



For Immediate Release
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2011 Downtown Perceptions Survey Results Released by Downtown Cincinnati Incorporated

Progress cited in all areas – overall impressions of downtown, clean and safe indicators, and importance of Fountain Square, plus greater multicultural appeal.

Cincinnati, OH – October 3, 2011 Downtown Cincinnati Inc. (DCI) released the results of the **2011 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 Web-based survey, conducted between July 20 and August 1, 2011 was completed by 1,890 people. 36% of this year's respondents represent minority populations, compared to 15.8% in 2010. LaVerdad, a local independent marketing research and consulting firm, developed, programmed and hosted the online survey. LaVerdad specializes in marketing to Hispanics.

"We are pleased to see so many positive trends this year. This annual survey helps us identify opportunities for improvement and sharpens our focus," said David Ginsburg, President and CEO of Downtown Cincinnati Inc.

"The City's investment in downtown with our partners is starting to pay off," said City Manager Milton Dohoney. "We can see that, while we always have more work to do, more people are finding Cincinnati's downtown is their downtown, too."

Overall impressions of downtown Cincinnati improved significantly compared to last year:

- 80% rated their impression of downtown as extremely or somewhat positive in 2011 compared to 67% in 2010.
- Participants gave the highest marks to 'downtown's potential' at 92% versus 90% in 2010.
- There was an increase of 9% in the number of people who strongly agree downtown is a place to take out-of-towners at 74%.

The following perceptions improved in 2011 compared to 2010 and 2009. The numbers represent the sum of “strongly agree” and “agree”:

	2011	2010	2009
Cleanliness	70%	60%	65%
Feels Safe	63%	58%	61%
Visible Police Presence	67%	66%	64%
Visible DCI Ambassadors	48%	46%	n/a

Areas where improvement is needed include parking and the presence of panhandling:

	2011	2010	2009
Parking is affordable	43%	49%	69%
Panhandling is a problem	62%	n/a	n/a

The overall visitor experience is very strong and appealing:

- 58% have attended events on Fountain Square in 2011 compared to 50% last year.
- Downtown’s variety of entertainment, dining, and nightlife all scored higher in 2011 compared to 2010.
- The top five activities that bring survey respondents to downtown are dining, Fountain Square events, sporting events, nightlife and Findlay Market.
- Downtown’s family friendly appeal improved by 14% in 2011 to 60%.

Survey participants were 63% female, 37% male; 28% work downtown; 20% African American, 11% Hispanic, 2% Asian, 3% other and 64% Caucasian. Average household income was \$75,000 and the average age group was 35 to 44 years.

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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