



2019 Downtown Perception Survey

March 19, 2019



Overview

- Background of Survey
- 2019 Results – Benchmarks
- New Programs
- Highlights
- Next Steps

Background

Goals

- Understand The Downtown Customer & Non-User
- How They Use /Patronize Downtown
- Test Programming & New Initiatives
- Determine How Local Customers Get Information
- Benchmark Results Over Time

Background

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 2015 Survey/2010 National Survey

2019 Results - Benchmarks

Demographics

Benchmark: Downtown User	2019	2017	2015	National
Average Age	46.4	42.2	44.7	N/A
Average Income	\$75,100	\$72,000	\$70,900	N/A

Benchmark: Non User	2019	2017	2015	National
Average Age	54.3	58.7	52.7	N/A
Average Income	\$59,200	\$61,500	57,700	N/A

2019 Results - Benchmarks

Patronage

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

2019 Results - Benchmarks

Patronage

Benchmark	2019	2017	2015
All Reasons for visit:			
• Dining	77%	75%	53%
• Combined Dining + other	59%	63%	48%
• Seawall	49%	55%	34%
• Cultural Center	51%	49%	52%
• Live Music	41%	45%	30%
• Bar/Night Club	38%	35%	18%

2019 Results - Benchmarks

Patronage

Benchmark	2019	2017	2015	National	
Spend \$	\$56.92	\$73.46	\$67.35	\$65	
Spend Time (minutes)	123	138	124	163	
Drive	84%	91%	89%	40%	
Parking Affordable	88%	86%	88%	42%	
Prefer on-street	61%	71%	65%	N/A	
Convenient	66%	71%	63%	48%	
Clean	47%	56%	45%	48%	TX 86%
Safe	47%	48%	42%	45%	TX 67%

2019 Results - Benchmarks

Downtown Perception Survey: Non-Users (10%)

Benchmark	2019	2017	2015	National
Don't go Downtown- Open				
• No reason to make trip	42%	48%	33%	N/A
• Too far	11%	9%	3%	N/A
• Traffic congestion	4%	7%	2%	N/A
• Parking	11%	3%	4%	N/A

2019 Results - Benchmarks

Non-Users (10%)

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

New Programs

Benchmark	Users				Non-Users
	All	18-24	35-54	55+	
Improve Seawall	87%	93%	80%	88%	69%
Preserve Historic Buildings	77%	87%	70%	74%	65%
Outdoor Dining	76%	76%	81%	73%	77%
Wayfinding	74%	79%	74%	69%	61%
Ferry Service	66%	76%	60%	63%	54%
Residential Tour	53%	64%	53%	44%	46%
TAMUCC Downtown Campus	43%	60%	37%	33%	23%

Highlights

- **Visitorship is up!**
 - An impressive 90% of area residents visited Downtown Corpus Christi, which is higher than 73% recorded in 2017
- **46% Brought Out Of Town Visitors**
- **60% Agree “Large Selection Of Restaurants & Shops”**
 - Up from 42%, Still Below National Benchmark of 81%
- **Shopping Downtown increased to 43% from 21% in 2017**
- **Downtown Living Is Gaining Popularity**
 - 20% Would Live Downtown
 - 33% Millennials Would Live Downtown

Next Steps

- Promoting Dining & Entertainment Options
- Improving Seawall Maintenance
- Redeveloping Historic Buildings
- Homeless & Cleanliness