



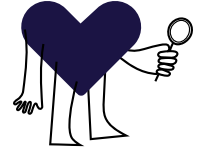
FINDINGS + ANALYSIS

2025 Midtown Community Survey



MIDTOWN[®]
Alliance

First Look



Midtown Atlanta is a dynamic place undergoing transformational change. For our organization, community input remains vital to our work. It's important to measure changes in attitudes and perceptions over time so we can refine our efforts and create an exceptional place. We fielded a survey that asked for the greater Midtown community's views on a range of topics. The survey was fielded over 8 weeks in the spring.

To everyone who took our 2025 Midtown Community Survey, thank you. We appreciate your perspective. We learned a lot from it. And we are ready to act on these new findings for an even better experience in Midtown.

4,800 Midtown workers, residents and visitors participated, a 23% jump in respondents over our last survey.



People gathered at a community event held in a public plaza known as Commercial Row Commons.

About the Survey

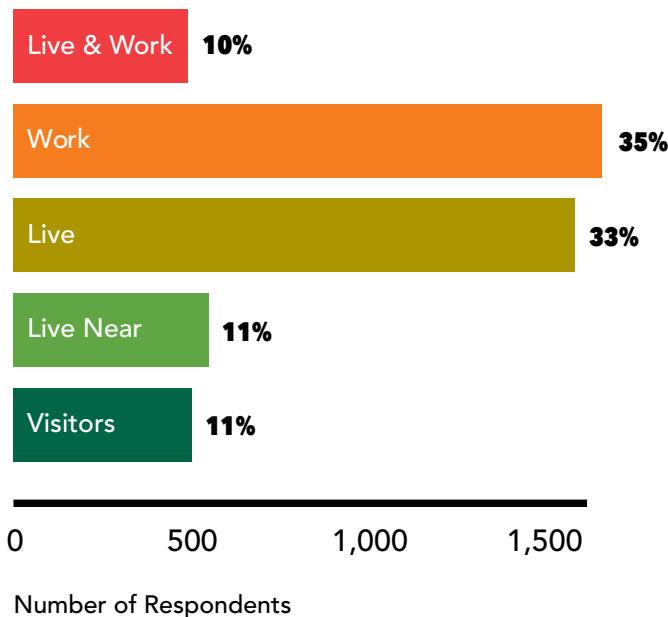


This effort drew interest from a broad cross-section of people who spend time in Midtown. And respondents rose to the occasion by channeling their enthusiasm for the district into substantive feedback:

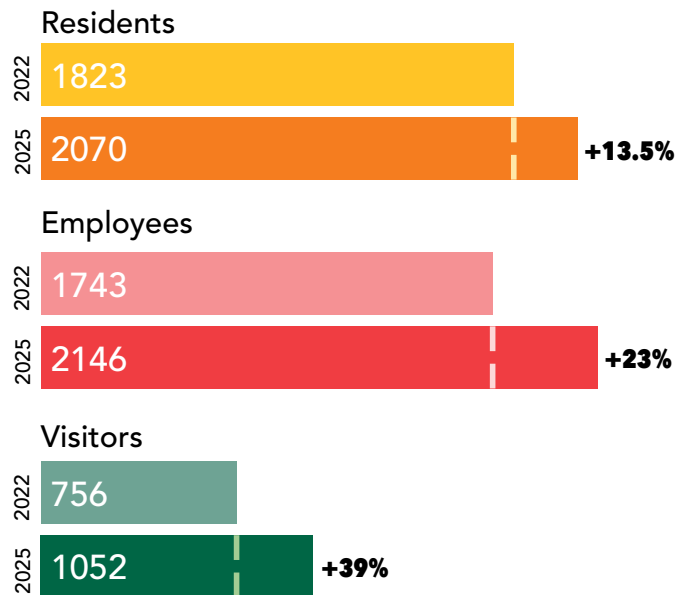
- 4,798 engaged respondents (+23% versus 2022)
- 82% completion rate
- Statistically valid sample size, with a 3% or less margin of error
- 12-minute average time to complete
- Thousands of detailed free responses
- One-third volunteered to participate in subsequent focus groups

Who Responded?

Respondents' Relationship to Midtown



Growth in Survey Respondents



How Respondents Describe Midtown



In each round of the Midtown Community Survey, we ask respondents how they would describe the 1.2 square mile Midtown Improvement District. From sentiment about transportation and safety to the availability of quality things to do and the street-level atmosphere, benchmarking responses over time helps identify changes in how people feel about their Midtown experience.

Respondents were asked how likely they would be to describe Midtown using these attributes:

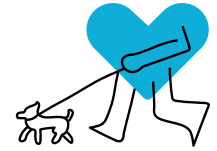


Biggest Movers in 2025 vs. 2022:

What has changed the most since the last survey? Respondents were more likely to describe Midtown as a bikeable, family-friendly place that feels safer from crime than it did in 2022. Read more about key findings from each section.

	2022	2025	% Change
Safer Than 5 yrs. Ago	48%	80%	+67%
Well-Lit	64%	73%	+15%
Bikeable	45%	53%	+18%
Great Place to Live	90%	95%	+5%
Strong Sense of Community	66%	73%	+11%

Examining Midtown as a Place



The broadest view of Midtown's success as a place is the affinity people feel toward it. Respondents make a conscious choice to live, work, or visit here. So this set of attributes provides the perfect macro-level entry point to learn how satisfied respondents are with their decision.

What We Learned:

Midtown workers and residents love their district. And the more time they spend here, the more they like what they see:



How Sentiment About Midtown as a Place Has Changed Over Time:

Perceptions about Midtown as a place are at an all-time high, providing validation for the exceptional urban experience Midtown Alliance and its partners are working to sustain. In fact, it would be hard to improve much further on these results. For context, a Gallup survey last conducted in 2014 found that overall about 85% of metro Atlantans are satisfied with their city.¹



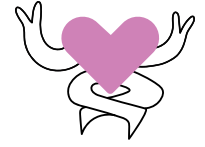
Arts Center MARTA station in Midtown.

What We're Doing to Keep the Momentum Going:

Midtown Alliance's leadership, partners and staff are working every day to make the district cleaner, safer, interesting and more navigable for everyone who spends time here. From physical improvements in the public right-of-way and supplemental operations on the ground to backstop the City of Atlanta's resources, to community programming and development review, Midtown Alliance has a 50-year reputation for delivering results that property owners, businesses, residents, workers, and visitors value.

1. Source: Gallup-Healthways Well-Being Index, <https://news.gallup.com/poll/168485/city-satisfaction-highest-fort-collins-loveland-colo.aspx>

How Respondents Spend Time in Midtown



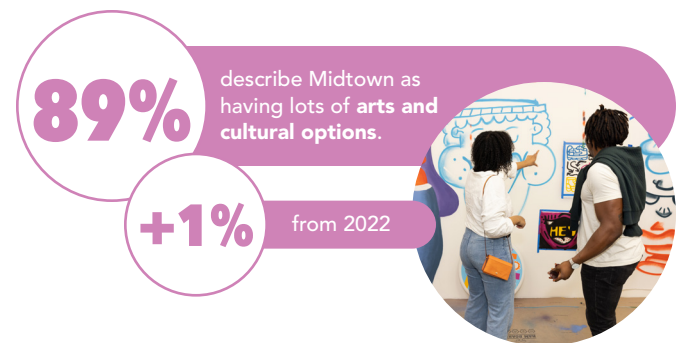
Midtown Atlanta is where people gather for high-profile community events and experiences rooted in arts and culture. Peachtree Street in Midtown is the location of choice for major parades and the annual AJC Peachtree Road Race, a tradition that has been going strong for nearly 60 years. Midtown's identity as Atlanta's "Heart of the Arts" has continued to grow with perennially strong offerings from major venues that draw visitors from all over the South.

What We Learned:

Community events are a big draw for Midtown given its central location.

- 3/4 of respondents participated in at least one of the Midtown activities listed
- The larger events like Atlanta Pride and the Peachtree Road Race have the highest level of participation, which is expected
- 31% visit an arts or cultural venue at least twice a month
- 92% of dog owners describe Midtown as pet-friendly, which was significantly higher than general respondents
- 61% of parents with minor children describe Midtown as family-friendly, similar to the respondents as a whole

Increasingly, more programming aimed at families is strengthening Midtown's appeal for parents and their children to spend time here.



How Sentiment About Midtown Activities Has Changed Over Time:

There was a 24% increase in respondents describing Midtown as family-friendly compared to 2022. This could be due to better perceptions of safety and more family-friendly activities, including new programming produced by Midtown Alliance. Respondents also gave Midtown Alliance higher marks for delivering quality community events compared to what we achieved in 2022.

What We're Doing:

Midtown Alliance is delivering the events that visitors want, from outdoor yoga instruction and live music after the workday to movie screenings under the stars and pop-up markets.

Overall, Midtown Alliance staff are producing 80+ free community events in 2025 to support public life imperatives that build connection between people and place.

And other allied partners, including the High Museum of Art, MODA and Colony Square, are also drawing people into the district with their heavy schedule of programming. Having access to serial activities all throughout the month affords people the opportunity to participate when they can. This strategy also helps support local businesses with tie-ins to nearby retail partners.



Earth Day Market event on the Midtown Art Walk.



Midtown Movie Night at Peachtree and 10th Streets.



Yoga Flow in the 10th Street Park.

Street-Level Experience



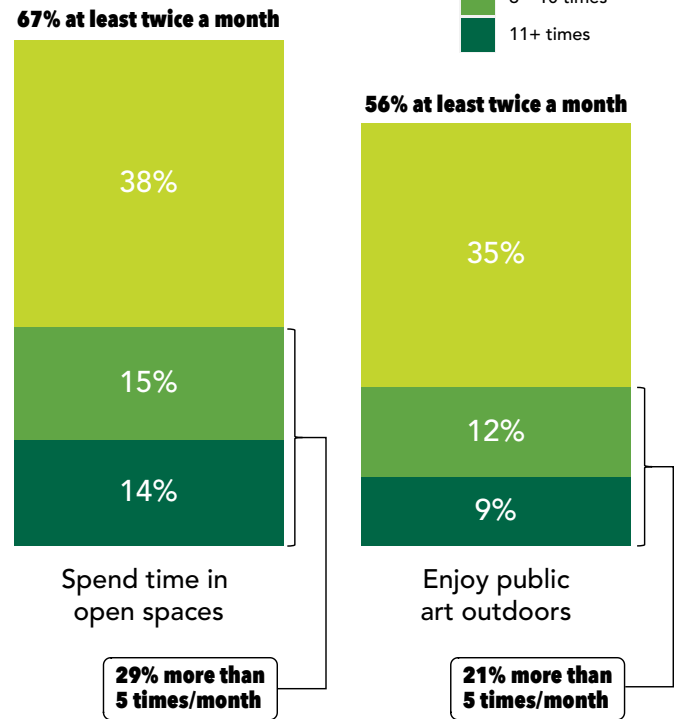
Midtown Atlanta continues to get high scores as one of the city's most complete urban experiences, with a mix of uses across 120 city blocks, sizable investment in creating tree-lined sidewalks that connect people to buildings and a network of small-scale public spaces, and robust operations and maintenance that keep the area clean, safe and functional. Respondents value their walkable experience punctuated by public art – featuring 70+ installations in all, from murals to sculptures, in a one-square-mile area – and a network of outdoor spaces with seating and programming.

What We Learned:

People who spend time here value getting outside to discover their city and visit Midtown's lineup of nearby open spaces:

- Over 80% of respondents have visited at least one of the outdoor public spaces listed
- People are pleased with the job Midtown Green does
 - 76% believe Midtown Green does a good job keeping Midtown clean and attractive
- Participants of the survey are excited about the new space at 98 14th Street
 - Over 3,800 people shared their vision for the space and locations for inspiration that Midtown Alliance's design team can use in planning

Reported Frequency of Street-Level Activities



How Sentiment About the Street-Level Experience Has Changed Over Time:

Respondents like the clean and well-maintained environment they see, rating Midtown Alliance’s operations work slightly more favorably than 2022. And their overall experience across many dimensions has deepened their attachment to Midtown. Those reporting they feel a strong sense of community here increased 11% compared to the last round of the survey.

What We’re Doing:

Midtown Alliance has created savvy partnerships over many years with the City of Atlanta, private property owners and MARTA to enhance underused spaces and bring more activity to them. This work has yielded many shared wins, with colorful art at transit station plazas, multi-use park and plaza spaces on small sections of public right of way and temporary spaces on private property. As the district’s population continues to grow, more of these types of spaces will be needed, in all varieties and sizes. In addition, identity programs like art on street banners and invitations to gather for community events help reinforce the feeling of attachment and belonging that set Midtown apart.



Jasmine Nicole Williams’ mural, *On the Strip*, facing the 10th Street Park dog park.

From Empty Space to Essential Place



98 14th Street site, located between Peachtree and West Peachtree Streets.

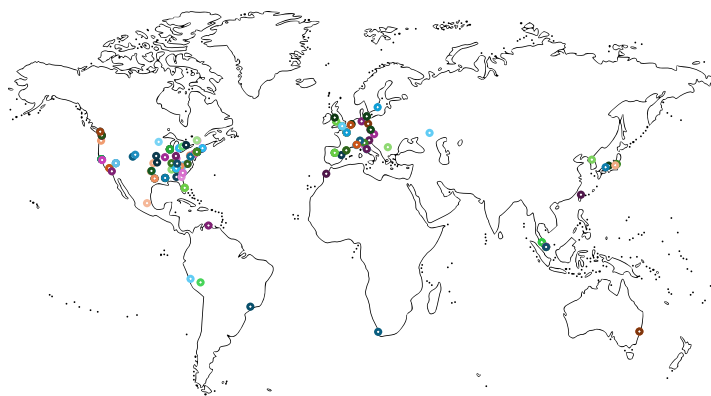
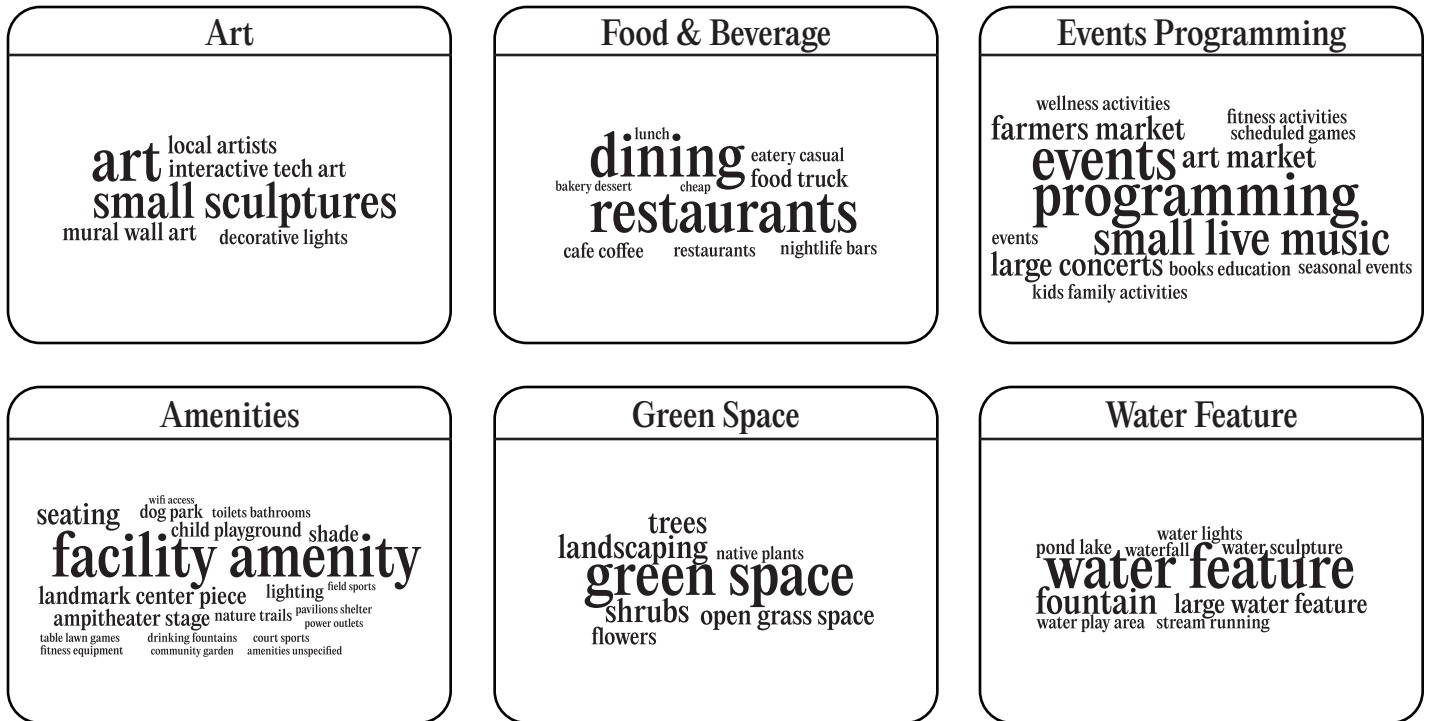
Midtown is where more than 115K people spend time each day. The district covers 770 acres, but features only 1.2 acres of permanently protected open space.

The 2022 Midtown Community Survey found that 89% of respondents believe the district should have more parks and open spaces.

Creating more places to gather and stimulate human connection was also a key strategic aim that emerged from Midtown Alliance’s Public Life Action Plan. Following extensive work to develop a multi-pronged strategy for activating spaces through partnerships and acquisition, the Midtown Improvement District purchased a failed four-acre development site at 98 14th Street in 2025. The objective is to create a premier attraction on this 4-acre site that will become a go-to destination for Atlantans.

What We Learned:

The timing of both the land acquisition and the 2025 Midtown Community Survey meant there was strong excitement from respondents about the opportunity to create a permanent open space in Midtown, for everyone and forever. Respondents offered their ideas and suggestions for a range of possible amenities and things to experience in this space, which we have grouped into categories:



In addition, respondents offered some 200 locations around the world for specific places where they had experienced an exceptional park or plaza. This will provide excellent sources for reference and inspiration as the 98 14th Street project goes through a comprehensive design phase. It's also a testament to how well-traveled respondents are.

What We're Doing:

Midtown Alliance is engaged in a multi-disciplinary effort that will yield a compelling design and cost estimate for the space. Staff are simultaneously working to deliver interim improvements to host temporary activities and events. Follow the project at MidtownATL.com.

Feedback on Midtown's Transportation Priorities



What We Learned:

As one of the busiest areas in all of the city, Midtown Atlanta's transportation network is called upon to serve the needs of many different users. The district benefits from having a true street grid, with ample connections to transit stations and parking, plus wide sidewalks and a growing network of barrier-separated bike lanes.

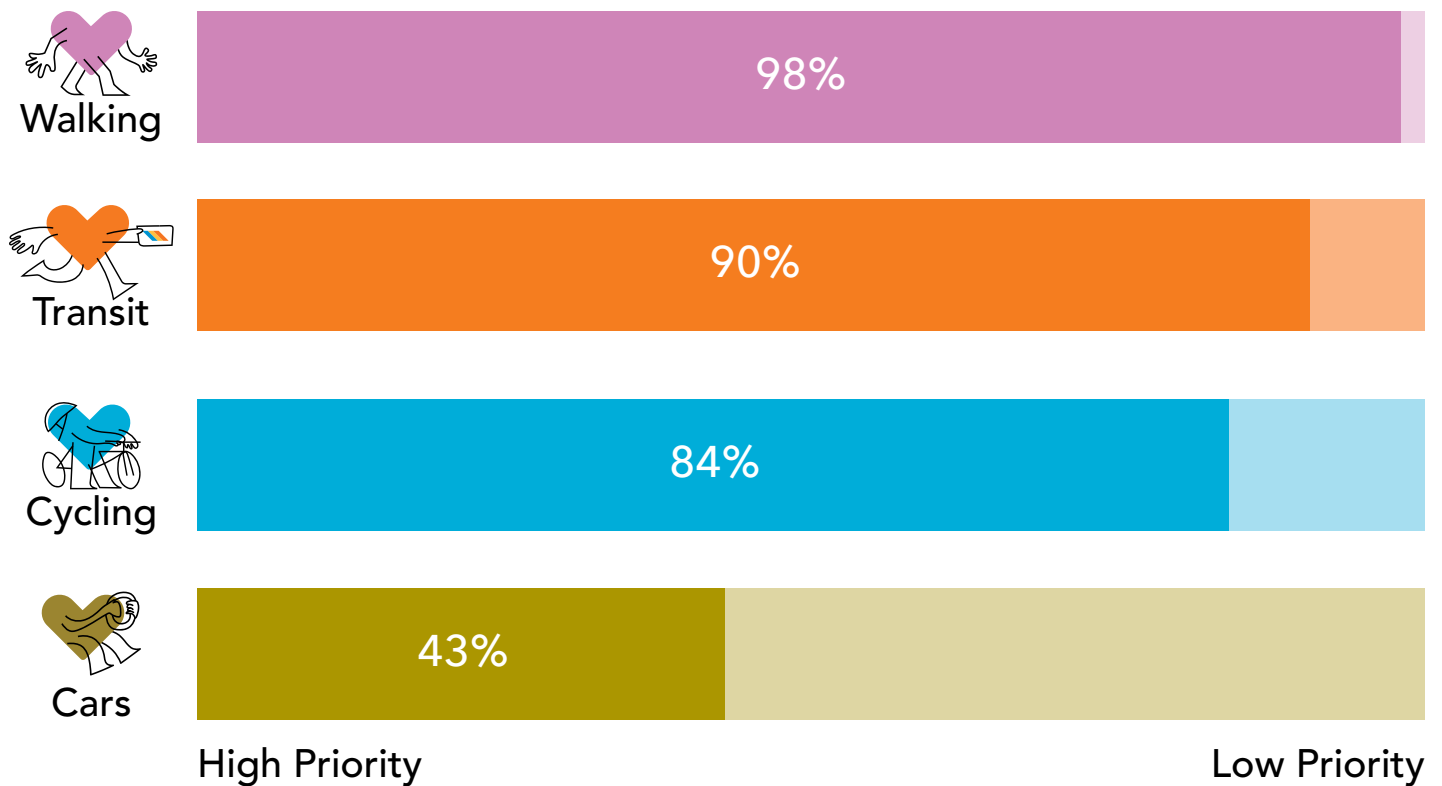
Predictably, respondents who work in Midtown are seeking relief from their long commutes on the interstate, while residents put more priority on walking infrastructure. The rise of delivery services has created unprecedented demand for space at the curb. And arcing over many of these issues is the need for all these different users to coexist in a confined urban space, with safety concerns tied to behavior becoming more present in respondent feedback.

- As with prior years, walking is the top transportation priority for new initiatives, followed by transit, cycling, and cars.
- 55% of Midtown employers provide free parking and another 8% subsidize parking to a lesser extent (This was 39% and 13% in 2022)
- Demand for space at the curb to handle package deliveries also points to the need for more focus on strategies and policy enforcement: 52% of respondents who live within the MID reported receiving packages at their residence 5X or more per month.
- Nearly 1 in 4 respondents mentioned transportation safety issues as a big challenge for Midtown



Our community survey projects have shown consistently across more than a decade's worth of data that people want options for how they get around Midtown.

How much of a priority should each of the following transportation modes be in future Midtown programs and projects?

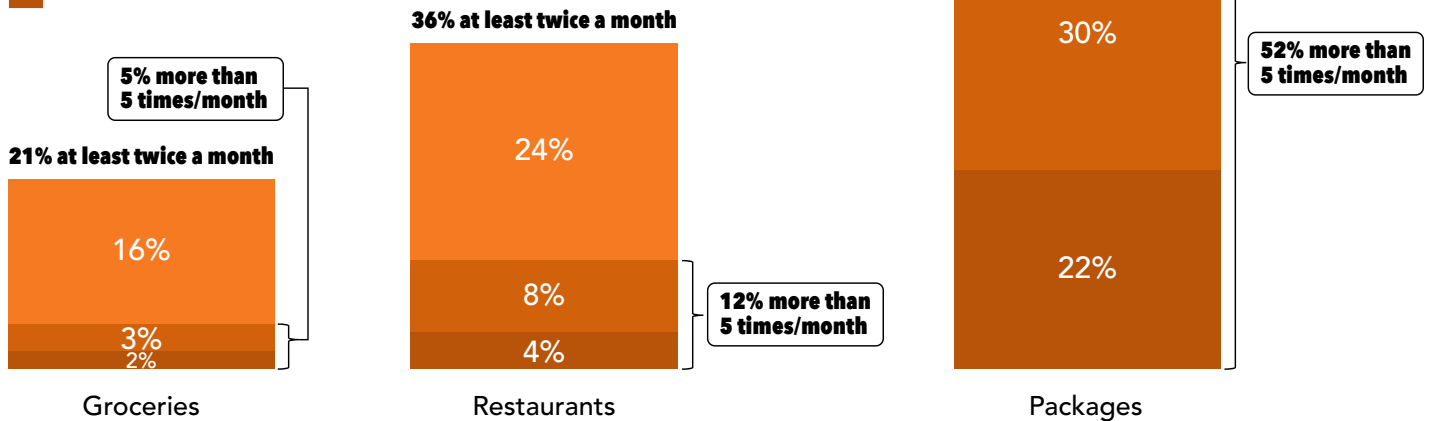


New Findings About Curbside Deliveries:

Demand for space at the curb to handle package deliveries also points to the need for more focus on mitigation strategies and policy enforcement: 52% or respondents who live within the MID reported receiving packages at their residence 5X or more per month.

Reported Monthly Frequency of Resident Deliveries

Frequency/month



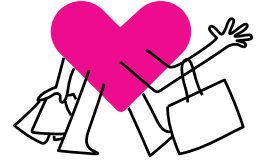
How Perception and Experience About Transportation Have Changed Over Time:

These results of the question on transportation priorities have been consistent across many years of data. It may also be interpreted to mean that respondents feel enough work has been done over many decades to create space for cars on Midtown’s street network, and that other modes need more attention to achieve better balance. Respondents also discussed their safety concerns on the transportation network as a challenge. And the feedback from came from all different types of users. Pedestrians and cyclists expressed their concerns about motorists encroaching into crosswalks and bike lanes, as well as scooter riders on sidewalks. Motorists expressed concerns about other motorists speeding in Midtown and pedestrians being distracted by their mobile phones while walking in the crosswalks. These examples seem to point to individual choices and neglectful behaviors as 115K people negotiate Midtown streets and sidewalks every day.

What We’re Doing:

Midtown Alliance works with ATLDOT and other agency partners to design and deliver physical improvements in the public right of way that enhance the district’s transportation network. These efforts have resulted in dozens of new infrastructure projects for people walking, riding bikes, driving cars and connecting to transit. The long-range goals are to create a safer, multimodal, more vibrant transportation experience for everyone who travels into and around Midtown. In 2025 alone, Midtown Alliance has six projects under construction simultaneously that represent \$45M of investment. Learn more about current and future transportation improvement projects at MidtownATL.com/Projects.

Retail Trends in Midtown



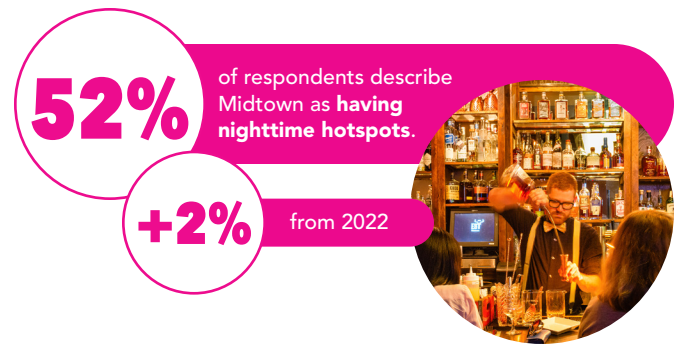
Baked into the district's mixed-use profile is a strong motive to create the conditions for ground-level retail and dining to thrive. Midtown's population density provides a ready base of customers. And while the district has grown to offer more than 200 dining options today in a walkable 1.2 square mile area, there remains more work to do to grow Midtown's stable of shopping choices. Some bright spots exist for sundries and apparel. But for context, Midtown hosts 1.7M square feet of retail space, 20% of which is vacant.

What We Learned:

- It's no surprise that people who spend time in Midtown like to dine out frequently. Overall, 76% of respondents indicate they eat out twice a month or more. And 51% are going out for drinks at least twice a month.
- But the frequency at which respondents say they are shopping for items in the district is lower, at 33%.
- The number of respondents who describe Midtown as having lots of shopping options has increased, but still lags behind the variety of dining options available.
- We asked residents specifically about the shopping needs they travel outside of Midtown to fulfill. The top categories residents left the district to shop were for apparel, goods and electronics.
- Meanwhile, more than 60% of workers indicate they are dining out at a rate of 2X per month or more, but many expressed they are looking for lunch options at more affordable price points.

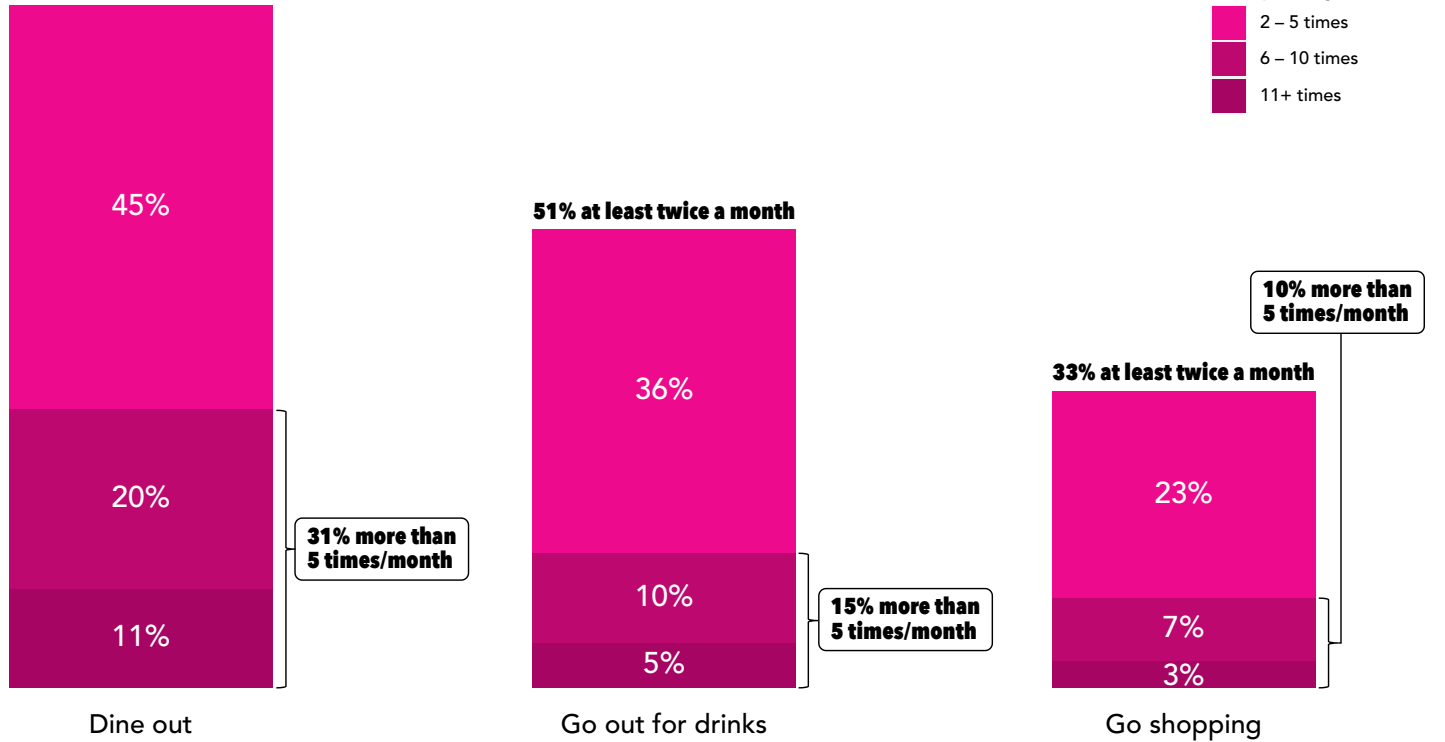
How Perception and Experience About Retail Have Changed Over Time:

The gap between perceptions about dining and shopping options has persisted across multiple rounds of this survey. It was also expected that the number of people going out to dine has rebounded since the last survey effort in 2022, when the pandemic's aftermath made it less safe to congregate in public.

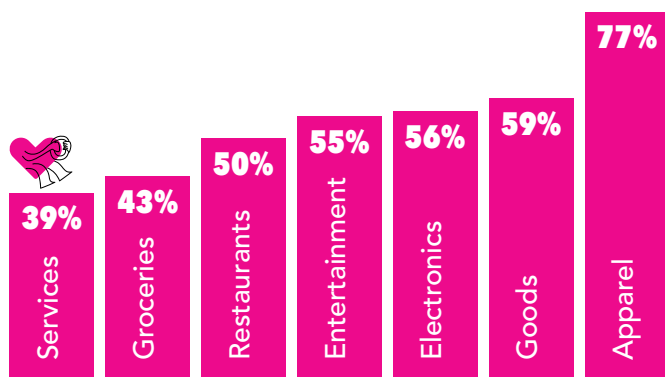


Reported Monthly Frequencies Shopping and Dining

76% at least twice a month



Residents Travel Outside the District for These Items:



Shopping Differences Between Respondent Groups

Although both visitors and residents would like to see more retail options in Midtown, their specific desires vary. Residents are more interested in apparel, shoes, and day-to-day items, while the top wish among visitors is entertainment options, with less interest in clothing.

Good/Services Desired	Residents	Visitors
Apparel	77%	39%
Goods	59%	45%
Entertainment	55%	48%
Groceries	43%	45%

What We're Doing:

Midtown Alliance staff continue to work on shaping strategies and digging into Midtown's disconnects to find solutions that can improve the shopping experience here. Current efforts include breaking down Midtown's 120 city blocks into smaller geographies of activity centers anchored by attractions and developing tailored retail plans for each. Simultaneously, staff are working with retail brokers to create a more cohesive story about Midtown as an emerging area for retail growth. Midtown Alliance also regularly develops and shares feature stories about the local retailers and restaurateurs who have put down roots in the district. The long-term challenges that define Midtown's retail realities are that the district has many individual property owners with different objectives. Getting them all on the same page to act on a cohesive and harmonized plan for retail placement remains a top priority.

Public Safety

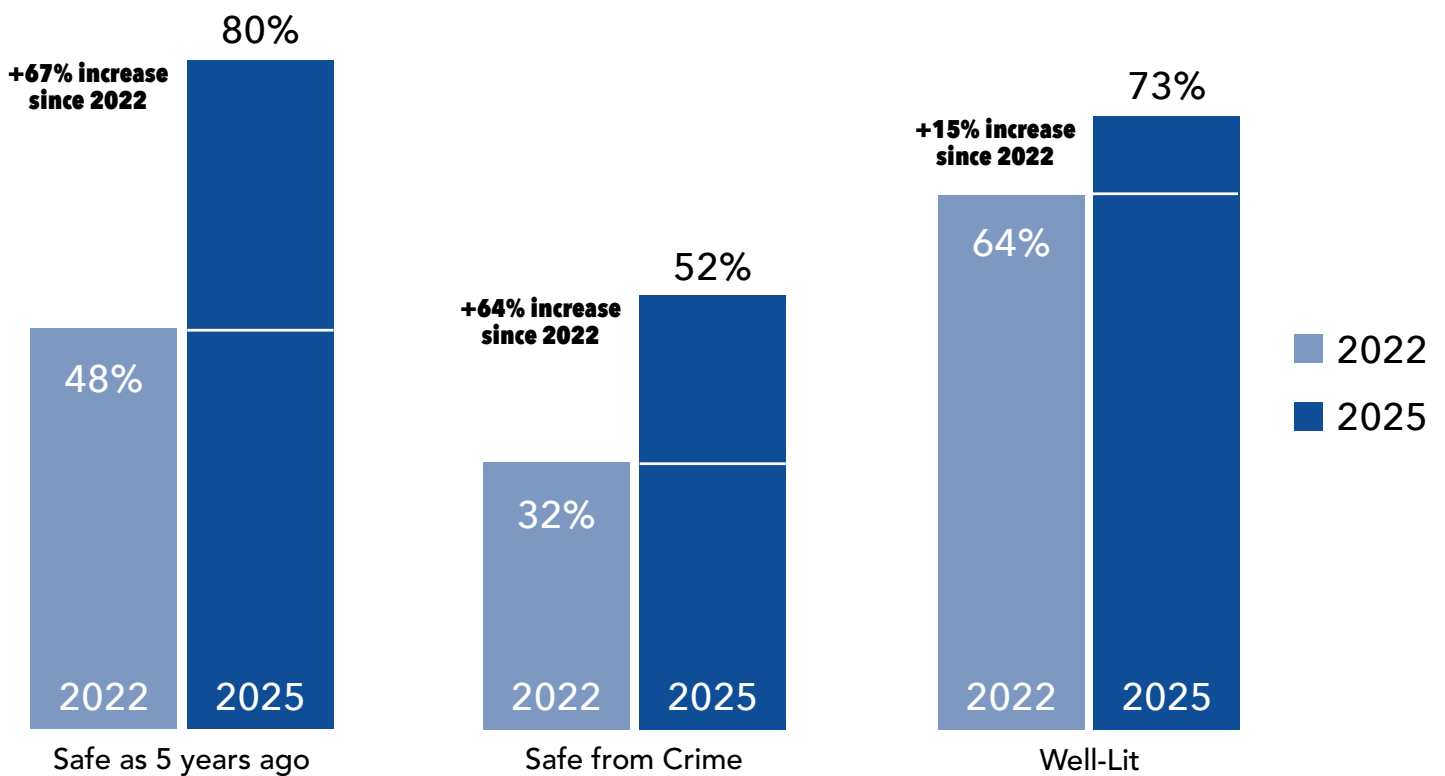


The success of any urban place is built around how safe people feel when they spend time there. Midtown is an activity center in Atlanta that hosts tens of thousands of people every day, from residents to workers and visitors. And Midtown Alliance works closely every day with the Atlanta Police Department (APD), other law enforcement agencies and building security contacts to ensure the district remains safe and welcoming.

What We Learned:

Respondents feel safer in 2025 than they felt in 2022, when cities across North America were grappling with increases in violent crime. They were also more likely to agree that the district is well-lit.

Respondents' Perception about Safety Improved since 2022



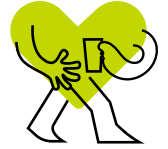
How Feelings of Safety Have Changed Over Time:

Respondents were more likely to describe Midtown as a place that is safe from crime and to say that the district is safer than it was five years ago. At the same time, familiarity with Midtown Alliance public safety initiatives remains generally flat compared to 2022 results.

What We're Doing:

Midtown Alliance has operated a supplemental public safety program continuously since 2000 in partnership with APD that includes active patrolling, surveillance and community relations to address quality of life issues. The Midtown Blue program provides more than 600 hours each week of additional patrols beyond those conducted by APD Zone 5. The program involves some 40 people, from off-duty APD officers and dispatchers to non-sworn civilian security professionals. And their work is bringing real results: violent crime has declined -78% and property crime has declined -68% since 1998, making Midtown one of the safest places in all of Atlanta. Another correlating factor that has raised positive sentiment about public safety in Midtown is the work done in coordination with Georgia Power to address street light outages. Midtown Green crews regularly document outages and report them to Georgia Power for remediation. The backlog of outages and fixes has been reduced from a couple of hundred in 2022 to less than a dozen at present.

Respondent Group Insights



We took a closer look at our key respondent groups, the attributes that stand out about them, and the differences in how they responded to survey questions. Here are some of the things we learned:

Residents

The top answers residents gave when they were asked why they chose to live in Midtown:

Walkability (45%), proximity to work (22%), city living (13%), dining (13%), and arts/culture (8%)

Among resident respondents:

- 50%** Have lived in Midtown five or more years
- 24%** Also work in Midtown
- 87%** Dine out in warmer months and like to sit outside in patio spaces
- 61%** Have used MARTA in the past 30 days for a non-commute trip
- 36%** Own a bike, e-bike, or e-scooter
- 28%** Own a dog
- 4%** Have children under the age of 18 who live full-time with them in their Midtown residence
- 85%** Say Midtown feels special to them
- 84%** Feel a sense of community here
- 59%** Own their residence

And among the Midtown residents who are employed:

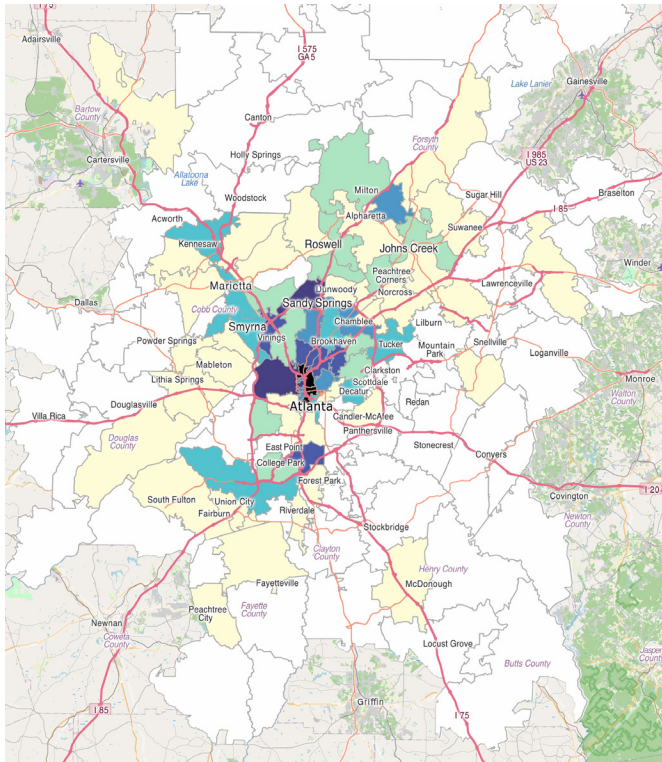
- 19%** Are working fully remote from Midtown on most workdays
- 28%** Walk to their Midtown workplace
- 21%** Use other alternatives including transit and biking on their commute

The top three barriers residents they experience with shopping and dining in the district:

- 28%** Feel there is a lack in variety of shopping or dining options in Midtown
- 16%** Said the retail brands they are familiar with are not located in the district
- 14%** Expressed that prices in Midtown are too expensive

Workers

30% of commuters get to their Midtown workplace by doing something other than driving alone, which is higher than the regional average.



Commuters get to Midtown from all over the metro area, but a higher concentration of commuters travel into the district from intown neighborhoods.

We learned Midtown employees leave their workplace for certain Midtown experiences more than others:

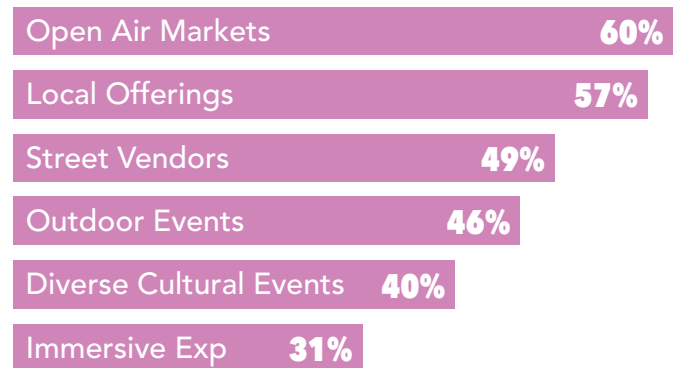
- 72%** Leave the workplace to take a walk at least 2x per month
- 66%** Go out to eat at least 2x per month
- 63%** Leave work to grab coffee or drinks at least twice per month
- 57%** Leave their building to spend time in a plaza or outdoor space at least 2x per month
- 24%** Leave the workplace to visit an arts or cultural venue
- 22%** Leave the office to work out at a fitness center

The rise of hybrid work has been a noteworthy change in the past several years that influences how many employees are physically present in Midtown. Respondents who work in the district were asked what would motivate them to come into their Midtown workplace more often. Among the top answers:

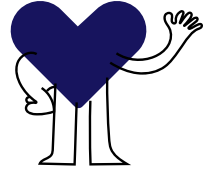
- 30%** Want more infrastructure they can use, including more public spaces, bike lanes and parking facilities
- 26%** Indicated they want access to more dining options at different price points
- 17%** Would like to see more programming and events such as concerts, markets and seasonal events

Visitors

Overall, visitors were less aware of Midtown Alliance’s work, because they spend less time in the district, and more likely to agree that Midtown has lots of shopping options. Visitors were asked to identify the kinds of events and experiences they want to attend in Midtown. There was strong support for markets and vendors where they could buy items from local vendors:



Conclusions



The goals for this survey project, in addition to benchmarking changes over time, were to determine if Midtown Alliance strategies and programs remain aligned with community priorities, identify any potential knowledge gaps between our work and the community's understanding of our work, and assess the collective mood around the urban issues that define this bustling district.

Our Big Takeaways?

People are excited about the new improvements that have been created and are coming. Many feel passionate about Midtown and eager to share information to make it even better. They see the district as a great place to live, work, and play ... and highly recommend it to others.

Current initiatives to make the street-level experience inviting and walkable are appreciated. People have enjoyed Midtown Alliance's lineup of community events in public parks and plazas. The district is perceived as a safer and cleaner place than in 2022, with more appeal for families.

Meanwhile, the community's transportation priorities continue to point in the same direction as prior survey efforts have found, with more emphasis on investment that enhances walkability, transit and biking over cars.

Our staff is taking what we've learned and applying it to make your Midtown experience better, in every dimension. And it's exciting to know the whole Midtown community is cheering us on.

Bring Us In for a Tailored Presentation + Discussion

Want to learn more? This is your invitation to geek out with us about the survey findings and discuss big-picture Midtown topics. We can deliver a custom presentation tailored to your workplace or residential community's interests. Hit us up anytime at Info@MidtownATL.com.

Thank You

In addition to the 4,800 workers, residents and visitors who took time to participate in this survey, Midtown Alliance would like to thank our partners who helped inform survey questions, getting the word out, and analysis.

Julie Grantier and her team at Intelligent Standards
Midtown Alliance Board of Directors
Midtown Improvement District
Midtown Transportation
Young Professionals of Midtown
60 11th
905 Juniper
Alston & Bird
Carlton Fields
Danger Press
Delta Air Lines
Deloitte
Elevance Health
Emory
Equifax
Eversheds Sutherland
Federal Reserve Bank of Atlanta
Georgia Tech
Google
Granite Properties
Interface
Invesco
Lord Aeck Sargent
Mira at Midtown Union
Orange Barrel Media
Perkins & Will
Regions Bank
Selig Enterprises
Society Atlanta
TVS Design
Visa

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