

Downtown Consumer Survey Takeaway Findings

Eighty-four percent of respondents would likely patronize a seafood or steakhouse downtown

One in three would likely shop at a specialty grocer

More than a quarter would eat at an ethnic restaurant such as Greek, Spanish or Mediterranean

Downtown shoppers are most likely to shop during extended and weekend hours.

During the week, two-thirds of respondents typically shop for non-grocery items after 5 p.m.

More than $\frac{3}{4}$ of respondents prefer to shop after 5 p.m. Friday, during the day Saturday or Sunday afternoon

Restaurants serving supper stand the best chance of being patronized by regular customers

46 percent of respondents eat out for supper two or more times a week

Seven in ten of these prefer meals costing between \$5 and \$9.99

Breakfast is not a widely popular meal for dining out

70 percent eat breakfast out once a month or less

Most respondents do not work downtown and only come to the District once a month or less for non-grocery retail shopping and personal care or professional services

More than 88 percent of downtown shoppers typically park on the street and less than one block away from their destination

Corsicana experiences retail leakage for purchases that are not needed weekly or more often

60 percent shop Waxahachie once a month or every few months

57 percent shop Waco once a month or every few months

69 percent shop Dallas once a month or every few months

These shoppers cite better selection as their primary reason for shopping out of town as opposed to downtown.

More than a quarter of respondents (27.45%) would like to see a weekend open-air market developed downtown

More than a quarter would utilize an indoor playground or children's party venue

Twenty-eight percent have some interest in living downtown

More than $\frac{3}{4}$ of respondents were female

One in four respondents were at least interested enough in starting their own business to learn more