AND THE SURVEY SAYS...
GREATER DOWNTOWN DEMOGRAPHICS

58% MALE
42% FEMALE

66% WHITE
24% BLACK
3% ASIAN
3% OTHER
2% MULTI-RACE
14% HISPANIC

EDUCATION

<table>
<thead>
<tr>
<th></th>
<th>DOWNTOWN</th>
<th>GREATER DOWNTOWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associates Degree</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Bachelors Degree</td>
<td>36%</td>
<td>33%</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

INCOME

<table>
<thead>
<tr>
<th></th>
<th>DOWNTOWN</th>
<th>GREATER DOWNTOWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg HH Income</td>
<td>$99,721</td>
<td>$93,592</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$64,752</td>
<td>$65,699</td>
</tr>
</tbody>
</table>

TOP INDUSTRIES

<table>
<thead>
<tr>
<th></th>
<th>DOWNTOWN</th>
<th>GREATER DOWNTOWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Sci, mgmt, admin, and</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>waste mgmt svcs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education, Health Care and Social</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Assistance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance, Insurance, Real Estate</td>
<td>11%</td>
<td>15%</td>
</tr>
</tbody>
</table>

10,000 LIVE IN DOWNTOWN
50,000 LIVE IN GREATER DOWNTOWN
135,000 WORK IN DOWNTOWN

SOURCE: BUXTON
756 RESPONDENTS:

51% OF RESIDENTS LIVE IN GREATER DOWNTOWN AREA

- 29% DOWNTOWN
- 22% GREATER DOWNTOWN
- 20% SURROUNDING DISTRICTS
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81% WORK IN GREATER DOWNTOWN DALLAS
- 63% DOWNTOWN
- 18% GREATER DOWNTOWN
- 19% SURROUNDING DISTRICTS
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DEMOGRAPHICS

- 54% FEMALE
- 46% MALE
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EVEN DISTRIBUTION IN AGE OF RESPONDENTS (25-55 YRS OLD)
40% have lived here for 0-2 years
60% have lived here for 3+ years

9% have children
- 43% private school
- 16% DISD

40% have one or more dogs
Majority of dog owners take their dogs to parks, restaurants, and attend events downtown

81% live in apartment or condo
58% rent / 41% own

25% live alone
51% 2 person HH
24% 3+ person HH

Similar distribution for both DT & GDT
WHERE WE LIVE & PLAY
WHY WE LIVE HERE
89% of residents say they are satisfied with living here.
WHAT DO YOU LIKE MOST ABOUT LIVING DOWNTOWN?

“I LIKE THAT THERE ARE SEVERAL PLACES TO WALK TO THAT I ENJOY. I ALSO LIKE THE BUILDING THAT I LIVE IN BECAUSE IT IS OLDER AND HAS A LOT OF CHARACTER”

- S. KELLER
WHAT DO YOU LIKE MOST ABOUT LIVING DOWNTOWN?

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- S. KELLER

“CLOSE TO WORK, PROMISE OF ENERGY IN AREA.”

- B. SCHMIDT
69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS
69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS

66% - I WANT TO LIVE IN A WALKABLE PART OF TOWN SO I DON'T HAVE TO DRIVE
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66% - I WANT TO LIVE IN A WALKABLE PART OF TOWN SO I DON'T HAVE TO DRIVE

52% - I WANT TO LIVE CLOSE TO WHERE I WORK
69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS

66% - I WANT TO LIVE IN A WALKABLE PART OF TOWN SO I DON'T HAVE TO DRIVE

52% - I WANT TO LIVE CLOSE TO WHERE I WORK

48% - I WANT TO LIVE CLOSE TO NIGHTLIFE / EVENTS THAT I ENJOY
67% of respondents say a full service grocery store is the most desired new retail in downtown.
1. GENERAL MERCHANDISE STORE
2. CONVENIENCE OR SMALL FORMAT GROCERY
3. DEPARTMENT STORES
4. HOME IMPROVEMENT / HARDWARE STORES
5. PET CARE / SUPPLIES / BOARDING
GETTING AROUND
GETTING TO WORK

MOST PEOPLE DRIVE TO WORK, BUT MANY RESPONDENTS HAVE USED TWO OR MORE OF THE FOLLOWING:

62% TAKE CAR TO WORK
- 56% DRIVE
- 6% CARPOOL

13% WALK OR BIKE

15.4% TAKE DART
- 10% DART RAIL
- 4% DART BUS
- 1% DART STREETCAR
- 0.4% D-LINK

7% TAKE “OTHER”
- 5% UBER, LYFT, OTHER RIDESHARING SERVICE
- 1% TAXI CAB
- 1% E-FROG, ART CART, OTHER FREE SERVICE

70% HAVE LESS THAN 30 MINUTE COMMUTE TIME
(PEOPLE VALUE LIVING NEAR WORK)
GETTING AROUND

MOST PEOPLE DRIVE WHEN VISITING, BUT MANY ALSO WALK OR USE MULTIPLE TRANSPORTATION SERVICES:

99% DRIVE A CAR
- 90% DRIVE
- 9% CARPOOL

26% WALK OR BIKE

25% TAKE DART
- 17% DART RAIL
- 3% DART STREETCAR
- 4% DART BUS
- 1% D-LINK

23% TAKE “OTHER”
- 20% UBER, LYFT, OTHER RIDESHARING SERVICE
- 1% TAXI CAB
- 2% E-FROG, ART CART, OTHER FREE SERVICE

35% OF VISITORS AND GUESTS SAY PARKING IS AN ISSUE DOWNTOWN
WHAT DO YOU LIKE MOST ABOUT LIVING DOWNTOWN?

“BEING ABLE TO WALK OR UBER EVERYWHERE. HOW DOG FRIENDLY IT IS.”

- L. JENKINS
35% of respondents have worked in downtown for 2 years or less.
OF RESPONDENTS HAVE WORKED IN DOWNTOWN FOR 3 YEARS OR MORE.
30% of respondents have worked in downtown for at least 10 years.
OUTSIDE THE OFFICE

LUNCH / BREAKS:
- 80% of people who work downtown leave the office at least once a week for lunch or breaks
- 27% leave the office every day for lunch / breaks

HAPPY HOUR / AFTER HOURS:
- 67% of people who work downtown stay downtown for happy hour or dining at least once a month
VISITING DOWNTOWN

ACTIVITIES IN DOWNTOWN:
(PAST 12 MONTHS)

- 91% DINED DOWNTOWN
- 83% VISITED PARKS DOWNTOWN
- 76% VISITED MUSEUMS DOWNTOWN
- 65% ATTENDED A CONCERT DOWNTOWN

46% OF NON-RESIDENTS ATTENDED EVENTS DOWNTOWN MORE THAN 13 TIMES IN THE PAST YEAR
“SO MUCH TO DO!”
- L. JENKINS

“LOVE THE COMMUNITY”
- P. WILSON

“ABILITY TO WALK MANY PLACES”
- R. AMBROSE

“LOVE OUR SKYLINE”
- T. MURRAY

#MYDTD