

Downtown Cincinnati Perceptions Survey Results

1. Are you male or female?

#	Answer	%
2	Female	63%
1	Male	37%
	Total	100%

2. Which age group do you fall into?

#	Answer	%
1	Under 18 years of age	0%
2	18-24	7%
3	25-34	26%
4	35-44	21%
5	45-54	22%
6	55-59	10%
7	60-64	8%
8	65+	5%
	Total	100%

3. What county do you live in?

#	Answer	%
1	Boone	4%
2	Butler	7%
3	Campbell	4%
4	Clermont	4%
5	Dearborn	0%
6	Hamilton	67%
7	Kenton	7%
8	Warren	4%
10	Other	3%
11	Brown	0%
	Total	100%

4. In the past 12 months, how many times have you visited downtown Cincinnati for non-work reasons, outside of work hours? (select one)

#	Answer	%
1	1-3	17%
2	4-10	25%
3	11-20	19%
4	21-40	15%
5	More than 40	22%
6	Never	2%
	Total	100%

5. When was the last time you visited downtown Cincinnati for non-work reasons, outside of work hours?

#	Answer	%	Top2Box
1	Within the past week	47%	77%
2	More than a week ago, but within the past month	30%	
3	More than a month ago, but within the past 3 months	15%	
4	More than 3 months ago, but within the past 6 months	4%	
5	More than 6 months ago, but within the past year	4%	
	Total	100%	

6. In the past 12 months, what are all the non-work reasons why you have visited downtown Cincinnati? (select all that apply)

#	Answer	%	Rank
4	Dining Out	68%	1
14	Events on Fountain Square	58%	2
13	Sporting Events	50%	3
10	Bars/Clubs	45%	4
23	Findlay Market	45%	5
1	Performances / Theatre/Art Events	43%	6
5	Shopping	43%	7
6	Festivals / Parades	41%	8
9	Live Music Events / Concerts	35%	9
7	Happy Hour Functions	34%	10
8	Museums / Galleries	34%	11
15	Parks / Outdoor Activities / Walks / Runs	33%	12
11	Seasonal Holiday Entertainment and Events	31%	13
16	Charitable Events / Volunteer Activities	24%	14
19	Visiting a Downtown Resident	24%	15
3	Library / Educational Events	23%	16
12	Convention Center Public Events	22%	17
17	Private Parties	18%	18
22	Government Services (City Hall, Court House, DMV, etc.)	18%	19
18	Professional Services (medical appointment, legal services, etc.)	14%	20
2	Non-Work Related Meetings / Seminars	12%	21
20	Exercise/Work out	12%	22
21	Religious Service	8%	23
24	Not applicable	2%	24

7. You indicated that you've attended an event on Fountain Square in the past 12 months. During the last time you attended an event on Fountain Square, which of the following activities did you also do during the same visit to downtown?

#	Answer	%	Rank
5	Dining Out	59%	1
11	Bars/Clubs	33%	2
10	Live Music Events / Concerts	24%	3
7	Festivals / Parades	20%	4
6	Shopping	19%	5
8	Happy Hour Functions	16%	6
14	Sporting Events	14%	7
20	Visiting a Downtown Resident	11%	8
16	Parks / Outdoor Activities / Walks / Runs	10%	9
12	Seasonal Holiday Entertainment and Events	9%	10
2	Performances / Theatre/Art Events	8%	11
24	Findlay Market	6%	12
4	Library / Educational Events	5%	13
9	Museums / Galleries	4%	14
13	Convention Center Public Events	4%	15
17	Charitable Events / Volunteer Activities	4%	16
18	Private Parties	3%	17
21	Exercise/Work out	3%	18
3	Non-Work Related Meetings / Seminars	1%	19
19	Professional Services (medical appointment, legal services, etc.)	1%	20
22	Religious Service	1%	21
23	Government Services (City Hall, Court House, DMV, etc.)	1%	22
15	Events on Fountain Square	0%	23
25	Not applicable	0%	24

8. In the past 12 months, in which of the following ways have you obtained information about downtown Cincinnati?; (select all that apply)

#	Answer	%	Rank
1	Friends/Family	54%	1
2	Online news sources (i.e. Cincinnati.com)	47%	2
11	Enquirer	43%	3
13	City Beat	39%	4
9	Facebook	32%	5
5	E-newsletters	31%	6
3	Radio ads	22%	7
19	Metromix	22%	8
17	TV Ads	18%	9
20	Groupon / Living Social	17%	10
12	Business Courier	15%	11
6	Blogs	13%	12
7	Fountain Square Jumbotron	12%	13
10	Twitter	11%	14
4	Outdoor Billboards	9%	15
8	Text Messaging from Downtown Cincinnati	6%	16
18	Other	6%	17
14	Cincinnati Herald	5%	18
15	La Jornada Latina	3%	19
16	La Vanguardia hoy	2%	20

9. Overall, what is your impression of downtown?

#	Answer	%	Top2Box
1	Extremely positive	33%	80%
2	Somewhat positive	47%	
3	Neutral	13%	
4	Somewhat negative	7%	
5	Very negative	1%	
	Total	100%	

10. How has your opinion of downtown changed relative to what it was over the past year? Would you say your opinion of downtown is...

#	Answer	%	
1	Significantly more favorable than it was over the past year	18%	55%
2	Somewhat more favorable than it was over the past year	37%	
3	The same as it was over the past year	39%	
4	Somewhat less favorable than it was over the past year	5%	
5	Significantly less favorable than it was over the past year	1%	
	Total	100%	

11. How well do these statements describe your impressions of downtown Cincinnati? (select one response for each statement)

#	Question	Strongly agree	Somewhat agree	Top2Box	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/ No opinion
1	Has affordable parking	12%	31%	43%	14%	22%	19%	3%
2	Provides a wide variety of dining options	30%	46%	76%	9%	10%	4%	1%
3	Is family friendly	15%	45%	60%	20%	12%	4%	5%
4	Is gay friendly	10%	25%	35%	24%	5%	2%	34%
5	Is welcoming to all racial and ethnic groups	23%	39%	62%	18%	10%	3%	8%
6	Is bike friendly	5%	19%	24%	22%	17%	12%	25%
7	Is pet friendly	7%	19%	26%	25%	11%	6%	32%
8	Has a variety of bars/clubs	25%	47%	72%	11%	8%	2%	7%
9	Is walkable (i.e. things aren't too spread out)	31%	48%	79%	8%	9%	2%	1%

12.

#	Question	Strongly agree	Somewhat agree	Top2Box	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/ No opinion
1	Is a place that I like to take out-of-town guests	38%	36%	74%	13%	8%	4%	2%
10	Has a variety of entertainment options	28%	45%	73%	13%	10%	3%	1%
9	Has lots of potential	62%	30%	92%	5%	2%	1%	1%
8	Is easy to get to via public transportation	17%	26%	43%	15%	13%	12%	17%
6	Has a variety of options for family dining	14%	34%	48%	19%	19%	8%	7%
7	Has unique or one-of-a-kind options that can't be found elsewhere in the city	28%	33%	61%	17%	11%	7%	3%
2	I would recommend a visit to downtown to friends, colleagues and out-of-towners	45%	36%	81%	10%	5%	4%	0%
3	Having a healthy downtown is important to the region	81%	14%	95%	3%	1%	1%	0%
5	Is improving every year	33%	40%	73%	15%	6%	4%	2%

13. How much do you agree or disagree that each of the following statements describe downtown Cincinnati? (select one response for each statement)

#	Question	Strongly agree	Somewhat agree	Top2Box	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/ No opinion
6	Downtown is safe during early evening hours	26%	49%	75%	9%	10%	3%	2%
7	Downtown is safe during late evening/ overnight hours	9%	32%	41%	17%	23%	15%	6%
8	Parking garages are clean	13%	47%	60%	19%	14%	3%	5%
9	Bus stops and shelters are clean	7%	29%	36%	20%	15%	5%	23%
10	Buildings and storefronts are clean	12%	54%	66%	14%	17%	3%	1%
11	Feels safe to and from my destination	18%	49%	67%	13%	15%	5%	1%
12	Downtown overall is safe	16%	47%	63%	14%	17%	6%	1%

14.

#	Question	Strongly agree	Somewhat agree	Top2Box	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/No opinion
1	Has well-lit streets	19%	53%	72%	14%	9%	1%	3%
2	Has a visible police presence	21%	46%	67%	15%	13%	3%	2%
5	Panhandling is a problem downtown (pan-handling is to verbally ask for money)	26%	36%	62%	19%	12%	3%	3%
6	Sidewalks are clean and free from litter and debris	17%	51%	68%	13%	16%	3%	1%
7	Downtown overall is clean	17%	53%	70%	14%	13%	2%	1%
9	Downtown is safe during business hours	48%	42%	90%	6%	3%	1%	2%

15.

#	Question	Strongly agree	Somewhat agree	Top2Box	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know/No opinion
1	Downtown Ambassadors are visible.	23%	25%	48%	14%	13%	12%	13%

16. Please indicate your employment status. (select one response)

#	Answer	%
1	Employed full-time	78%
2	Employed part-time	8%
3	Retired	5%
4	Homemaker	4%
5	Not employed	2%
6	Student	3%
	Total	100%

17. Please indicate your marital status. (select one response)

#	Answer	%
1	Single, never married	27%
2	Married/living together/partnered	61%
3	Widowed/Divorced/Separated	13%
	Total	100%

**18. Which of the following comes closest to your yearly household income before taxes?
(select one response)**

#	Answer	%
1	Under \$15,000	2%
2	\$15,000 - \$24,999	3%
3	\$25,000 - \$29,999	4%
4	\$30,000 - \$39,999	10%
5	\$40,000 - \$49,999	9%
6	\$50,000 - \$74,999	17%
7	\$75,000 - \$99,999	15%
8	\$100,000 - \$150,000	17%
9	More than \$150,000	13%
10	Prefer not to answer	10%
	Total	100%

**19. In total, how many people live in your household, including children and yourself?
(select one response)**

#	Answer	%
1	One	21%
2	Two	44%
3	Three	16%
4	Four	12%
5	Five	5%
6	Six	2%
7	Seven or more	1%
	Total	100%

20. How many children under the age of 18 live in your household (select one)

#	Answer	%
1	None	68%
2	One	16%
3	Two	11%
4	Three	3%
5	Four	1%
6	Five	0%
7	Six or more	0%
	Total	100%

**21. What are the ages of children living in your home?
(Select all that apply)**

#	Answer	%
1	Under 2 years old	18%
2	2 to 5 years old	30%
3	6 to 8 years old	21%
4	9 to 12 years old	27%
5	13 to 17 years old	39%
6	Refuse	3%

22. Q21: Have you ever lived outside of the Greater Cincinnati area?

#	Answer	%
1	Yes	74%
2	No	26%
	Total	100%

23. Q22: In total, how many years have you lived in the Cincinnati area?

#	Answer	%
1	Less than 1	5%
2	1-2	4%
3	3-5	10%
4	6-10	11%
5	11-15	9%
6	16-20	8%
7	21-30	18%
8	More than 30	36%
	Total	100%

24. Q23: What is the highest level of education that you have attained? (select one response)

#	Answer	%
1	Some high school or less	0%
2	High school graduate	7%
3	Business or technical school	3%
4	Some college	17%
5	College graduate	42%
6	Graduate school or graduate degree	31%
	Total	100%

25. Q24: What is your race or ethnic origin? (select one response)

#	Answer	%
1	African American or Black	20%
2	Asian	2%
3	Caucasian	64%
4	Hispanic or Latino	11%
5	Or something else	1%
	Total	100%