

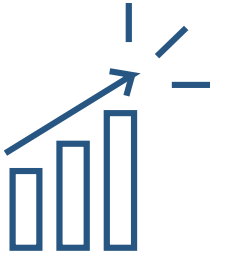


2022 Downtown Perceptions Survey Results

2022

Downtown Dallas, Inc.
(DDI) is the **principal
advocate, champion,
and steward** of
Downtown.





By The Numbers



ALMOST **15,000**
RESIDENTS



\$4 BILLION IN
ACTIVE DEVELOPMENT



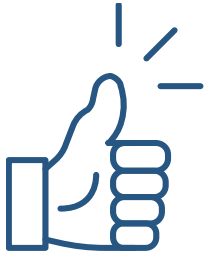
OVER **\$8 BILLION**
INVESTED SINCE 2000



OVER **4,000**
EMPLOYERS



20 ACTIVE
CONSTRUCTION &
DEVELOPMENT PROJECTS



Amenities



4 NEW SIGNATURE PARKS
20 NEW ACRES
OF GREEN SPACE



200
RESTAURANTS/BARS



70+ PLACES TO
SHOP



50 RESIDENTIAL
PROPERTIES



**Stimulate a vibrant and sustainable
Downtown environment**



**Create a culturally-inclusive
urban center**



**Position Downtown as a
global destination**



**Improve Downtown
infrastructure**



**Enhance economic
competitiveness**



**Foster innovation and technology
in the urban experience**



And the Survey Says....

2022



DOWNTOWN
DALLAS INC

Key Themes

An aerial night view of a city skyline, likely Atlanta, Georgia. The image shows a dense cluster of buildings, with a prominent skyscraper (the SunTrust Building) illuminated in blue and white. The city lights are visible in the background, and the foreground shows a mix of older and newer buildings. A large, stylized 'K' shape is overlaid on the image, with a blue and purple gradient.

New Energy

New parks, attractions, and a swell of new young residents

More Walkable

It's why we love living Downtown

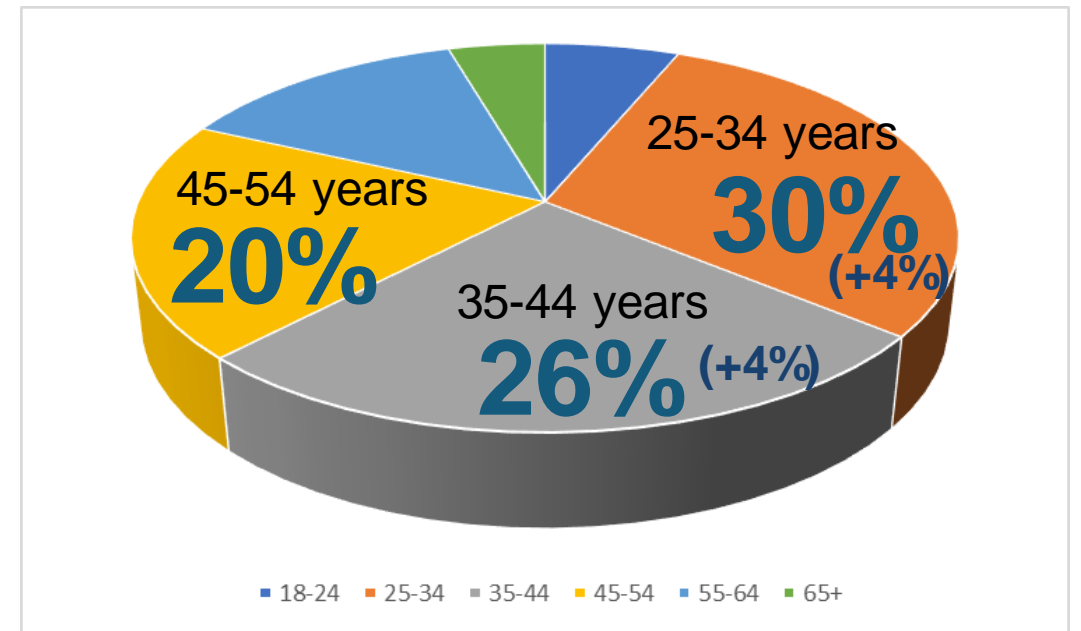
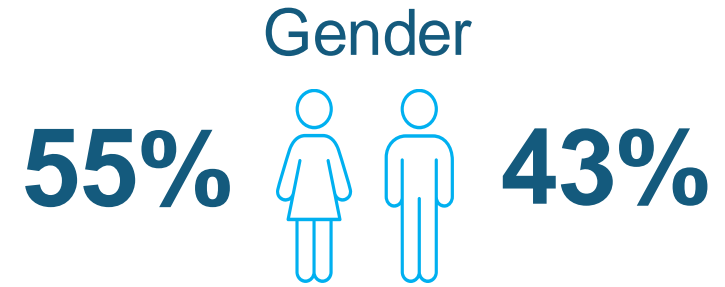
All Access

Everything we need right at our fingertips

Neighborhood Feel

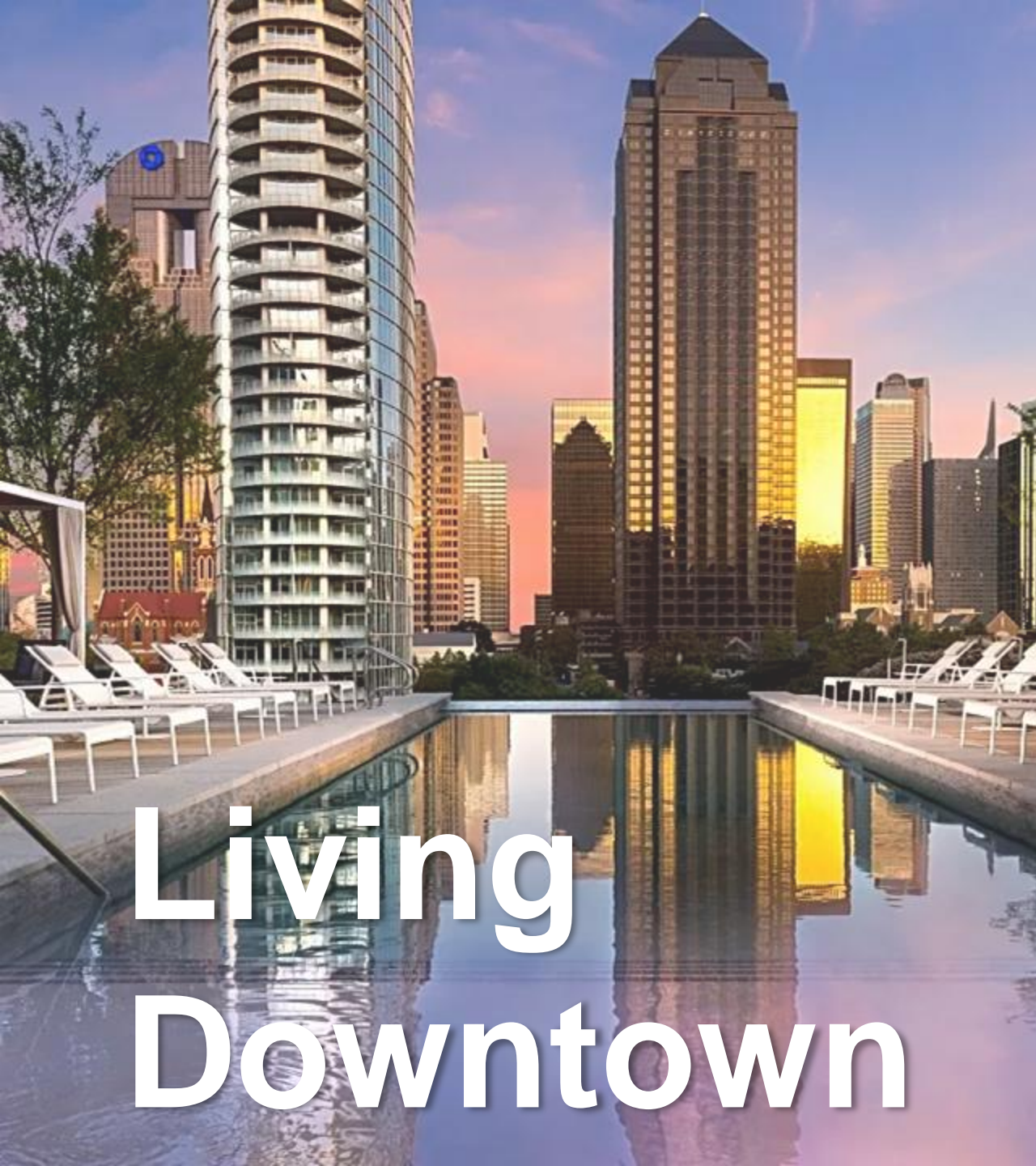
Strong sense of community

**Downtown is
skewing
younger.**



Living





*There are more new residents Downtown
and they are more likely to rent vs. own*

46%

Have lived Downtown less
than 2 years **(+10%)**

**Living
Downtown**



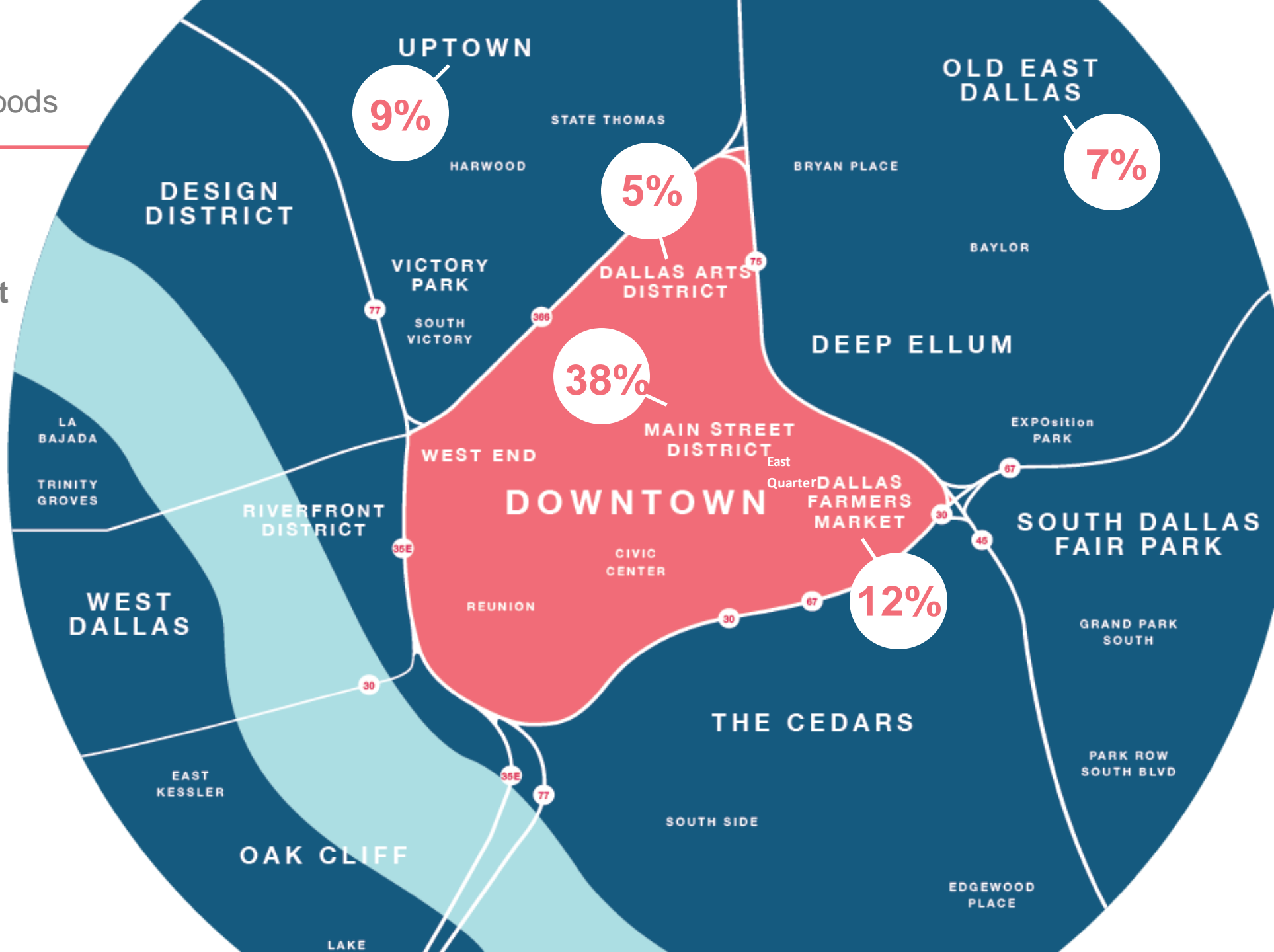
69%
**Very satisfied
with living
downtown**

Top 5 Reasons

1. Enjoy living downtown as opposed to the suburbs
2. Want to live in a walkable part of town to avoid driving
3. Found their perfect apartment or home in downtown
4. Want to live close to nightlife/events that they enjoy
5. Want to live close to work

Top 5 Lived In Neighborhoods

1. Main Street District
2. Dallas Farmers Market
3. Uptown
4. Old East Dallas
5. Dallas Arts District





Working

In the Office

Over

50%

Commute to the office
most days of the week

40%

Have worked Downtown
2 years or less
(+10%)

Weekly visits are near 200,000, up
64% from January (Placer.ai)

Texas is still leading the nation in
return to office (Kastle Systems)





Clean & Safe



Resident Concerns

Safety

Cleanliness

Noise

Pet Waste

76%

Of respondents feel that homelessness is a significant issue.

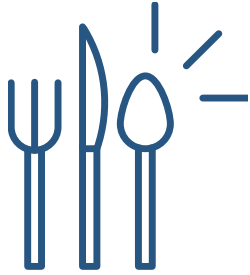
Respondents feel that the homeless situation is similar to cities like [Austin](#), [Houston](#), [Denver](#), [Chicago](#), and [NYC](#).





Play & Explore

Downtown is a Destination For All



THE FOOD

93% Dine Downtown

77% Leave the office at least weekly for lunch or breaks

71% Stay Downtown for happy hour or dining at least once a month



THE PARKS

82% Visit Downtown parks



THE ENTERTAINMENT

57% Attend concerts Downtown



THE CULTURE

66% Visit museums Downtown



THE DESTINATION

61% Attend Downtown events once a month

Most Visited Neighborhoods

1. Main Street District
2. Uptown
3. Dallas Farmers Market
4. Deep Ellum
5. Bishop Arts

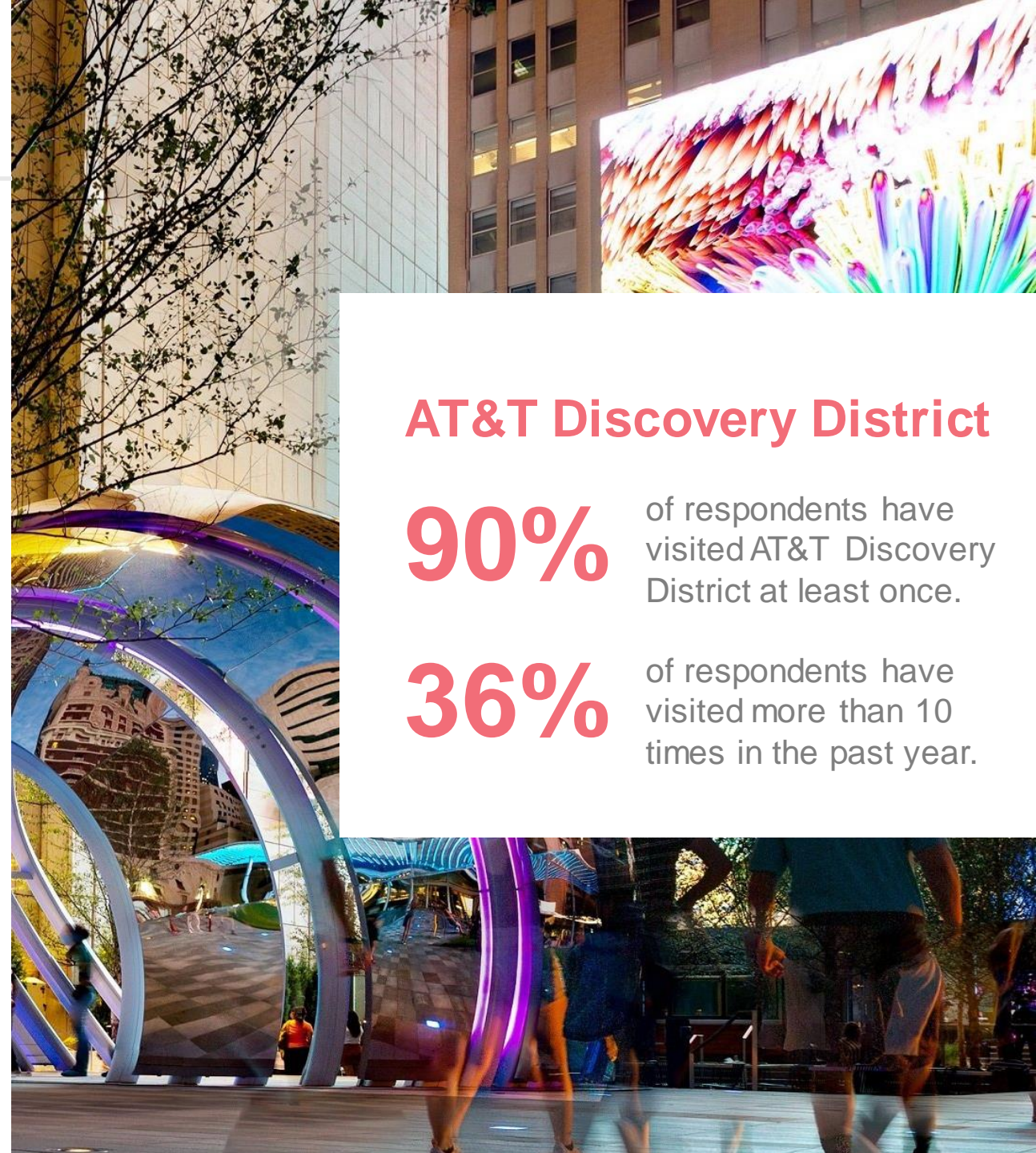
AT&T Discovery District

90%

of respondents have visited AT&T Discovery District at least once.

36%

of respondents have visited more than 10 times in the past year.





Most Visited Parks

1. Klyde Warren Park
2. Main Street Garden
3. Pacific Plaza
4. West End Square
5. Carpenter Park



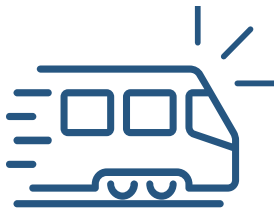
Mobility & Walkability

Getting Around When Visiting

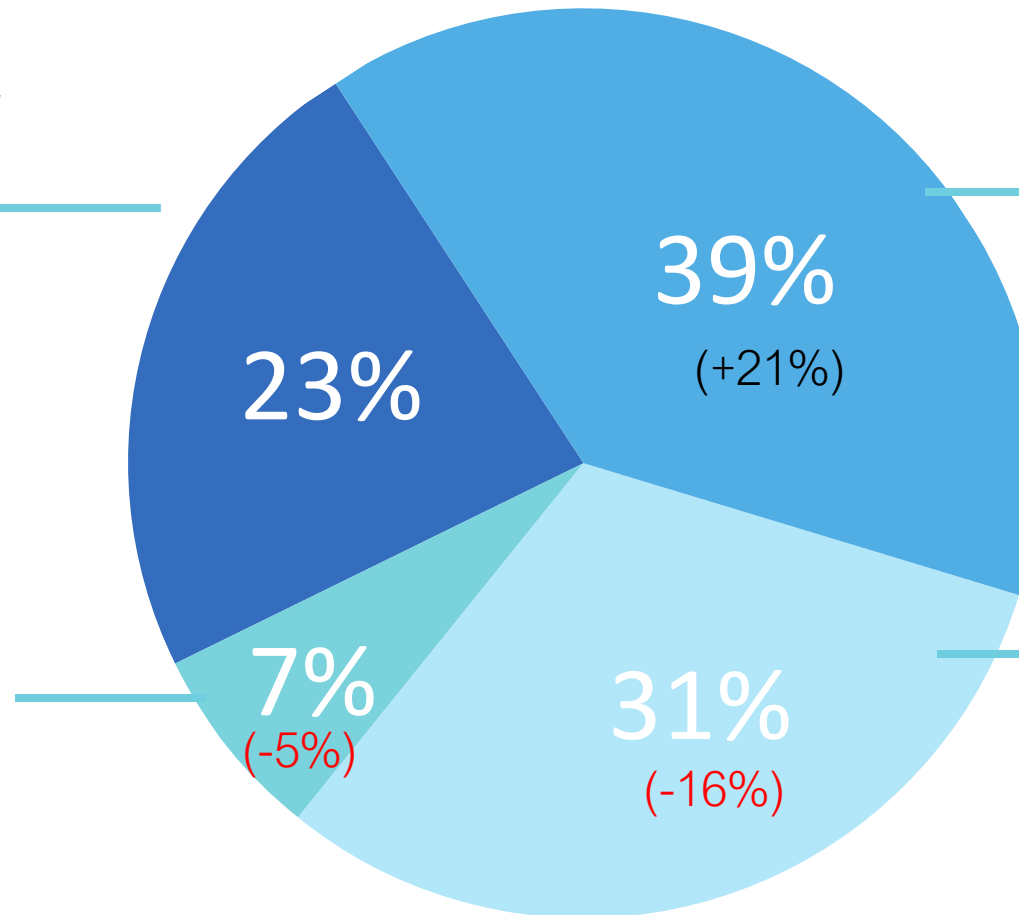
When visiting Downtown or connected neighborhood, more respondents are walking, biking, or scooting compared to 2018.



18% Uber, Lyft, or other
ride sharing service
5% other



DART
5% DART rail
2% DART bus



Walk
Bike
Scooter



26% Drive themselves
5% Carpool



Parking Is...

69%

moderately or extremely
important for themselves

85%

moderately or extremely
important for their guests



Retail + Services

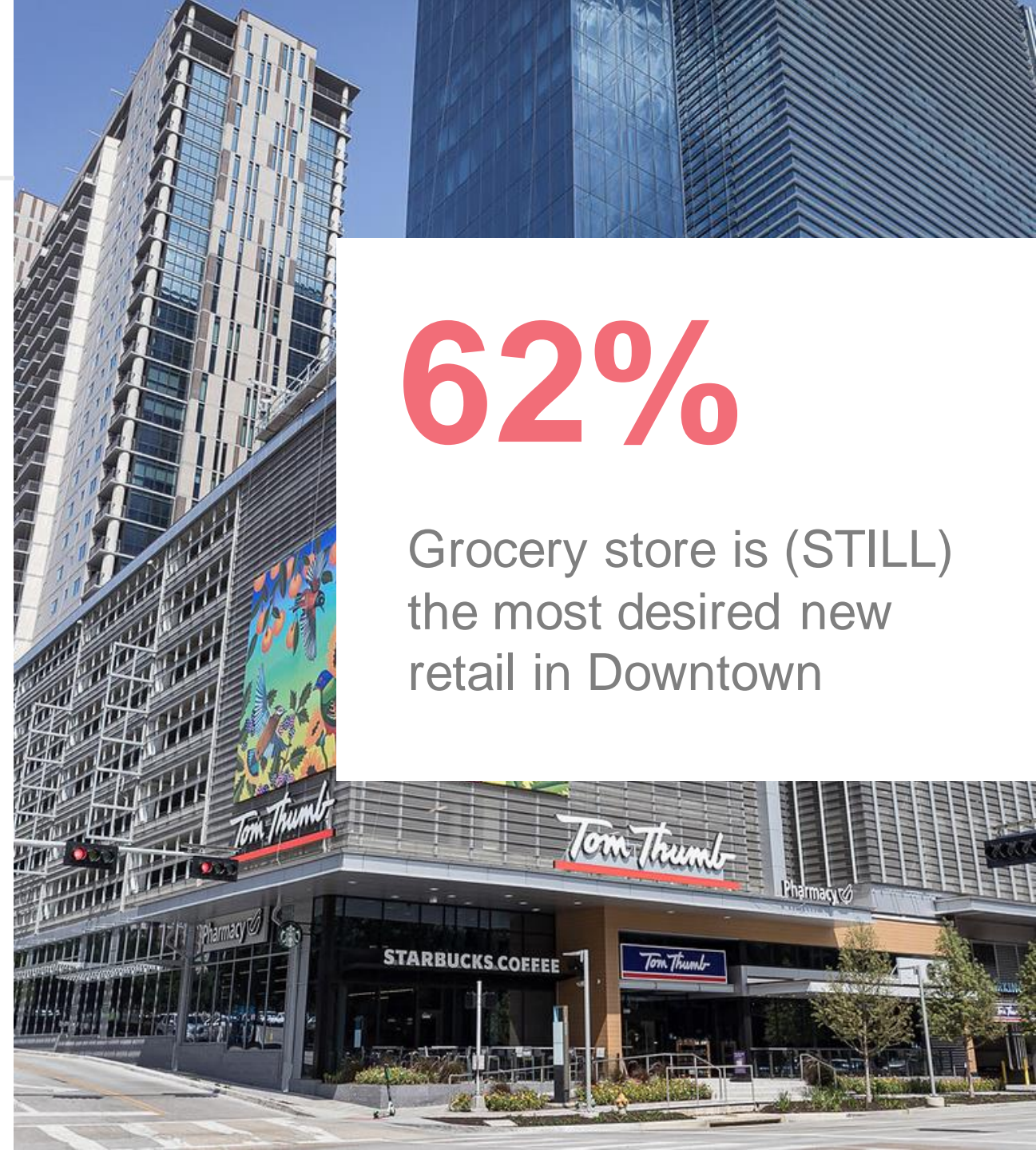
Top Requested Retail Type

1. Grocery
2. General Merchandise
3. Clothing / Fashion
4. Prepared Meals
5. Bookstore
6. Department Store
7. Pharmacy



62%

Grocery store is (STILL)
the most desired new
retail in Downtown



Most Desired Retailers



NORDSTROM

Key Takeaways

1. The majority (69%) of residents are moderately to extremely satisfied with living Downtown
2. Many respondents are new to Downtown - having lived or worked in <2 years here
3. Clean and Safe And Care for Our Homeless Neighbors remain our top priorities
4. Authentic urbanism is working and growing our neighborhood vitality— walkability, beautiful green spaces, and growing economic opportunity is key for continued growth and prosperity
5. Downtown is uniquely positioned to build our national profile and re-attract workers back to the office



A photograph of a modern urban park. In the foreground, there are wooden benches and a landscaped area with green grass and purple flowers. In the background, there are several tall buildings, including a prominent skyscraper. The sky is clear and blue.

THANK YOU!



DOWNTOWN
DALLAS INC