



**DOWNTOWN
TUCSON
PARTNERSHIP**

Downtown Tucson Business Owner Demographic Survey

SMART Goal 5 DTP Strategic Diversity Plan



SMART Goal 5

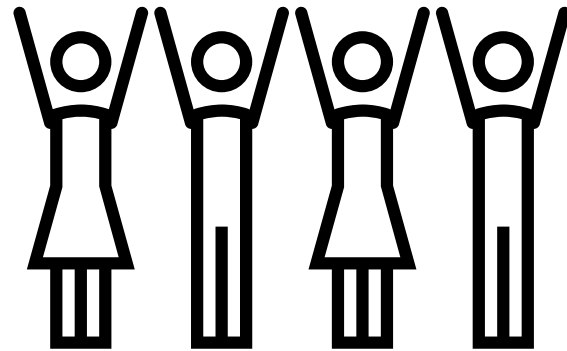
Downtown Tucson Partnership will develop a strategy to recruit more diverse businesses to Downtown Tucson, as demonstrated by ability to communicate the specific steps of this strategy to key community stakeholders.



The Survey
Covered
Two Areas:

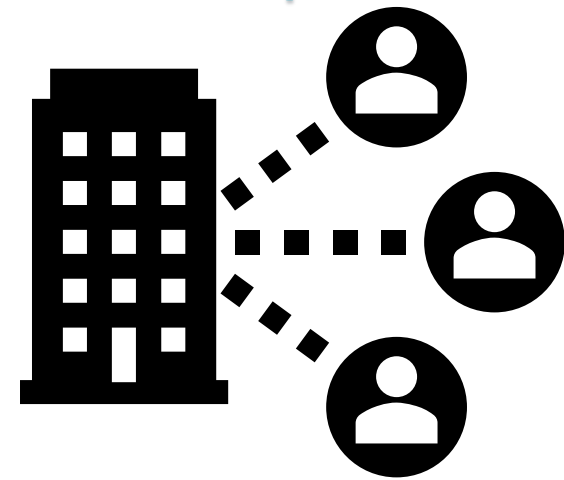
Business Owner Demographics

87 Responses



Business Demographics

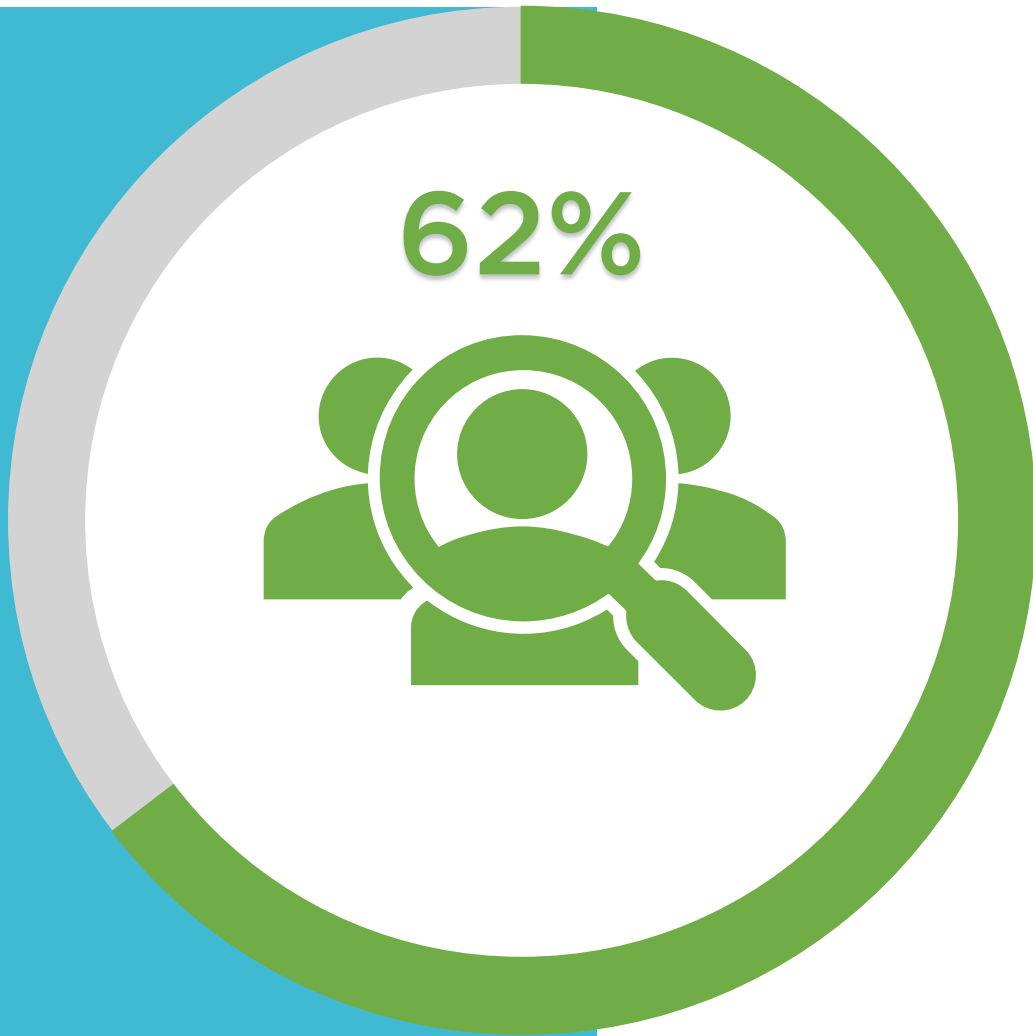
83 Responses



30%



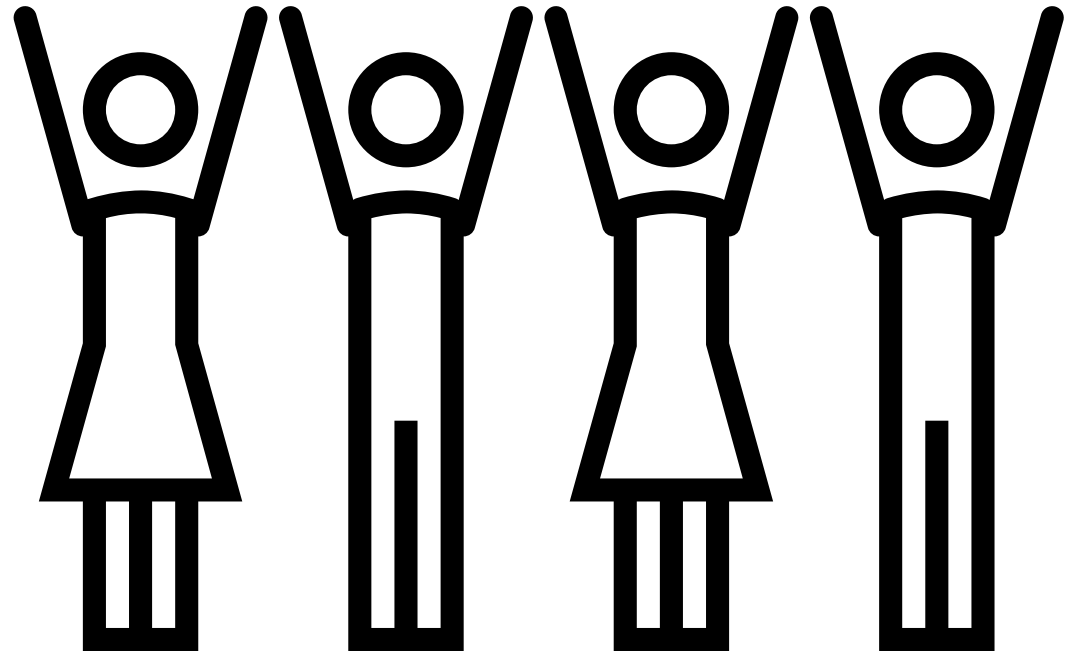
100 responses were collected out of the 336 targeted businesses.



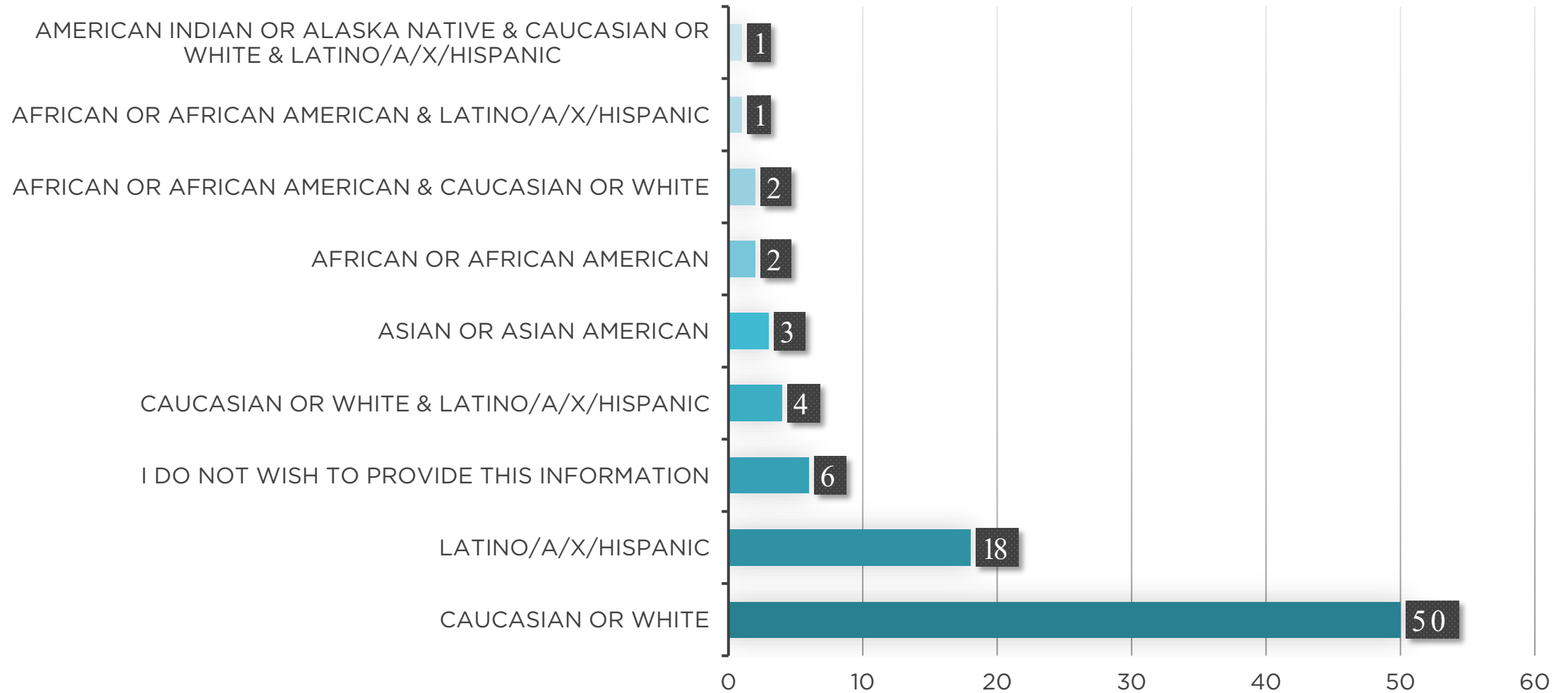
88 responses were collected out of the 143 targeted businesses classified as **Traditional Ground Floor Restaurants, Shops, and Service Providers.**

Business
Owner
Demographics

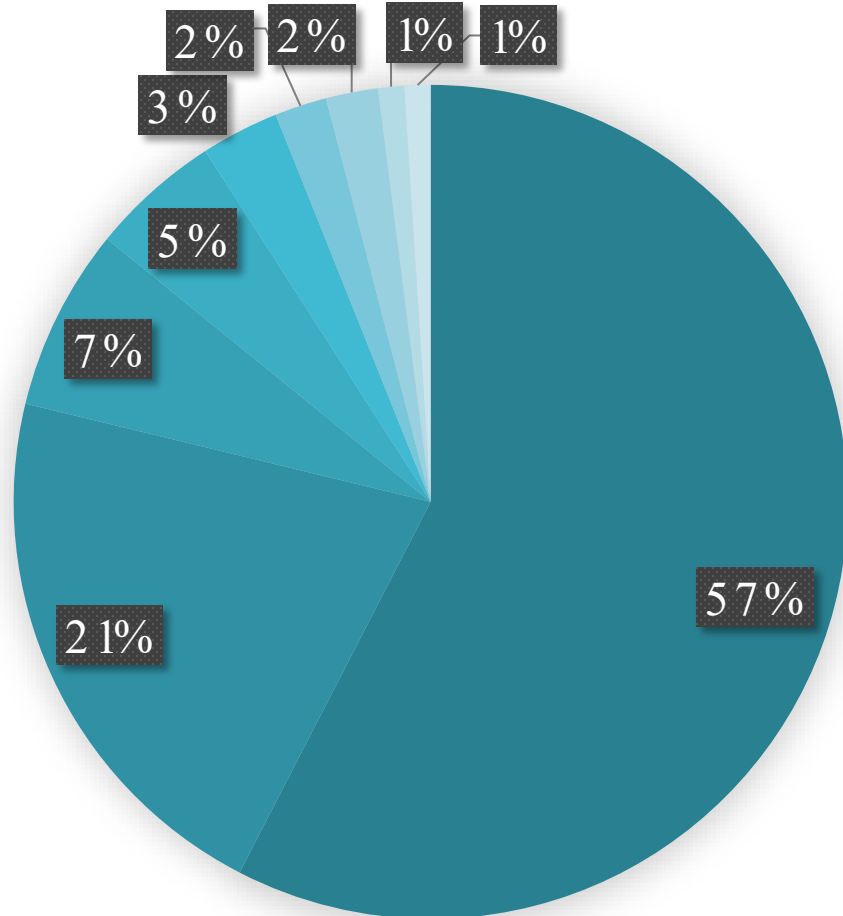
87 Responses



Ethnicity/ Race Information (Select all that apply):

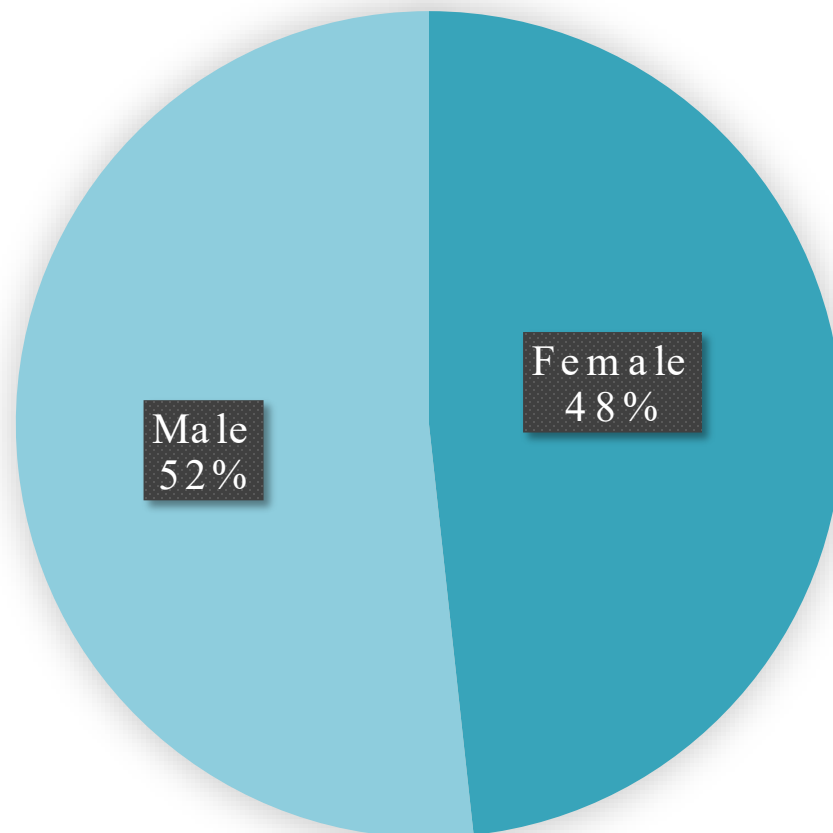


Ethnicity/ Race Information (Select all that apply):

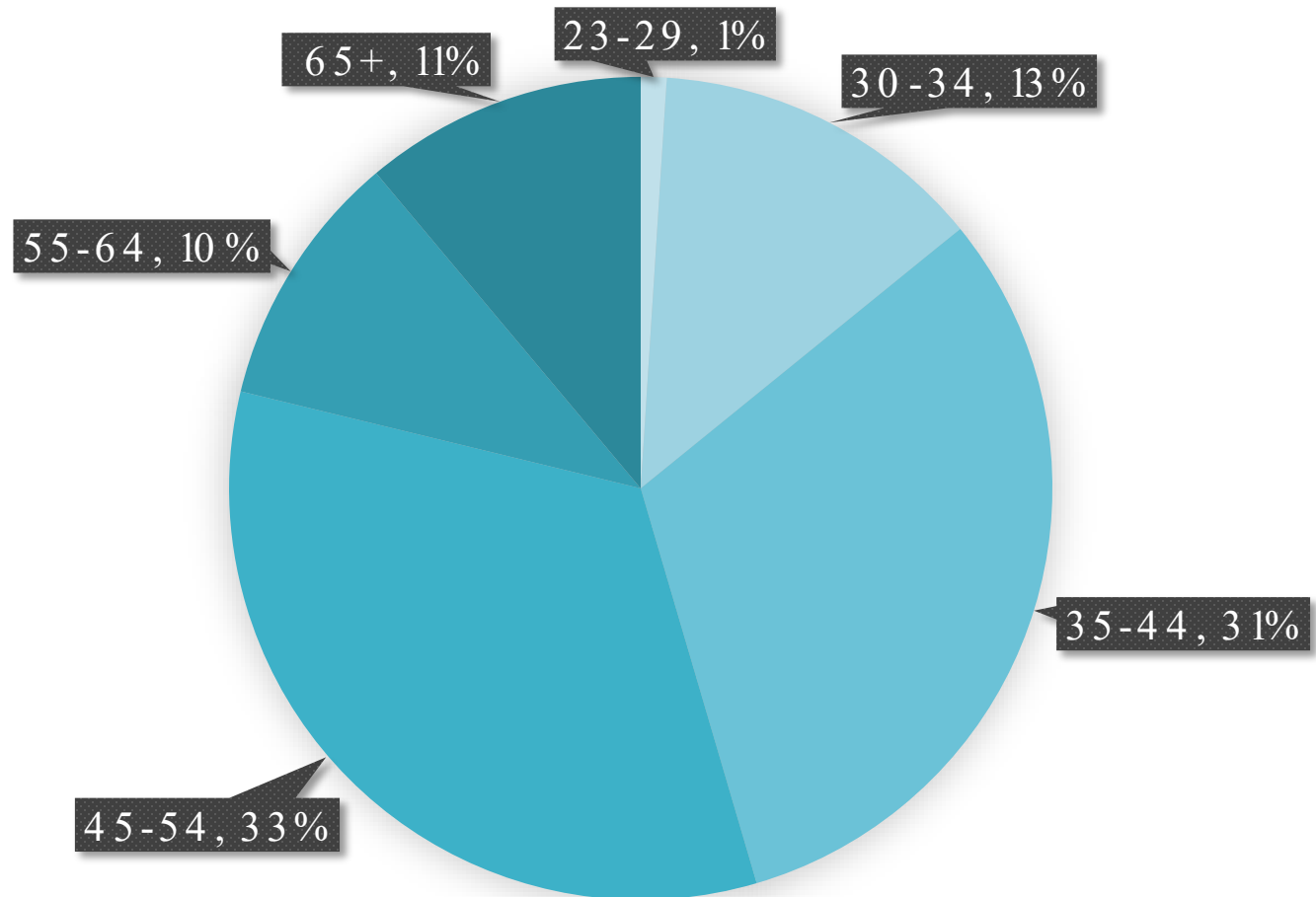


- Caucasian or White
- Latino/a/x/Hispanic
- I do not wish to provide this information
- Caucasian or White & Latino/a/x/Hispanic
- Asian or Asian American
- African or African American
- African or African American & Caucasian or White
- African or African American & Latino/a/x/Hispanic
- American Indian or Alaska Native & Caucasian or White & Latino/a/x/Hispanic

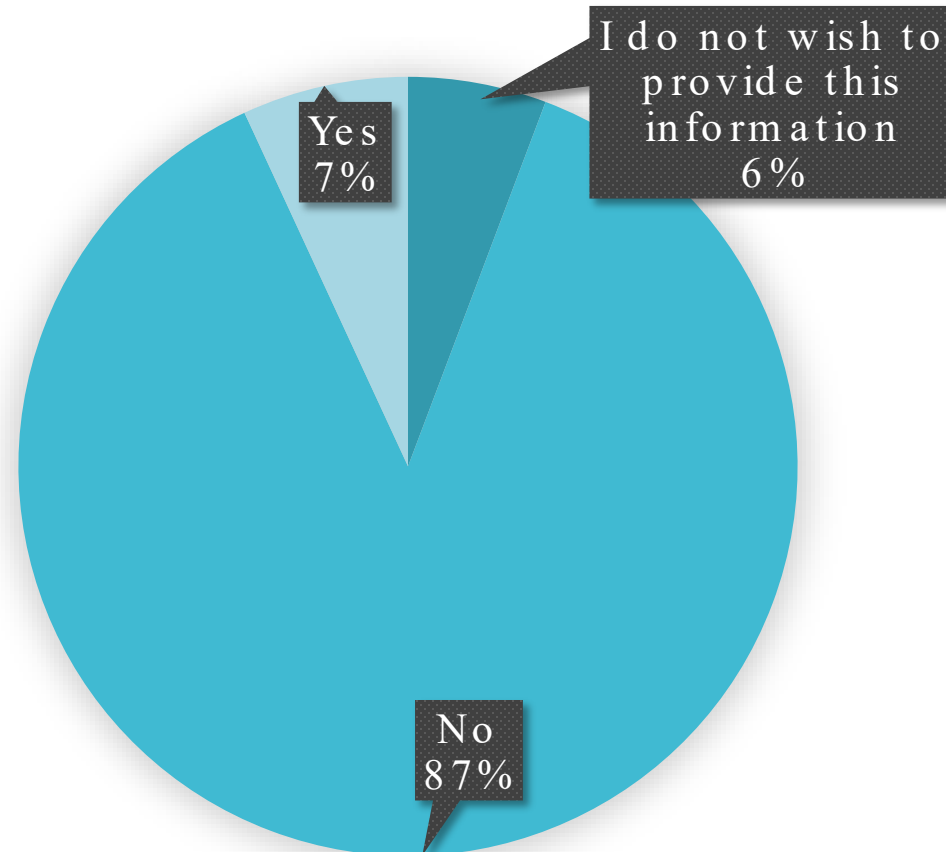
Gender Identity (Check all that apply):



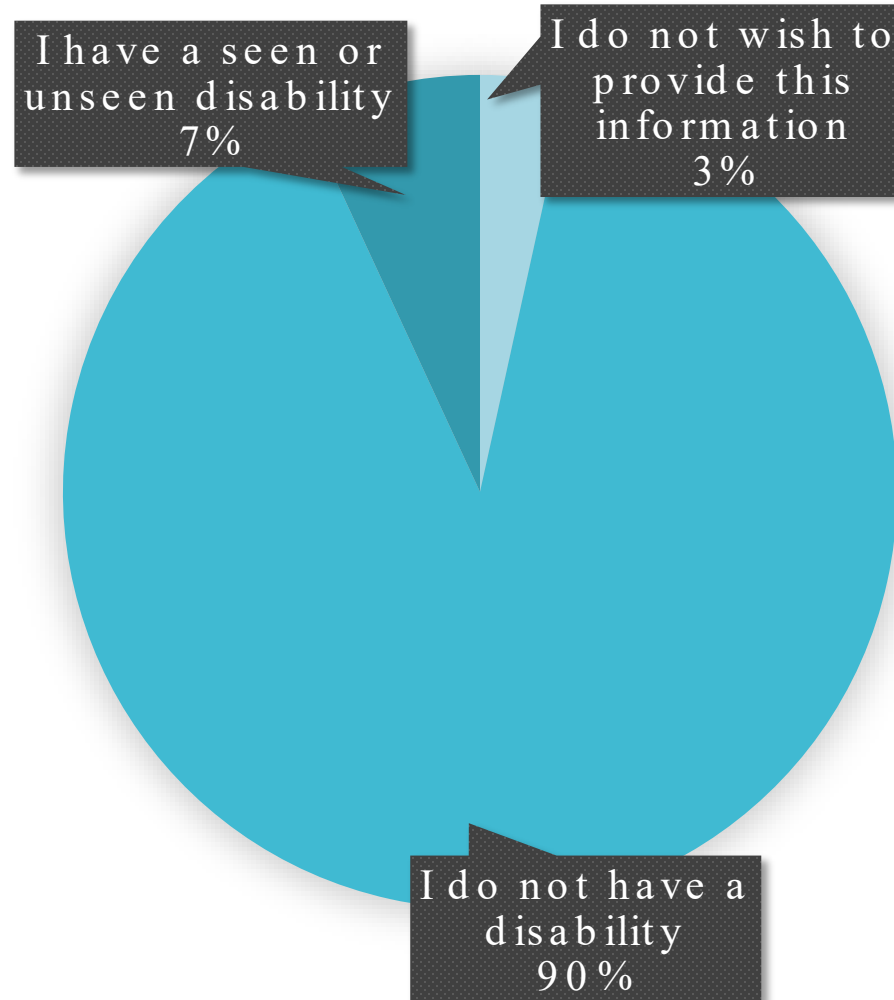
Age Range:



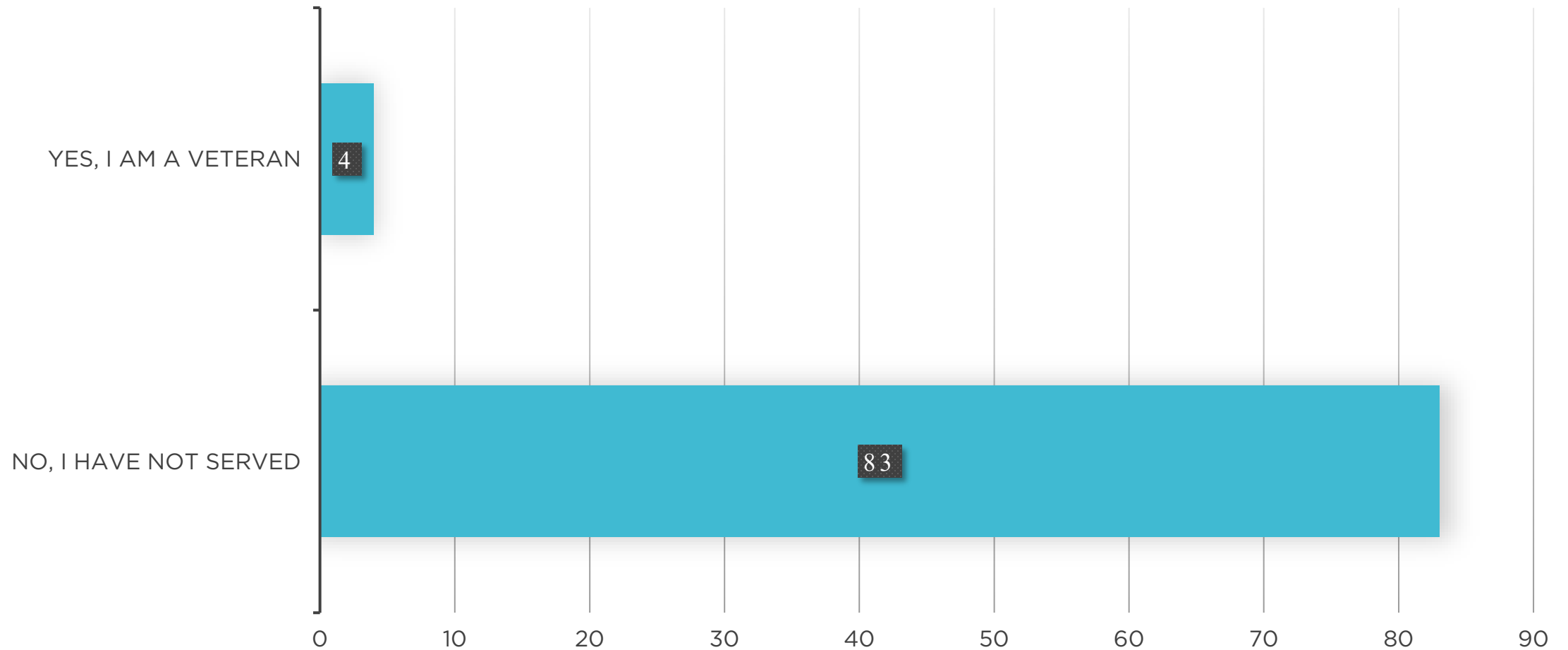
Do you identify as a member of the lesbian, gay, bisexual, transgender or queer (LGBTQ+) community?



Do you currently live with a disability?

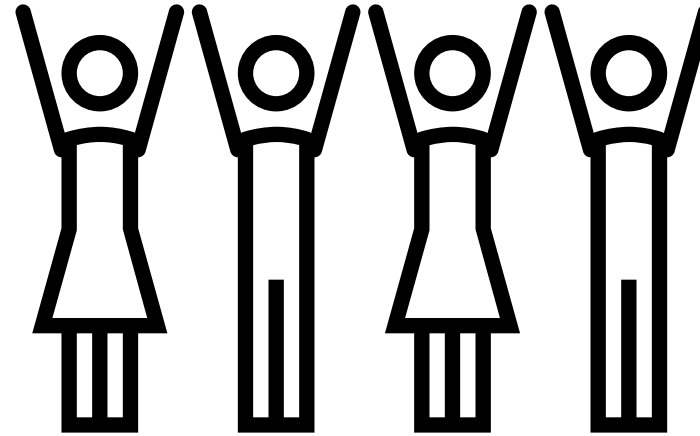


Have you ever served in the U.S. Armed Forces, Reserves, or National Guard?



Summary of Business Owner Demographics

87 Responses



57% Caucasian/White

52% Male

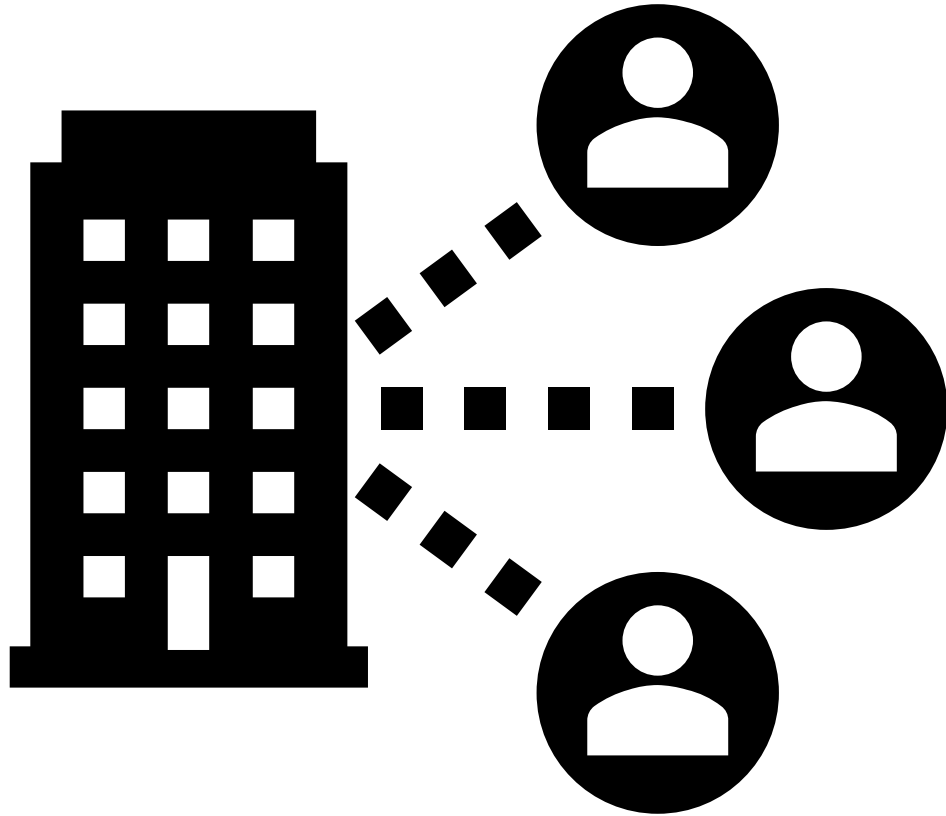
33% in the age range of 45-54

87% do not identify as a member of the LGBTQ+ community

90% do not have a disability

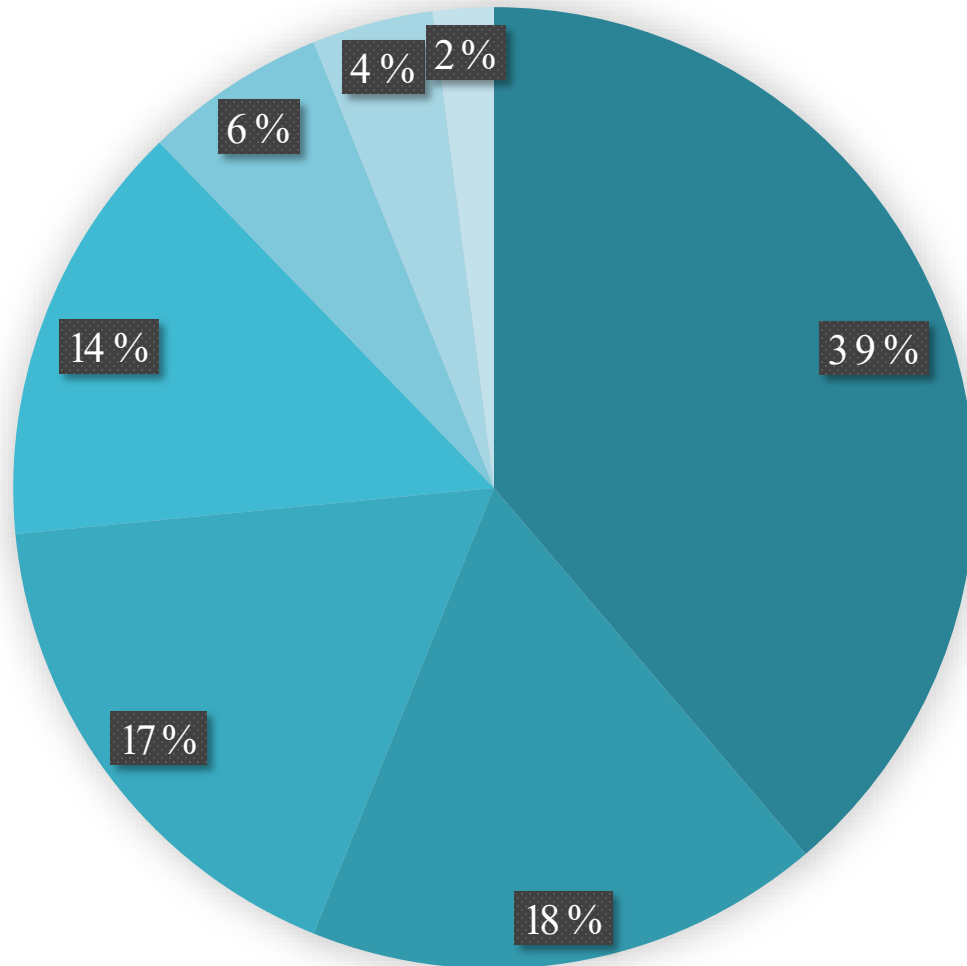
95% have not served in the U.S. Armed Forces, Reserves, or National Guard

83 Responses



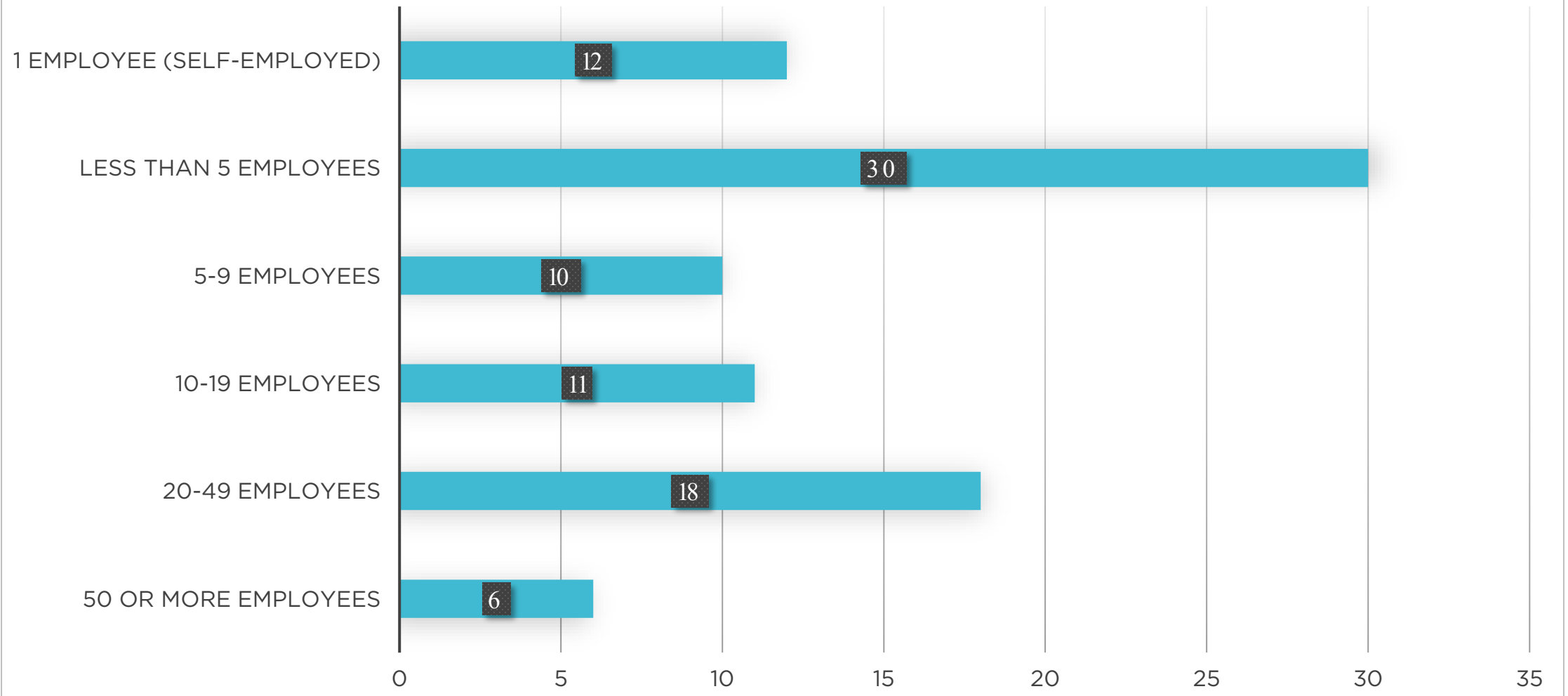
Business
Demographics

Business Type (select all that apply):

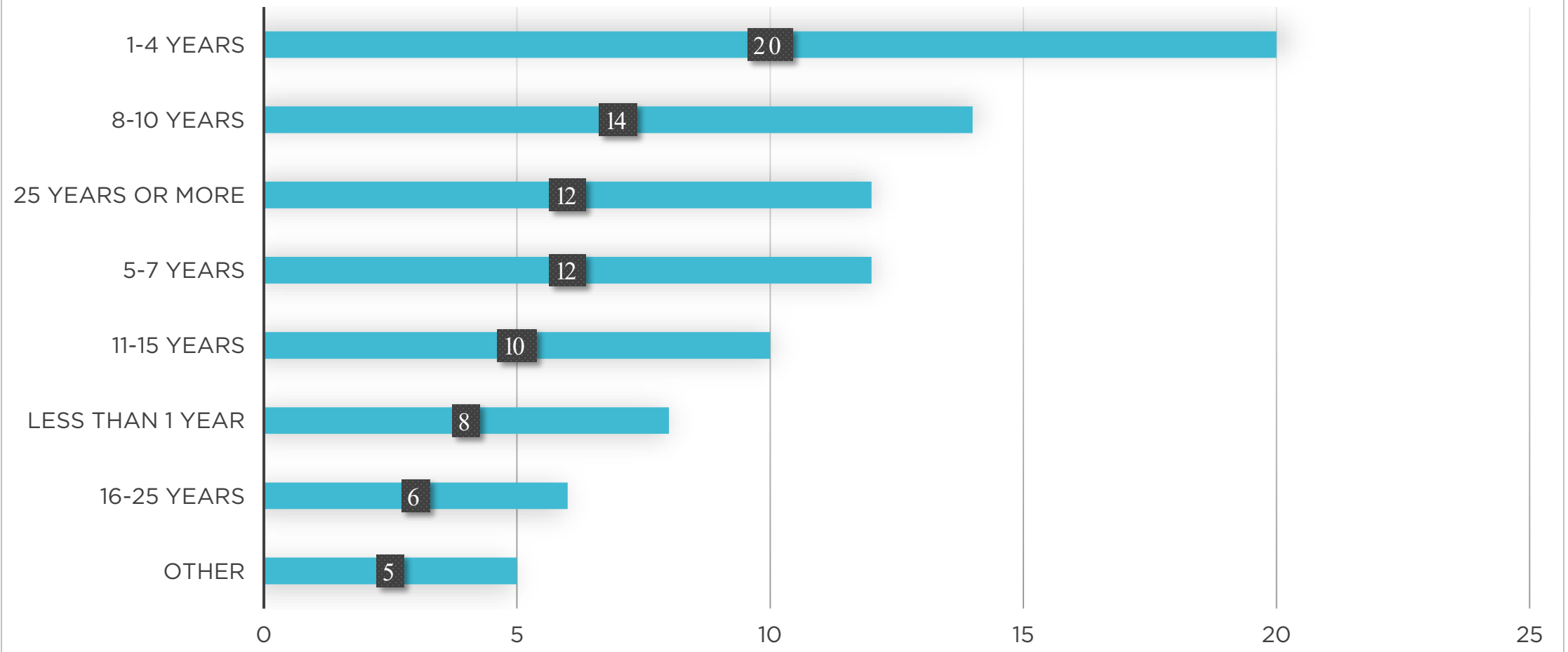


- Restaurant, Bar, Brewery, Nighclub or Other Food & Drink Business
- Arts, Culture or Entertainment
- Salon, Barber, Spa, Gym, or Other Health Provider
- Shopping
- Consulting or Business Service
- Other
- Hotels and Lodging

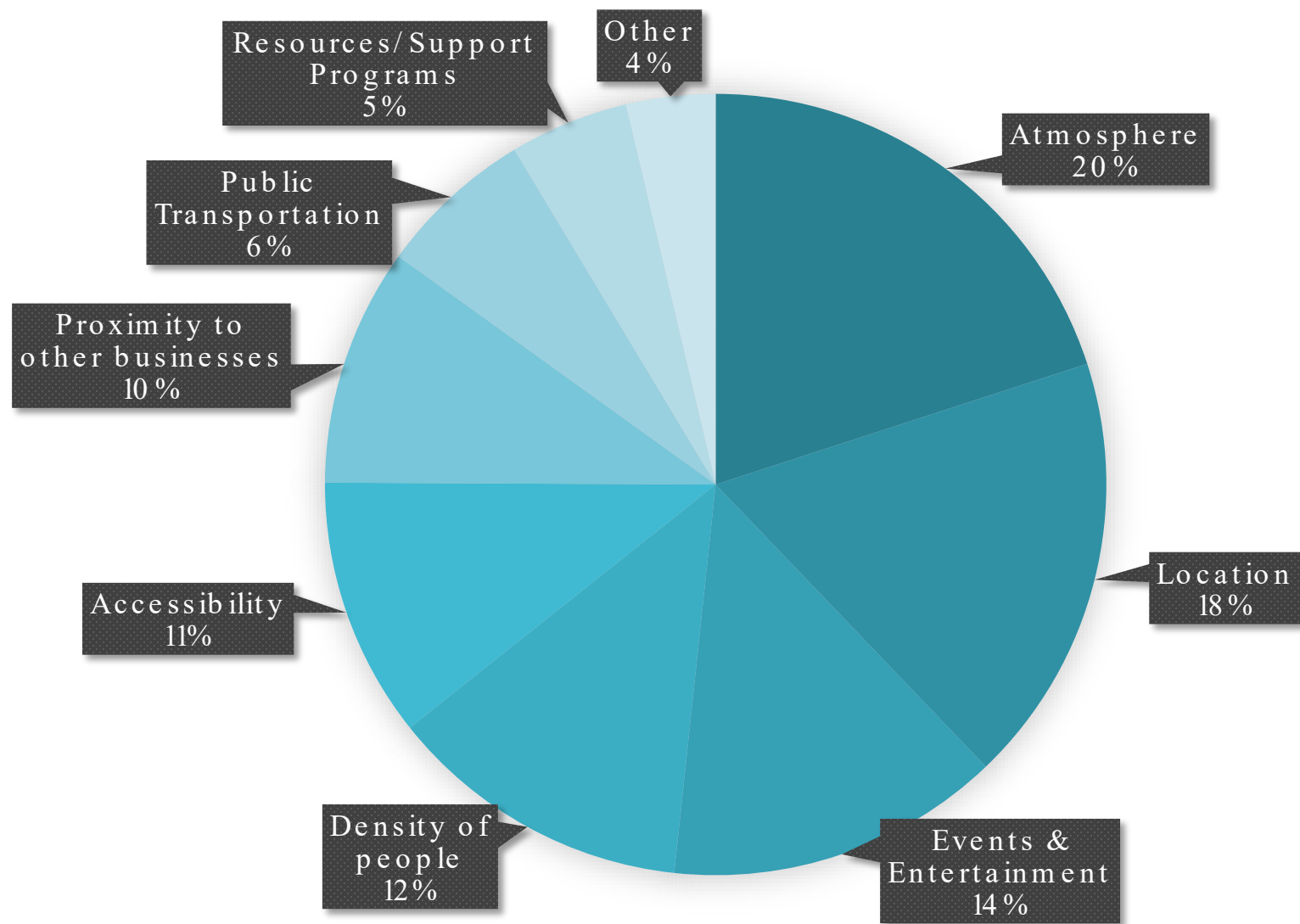
Number of workers employed:



How many years has this business been operating in Downton Tucson?

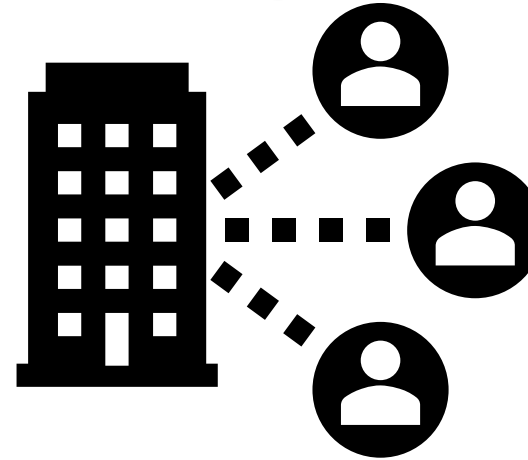


Most Important Factors for Businesses locating or staying downtown



Summary of Business Demographics

83 Responses



39% Restaurant, Bar, Brewery, Nightclub or Other Food & Drink Business

34% employ less than 5 employees

23% have been operating in Downtown Tucson for 1-4 years

“Atmosphere” was voted the most important factor to businesses locating or staying downtown

Survey Timeline

