



For Immediate Release
Contact : Mindy Rosen
513.421.4440 x 114
513. 535.0678 cell
mindy@downtowncincinnati.com

2009 Downtown Perceptions Survey Results Released by Downtown Cincinnati Incorporated

Progress cited in all areas – overall impressions of downtown, clean and safe indicators, importance of Fountain Square, as well as frequency of visits to downtown.

Cincinnati, OH – June 30, 2009. **Downtown Cincinnati Inc. (DCI)** released the results of the **2009 Downtown Perceptions Survey** designed to assess and track community and stakeholder perceptions about downtown Cincinnati. The results provide performance measures for DCI and help to inform the organization's work plan.

The 2009 survey was posted at www.cincinnati.com and www.downtowncincinnati.com. A link to the survey was also sent to the Hispanic and African American Chambers of Commerce members. The survey distribution varied slightly from 2008, so it is possible that some changes in results may be attributable to random differences in the consumer samples.

"We are very pleased with the results, especially the positive trends we see this year compared to last. Since only 30% of the survey respondents work downtown, we know that suburban dwellers are also visiting and enjoying downtown," said David Ginsburg, President and CEO of Downtown Cincinnati Inc.

🔦 **The Web-based survey**, conducted between April 17 and May 6, 2009, was completed by 794 people, up from 688 in 2008. Market Tools, an independent marketing research and consulting firm, programmed and hosted the online survey.

🔦 **Overall impressions of downtown Cincinnati improved significantly compared to 2008. In 2009 71% rated downtown as extremely or somewhat positive compared to 49% a year ago.**

- Participants gave the highest marks (strongly agree and agree) to 'downtown's potential' at 92%, 'is getting better' at 79% and 'is better than people give it credit for' at 74%.
- Perceptions with the strongest positive change compared to a year ago were: 'has a good vibe' at 58% v. 33%, 'is comfortable / approachable' at 63% v. 38% and 'has a bright future' at 70% v. 46%.
- Perceptions that downtown is 'conservative' remain steady at 69% in 2009 compared to 66% in 2008. Downtown's rating on 'trendiness' had a small jump from 18% in 2008 to 25% in 2009.

The following perceptions improved in 2009 compared to 2008. The numbers represent the sum of “strongly agree” and “agree”.

	<u>2009</u>	<u>2008</u>
Cleanliness	65%	44%
Feels Safe	61%	44%
Visible Police Presence	64%	43%
Affordable Parking	69%	36%
Laid out in compact manner	67%	46%
Easily accessible by car	78%	68%

The following perceptions improved only slightly in 2009 compared to 2008 and leave room for improvement. The numbers represent the sum of “strongly agree” and “agree”.

	<u>2009</u>	<u>2008</u>
Stores / restaurants have convenient hours	47%	33%
Has options for family dining	29%	25%

🌟 Fountain Square was highly commended:

- **70% strongly agree or agree that Fountain Square** is the city’s gathering spot compared to 50% a year ago.
- **62% have attended events on Fountain Square** during the past 12 months compared to 35% a year ago.
- **Of those who attended an event on Fountain Square**, 77% also dined and shopped.

🌟 Visits to downtown within the past month have increased compared to a year ago to 78% in 2009 from 60% in 2008. 61% visit during the evening on the weekends.

🌟 The top 5 activities that brought survey respondents to downtown over the past 12 months are: ‘dining’ at 81%, ‘events on Fountain Square’ and ‘sporting events’ tied at 62%, ‘performance / theatre /arts’ at 60%, ‘shopping’ at 53% and ‘bars / clubs’ at 51%.

Downtown leads the top 5 destinations that are always or usually considered for dining / shopping / entertainment at 46%, followed by Rookwood Commons at 39%, Kenwood Town Centre at 38%, Newport on the Levee at 26% and Hyde Park Square at 21%. In general respondents are spending more at all locations compared to a year ago.

Survey participants are equally divided between male and female, 30% work downtown, 73% reside in Hamilton County, 10% are African American and 4% are Asian, and household incomes tend to be higher than the Cincinnati Metropolitan area.

Downtown Cincinnati Inc. (DCI) is a non-profit business organization with a mission to build a dynamic metropolitan center valued as the heart of the region. DCI delivers this mission by providing unique services in three areas: Safe/Clean, Marketing and Stakeholder Services. For more information, please call 513-421-4440 or visit www.downtowncincinnati.com.

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