



2023 Downtown Perception Survey

April 9, 2024

Overview



Background of
Survey



2023 Results
– Benchmarks



Programs
Surveyed



Highlights



Next Steps





Background - Goals

- 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
 - 2021 Perception Survey



Background - Methodology



- 710 surveys completed (250 in 2021)
- Nueces and San Patricio counties
- Because this was a sample of convenience (i.e., reflective of those who completed the survey), not a randomized sample, there is no statistical margin of error.
- Compared to 2021 Survey
- Conducted by the TAMUCC Collaborative Community Research Center



2023 Results - Benchmarks

Demographics



Benchmark: Downtown User	2023	2021	2019	2017	2015
Average Age	35-44*	41.1	46.4	42.2	44.7
Average Household Income	\$75k-\$99k*	\$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	2023	2021	2019	2017	2015
Average Age	45-54*	51.6	54.3	58.7	52.7
Average Household Income	\$75k-\$99k*	\$46,400	\$59,200	\$61,500	\$57,700

*Method for data collection was put into bands, used by the U.S. Census.

2023 Results - Benchmarks

Patronage



Benchmark	2023	2021	2019	2017	2015
Residents visited past 6 months	93%	87%	90%	73%	74%
# of visits	9.5*	28.2	24.7	29.1	25.8
Primary Reason for visit:					
• Dining	34%	29%	40%	33%	27%
• Bike/Run/Walk/Seawall	7%	17%	11%	16%	10%
• Attend Special Event	19%	6%	10%	8%	3%
• Visit Bar or Night Club	11%	2%	9%	8%	-
• Work or have a meeting	19%	13%	7%	14%	10%

**Possibly due to change in methodology, question being optional, unclear verbiage.*

2023 Results - Benchmarks

Patronage



Benchmark	2023	2021	2019	2017	2015	National	
Spend \$	\$50-\$75*	\$71	\$57	\$73	\$67	\$65	
Spend Time (minutes)	60-120*	119	123	138	124	163	
Drive	90%	72%	84%	91%	89%	40%	
Parking Affordable	85%	89%	88%	86%	88%	42%	
Prefer Street Parking	62%	49%	61%	71%	65%	N/A	
Prefer Parking Garage	30%	34%	12%				
Convenient	68%	67%	66%	71%	63%	48%	
Clean	72%	60%	47%	56%	45%	48%	TX 86%
Safe	71%	56%	47%	48%	42%	45%	TX 67%

**Method for data collection was put into bands, used by the U.S. Census.*

2023 Results - Benchmarks

Non-Users (7%)



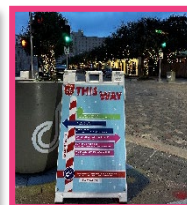
Reasons for Not Coming Downtown

Benchmark	2023	2021	2019	2017	2015	National
• COVID 19		73%				
• Traffic congestion	62%	39%	54%	55%	36%	56%
• Homeless/panhandlers	52%	36%	42%	53%	43%	44%
• Unfamiliar w/ shop/dine	36%	21%	54%	44%	44%	N/A
• Parking expensive	36%	21%	42%	43%	31%	71%
• Isn't Safe	60%	18%	15%	40%	31%	42%
• Too Far	43%	27%	27%	39%	17%	47%
• Don't know where to park	55%	21%	50%	36%	45%	49%

Programs Surveyed



Benchmark	2023	2021	2019	2017	2015	2023 Non-User
Improve Seawall Maintenance	91%	88%	87%			65%
Increase Greenery & Landscaping	88%	80%	80%			69%
Wayfinding	78%	81%	74%	81%	70%	43%
Shuttle Service / Districts	73%	79%		79%	68%	50%
Ferry Service	64%	72%	66%			39%
Open Container Ordinance	63%	66%				31%
Preserve Historic Buildings	52%		77%			45%



**Program was completed*

Downtown Living



- Would Likely Consider Living Downtown and/or Currently Living Downtown.

	2023	2021	2019	2017	2015
All Surveyed	43%	39%	21%	10%	11%
Millennials	61%	56%	33%	23%	15%
Downtown Users	33%	45%	22%	2%	7%

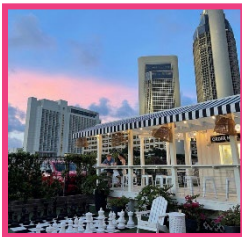
- 52% of those Likely to Live Downtown prefer to purchase a home.

	2023	2021	2019	2017	2015
Purchase Price	\$200k-\$300k	\$257,900	\$171,400	\$154,400	\$189,900

Highlights



- 72% believe Downtown is clean (60% in 2021)
- 71% believe Downtown is safe (56% in 2021)
- There is a 16% increase of concern about homelessness within non-users compared to 2021.
- 91% believe improving seawall maintenance and safety is important, followed by increasing greenery, landscaping, and shade trees (88%)



Next Steps



Improving Seawall Maintenance



Trees & Landscaping



Wayfinding Signage



Trolley & Ferry



Open Container