



# Summary Consumer Survey Results

*Conducted by: H. Blount Hunter Retail & Real Estate Research, Fall 2010*

Downtown Norfolk Council





# Consumer Survey

## Downtown Usage & Perception Assessment Survey Goals

- To generate a profile Downtown's most frequent users
- To generate an updated measure of downtown usage by residents of Hampton Roads
- To measure changes in perception of key attributes and characteristics of Downtown





# Consumer Survey

- **Random Telephone Interviews**
  - Adults (over 18) interviewed
  - Conducted 9/1 – 9/15, 2010
  - Sample Size – 501
    - 352 (70%) -Southside
    - 179 (30%) - Peninsula





# Consumer Survey

- Demographics of those interviewed
  - 30% under 34 years of age
  - 35% between 34 and 54 years of age
  - 36% older than 54
  
  - 33% Male, 67% Female
  
  - 75% Caucasian
  - 25% African American or other racial groups





# Consumer Survey

- **Annual Incident of Use**

- 59% of all interviewed had visited downtown Norfolk at least once in past year
- Penetration rate continues to show a positive correlation with increasing income
- 77% of those with HHI over \$80,000 have visited downtown at least once in the past year.





# Consumer Survey

- **Frequency of Visits**
  - **Downtown has loyal customers**
    - Average non-work visits to downtown have increased.
      - 2007 – 24.4 visits per year
      - 2010 – 30.5 visits per year
  - **Frequency increases with income**
    - Highest frequency is amongst those with household income over \$80,000.





# Consumer Survey

- Reasons people visit downtown Norfolk for non-work reasons
  - #1 To Shop
  - #2 To Dine
  - #3 For Cultural or Entertainment Events
  - #4 For Sporting Events
  - #5 Professional Office Visits
  - #6 Events at Town Point Park





# Consumer Survey

- **Non-Work Visits to Downtown in Past Year**
  - 74% of all downtown users surveyed in MSA visited MacArthur Center
  - 55% of all downtown users surveyed patronized a street level restaurant or café
  - 51% of all downtown users surveyed attended at least one cultural performance
  - 31% of all downtown users survey attended one or more events in Town Point Park.





# Consumer Survey

- **Perceptions of Downtown**

- 84% gave highest rating to their “feeling of comfort during the day.”
- 50% gave the highest rating for “clean streets and sidewalks.”
- 45% gave highest rating to “comfort level at night.”





# Consumer Survey

- What do people “like the most” about downtown?
  - MacArthur Center
  - Restaurants and Bars
  - Working Waterfront





# Consumer Survey

- Perception of Downtown as a Place to Live has Improved Dramatically
  - In 2010, 67% of Downtown patrons perceived downtown as a good place to live – up from 50% in 2002
  - 81% of those between the ages of 55 and 64 perceive downtown as a good place to live, an increase from 2002 when only 54% perceived downtown as a good place to live.

