last 6 months of 2018 (77%), up from just 53% in the 2015 survey.

- The percentage of residents who say they combined having a meal Downtown with some other activity remained strong, at 59% in this year's survey (compared to 63% in 2017 and 48% in 2015). As shown in the graphic on the next page, those who are most likely to combine eating with some other activity in Downtown are in the higher income segments.



- Slightly more than half of area residents had been Downtown in the second half of 2018 to visit one of the cultural centers (51%), including the Arena, Auditorium, museums, Aquarium or the Art Center. This is comparable to the cultural patronage recorded in the 2017 and 2015 surveys.

- An impressive increase in coming Downtown to shop in a store occurred this year, at 43% of residents reporting this, up from just 21% in 2017. It appears that the addition of retail stores in the past two years has been successful in drawing residents.

- More than one-third (38%) of those surveyed had been to a bar or nightclub in Downtown in the prior 6 months, up significantly from the 18% recorded in 2015. This patronage was led by residents who are in households earning $100,000 or more. Going to hear live music – which could have been in a bar/nightclub – has also been on the increase since 2015, to 41% currently compared to just 30% in 2015.

- Visiting the Marina to dine or do a water or boating activity is something that 43% had done recently, up statistically from the 33% recorded in 2017. Households with incomes of $100,000 or more continue to be the most frequent visitors to the Marina.

- Slightly more than one-third of area residents had been to a sporting event Downtown recently (36%), statistically the same as in 2017. This was led by a Hook's game (69% of those attending any sporting event) and an Ice Rays game (15%).

- Less-frequent visits were made downtown to attend a special event such as a parade or festival, to go to McGee Beach, to attend the monthly ArtWalk or to stay in a hotel.

The frequency of visits made to Downtown Corpus Christi are shown in the chart on the following page, in comparison to both the 2017 and 2015 surveys.

FREQUENCY BY REASON/ACTIVITY:	2019 VISITS: ALL USERS	2017 VISITS: ALL USERS	2015 VISITS: ALL USERS:	2019 VISITS (excluding those who work downtown)	2019 AVG WORKER VISITS	2019 THOSE MAKING 1+ VISITS:
Eat meal at restaurant	4.8	4.2	4.5	3.3	9.2	77%
Shop at a store	4.0	2.3	1.6	1.5	11.3	43%
Bike/walk/run on Seawall	2.8	7.1	2.3	2.5	3.6	49%
Other reason/activity	2.5	2.6	3.0	1.8	4.4	51%
Go to bar/nightclub	1.9	2.5	1.1	1.1	4.1	38%
Go to the Marina	1.5	1.3	1.3	1.2	2.6	43%
Go to hear live music	1.2	1.9	0.9	0.8	2.4	41%
Visit cultural centers	1.3	1.5	2.1	1.8	4.4	51%
Attend sporting event	1.0	1.2	1.1	0.8	1.8	36%
Attend special events, e.g. parade or festival	0.9	0.9	0.8	0.6	1.8	45%
Go to McGee Beach	0.9	0.5	0.6	0.4	2.3	26%
Work	0.9	1.8	6.2	0.9	NA	21%
Attend monthly Artwalk	0.5	0.6	0.4	0.3	1.2	25%
Stay in a hotel	0.5	0.5	0.1	0.2	1.1	20%
TOTAL VISITS	**24.7**	**29.1**	**25.8**			
LEISURE VISITS (1	**23.8**	**27.3**	**19.6**			

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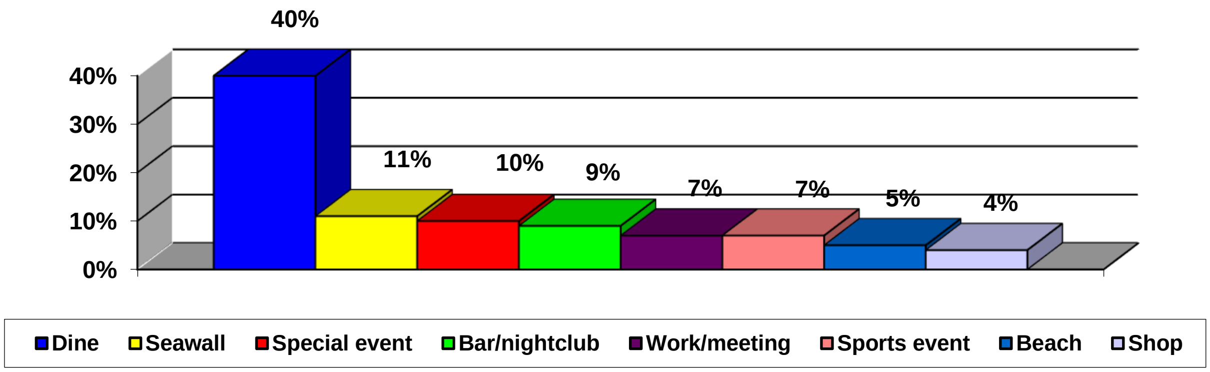
1) Leisure visits exclude those trips made to work. Those who work downtown were not asked their frequency of work visits.

When asked what their primary purpose is in coming Downtown, residents were most likely to name dining (40%), followed by coming to the Seawall to run, walk or bike (11%). Dining is an even more important draw for those residents who do not work Downtown. These responses are shown both graphically and in a data chart on the following page.

Primary Reason to Visit Downtown



- Almost half of area residents have brought out-of-town visitors Downtown in the past year (46%), which is statistically the same as in the 2017 survey. In Corpus Christi, most visitors are staying at the home of their hosts (74%), so they can be reached through the same media as local residents.

COME DOWNTOWN:	2019 ALL SURVEYED	2017 ALL SURVEYED	2019 WORK DOWNTOWN	DON'T WORK DOWNTOWN	DEMOGRAPHIC SEGMENT MOST LIKELY TO SAY PRIMARY
PRIMARY PURPOSE:					
Eat meal at restaurant	40%	33%	47%	38%	All equally
Bike/run/walk Seawall	11%	16%	5%	12%	18-34, non-Cauc
Attend special event	10%	11%	2%	13%	All equally
Bar/nightclub	9%	8%	14%	8%	Male
Work or have a meeting	7%	14%	14%	5%	All equally
Attend sporting event	7%	6%	7%	7%	All equally
Beach	5%	0%	9%	4%	<$25K
Shop	4%	0%	0%	5%	All equally
Attend cultural event	2%	2%	0%	4%	55+
Marina	1%	1%	3%	1%	All equally
BROUGHT VISITORS:	46%	50%	53%	44%	55+, $100K+
VISITORS STAY AT:					
Host's home	74%	60%	83%	70%	All equally
Elsewhere	26%	40%	17%	30%	All equally

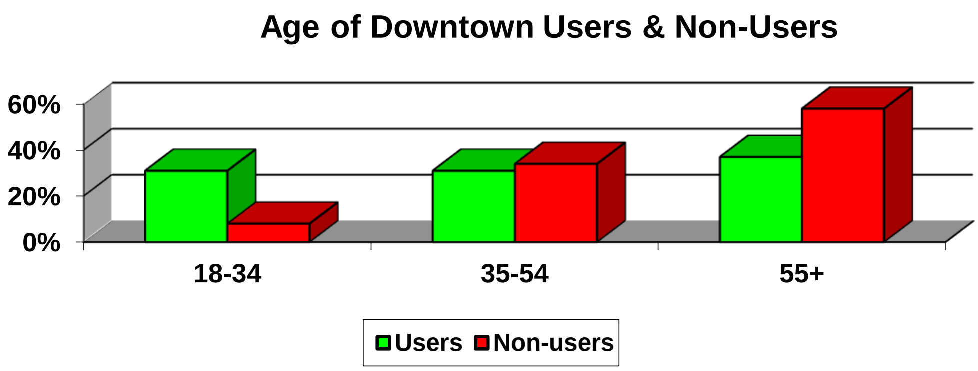
2019 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

The demographics of area residents who had recently visited Downtown are younger families with children, particularly those in the upper-income segments. The small segment who do not patronize Downtown (only 10% of all surveyed) were most likely to be senior citizens on fixed incomes of less than $25,000. This demographic profile is the same as in 2017 and 2015.

Age

- The average age of Downtown Corpus Christi's visitors is 46.4 years, several years older than in 2017 (42 years). As shown in the graphic below, Downtown users are significantly younger than non-users.

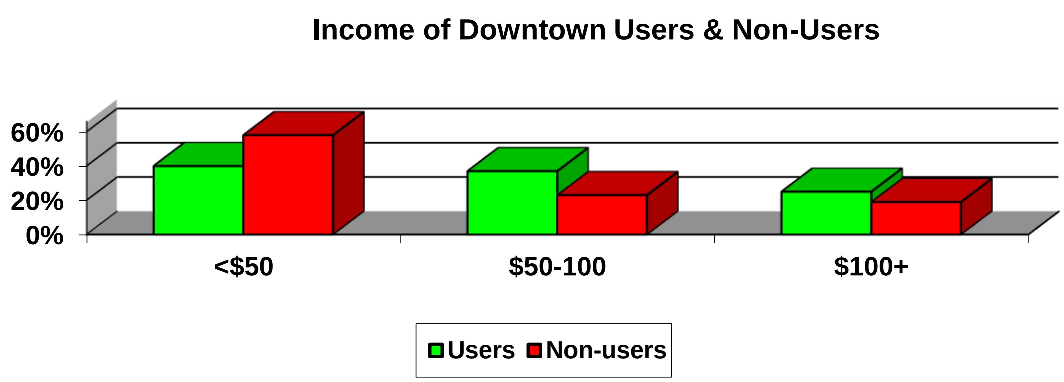


Household Composition

- A segment of 32% of Downtown Corpus Christi's visitors have children currently at home. Downtown workers are the most likely to have children at home (49%).

Income

- The average household income of area residents who patronize Downtown is $75,100, which is more than non-users' incomes of $59,200. As shown below, a majority of those who do not come Downtown have incomes of less than $50,000.



Gender

- In this year's survey, more of Downtown's visitors are male (59%) than female (41%).

Ethnicity

- More than half of this year's email survey respondents were Caucasian (57%), which was not true in the prior two telephone surveys, where more respondents were Hispanic. This may be the one response in this year's survey which was affected by the change in methodology, because nationally Hispanics are often undercounted in email surveys. It is a significant undercounting of Hispanics, who represent 61% of the metropolitan area population but are just 37% of respondents. A careful review of all of the cross-tabulations shows that none of the survey responses were skewed by this under-representation, however.

DEMOGRAPHIC TRAIT:	VISITED PAST 6 MONTHS: YES	NO	WORK DOWNTOWN YES	NO
AGE:				
18-24 years	8%	4%	7%	8%
25 to 34 years	23%	4%	40%	15%
35-44 years	17%	19%	21%	17%
45-54 years	14%	15%	9%	15%
55-64 years	20%	31%	14%	23%
65+ years	17%	27%	8%	21%
Average Age	**46.4**	**54.3**	**40.5**	**49.2**
Median Age	**45.4**	**65.5**	**36.4**	**40.9**
CHILDREN AT HOME:	32%	15%	49%	24%
MARITAL STATUS:				
Married	61%	50%	67%	57%
Single	25%	27%	26%	25%
Living with partner	12%	8%	5%	13%
Widowed	2%	15%	2%	4%
HHLD INCOME:				
Less than $25,000	14%	23%	12%	16%
$25 - $49,999	26%	35%	23%	28%
$50 - $74,999	20%	23%	10%	23%
$75 - $99,999	17%	0%	28%	11%
$100 - $149,999	14%	15%	21%	12%
$150,000+	9%	4%	5%	10%
Average Income	**$75.1**	**$59.2**	**$78.4**	**$72.0**
Median Income	**$62.5**	**$44.3**	**$78.2**	**$56.2**
GENDER:				
Female	59%	61%	42%	65%
Male	41%	39%	58%	35%
RACE/ETHNICITY:				
Caucasian	57%	81%	54%	61%
Hispanic	37%	19%	39%	35%
Other	6%	0%	7%	4%

2019 Corpus Christie Email Surveys

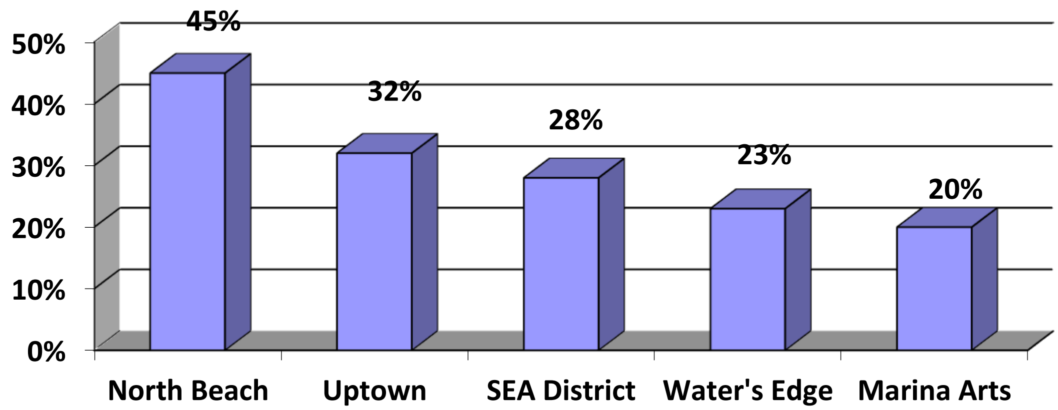
% Indicates data which is statistically greater than the value in the corresponding column.

There is almost unanimous awareness of the North Beach district (94%), and in this year's survey the percentage who had been there in the past six months rose from 35% in 2017 to 45%. There is less awareness of Uptown (63%), and only 32% had been there recently (statistically the same as in 2017). Smaller percentages had been to the SEA District (28%) or to the Water's Edge/McGee Beach district (23%).

- As shown in the table below, more of the patronage at North Beach are leisure pursuits such as dining, visiting the Aquarium or going to the beach itself. For Uptown, more of those visits are driven by business reasons such as going to work or making a trip to the courthouse.

- Although those who had been to the Marina Arts District recently has risen from 14% to 20% in this year's survey, that is not a statistically significant increase.

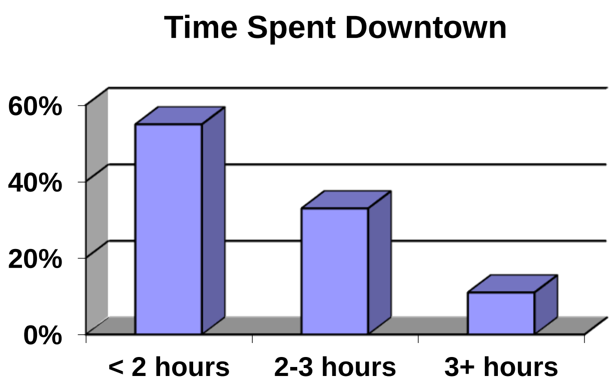
Patronage of Downtown Districts

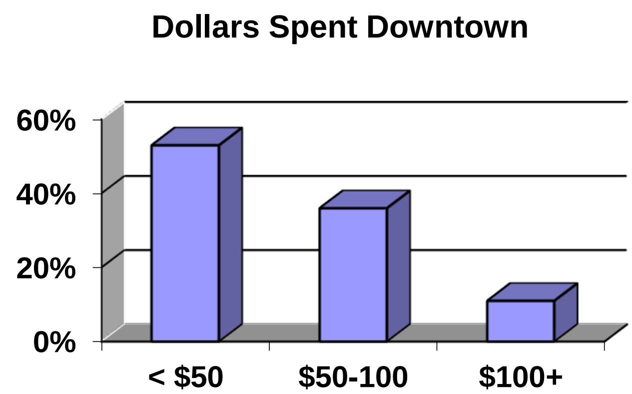


DISTRICTS:	AWARE OF DISTRICT	BEEN TO DISTRICT LATELY	PURPOSES TO GO TO DISTRICT
North Beach	94%	45%	Ate a meal, beach, sightseeing, Aquarium, event, fishing
Uptown	63%	32%	Meetings/work, courthouse, to eat, church
Water's Edge/McGee Beach	67%	23%	Beach/park, walk, to eat, Sightseeing, fishing
Marina Arts District	62%	20%	To eat, festival, walk, concerts, Sightseeing, work, Museum/art
SEA District	50%	28%	Concerts, Museum/art, Hook's, to eat fishing, Art Center

Length of Stay and Amount Spent Downtown

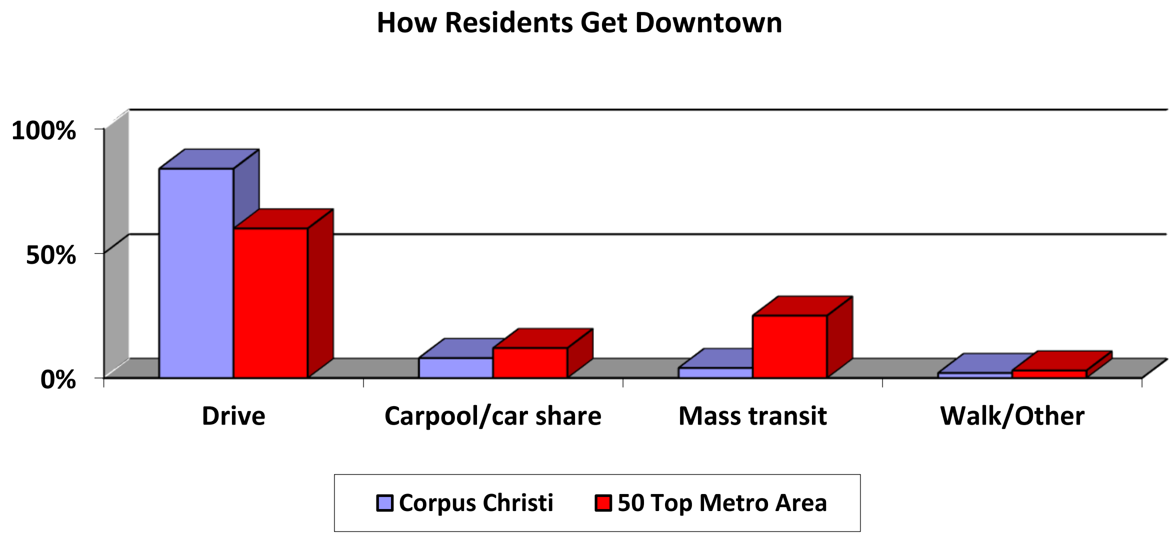
An average of 123 minutes was spent by those who had recently visited Downtown Corpus Christi, or slightly more than two hours. This is less time than was recorded in the National Downtown Benchmark, of 163 minutes, and has declined slightly from the 2017 length of stay in Downtown Corpus Christi of 138 minutes. People visiting Downtown Corpus Christi spend an average amount of $56.92 in this year's survey, down slightly from the $72 recorded in 2017 and the Benchmark average of $65.





Parking

- Since a large majority of Downtown users drive their own car to get to Downtown Corpus Christi, (84%), parking issues are very important. The percentage who drive Downtown is far greater than in the National Downtown Benchmark, where fully 40% find other ways than driving themselves to get to their respective downtowns. The percentage who drive to Downtown Corpus Christi is statistically less than it was in 2017 (91%), so things may be trending in a good direction .



- Almost all Downtown users believe that parking in Downtown Corpus Christi is very or somewhat affordable (88%). In contrast, only 42% of the respondents to the National Downtown Benchmark felt that parking was affordable in their Downtown, so Corpus Christi-area residents appear to realize that they are lucky, in comparison to other cities.

- A majority of those who drive to Downtown Corpus Christi prefer to park on-street (61%). Their reasons for this preference are that it gets them closer to their destination (59%) and that it feels safer (21%). The percent who said they park most often in surface lots rose from 13% in the 2017 survey to 26% currently.

- More Corpus Christi residents say their preference is to pay for parking via cash (51%) than any other means.

PARKING	2019 ALL DOWNTOWN USERS	2017 ALL DOWNTOWN USERS	2019 BY AGE OF DOWNTOWN USER: 18-34	35-54	55+
DRIVE DOWNTOWN:	84%	91%	71%	83%	94%
WHERE PARK:					
On-street	61%	71%	51%	70%	62%
Parking garage	12%	9%	18%	11%	9%
Surface lot	26%	13%	31%	19%	29%
REASON FOR PARKING CHOICE:					
Closer to destination	59%	49%	54%	64%	59%
Feels safe	21%	11%	32%	15%	19%
Easy to get in and out	10%	28%	6%	7%	15%
Lower cost	7%	8%	4%	12%	6%
WOULD PAY WITH:					
Cash	51%	55%	50%	53%	51%
Credit	28%	31%	32%	24%	28%
Cellphone	10%	9%	12%	12%	8%
“Smart” card	2%	3%	2%	2%	1%
DOWNTOWN PARKING IS:					
Very affordable	51%	54%	50%	51%	51%
Somewhat affordable	37%	32%	34%	39%	39%
Somewhat expensive	9%	12%	8%	8%	8%
Very expensive	4%	2%	8%	2%	2%

2019 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

The percentage who have used a credit card to pay at a Downtown parking meter rose statistically from just 7% in 2017 to 18% currently. The larger number of downtown workers who were surveyed this year (23%, up from 10%) were driving this credit card usage for the meters, which is probably not who would be the intended audience.

- All of those car drivers who were surveyed were asked to rate the new meters, regardless of whether they had used them lately or not. Feelings are mixed, with 46% giving the meters a positive rating and 12% being somewhat or very negative about them. Younger Downtown visitors are the most positive (58%) and non-Caucasian visitors the most negative (16%).

ON-STREET PARKING	2019 ALL DOWNTOWN VISITORS	2017 ALL DOWNTOWN VISITORS	2019 WORK DOWNTOWN	2019 LEISURE VISITORS
HAVE USED PARKING METERS:				
Yes	18%	7%	41%	10%
No	82%	93%	59%	90%
RATING OF PARKING METERS:				
Very positive	20%	35%	33%	16%
Somewhat positive	26%	22%	24%	27%
Don't know/neutral	42%	26%	26%	49%
Somewhat negative	6%	7%	6%	6%
Very negative	6%	10%	10%	4%

2019 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

In this year's survey, a larger percentage of 23% of those surveyed work in Downtown Corpus Christi. These workers were asked additional questions about their commuting habits, the responses to which are shown in the table below.

- The average round-trip commute in Corpus Christi was 33 minutes in this year's survey. This is less than the National Downtown Benchmark average of 44 minutes.

- In this year's survey, 76% said they would be somewhat or very likely to use mass transit if it were available (this is not a statistically significant increase from the 2017 survey, since the sample size of commuters in both studies was too small). The mass transit options that more of them would gravitate to are buses (26%) and car pools (23%). The messages that more commuters find to be compelling about mass transit are that it is a less expensive (33%) and more convenient (30%).

COMMUTING ISSUES	ALL DOWNTOWN WORKERS 2019	ALL DOWNTOWN WORKERS 2017	LIVE IN: NUECES	SAN PATRICIO
WORK DOWNTOWN:	23%	10%	22%	29%
AVERAGE COMMUTE (roundtrip):				
Less than 30 minutes	51%	88%	52%	43%
30-44 minutes	28%	11%	26%	43%
45-59 minutes	14%	0%	14%	14%
60 minutes or more	7%	0%	8%	0%
AVERAGE MINUTES	33.0	22.0	33.0	29.9
IF MORE OPTIONS, HOW LIKELY TO CONSIDER MASS TRANSIT: (1				
Very likely	39%	5%	40%	29%
Somewhat likely	37%	42%	36%	43%
Not at all likely	25%	54%	24%	29%
OPTIONS WOULD CONSIDER: (1				
Bus	26%	10%	26%	20%
Car pool	23%	90%	21%	40%
Car share	19%	0%	0%	40%
Bicycle lanes	16%	10%	16%	0%
Light rail	14%	10%	16%	0%
Rapid transit	2%	10%	3%	0%
REASONS WOULD CONSIDER MASS: (1				
Less expensive	33%	57%	57%	20%
More convenient	30%	57%	57%	40%
Shorter commute	16%	72%	72%	40%
Less stress	9%	72%	72%	0%
Easy access/reliable	5%	53%	53%	0%
More productive use of time	5%	10%	10%	0%
Safer	2%	10%	10%	0%

2019 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.
1) Sample sizes are very small, so no statistical significance was found.

Downtown users were asked to respond to some positive statements about Downtown, and non-users were asked to respond to some negative statements that might be barriers to their patronage. Downtown users (90%) outnumber non-users (10%) by a margin of nine to one.

Attitudes of Downtown Users

Downtown Corpus Christi's greatest strength is its convenience. Two-thirds of users agree that it's convenient to drive Downtown (66%), and once there it's convenient to get around the area (62%). Both of these percentages are higher than the National Downtown Benchmark.

- Another convenience attribute which could be promoted by the DMD is that residents still feel that it is fairly easy to find parking in Downtown (39% agree), although that is a significant decline from the 57% who thought parking Downtown was easy in 2017. Both years' percentages are far greater than the National Downtown Benchmark percentage of 24%.

- This year, the perception that there is a large selection of restaurants and shops in Downtown Corpus Christi rose impressively to 60%, up from 42% in 2017. Although this trend is certainly good, it still puts Corpus Christi's retail offering as significantly less attractive than the National Downtown Benchmark of 81%. And although a majority believe that there is a variety of entertainment options (60%), this percentage is far lower than the perceived entertainment selection in the top 50 metropolitan areas (81%).

- DMD's goal is to have a cleaner, safer and more beautiful Downtown Corpus Christi. The perceptions from this survey are that only 47% of Corpus Christi residents believe Downtown is clean (down from 56% previously) and 47% now believe it to be safe. Both of these percentages are in line with the National Downtown Benchmark (48% and 45%, respectively). However, in the 4 largest Texas cities – Dallas, Houston, San Antonio and Austin – a much larger percentage of residents say their downtowns are clean (86%) and safe (67%), so these are things that Corpus Christi will need to continue to work on.

USERS ARE DRAWN DOWNTOWN BECAUSE IT HAS:	2019 AGREE	2017 AGREE	2019 DISAGREE	2019 SCORE [1]	NATIONAL BENCHMARK AGREE [2]
Convenient to drive to	66%	71%	16%	3.6	48%
Convenient to take bus, bike or walk	62%	61%	11%	3.6	57%
Many affordable things to do Downtown	61%	63%	13%	3.6	61%
Large selection of restaurants & shops	60%	42%	18%	3.6	81%
Variety of entertainment	60%	58%	12%	3.6	81%
Family-friendly activities	54%	55%	16%	3.5	51%
Hear a lot about D'town from people/ads	50%	53%	21%	3.4	50%
Is safe	47%	48%	16%	3.4	45%
Is clean	47%	56%	18%	3.4	48%
Easy to find parking	39%	57%	28%	3.1	24%

2019 Corpus Christi Email Surveys 1) Score calculated on 5-point scale where "1" is "strongly disagree" and "5" is "strongly agree".
2) National Benchmark conducted by Gentleman McCarty in 2010 with residents living in 50 top U.S. metropolitan areas.

Attitudes of Downtown Non-Users

Non-users of Downtown Corpus Christi were first asked an open-ended question about the reason they do not go Downtown, and the main reason is that they see no reason to make that trip (42%). This was similar to the 2017 and 2015 responses. The events and other reasons to make the trip Downtown that the DMD will be promoting will be essential, to combat this perception. A variety of personal and health reasons were also given, keeping in mind that non-users are predominantly older.

REASONS FOR NOT VISITING DOWNTOWN

Personal	72%	Inconvenient	11%
No reason to make trip	42%	Too far to drive	11%
No time	11%		
Don't drive	11%		
No money	8%		
		Limited offering	4%
		Nothing there	4%
Physical impediments	19%		
Parking is difficult	11%	Other issues	4%
Traffic is bad	4%	Cops are corrupt	4%
Too crowded/confusing	4%		

A list of 12 attitude statements were then read to non-users, to identify the negative perceptions that may be preventing them from going to Downtown Corpus Christi. Some of the most negatives perceptions have to do with some residents' unfamiliarity with Downtown, so marketing efforts will be crucial: they don't know where to park (50%), don't know the shopping and dining choices which are available (54%) and they don't know what to do downtown (42%). The last perception about people not knowing what to do Downtown is particularly troublesome, because at 42% that perception is far greater than the National Downtown Benchmark percentage of 27%.

- In most other cities, there is a perception that traffic flow in the Downtown area is confusing/congested (56%), that it takes too long to drive Downtown (47%) and that Downtown is too crowded (43%). The traffic congestion in Corpus Christi has risen to the same level as in other cities, with 54% saying they don't go downtown because of it. Although other negative perceptions have risen some in Corpus Christ since 2015, perhaps as a result of Downtown growth, they are still not as negative as elsewhere: only 27% now say it takes too long to drive to Downtown Corpus Christi and an even smaller 11% say that Downtown is too crowded.

- 40% of non-users feel that it isn't safe to be in Downtown, which is comparable to the National Downtown Benchmark percentage of 42%. But, no one mentioned safety concerns on an unaided basis, in the chart above. Another strategic issue for the DMD is Downtown's cleanliness, and only 33% of non-users believe it to be dirty.

- A rather low 42% of those who do not go to Downtown Corpus Christi say that it because parking is considered to be expensive. That percentage is a whopping 71% in the National Downtown Benchmark. As it markets itself, the DMD should emphasize the affordability of parking there.

- The DMD has as one of its strategic goals to address the issue of homeless persons panhandling in the streets of Downtown. This will be important, to reduce the 42% of non-users who believe this to be a problem. This negative perception is now statistically equal to the 44% in the National Downtown Benchmark; this is obviously an issue with which many Downtowns struggle.

A summary of where Downtown Corpus Christi is statistically better than the National Downtown Benchmark, and where it is perceived by non-users to be worse, is shown below. Those attitudes not listed are statistically the same as the National Downtown Benchmark.

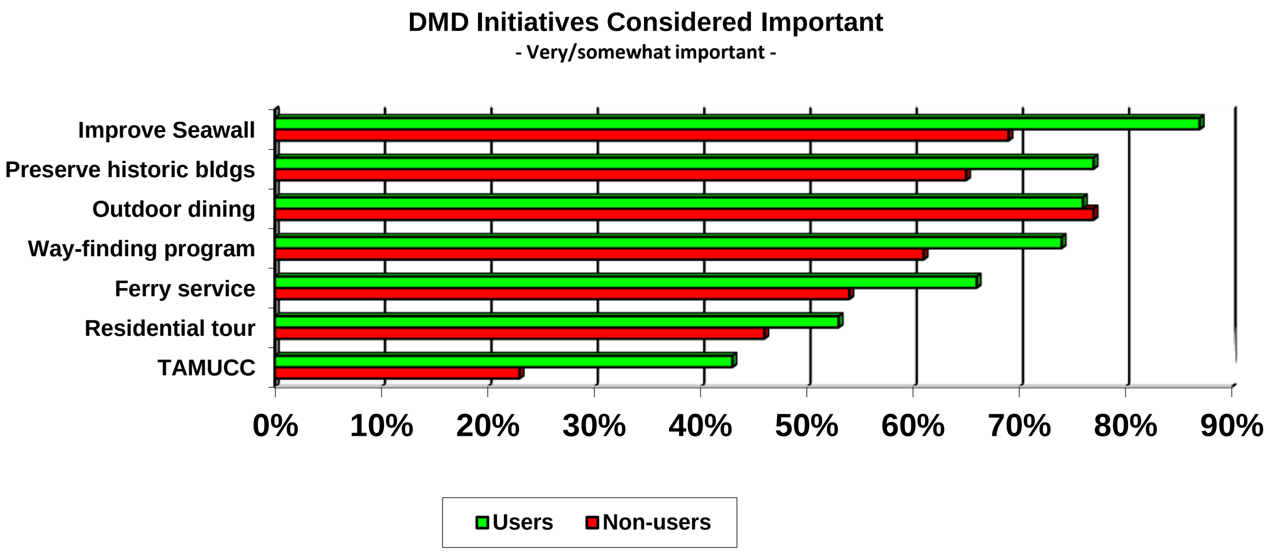
Better	Worse
Expensive parking	Don't know what to do Downtown
Not safe	
Takes too long to drive Downtown	
Isn't safe to drive Downtown	
Not clean	
Too crowded	
Don't know where things are	

NON-USERS DON'T GO DOWNTOWN BECAUSE OF:	2019 AGREE	2017 AGREE	2019 DISAGREE	2019 SCORE (1	NATIONAL BENCHMARK AGREE (2
Traffic flow confusing/congested	54%	55%	35%	3.2	56%
Number of homeless/panhandlers there	42%	53%	19%	3.3	44%
Unfamiliar w/shopping & dining choices	54%	44%	31%	3.3	NA
Parking is expensive	42%	43%	23%	3.2	71%
Isn't safe to be in downtown	15%	40%	35%	2.9	42%
Takes too long to drive downtown	27%	39%	46%	2.7	47%
Don't know where to park	50%	36%	27%	3.3	49%
Downtown is dirty	19%	33%	42%	2.8	27%
Don't know what to do downtown	42%	29%	38%	3.0	27%
Isn't safe to drive downtown	15%	29%	54%	2.5	42%
Downtown is too crowded	11%	21%	46%	2.6	43%
Don't know how to get around/find things	31%	17%	46	2.7	35%

2019 Corpus Christi Email Surveys
1) Score calculated on a 5-point scale where "1" is "strongly disagree" and "5" is "strongly agree".
2) National Benchmark conducted by Gentleman McCarty in 2010 with residents living in 50 top U.S. metropolitan areas.

Gentleman McCarty

In the 2017 study, a list of 9 new initiatives which have been proposed by the DMD were read to the Corpus Christi residents who were surveyed by telephone, and interest was very strong in all of them. The DMD has made great progress with 7 of those initiatives, so of the previous list only the outdoor dining initiative and the way-finding program were repeated in this year's email survey, along with 5 other possible programs. Again, residents were interested in nearly all of the proposed initiatives, so the DMD will have its work cut out for it again. The possible new initiatives are shown in the graphic and data chart below, in descending order of the interest they generated to both Downtown users and non-users.



- Improving the Seawall's maintenance and safety was the top-rated priority, by 87% of users and 69% of non-users. The second-ranked program also involves physical changes, which is to preserve the historic buildings downtown, which 77% of users and 65% of non-users felt was important. Millennials between the ages of 18 and 34 are the most interested in these two physical initiatives.

- In the 2017 survey, 87% of Downtown users were interested in an outdoor dining initiative, but that has declined slightly in this year's survey, to 76%. Interestingly, Downtown non-users were far more interested this year (77%) than they had been in the 2017 survey (just 56%). Outdoor dining in Downtown Corpus Christi is just beginning to take off, with the renovation of the Greyhound Bus station.

- Interest in having the DMD do a way-finding program remains strong, at 74% of users and 61% of non-users.

- Two new initiatives which were asked this year drew a fair amount of interest, particularly by millennials: a ferry service between Downtown and North Beach (66% by Downtown users and 54% by non-users) and a residential tour for people to see Downtown living options (53% by users and 46% by non-users). There was less interest in having a TAMUCC campus located downtown, but that is for a narrow audience. Although only 43% of Downtown users overall liked the idea of a Downtown TAMUCC campus, this rose to 60% for millennials between the ages of 18 and 34 years, who would most likely be its target audience.

The reactions to the 7 initiatives are shown below.

NEW INITIATIVES:	USERS SAY VERY/SOME IMPORTANT ALL	18-34	35-54	55+	NON-USERS SOME/LOT MORE LIKELY TO COME
Improve Seawall maintenance & safety	87%	93%	80%	88%	69%
Preserve historic buildings	77%	87%	70%	74%	65%
Outdoor dining initiative	76%	76%	81%	73%	77%
Way-finding program	74%	79%	74%	69%	61%
Ferry service between Downtown & North Beach	66%	76%	60%	63%	54%
Residential tour for people to see DT living options	53%	64%	53%	44%	46%
TAMUCC campus Downtown	43%	60%	37%	33%	23%

2019 Corpus Christi Email Surveys

% Indicates data which is statistically greater than the value in the corresponding column.

Interest in Living Downtown

Just 2% of those surveyed by email currently live in Downtown, but 20% said they might be likely to consider doing so in the future, a statistically significant increase from the 10% recorded in the 2017 survey. The 2% who currently live downtown are very satisfied with that choice (67%) and point to the convenience of being located close to everything.

- As in other cities, Millennials were slightly more likely to say they would live in Downtown Corpus Christi (33%).
- The most positive perception about living in Downtown Corpus Christi is the access to arts, sports and dining (33%) and city lifestyle that it provides (20%). The most negative perception is that it is expensive to live Downtown (41%), a perception that was mentioned for the first time in this year's survey. This may relate to the recent opening of The Cosmopolitan, an upscale Downtown residential property.
- Those surveyed expressed a strong preference for single-family living (87%) over multi-family, and for single-level (81%) over multi-level. In this year's survey, there was a slight preference for renting (56%) over home ownership (44%), but these responses were just the opposite in the 2017 survey.
- The average purchase price that someone seeking to own in Downtown Corpus Christi would consider rose in this year's survey to $171,400, and the average rental rate which would be considered also rose, to $1,126 per month.

The data about living in Downtown Corpus Christi is shown below.

REACTIONS TO LIVING DOWNTOWN	ALL SURVEYED	DOWNTOWN USERS	DOWNTOWN NON-USERS
VERY/SOMEWHAT LIKELY TO LIVE DOWNTOWN:	**20%**	**22%**	**4%**
Positive Perceptions:			
Access to arts/sports/dining	33%	34%	0%
Like the city lifestyle	20%	21%	1%
Convenient	22%	24%	1%
Clean	12%	14%	0%
Like the housing stock/neighborhoods	8%	10%	0%
Like proximity to the water	8%	9%	2%
Affordable	7%	8%	0%
Negative Perceptions:			
Downtown is expensive	41%	41%	2%
Don't like traffic/can't park	34%	34%	4%
Crowded/noisy	33%	33%	12%
Not safe/crime	29%	30%	18%
Inconvenient	28%	26%	22%
Scarcity of space/land	16%	16%	7%
Schools	10%	11%	0%
Other	9%	10%	2%
VERY/SOMEWHAT LIKELY TO LIVE DOWNTOWN WOULD:			
Prefer single family	87%	87%	NA
Prefer multi-family	13%	13%	NA
Prefer multi-level	19%	19%	NA
Prefer single-level	81%	81%	NA
Be likely to own	44%	44%	NA
Be likely to rent	56%	56%	NA
Purchase price desired (avg)	$171,400	$171,400	NA
Rental rate desired (avg)	$1,126	$1,126	NA

2019 Corpus Christi Email Surveys

What's Missing Downtown

Far fewer people believe that there is an attraction, entertainment, shopping or dining experience that was missing in Downtown Corpus Christi in this year's survey (only 42%) than in 2017, when it was 65%. But in neither survey was there an overwhelming consensus about what's missing. The missing attractions that were most likely to be identified are more variety of restaurants and more attractions like street entertainers and family-friendly events.

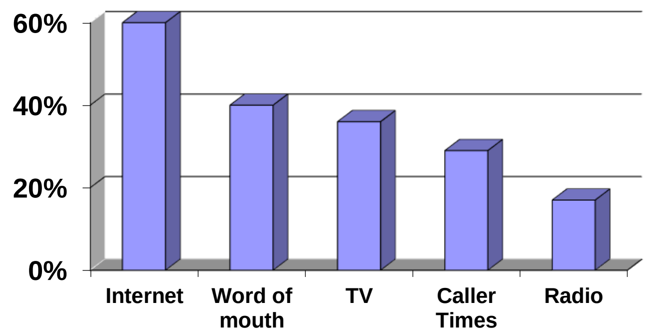
ATTRACTIONS DOWNTOWN IS MISSING:	ALL SURVEYED	DOWNTOWN USERS	DOWNTOWN NON-USERS
SOMETHING'S MISSING DOWNTOWN:	42%	35%	100%
WHAT'S MISSING:			
Restaurants:	15%	12%	41%
More variety of restaurants	6%	6%	37%
Less expensive restaurants	3%	1%	4%
Grocery store	2%	1%	1%
Food trucks	1%	1%	0%
Street cafes	1%	1%	0%
Chinese restaurant	1%	1%	0%
Seafood restaurant	1%	1%	0%
Attractions:	15%	16%	8%
Street entertainers	2%	2%	0%
Family-friendly events	2%	2%	0%
New movie theater/renovate old theater	2%	2%	0%
Boardwalk	2%	2%	0%
Music venues/bigger concert hall	2%	1%	8%
Amusement park/water park	1%	1%	0%
Permanent carnival	1%	1%	0%
Ferry service	1%	1%	0%
Flea market	1%	1%	0%
Shopping	7%	7%	0%
More stores	6%	6%	0%
Outlet stores	1%	1%	0%
Other suggestions	8%	10%	16%
More/easier parking	2%	2%	8%
Fix buildings	2%	2%	4%
Control panhandlers	2%	2%	4%
Clean sidewalks	1%	1%	0%
Fix Seawall	1%	1%	0%
Bring cruise ships	<1%	1%	0%
Shuttle from TAMUCC to Downtown	<1%	1%	0%
Create shade in summer	<1%	1%	0%

2019 Corpus Christi Email Surveys

Media Vehicles Used for Leisure Activities

In this year's survey, Corpus Christi-area residents rely very heavily on the Internet to get information about leisure activities (61%), far greater than the 2017 response of 36%. Residents older than 55 years of age are the only segment who still tune into television (44%), more so than looking on-line for information. A larger segment checked that they use the Caller Times as a source (29% this year, up from 13% in 2017), with even 36% of the Millennial generation saying that they use the daily newspaper as a source.

Where Get Leisure Information



- Those who identified the Internet as their source of leisure-time activity information were asked for the specific sites they used. In this year's survey, social media such as Facebook and Twitter have again surpassed search engines like Google, by an even larger margin than they did in 2017 (45% vs. 33%). A reasonable segment of 8% identified the DMD's new website, godowntowncc.com, as a source they now use.

MEDIA VEHICLES USED FOR LEISURE ACTIVITIES:	2019 ALL SURVEYED	2017 ALL SURVEYED	BY AGE OF RESIDENT: 18-34	35-54	55+
WHERE GET LEISURE INFO:					
Internet/Web sites	61%	36%	68%	62%	55%
Friends/family	40%	14%	46%	37%	37%
Television	36%	20%	35%	25%	44%
Caller Times	29%	13%	36%	19%	31%
Radio	17%	7%	24%	18%	12%
Phone apps	14%	5%	25%	15%	6%
Local magazine	14%	1%	15%	5%	21%
Other	6%	5%	3%	13%	4%
WEB SITES USED:					
Social media: Facebook/Twitter	45%	36%	55%	55%	25%
Search engine such as Google	33%	32%	23%	24%	49%
Godowntowncc.com	8%	NA	12%	2%	11%
Phone apps	6%	10%	4%	9%	5%
Caller Times	5%	10%	2%	7%	5%
Marina Arts District	1%	0%	0%	0%	2%
CVB	1%	0%	0%	2%	2%

2019 Corpus Christi Email Surveys
% Indicates data which is statistically greater than the value in the corresponding column.

2019 Downtown Perception Survey

This is a survey of Corpus Christi residents and we would like to include your opinions.

1. In which of these age groups are you?

   Under 18 years ....Terminate
   18 - 24 years 1
   25 - 34 years 2
   35 - 44 years 3
   45 - 54 years 4
   55 - 64 years 5
   65 years or more 6

2. Check the zip code in which you live.

78330	78352	78374	78402	78408	78413	78418
78336	78359	78380	78404	78409	78414	78419
78339	78362	78387	78405	78410	78415	
78343	78370	78390	78406	78411	78416	
78351	78373	78401	78407	78412	78417	

3. Which of these groups includes the yearly income of all members of your household?

   Under $25,000 1
   $25,000 to $34,999 2
   $35,000 to 49,999 3
   $50,000 to $74,999 4
   $75,000 to $99,999 5
   $100,000 to $149,999 6
   $150,000 or more 7

4. Which of the following groups best represents your ethnic background?

   Caucasian 1
   African American 2
   Hispanic 3
   Asian, or 4
   Another race 5

5. Which of these are you? Male........................... 1 Female 2

6. Which of these is true for you?

   Work in or near downtown 1
   Work in a location other than downtown 2
   Do not work 3

7. **(IF DO NOT WORK DOWNTOWN)** Have you visited downtown Corpus Christi in the past 6 months? This would include all visits you made there, whether to go to a meeting, a sporting event, a restaurant, a theater or any other reason.

   Yes .... 1 **DOWNTOWN WORKERS + OTHER VISITORS SKIP TO USER QUESTIONNAIRE**
   No .... 2 **SKIP TO NON-USER QUESTIONNAIRE**

USER QUESTIONNAIRE

1. Below is a list of some of the things you might have done recently in downtown Corpus Christi. Please enter how many times you have done that in the past six months. Remember that we are only talking about going downtown for these activities, not anywhere else.

Downtown Activity	# of times
Eat a meal at restaurant	_____
Go to a bar or night club	_____
Go to hear live music	_____
Shop at a store	_____
Attend a sporting event **(IF 1+ TIMES ASK 1b)**	_____
Attend special event such as parade or festival	_____
Attend the monthly Artwalk	_____
Work or have a meeting **(ASK ONLY FOR THOSE WHO DO NOT WORK DOWNTOWN)**	_____
Go to the marina to dine or do a water or boating activity	_____
Stay in a hotel	_____
Bike/walk/run on Seawall	_____
Go to McGee Beach	_____
Visit any of the cultural centers, such as the Arena, Auditorium, Museums, Aquarium or Art Center	_____
Any other trips downtown	_____
How many times have you combined a meal and other downtown activity?	_____

1b. Which sporting event was that?

Hook's game	1
Corpus Christi IceRays game	2
Islanders basketball game	3
Other	4

2. Which of those activities listed below would you say is the primary reason you visit downtown? (**PLEASE SELECT ONLY ONE RESPONSE**)

Eat meal at restaurant	1	Work or go to a meeting	8
Shop	2	Stay in hotel	9
Go to a bar	3	Bike/walk/run on seawall	10
Attend sporting event	4	Go to the beach	11
Attend cultural event	5	Participate in water/boating activity at Marina	12
Attend special event or festival	6	Visit a cultural district	13

3. **(FOR EACH DISTRICT BELOW ANSWER)** Do you know where _______ is located? **(IF YES)** Have you been there recently? **(IF YES)** For what purposes?

DISTRICTS	KNOW WHERE	BEEN TO	FOR WHAT PURPOSE?
SEA District	1	1	____________________
North Beach	2	2	____________________
Marina Arts District.	3	3	____________________
Uptown	4	4	____________________
Bayshore Park & McGee Beach	5	5	____________________

4. On average, how long do you stay downtown when you visit downtown?

Less than an hour 1	Between two and three hours 3
Between one and two hours 2	Or more than three hours 4

5. On average, how much do you spend when you visit, including what you spent for eating, shopping, parking and event fees?

Less than $20 1	Between $100 and $150 5
Between $20 and $50 2	Between $150 and $200 6
Between $50 and $75 3	Over $200 7
Between $75 and $100 4	

6a. By which of these means do you typically get downtown, when you go?

Drive your own car 1	**(ASK QUESTIONS 6b THROUGH 6g)**
Go in someone else's car 2	**(SKIP TO QUESTION 7)**
Take the bus.................................... 3	**(SKIP TO QUESTION 7)**
Walk 4	**(SKIP TO QUESTION 7)**
Ride a bicycle................................. 5	**(SKIP TO QUESTION 7)**
Other 6	**(SKIP TO QUESTION 7)**

6b. How would you rate the affordability of parking downtown?

Very affordable 1	Somewhat expensive 3
Somewhat affordable......................... 2	Very expensive 4

6c. Where do you prefer to park when you visit Downtown?

Parking garage.................................... 1	On-street parking 3
Surface lot 2	Don't know/varies 4

6d. Which of these five things is the <u>most</u> important aspect to you in choosing where you park? **(SELECT ONLY ONE RESPONSE)**

Close to destination............................ 1	Easy to get in and out 3
Lower cost 2	Feels safer 4
	Is clean 5

6e. Have you used a credit card to pay at a parking meter in downtown?

Yes.. 1
No 2

6f. On a scale from 1 to 5, where a "5" is "very positive" and a "1" is "very negative", how would you rate the downtown parking meters where you can pay with a credit card or coins?

1 2 3 4 5

6g. Which of these four methods of paying to park would you be most likely to use, if all were available at the location you prefer to park when you are downtown?

Cash.. 1
Credit/debit card 2
A "smart card" that you could pre-pay and re-fill when used up 3
Using your cellphone to make the payment (Parkmobile) 4
Don't know 5

7. Please rate the following influences which may affect your decision to visit downtown. For each influence, check whether you strongly agree, agree, are neutral, disagree or strongly disagree.

Influences	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
There are many affordable things to do downtown	5	4	3	2	1
Downtown is convenient to drive to	5	4	3	2	1
There's a large selection of restaurants and shops downtown	5	4	3	2	1
Downtown offers a variety of entertainment options	5	4	3	2	1
You hear a lot about downtown from people, ads or the news	5	4	3	2	1
Downtown is safe	5	4	3	2	1
Downtown is clean	5	4	3	2	1
It's easy to find a parking space downtown	5	4	3	2	1
Downtown's convenient because you can take the bus, bike or walk around easily	5	4	3	2	1
Downtown has many family friendly activities	5	4	3	2	1

RESIDENTS LIVING IN ZIP CODE 78401 SKIP TO QUESTION 11a.. RESIDENTS OF ALL OTHER ZIP CODES ANSWER QUESTIONS 8a THROUGH 10c).

8a. How likely would you be to live Downtown?

Very likely 5
Somewhat likely.............................. 4
Neutral 3
Not likely 2
Had not considered it 1

8b. Why do you say that?

Positive mentions:
Convenient 1
Like city life/the lifestyle.................. 2
Like housing/neighborhoods.............. 3
Safe neighborhoods 4
Good investment 5
Access to arts, sports, dining 6
Affordable 7
Other_______________________________

Negative mentions:
Scarcity of space/land 1
Expensive 2
Crowded/noisy 3
Inconvenient 4
Schools 5
Parking/traffic 6
Safety 7
Other: ____________________________________

IF VERY/SOMEWHAT INTERESTED IN LIVING DOWNTOWN ASK QUESTIONS 9 & 10. IF NOT AT ALL INTERESTED SKIP TO QUESTION 12.

9a. Would you be more likely to rent or to purchase a place to live downtown?

Rent .... 1 **(SKIP TO 10a)** Purchase .... 2 **(ASK QUESTION 9b)**

9b. **(IF LIKELY TO PURCHASE)** What would be the price range of home that you would be looking for, if you were to purchase a home downtown?

Under $100,000 1
$100,000 to $200,000 2
$200,001 to $300,000 3
$300,001 to $500,000 4
More than $500,000 5
Don't know/refused 0

10a. **(IF LIKELY TO RENT)** What would be the range of monthly rates that you would be looking for, if you were to rent downtown?

Under $1,000 1
$1,001 to $1,200 2
$1,201 to $1,500 3
More than $1,500 4
Don't know/refused 0

10b. **(ASK OF BOTH LIKELY PURCHASERS AND RENTERS)** Would you be more interested in a single-family residence, or a multi-family residence that is in the same building with one or more other residences?

Single-family 1
Multi-family 2

10c. **(ASK OF BOTH LIKELY PURCHASERS AND RENTERS)** And would you be more interested in a single-story residence, or a multi-story residence?

Single story 1
Multi-story 2

11a. **(DOWNTOWN RESIDENTS IN ZIP CODE 78401 ONLY)** What are the main reasons you chose to live downtown?

Convenient to everything 1
Like city life/the lifestyle 2
Like housing/neighborhoods 3
Safe neighborhoods 4
Good investment 5
Access to arts, sports, dining 6
Affordable 7
Other ______________________________________

11b. On a scale from 1 to 7, where a 1 is "not at all satisfied" and a 7 is "extremely satisfied", how do you feel about living downtown?

1 2 3 4 5 6 7

12. Several new programs are listed below that are being discussed for downtown Corpus Christi. Please indicate whether you feel that addition is very important, somewhat important, somewhat unimportant or very unimportant.

Change	Very important	Somewhat important	Somewhat unimportant	Very unimportant	DK
Way-finding program with enhanced automobile and pedestrian signage to destinations	3	2	1	0	
Outdoor dining initiative, to develop more sidewalk cafes in Downtown & marina areas	3	2	1	0	
A residential tour, for people to see the types of living options in the Downtown area	3	2	1	0	
Establish a TAMUCC campus in Downtown	3	2	1	0	
Improve Seawall maintenance and safety	3	2	1	0	
Establish a ferry service between Downtown and North Beach	3	2	1	0	
Preservation of existing historic buildings	3	2	1	0	

13. Is there an attraction, entertainment, shopping or dining experience that you believe downtown is missing? What is it?

Not missing anything 1

Missing:____

14a. What's the *best* place for you to find out about the activities you chose for your leisure time? **(CHECK AS MANY AS APPLY TO YOU)**

Caller Times 1	Websites/Internet 7
Television 2	Local magazine 8
Radio 3	Friends/family 9
Phone apps 4	Other 10

14b. **(IF APPS or WEBSITES/INTERNET MENTIONED)** What websites, email information or smartphone apps are most helpful to you in finding out about leisure activities?

Caller Times 1	godowntowncc.com 5
CVB 2	Phone apps 6
Social media like Facebook/Twitter 3	Search engines like Google 7
marinaarts.com 4	Other 8

15a. In the past year, have you brought any out-of-town visitors downtown?

Yes 1	**(ASK QUESTION 15b)**
No 2	**(SKIP TO QUESTION 16a)**

15b. **(IF YES)** Were they staying with you, in a hotel, or not staying overnight?

- Staying with you 1
- In a hotel 2
- Not staying overnight 3

IF WORK DOWNTOWN AT QUESTION 6, ASK 16a-16d. IF DON'T WORK DOWNTOWN, SKIP TO QUESTION 17.

16a. What is your average commute time**, round trip**, that is combining both your trip into work and home, in minutes?

- Less than 15 minutes 1
- 15 to 29 minutes 2
- 30 to 44 minutes 3
- 45 to 59 minutes 4
- 60 to 119 minutes 5
- 120 minutes (2 hours) or more 6

16b. If more options were available, how likely would you be to consider using mass transit? Would you be very likely, somewhat likely or not at all likely?

Very likely 1	**(ASK QUESTIONS 16c-16d)**
Somewhat likely 2	**(ASK QUESTIONS 16c-16d)**
Not at all likely 3	**(SKIP TO QUESTION 17)**

16c. Which of these transportation options would you be likely to use?

- Car pool 1
- Rapid Transit 2
- Light rail 3
- Bicycle lanes 4
- Bus 5
- Bike share 6
- Car share 7

16d. Which of these reasons would cause you to be likely to use one of those transit options?

More convenient 1
Affordable 2
Shorter commute time 3
Easily accessible/reliable.................... 4
Less stress 5
More productive use of time 6
Safer.. 7

17a. Which of these best describes your household?

Married... 1
Living with a domestic partner.......... 2
Single 3
Widowed 4

17b. Do you have children under 18 years of age at home?

Yes..................... 1 No............................ 2

Thank you very much for participating in our survey!

NON-USER QUESTIONNAIRE

1. What are the reasons for you not visiting downtown Corpus Christi in the past six months?

   ____

   ____

2. Please rate the following influences which may keep you from visiting downtown. Please check whether you strongly agree, agree, are neutral, disagree or strongly disagree with each statement.

Influences	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Don't know what there is to do downtown	5	4	3	2	1
Unfamiliar with downtown shopping and dining choices	5	4	3	2	1
Parking is expensive	5	4	3	2	1
Don't know where to park	5	4	3	2	1
Downtown isn't safe	5	4	3	2	1
It isn't safe to drive to downtown	5	4	3	2	1
Number of homeless people and panhandlers there	5	4	3	2	1
Don't know how to get to a specific destination	5	4	3	2	1
Downtown is dirty	5	4	3	2	1
Downtown is too crowded	5	4	3	2	1
Traffic flow in downtown is confusing/congested	5	4	3	2	1
It takes too long to drive downtown	5	4	3	2	1

3. How likely would you be to live Downtown?

   Very likely 5
   Somewhat likely 4
   Neutral 3
   Not likely 2
   Had not considered it 1

4. Why do you say that?

   Positive mentions:
   Convenient 1
   Like city life 2
   Like housing/neighborhoods 3
   Safe neighborhoods 4
   Good investment 5
   Access to arts, sports, dining 6
   Affordable 7
   Other: ______________________

   Negative mentions:
   Scarcity of space/land 1
   Expensive 2
   Crowded/noisy 3
   Inconvenient 4
   Schools 5
   Parking/traffic 6
   Safety 7
   Other: ______________________

5. Several new programs are being discussed for downtown. For each of the ideas listed below, please indicate whether that would make you a lot more likely to go downtown, somewhat more likely or would not affect your likelihood to go downtown at all.

MORE	SOMEWHAT LIKELY	NOT LIKELY	DON'T LIKELY	A LOT KNOW
Way-finding program with enhanced automobile and pedestrian signage to destinations	3	2	1	0
Outdoor dining initiative, to develop more sidewalk cafes in Downtown & marina areas	3	2	1	0
A residential tour, for people to see the types of living options in the Downtown area	3	2	1	0
Establish a TAMUCC campus in Downtown	3	2	1	0
Improve Seawall maintenance and safety	3	2	1	0
Establish a ferry service between Downtown and North Beach	3	2	1	0
Preservation of existing historic buildings	3	2	1	0

6. Is there an attraction, shopping or dining experience that you believe downtown is missing, that would get you to go there more often if it could be located there? What is it?

____

____

7a. What's the *best* place for you to find out about the activities you chose for your leisure time?

Caller Times 1	Websites/Internet 7
Television 2	Local magazine 8
Radio 3	Friends/family 9
Phone apps 4	Other 10

7b. **(IF "APPS' or WEBSITES/INTERNET ARE MENTIONED)** What websites, email information or smartphone apps are most helpful to you in finding out about leisure activities?

Caller Times 1	godowntowncc.com 5
CVB 2	Phone apps 6
Social media like Facebook/Twitter 3	Search engines like Google 7
marinaarts.com 4	Other 8

8a. Which of these best describes your household?

Married 1
Living with a domestic partner 2
Single 3
Widowed 4

8b. Do you have children under 18 years of age at home?

Yes 1	No 2

Thank you for participating in this survey!

APPENDIX B
ZIP CODES OF CORPUS CHRISTI RESIDENTS SURVEYED

78418 (32)
78414 (31)
78412 (25)
78411 (22)
78413 (21)
78415 (14)
78410 (13)
78380 (8)
78336 (8)
78347 (8)
78362 (7)
78401 (7)
78373 (7)
78387 (6)
78405 (5)
78370 (5)
78330 (4)
78404 (4)
78408 (3)
78416 (3)
78351 (3)
78402 (2)
78359 (2)
78343 (2)
78419 (2)
78390 (2)
78407 (1)
78417 (1)
78339 (1)
78409 (1)