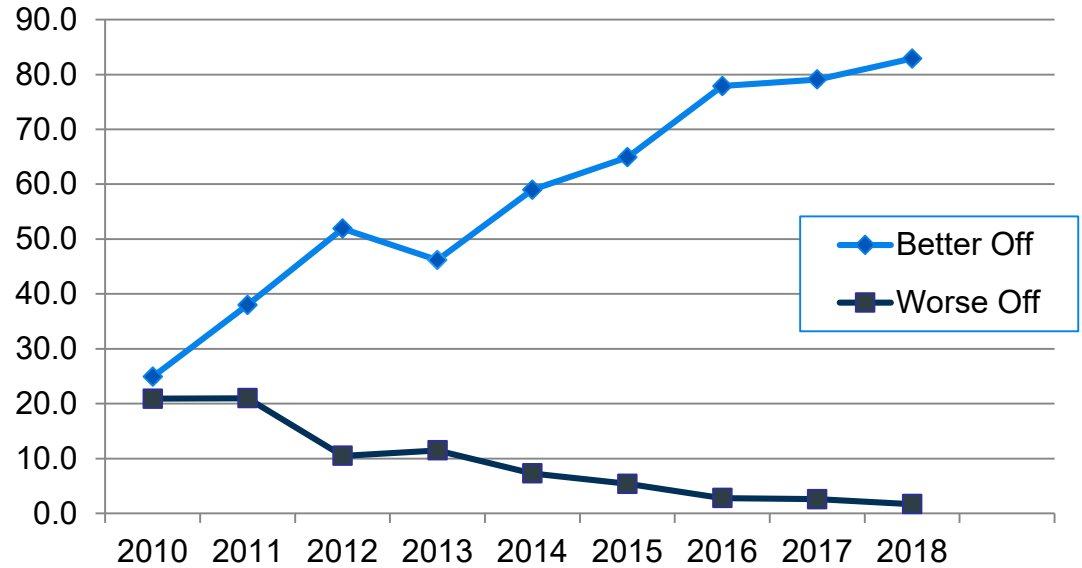
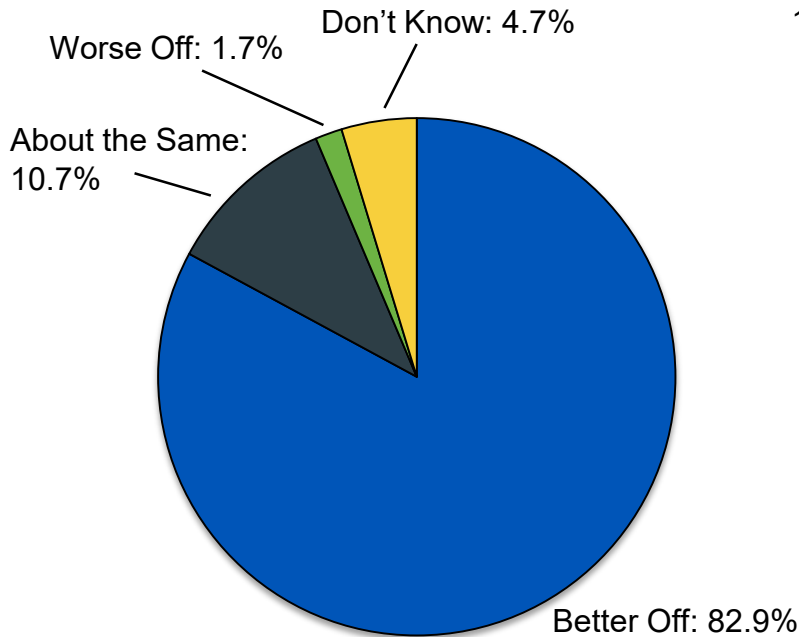


# SURVEY RESULTS

**Compared to three years ago, do you feel downtown Dayton is:**



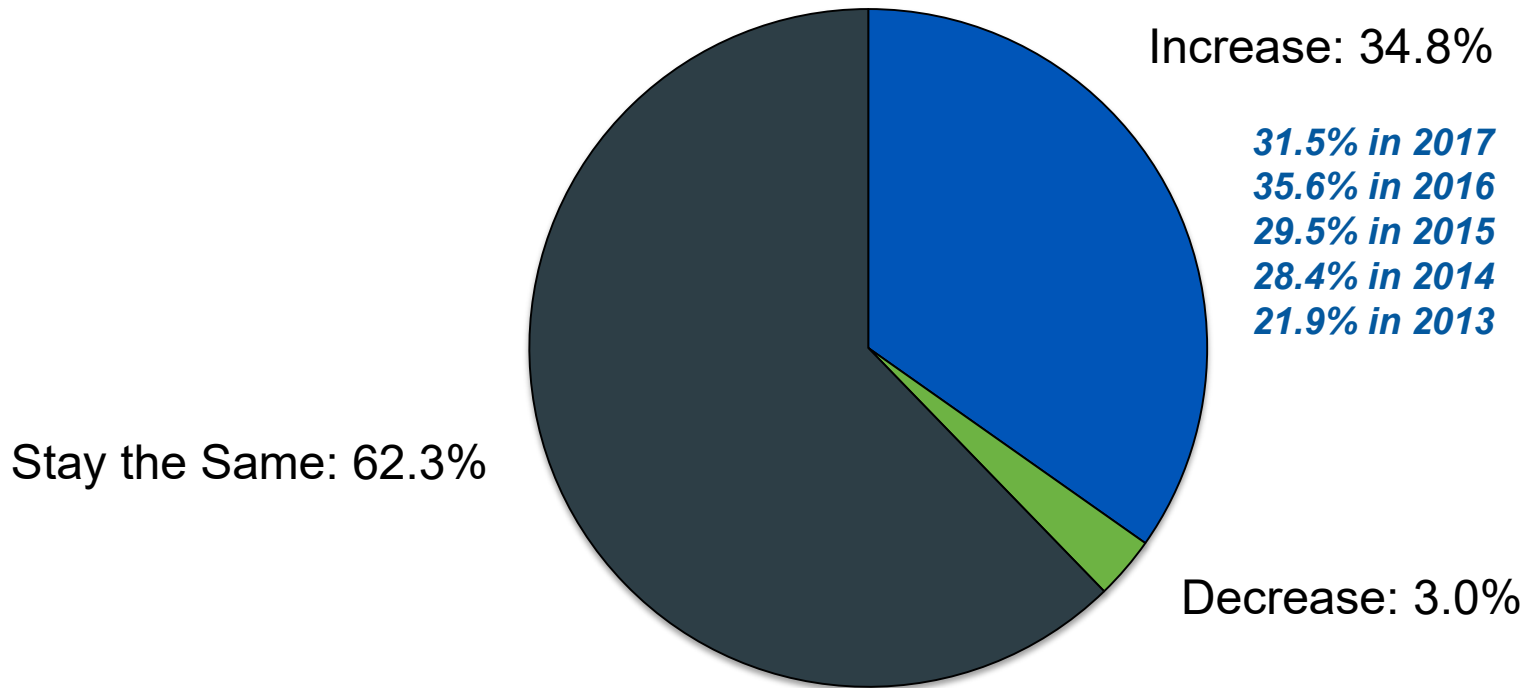
	Better Off	About the Same	Worse Off	Don't Know
2018	82.9%	10.7%	1.7%	4.7%
2017	79.1%	13.1%	2.6%	5.2%
2016	77.9%	16.2%	2.8%	3.2%
2015	64.9%	24.7%	5.4%	5.0%
2014	59.0%	30.9%	7.3%	2.8%
2013	46.2%	36.2%	11.5%	6.1%
2012	51.9%	32.1%	10.5%	5.5%
2011	38.0%	35.3%	21.0%	5.7%
2010	24.9%	47.4%	20.9%	6.8%

# SURVEY RESULTS

Do you personally...	Yes	No
Enjoy working downtown?	96%	4%
Feel safe downtown?	97%	3%
Know about the efforts of the Greater Downtown Dayton Plan?	79%	21%
Feel that downtown is headed in a positive direction due to the Greater Downtown Dayton Plan efforts?	98%	2%

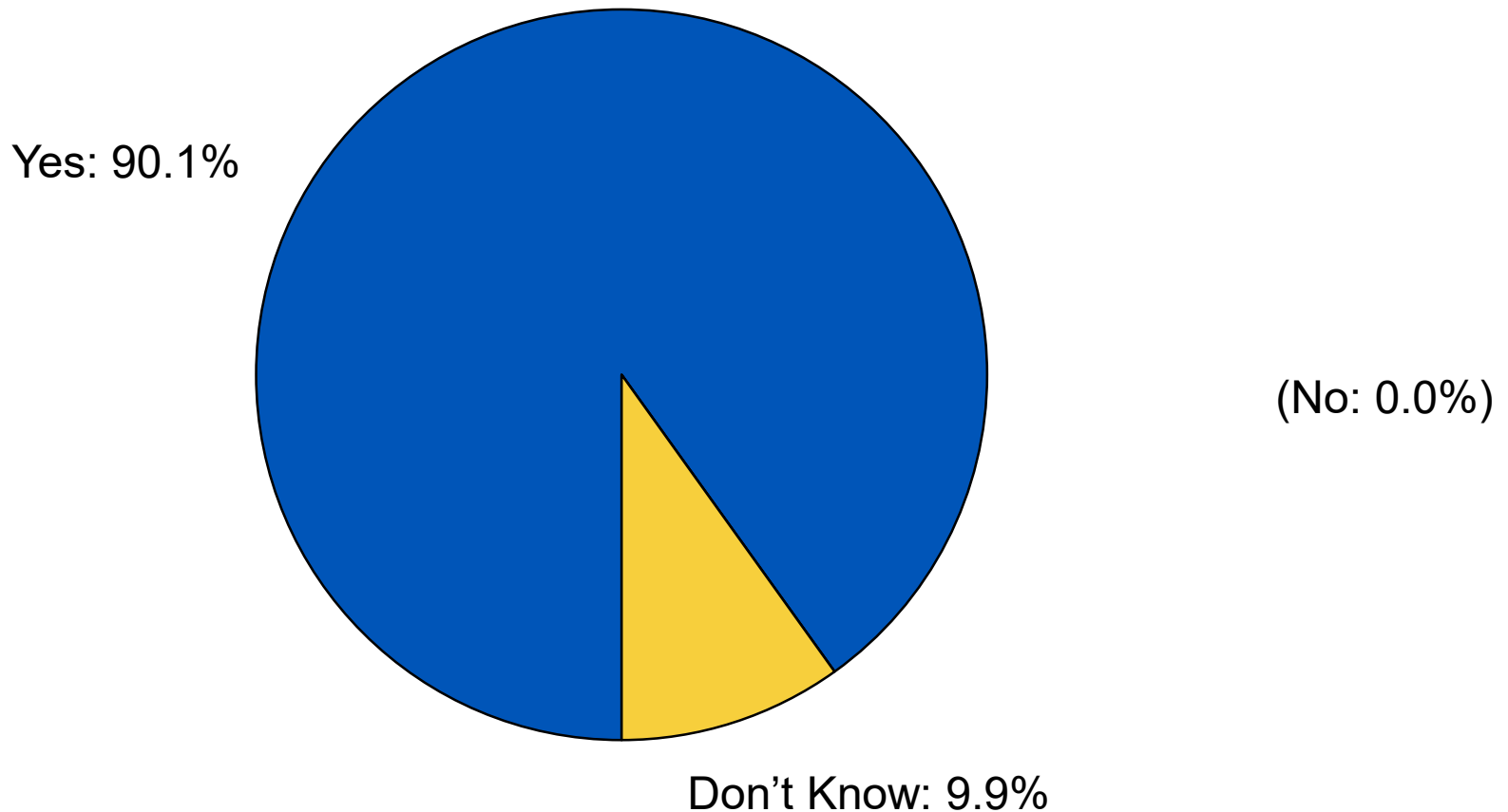
# SURVEY RESULTS

In 2019, do you expect your number of downtown employees to:



# SURVEY RESULTS

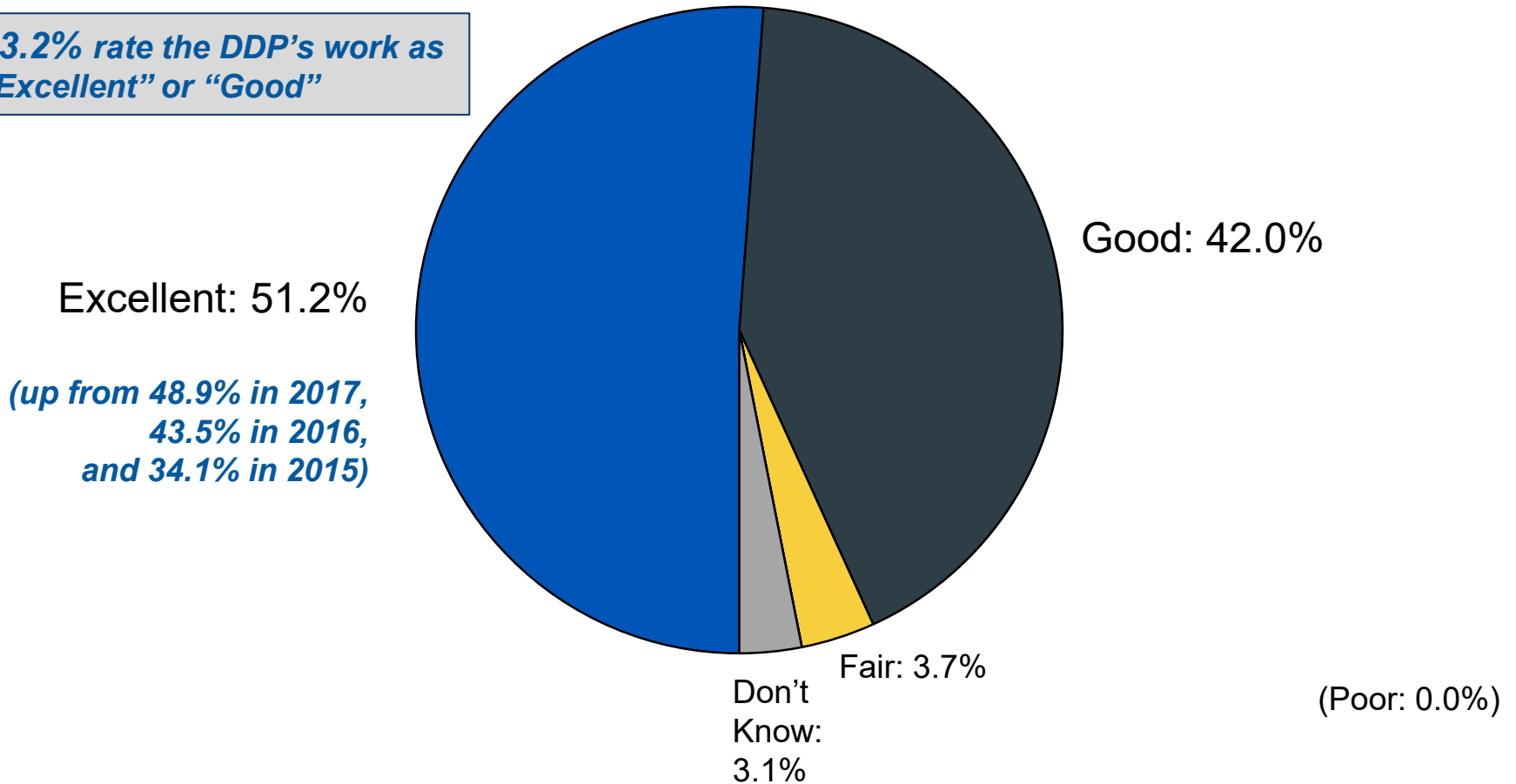
**Overall, do you feel the Ambassadors have had a positive effect on downtown?**



# SURVEY RESULTS

Overall, how would you rate the job the DDP did in 2018?

93.2% rate the DDP's work as "Excellent" or "Good"



# SURVEY RESULTS

## Job Trends: Geographic Tracking Area



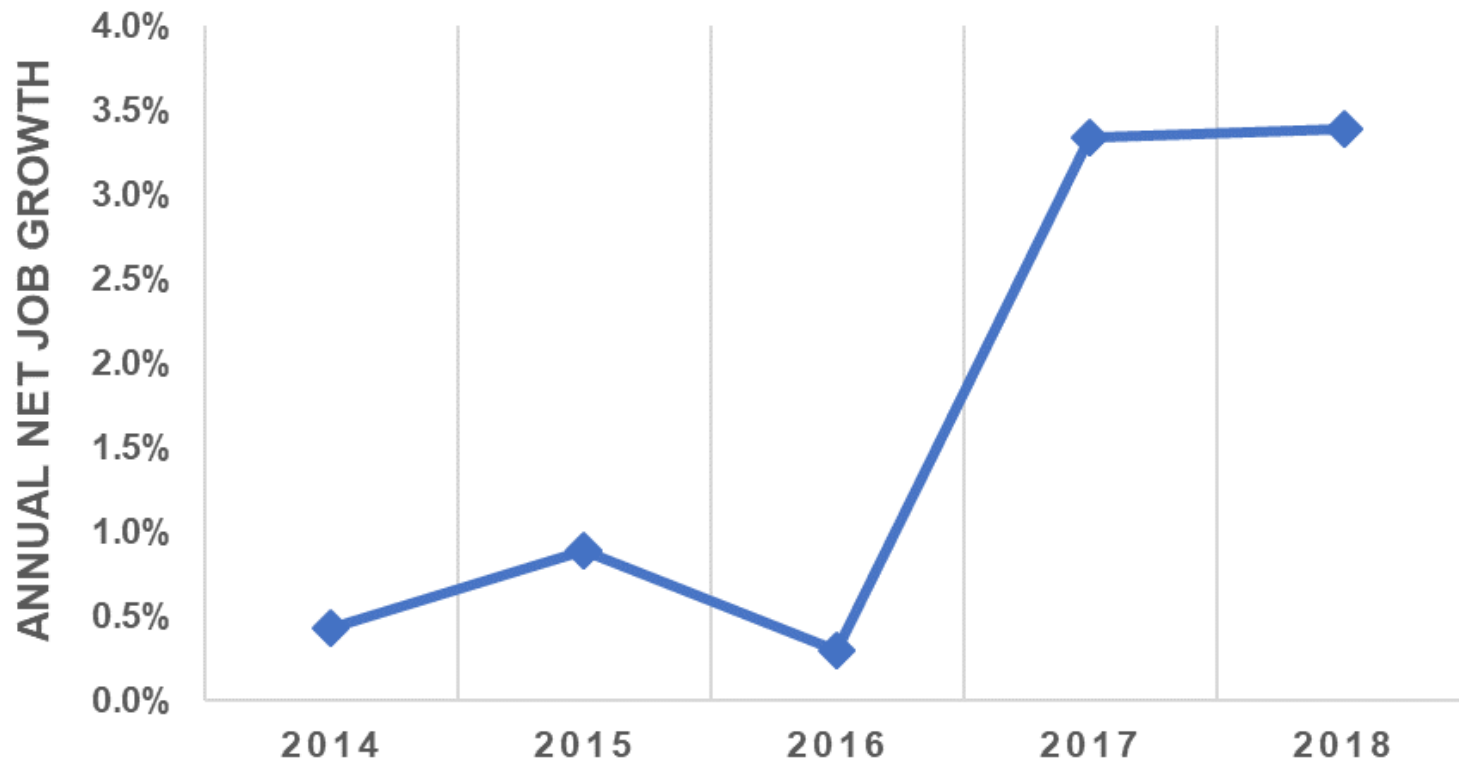
# SURVEY RESULTS

## 2018 Job Losses & Gains

	2013	2014	2015	2016	2017	2018
Added at existing businesses	357	524	600	631	467	847
Created by new businesses	288	244	280	314	652	251
<b>TOTAL GAIN</b>	<b>645</b>	<b>768</b>	<b>880</b>	<b>945</b>	<b>1,119</b>	<b>1,098</b>
Eliminated at existing businesses	377	305	360	459	256	227
Losses due to closure/departure	604	379	346	427	202	178
<b>TOTAL LOSS</b>	<b>981</b>	<b>684</b>	<b>706</b>	<b>886</b>	<b>458</b>	<b>405</b>
<b>NET GAIN OR LOSS</b>	<b>-336</b>	<b>84</b>	<b>174</b>	<b>59</b>	<b>661</b>	<b>693</b>
<b>TOTAL JOBS</b>	<b>19,462</b>	<b>19,546</b>	<b>19,720</b>	<b>19,779</b>	<b>20,440</b>	<b>21,133</b>

# SURVEY RESULTS

## Downtown Job Trends – Annual Net





# SURVEY RESULTS

## 2018 Job Losses & Gains by Industry Sector

	Existing Businesses	New Businesses	Closed Businesses	Total Net
Professional Services	5	81	-39	47
Creative Services / Tech	302	62	-77	287
Non-Profit	32	0	0	32
Government	15	0	0	15
Restaurant / Retail	-7	108	-50	51
Health Care	296	0	-12	284
Industrial	0	0	0	0
Education	-23	0	0	-23
<b>TOTAL</b>	<b>620</b>	<b>251</b>	<b>-178</b>	<b>693</b>

# SURVEY RESULTS

What is **downtown's competitive advantage** for you and / or what do you like best about doing business downtown?

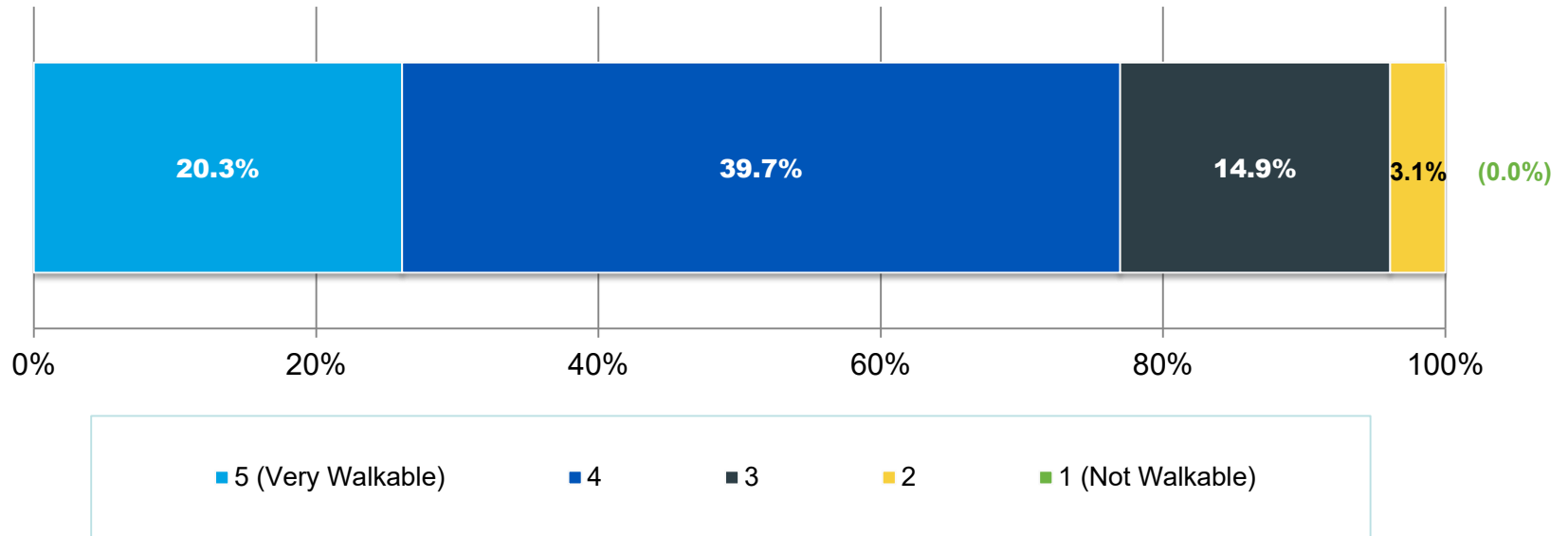
- **Central / strategic location**
- **Heart of the community**
- **History / legacy (this is our home)**
- **Walkability / proximity to amenities**
- **Ease of networking**
- **Energy / vibe / authenticity**
- **Part of downtown's rebirth**

What **challenges**, if any, do you have doing business downtown?

- **Parking**
- **None...**
- **Incivility issues**
- **Perceptions of safety**
- **Desire for more lunch options**

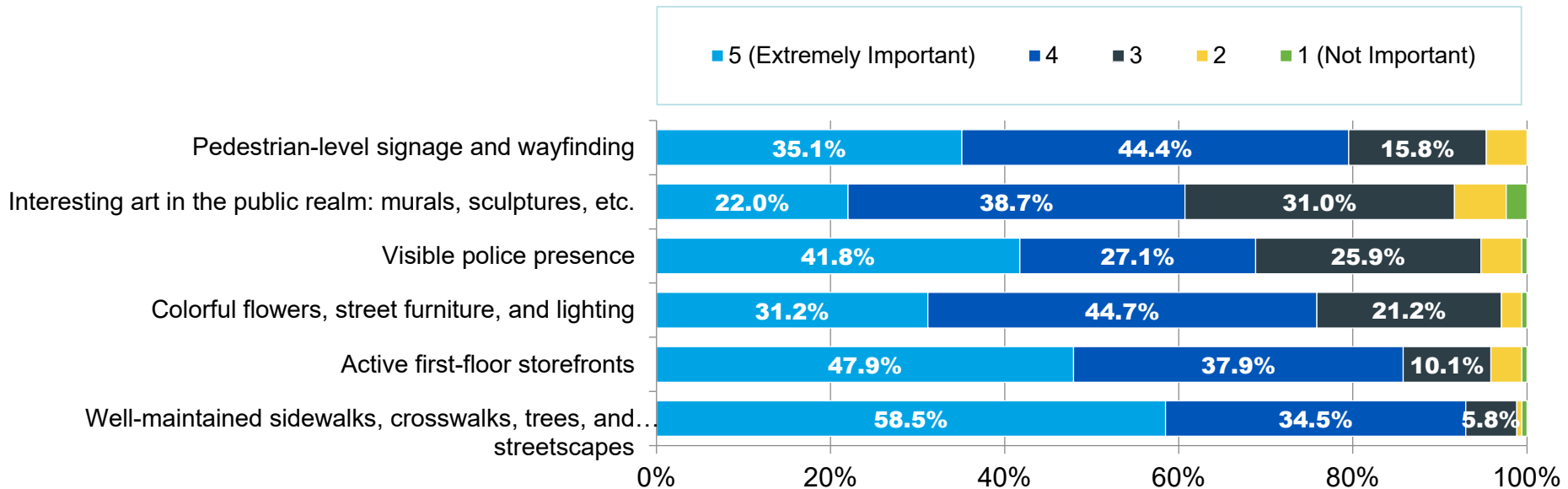
# SURVEY RESULTS

How would you rate the walkability of downtown Dayton?



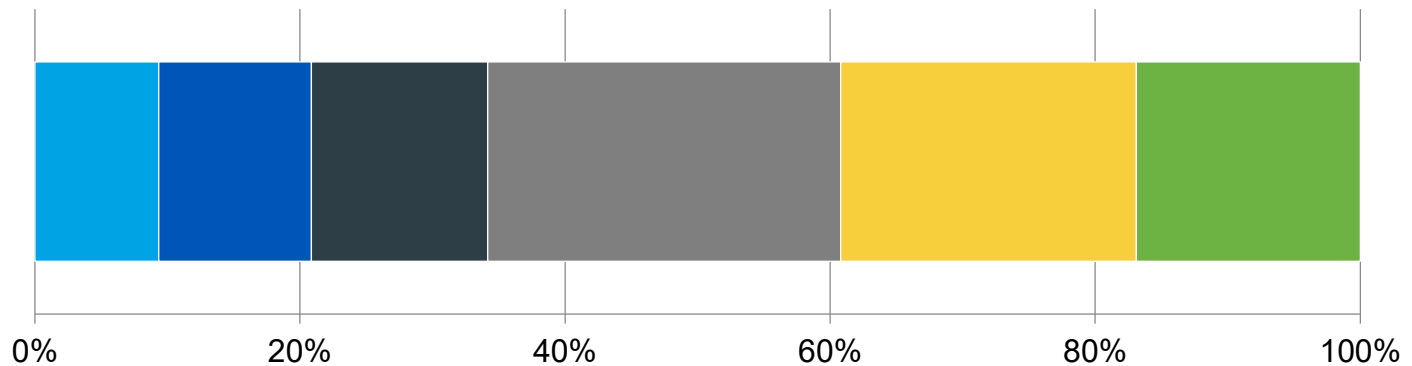
# SURVEY RESULTS

How would you rate the importance of the following items relative to their impact on downtown's walkability?



# SURVEY RESULTS

**How often do you personally visit Courthouse Square  
(during noontime, May-September)  
for events, programs, food trucks, etc.?**



■ A few times per week

■ Weekly

■ Monthly

■ A few times per year

■ Rarely

■ Never

# SURVEY RESULTS

Please rate the importance of the following items relative to their impact on Courthouse Square as a downtown amenity:

