2021 Downtown Perception Survey

April 27, 2021

Overview

Background of Survey

2021 Results – Benchmarks

New Programs

Highlights

Next Steps

Background – Goals & Methodology

- Understand the downtown customer & non-user.
- How downtown is utilized among its patrons.
- Test programming & new initiatives
- Benchmark results compared year over year
  - 2015 Perception Survey
  - 2017 Perception Survey
  - 2019 Perception Survey

Methodology

- 250 surveys completed
- Nueces and San Patricio counties
- To reflect Corpus Christi total population quotas: zip code, age and income segments
- Statistical margin of error is +/- 6%
- Compared to 2019 Survey/2010 National Survey

2021 Results - Benchmarks
Demographics

Benchmark: Downtown User	2021	2019	2017	2015
Average Age	41.1	46.4	42.2	44.7
Average Income	$70,000	$75,100	$72,000	$70,900

Downtown users are typically younger families with children and those in upper income segments.

Benchmark: Non-User	2021	2019	2017	2015
Average Age	51.6	54.3	58.7	52.7
Average Income	$46,400	$59,200	$61,500	$57,700

2021 Results - Benchmarks
Patronage

Benchmark	2021	2019	2017	2015
Residents visited past 6 months	87%	90%	73%	74%
# of visits	28.2*	24.7	29.1	25.8
Primary Reason for visit:				
• Dining	29%	40%	33%	27%
• Bike/Run/Walk/Seawall	17%	11%	16%	10%
• Attend Special Event	6%	10%	8%	3%
• Visit Bar or Night Club	2%	9%	8%	-
• Work or have a meeting	13%	7%	14%	10%

**More than double national average at 13.6 visits, increase in work related meetings*

2021 Results - Benchmarks
Patronage

Benchmark	2021	2019	2017	2015
All Reasons for visit:				
• Dining	69%	77%	75%	53%
• Seawall	48%	49%	55%	34%
• Cultural Center	38%	51%	49%	52%
• Live Music	32%	41%	45%	30%
• Bar/Night Club	29%	38%	35%	18%





2021 Results - Benchmarks
Patronage

Benchmark	2021	2019	2017	2015	National	
Spend $	$71	$57	$73	$67	$65	
Spend Time (minutes)	119	123	138	124	163	
Drive	72%	84%	91%	89%	40%	
Parking Affordable	89%	88%	86%	88%	42%	
Prefer Street Parking	49%	61%	71%	65%	N/A	
Prefer Parking Garage	34%	12%				
Convenient	67%	66%	71%	63%	48%	
Clean	60%	47%	56%	45%	48%	TX 86%
Safe	56%	47%	48%	42%	45%	TX 67%

2021 Results - Benchmarks
Non-Users (13%)

Reasons for Not Coming Downtown

Benchmark	2021	2019	2017	2015	National
• COVID 19	73%				
• Traffic congestion	39%	54%	55%	36%	56%
• Homeless/panhandlers	36%	42%	53%	43%	44%
• Unfamiliar w/ shop/dine	21%	54%	44%	44%	N/A
• Parking expensive	21%	42%	43%	31%	71%
• Isn't Safe	18%	15%	40%	31%	42%
• Too Far	27%	27%	39%	17%	47%
• Don't know where to park	21%	50%	36%	45%	49%

Programs Surveyed & Accomplished

Benchmark	2019	2017	2015
Downtown Website*		89%	
Mobile App*		82%	
Clean Ambassadors*		87%	89%
Off-Duty Police Bike Patrol*		87%	89%
Outdoor Dining*	76%	87%	89%
Wayfinding	74%	81%	70%
Shuttle Service / Districts		79%	68%
Express Bus/TAMUCC		75%	64%
Bike Share*		68%	50%
Improve Seawall	87%		
Preserve Historic Buildings	77%		
Ferry Service	66%		
Residential Tour*	53%		
TAMUCC Downtown Campus*	43%		

**Program was completed*

2021 New Programs

Benchmark	Users			Non-Users
	All	DT Workers	Leisure Visitors	
Improve Seawall	88%	88%	88%	73%
Way-finding Program	81%	86%	78%	63%
Increase Trees & Landscaping	80%	83%	79%	64%
Downtown Circuit Trolley	79%	84%	65%	61%
Ferry Service	72%	84%	65%	61%
Open-Container Ordinance	66%	75%	61%	36%




Downtown Living

- Would Likely Consider Living Downtown

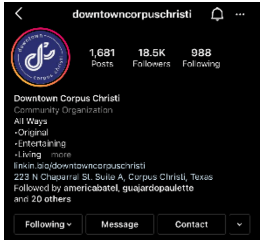
	2021	2019	2017	2015
All Surveyed	39%	21%	10%	11%
Millennials	56%	33%	23%	15%
Downtown Users	45%	22%	2%	7%

- 86% of Downtown Users Likely to Live Downtown prefer Single Family

	2021	2019	2017	2015
Purchase Price	$257,900	171,400	154,400	189,900

Highlights

- 60% believe the Downtown area is clean (47% in 2019).
- Downtown Users visit more than double the national average, 28.2 visits downtown, or almost 5 times per month.
- Interest in living downtown has increased significantly.
- 67% believe there are family friendly, but they desire more.
- 79% of residents believe Downtown businesses are taking appropriate precautions during the pandemic.



Next Steps

- Promoting Dining, Entertainment & Family Friendly Options
- Improving Seawall Cleanliness
- Wayfinding Signage
- Trees & Landscaping
- Trolly & Ferry