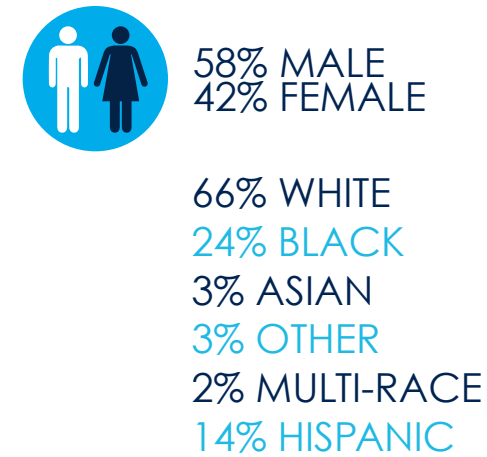


Downtown Dallas, Inc. Perception Survey

Downtown Dallas, Inc. conducted a perception survey in Fall 2016 to capture and evaluate trends, desires, and behaviors of Downtown residents and workers. The survey data has informed the creation of *The 360 Plan* objectives and will be used for benchmarking purposes into the future.



GREATER DOWNTOWN DEMOGRAPHICS



EDUCATION

INCOME

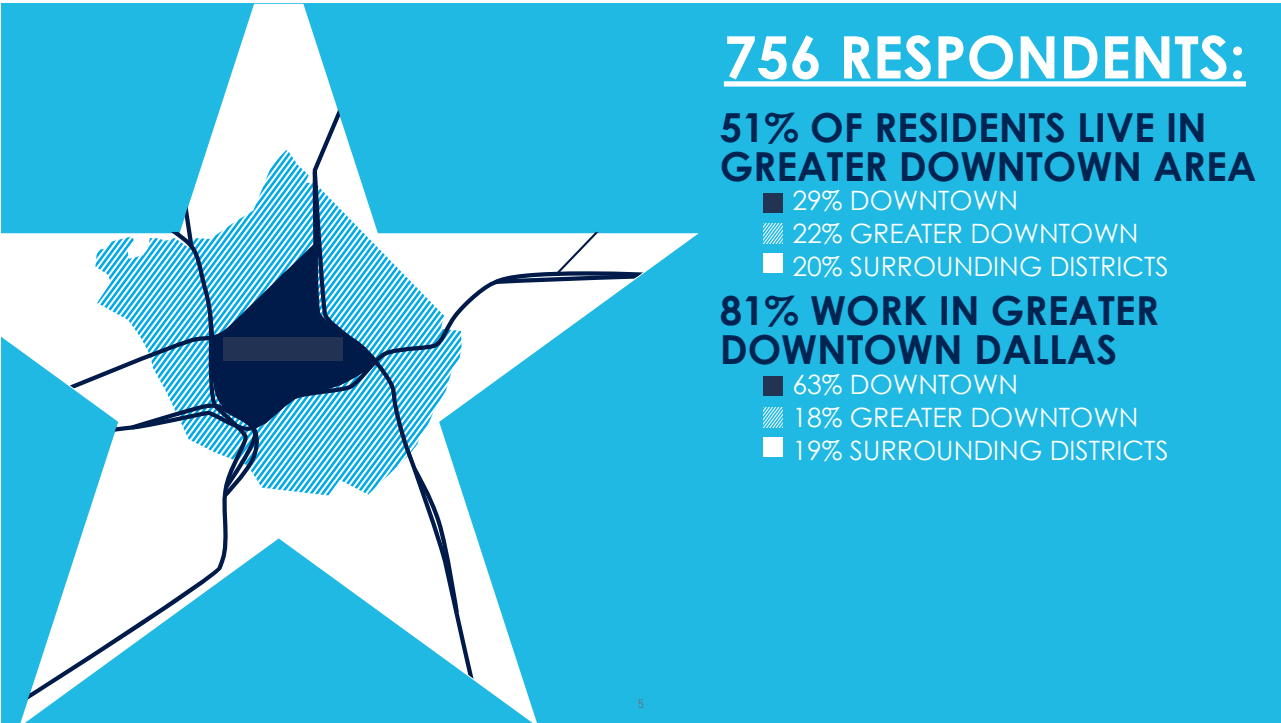
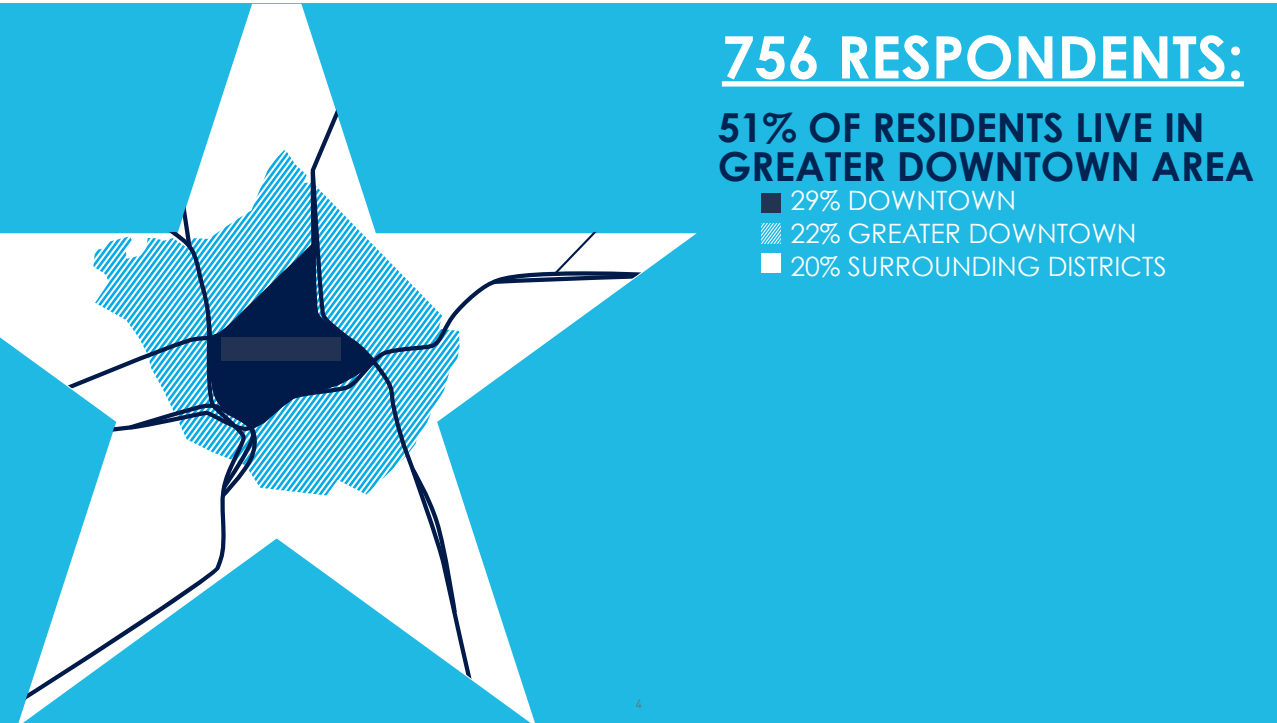
TOP INDUSTRIES

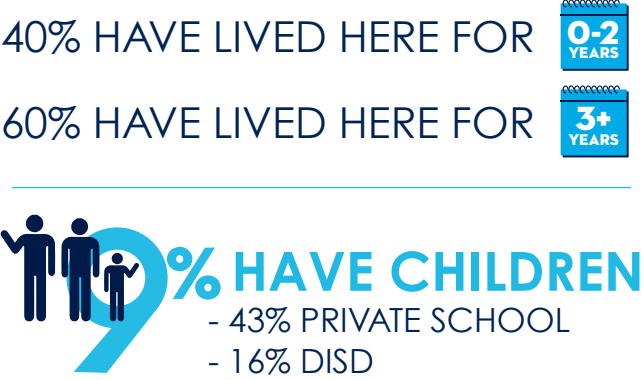
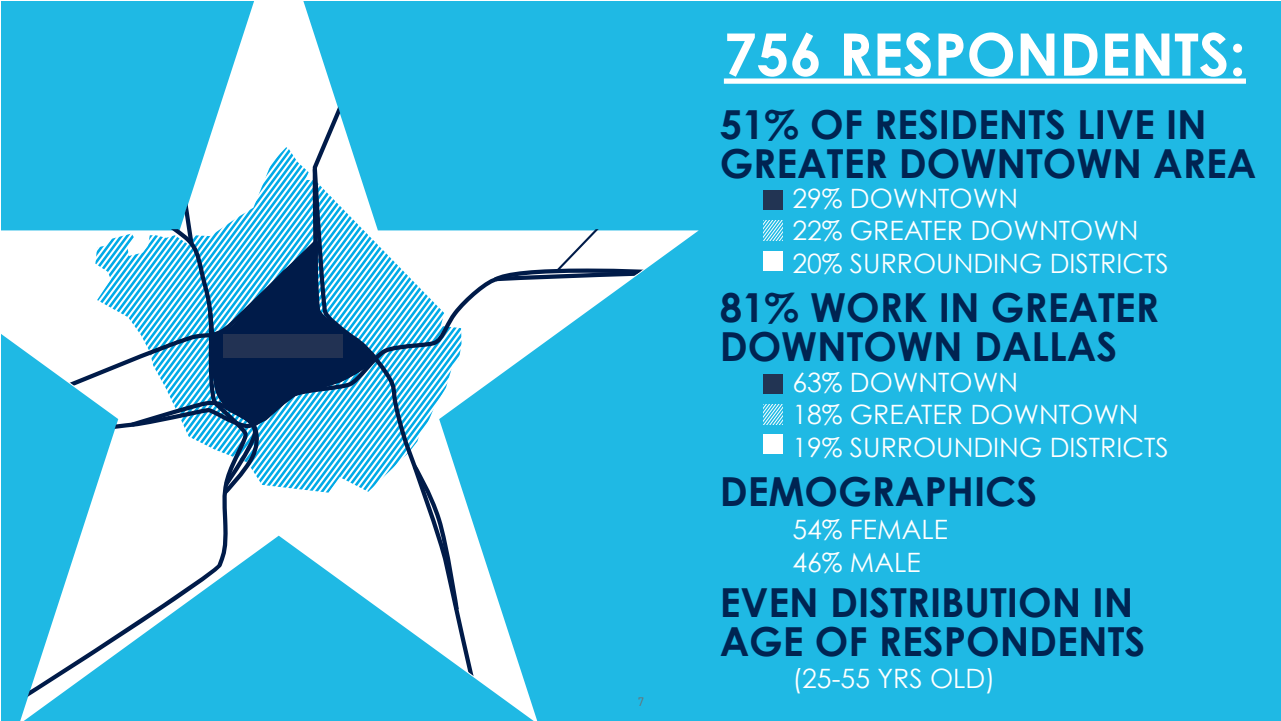
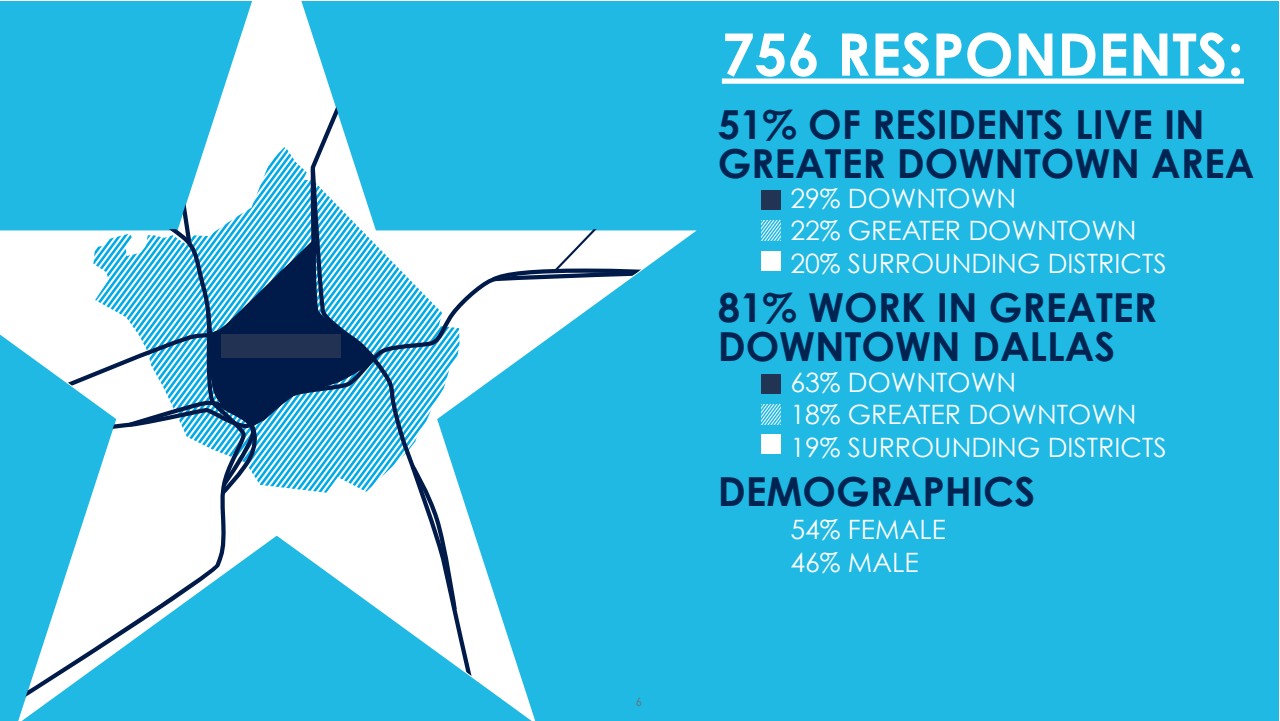
	DOWNTOWN	GREATER DOWNTOWN
Associates Degree	10%	4%
Bachelors Degree	36%	33%
Graduate Degree	21%	21%
Avg HH Income	\$99,721	\$93,592
Median HH Income	\$64,752	\$65,699
Professional, Sci, mgmt, admin, and waste mgmt svcs	25%	25%
Education, Health Care and Social Assistance	13%	20%
Finance, Insurance, Real Estate	11%	15%

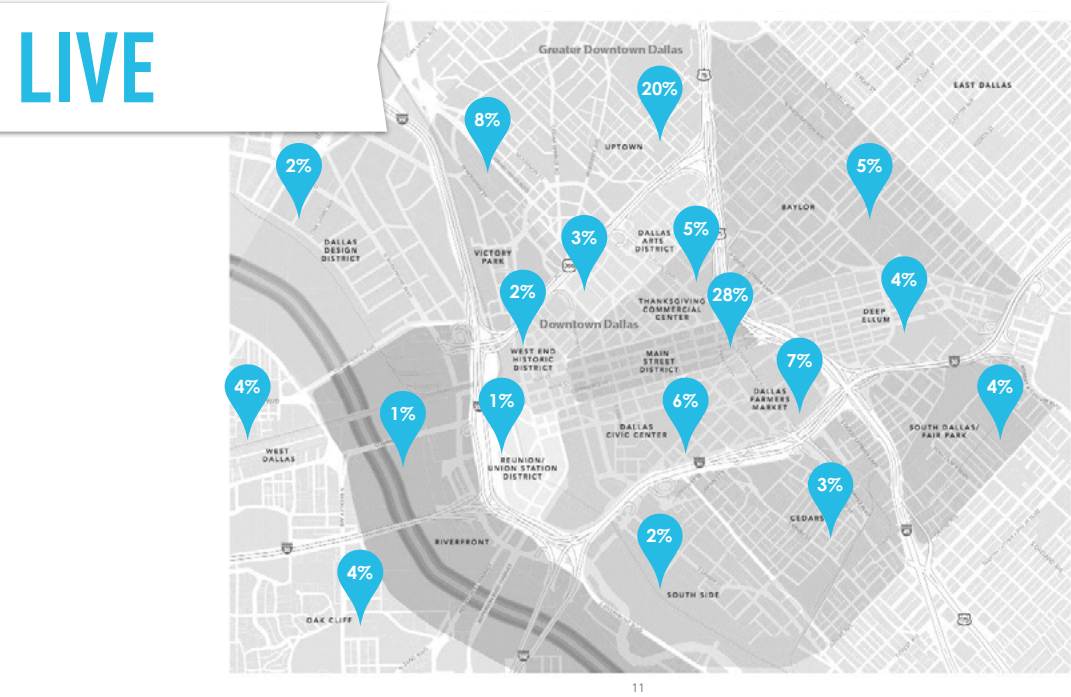
10,000 LIVE IN DOWNTOWN
50,000 LIVE IN GREATER DOWNTOWN
135,000 WORK IN DOWNTOWN

SOURCE: BUXTON

3







89%

**OF RESIDENTS SAY THEY ARE
SATISFIED WITH LIVING HERE.**



**69% - I ENJOY LIVING IN THE GREATER DOWNTOWN
AREA AS OPPOSED TO THE SUBURBS**

17

WHAT DO YOU LIKE MOST ABOUT LIVING DOWNTOWN?

**“I LIKE THAT THERE ARE SEVERAL PLACES
TO WALK TO THAT I ENJOY. I ALSO LIKE THE
BUILDING THAT I LIVE IN BECAUSE IT IS
OLDER AND HAS A LOT OF CHARACTER”**

- S. KELLER

WHAT DO YOU LIKE MOST ABOUT LIVING DOWNTOWN?

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BUILDING THAT I LIVE IN BECAUSE IT IS
OLDER AND HAS A LOT OF CHARACTER”**

- S. KELLER

**“CLOSE TO WORK, PROMISE OF
ENERGY IN AREA.”**

- B. SCHMIDT



69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS



66% - I WANT TO LIVE IN A WALKABLE PART OF TOWN SO I DON'T HAVE TO DRIVE

18



69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS



66% - I WANT TO LIVE IN A WALKABLE PART OF TOWN SO I DON'T HAVE TO DRIVE



52% - I WANT TO LIVE CLOSE TO WHERE I WORK



48% - I WANT TO LIVE CLOSE TO NIGHTLIFE / EVENTS THAT I ENJOY

20



69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS



66% - I WANT TO LIVE IN A WALKABLE PART OF TOWN SO I DON'T HAVE TO DRIVE



52% - I WANT TO LIVE CLOSE TO WHERE I WORK

19

67%

OF RESPONDENTS SAY A FULL SERVICE GROCERY STORE IS THE MOST DESIRED NEW RETAIL IN DOWNTOWN







OTHER TOP WISHES

1. GENERAL MERCHANDISE STORE
2. CONVENIENCE OR SMALL FORMAT GROCERY
3. DEPARTMENT STORES
4. HOME IMPROVEMENT / HARDWARE STORES
5. PET CARE / SUPPLIES / BOARDING



GETTING TO WORK

MOST PEOPLE DRIVE TO WORK, BUT MANY RESPONDENTS HAVE USED TWO OR MORE OF THE FOLLOWING:





-  **62% TAKE CAR TO WORK**
 - 56% DRIVE
 - 6% CARPOOL
-  **13% WALK OR BIKE**
-  **15.4% TAKE DART**
 - 10% DART RAIL
 - 4% DART BUS
 - 1% DART STREETCAR
 - 0.4% D-LINK
-  **7% TAKE "OTHER"**
 - 5% UBER, LYFT, OTHER RIDESHARING SERVICE
 - 1% TAXI CAB
 - 1% E-FROG, ART CART, OTHER FREE SERVICE

24

70%
HAVE LESS THAN 30 MINUTE
COMMUTE TIME
(PEOPLE VALUE LIVING
NEAR WORK)

GETTING AROUND

MOST PEOPLE DRIVE WHEN VISITING, BUT MANY ALSO WALK OR USE MULTIPLE TRANSPORTATION SERVICES:

-  **99% DRIVE A CAR**
 - 90% DRIVE
 - 9% CARPOOL
-  **26% WALK OR BIKE**
-  **25% TAKE DART**
 - 17% DART RAIL
 - 3% DART STREETCAR
 - 4% DART BUS
 - 1% D-LINK
-  **23% TAKE "OTHER"**
 - 20% UBER, LYFT, OTHER RIDESHARING SERVICE
 - 1% TAXI CAB
 - 2% E-FROG, ART CART, OTHER FREE SERVICE

25

35%
OF VISITORS AND
GUESTS SAY PARKING IS
AN ISSUE DOWNTOWN

WHAT DO YOU LIKE MOST ABOUT LIVING DOWNTOWN?
“BEING ABLE TO WALK OR UBER
EVERYWHERE. HOW DOG FRIENDLY IT IS.”
- L. JENKINS



35%

OF RESPONDENTS HAVE WORKED IN
DOWNTOWN FOR 2 YEARS OR LESS.

65%

OF RESPONDENTS HAVE WORKED IN
DOWNTOWN FOR 3 YEARS OR MORE.

30%

OF RESPONDENTS HAVE WORKED IN DOWNTOWN FOR AT LEAST 10 YEARS.

VISITING DOWNTOWN

ACTIVITIES IN DOWNTOWN: (PAST 12 MONTHS)

- 91% DINED DOWNTOWN
- 83% VISITED PARKS DOWNTOWN
- 76% VISITED MUSEUMS DOWNTOWN
- 65% ATTENDED A CONCERT DOWNTOWN

46% OF NON-RESIDENTS ATTENDED EVENTS DOWNTOWN MORE THAN 13 TIMES IN THE PAST YEAR

32

OUTSIDE THE OFFICE

LUNCH / BREAKS:

- 80% OF PEOPLE WHO WORK DOWNTOWN LEAVE THE OFFICE AT LEAST ONCE A WEEK FOR LUNCH OR BREAKS
- 27% LEAVE THE OFFICE EVERY DAY FOR LUNCH / BREAKS

HAPPY HOUR / AFTER HOURS:

- 67% OF PEOPLE WHO WORK DOWNTOWN STAY DOWNTOWN FOR HAPPY HOUR OR DINING AT LEAST ONCE A MONTH

31

“SO MUCH TO DO!”

- L. JENKINS

“LOVE THE COMMUNITY”

- P. WILSON

“ABILITY TO WALK MANY PLACES”

- R. AMBROSE

“LOVE OUR SKYLINE”

- T. MURRAY

#MYDTD

