

Southwest
Business
Improvement
District

COMMUNITY SURVEY
RESULTS
February 2025

swbid

Survey Questions

More Robust Demographics

- Age*
- Household Size
- Days Commute
- Gender*
- Education
- Race/Ethnicity
- Income

Collected in 2024, mandatory in 2025

New Sentiment Questions

- Belong
- Recommend
- Feel at Home
- Pride
- Fun
- Plan to Stay
- Can Grow Old In
- Afford
- Good Schools
- My Friends Live

Return of 2024 Questions

- Clean and Attractive
- Enough Parks
- Strong Community
- Great Place to Work
- Great Place to Live
- Great Place to Visit
- Family Friendly
- Lots of Arts and Culture
- Lots of Restaurants
- Lots of Shops
- Well Lit
- Generally Feel Safe
- Safer Than 5 Years Ago
- Very Walkable
- Very Bikeable

Survey Distribution

Four Points of Outreach



1. Newsletter Pulses
2. Yard Signs
3. QR Codes at Events
4. Waterfront Village
5. Property Manager Newsletters

Response Volume

230 SW Resident Responses



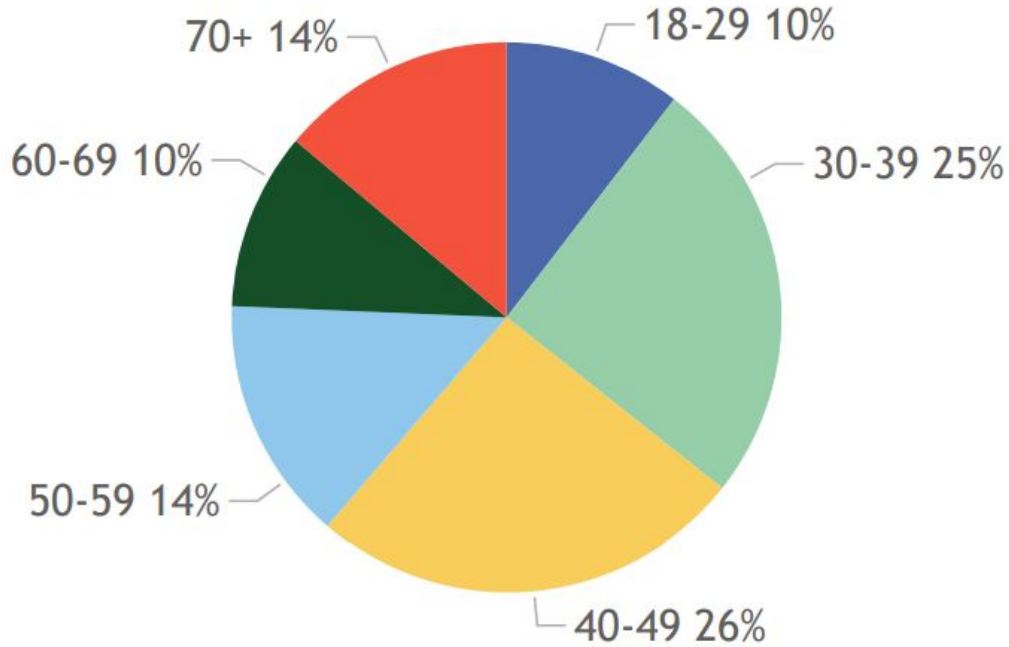
Decrease from 278 last year

Still represents around 2% of residents (which is good!)

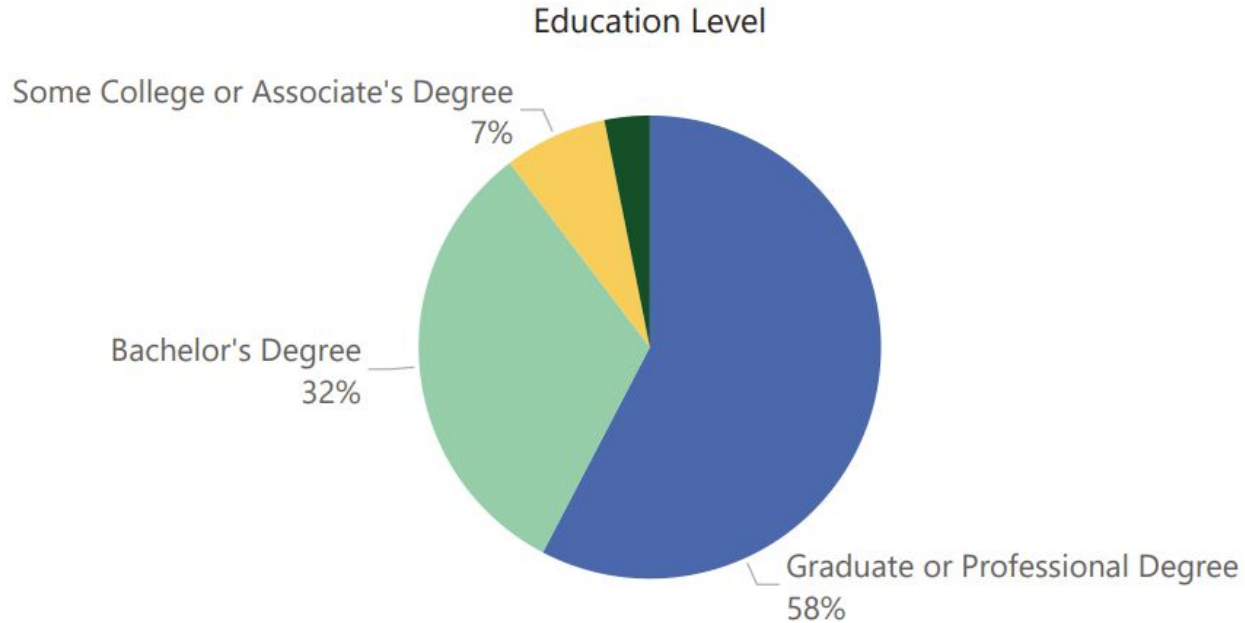


Demographics

Age

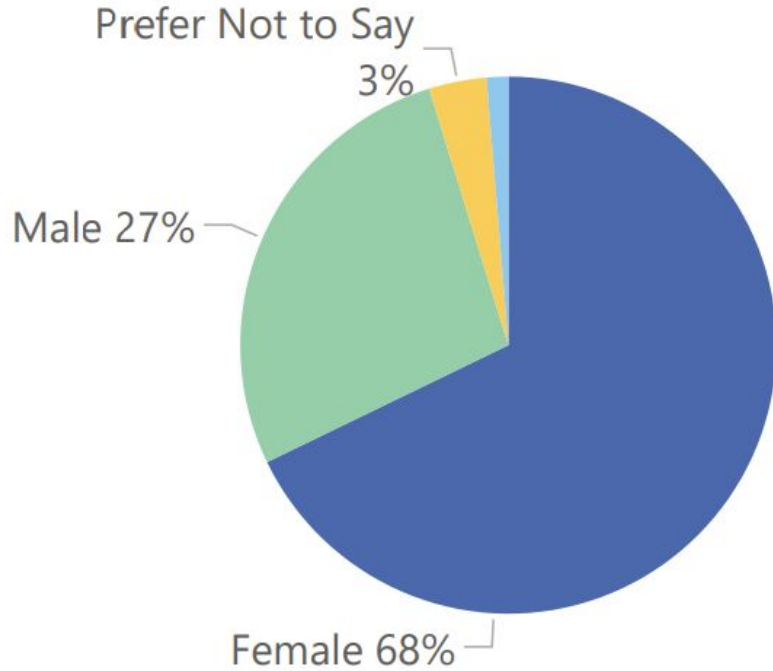


Who Responded?



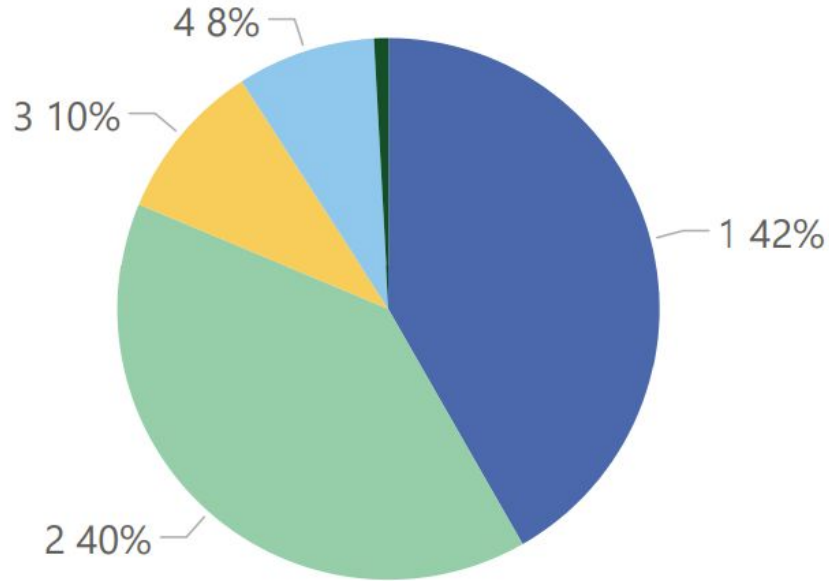
Who Responded?

Gender



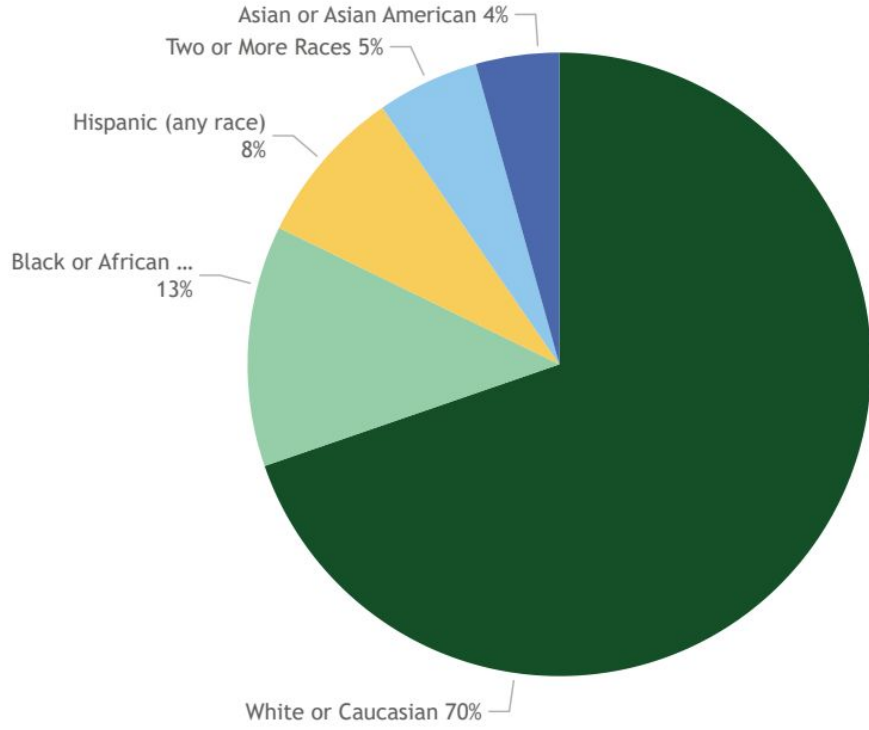
Who Responded?

Household Size



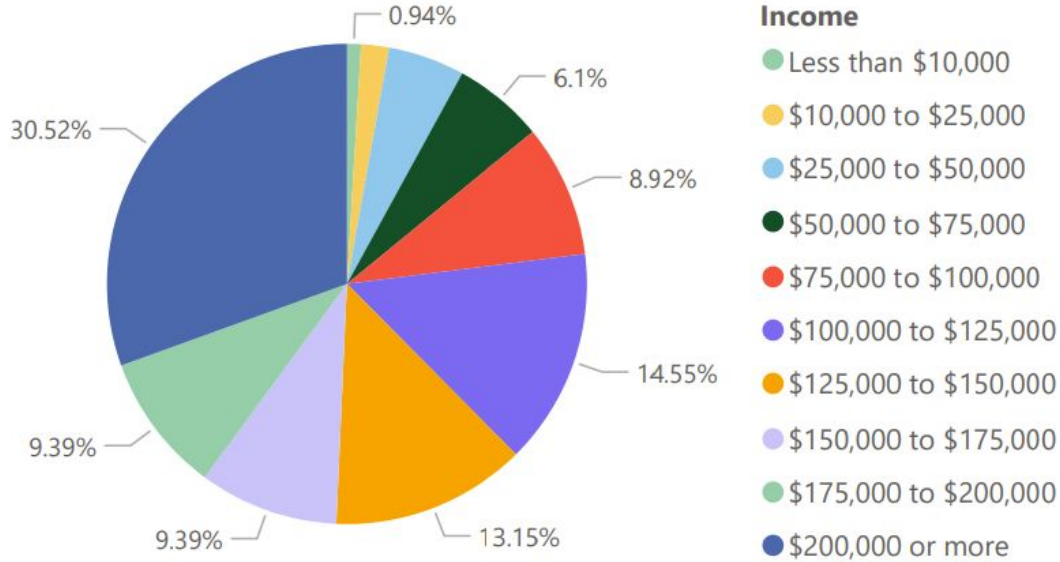
Who Responded?

Race and Ethnicity



Who Responded?

Income



Who Responded?



Responses

Method

Four Points of Outreach



1. On each question, respondents were asked to
 - a. 1 - Strongly Disagree
 - b. 2 - Somewhat Disagree
 - c. 3 - Somewhat Agree
 - d. 4 - Strongly Agree

Agree and Average

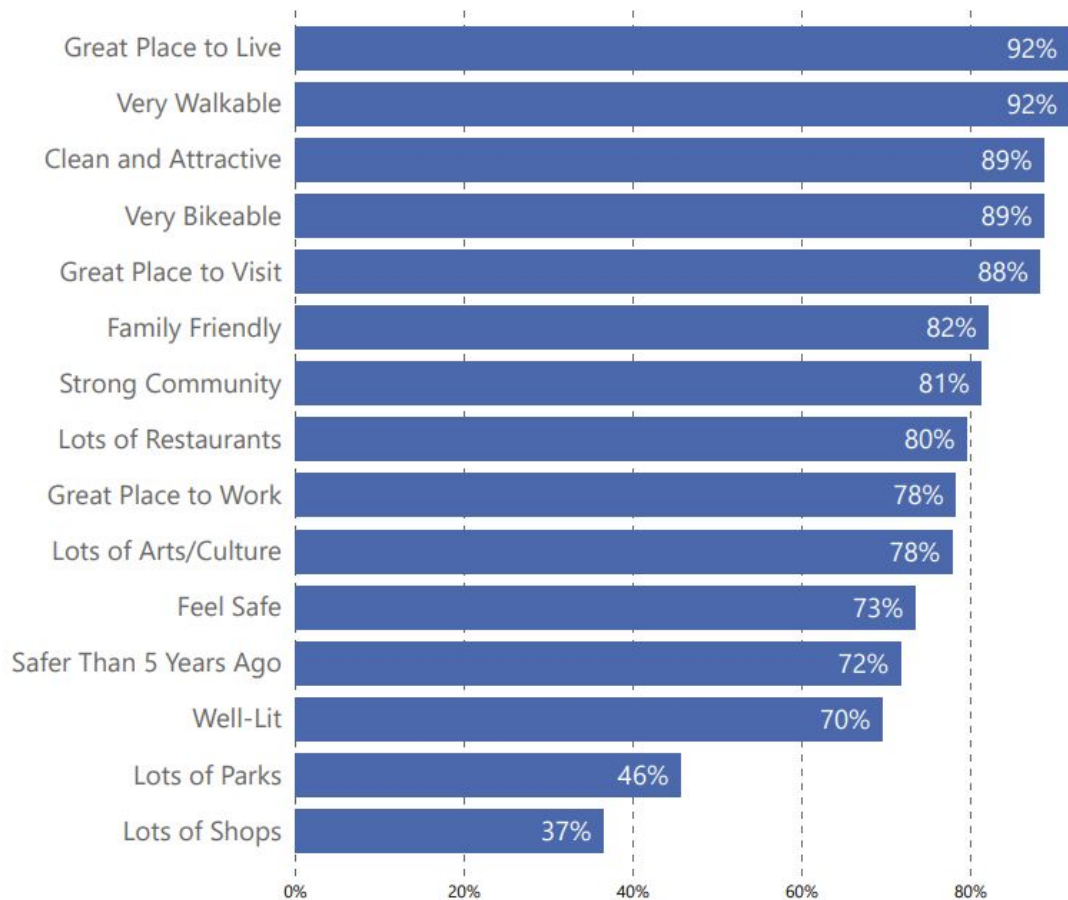
Two types of responses



Percent that agree - combines all 3s and 4s as a percentage of all responses

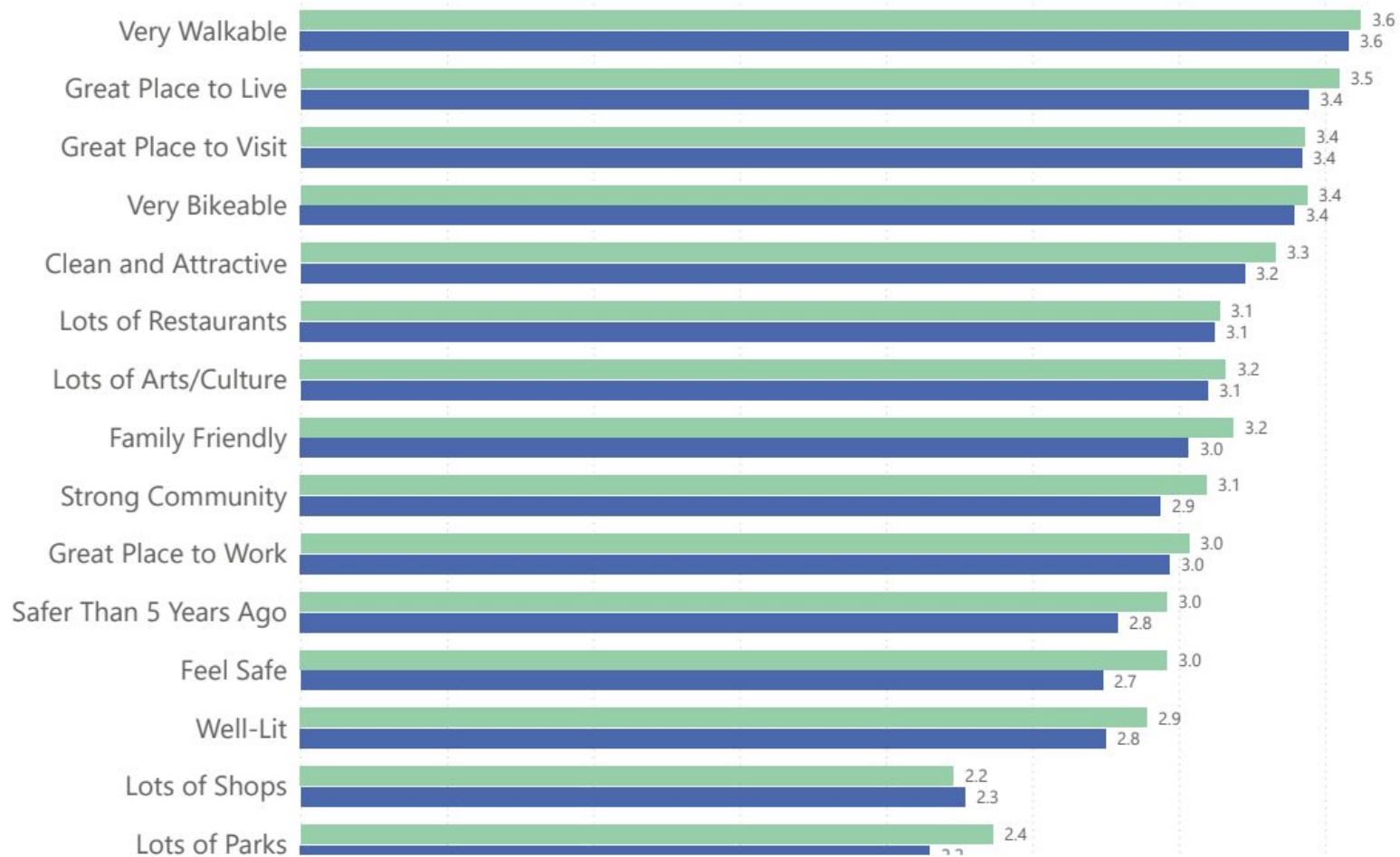
Average Score - Provides mean score rating

Percent that Agree



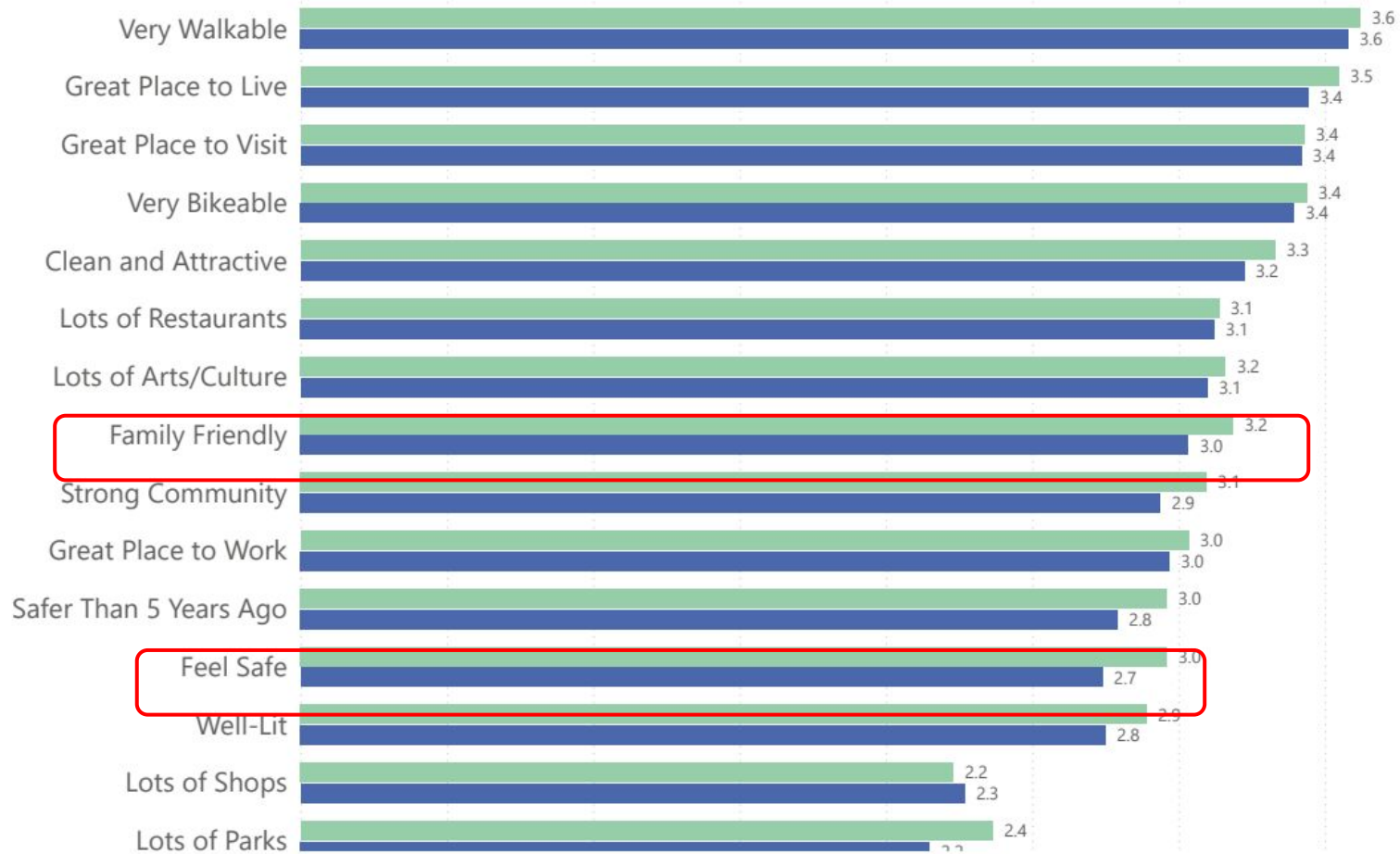
Average Score by Year

Year ● 2024 ● 2025



Average Score by Year

Year ● 2024 ● 2025



Label	Female	Male	Non-Binary	Prefer Not to Say	Total
Clean and Attractive	3.38	3.22	3.33	3.13	3.33
Family Friendly	3.21	3.13	3.00	3.38	3.19
Feel Safe	3.00	2.89	2.67	2.88	2.96
Great Place to Live	3.61	3.44	3.33	3.25	3.55
Great Place to Visit	3.49	3.27	3.33	3.50	3.43
Great Place to Work	3.13	2.84	3.33	2.50	3.03
Lots of Arts/Culture	3.21	3.14	3.00	2.50	3.16
Lots of Parks	2.34	2.48	2.00	2.13	2.37
Lots of Restaurants	3.22	2.97	2.67	3.13	3.14
Lots of Shops	2.17	2.33	2.33	2.50	2.23
Safer Than 5 Years Ago	2.94	3.06	3.00	2.63	2.96
Strong Community	3.18	2.89	3.33	3.00	3.10
Very Bikeable	3.49	3.30	3.67	3.38	3.44
Very Walkable	3.63	3.60	3.67	3.50	3.62
Well-Lit	2.94	2.81	2.67	2.63	2.89
Total	3.13	3.03	3.02	2.93	3.09

1. High Place-Based Pride
2. Low Amenity Scores
3. Non-Binary is a very small sample
4. “Prefer Not To Say” on Gender was most indicative of negative feelings

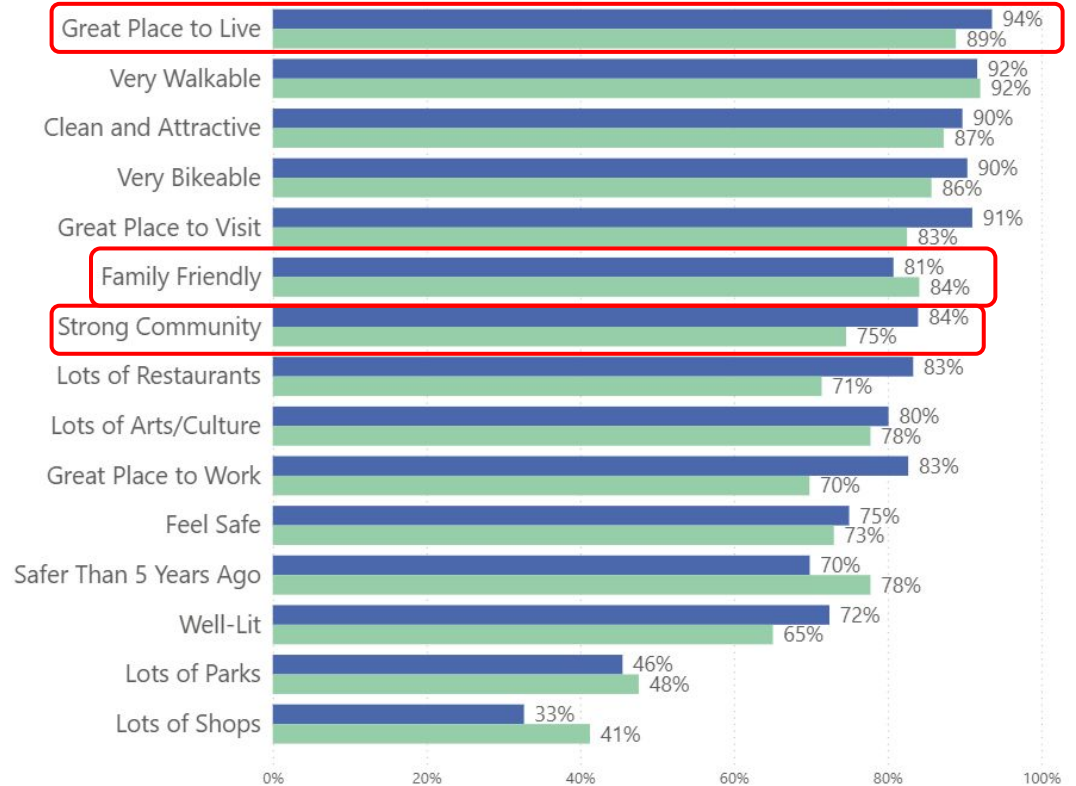
Sentiment

Percent That Agree
By Gender

Gender ● Female ● Male

Percent Agreement by Gender

Gender ● Female ● Male



Label	18-29	30-39	40-49	50-59	60-69	70+	Total
Clean and Attractive	3.46	3.38	3.36	3.15	3.21	3.38	3.33
Family Friendly	3.50	3.34	3.12	3.00	3.04	3.09	3.19
Feel Safe	3.38	2.90	2.80	3.00	3.00	3.00	2.96
Great Place to Live	3.71	3.55	3.49	3.48	3.38	3.72	3.55
Great Place to Visit	3.50	3.38	3.54	3.33	3.33	3.44	3.43
Great Place to Work	2.88	3.14	3.08	2.94	3.13	2.91	3.03
Lots of Arts/Culture	3.04	3.10	3.12	3.06	3.33	3.41	3.16
Lots of Parks	2.71	2.21	2.36	2.39	2.38	2.38	2.37
Lots of Restaurants	3.00	2.88	3.14	3.09	3.46	3.53	3.14
Lots of Shops	2.13	2.16	2.34	2.09	2.33	2.31	2.23
Safer Than 5 Years Ago	3.58	2.98	2.81	2.91	2.92	2.81	2.96
Strong Community	3.00	3.16	3.19	2.94	2.79	3.28	3.10
Very Bikeable	3.58	3.57	3.51	3.36	3.42	3.06	3.44
Very Walkable	3.75	3.66	3.61	3.58	3.54	3.59	3.62
Well-Lit	3.08	2.90	2.83	2.79	3.00	2.88	2.89
Total	3.22	3.09	3.09	3.01	3.08	3.12	3.09

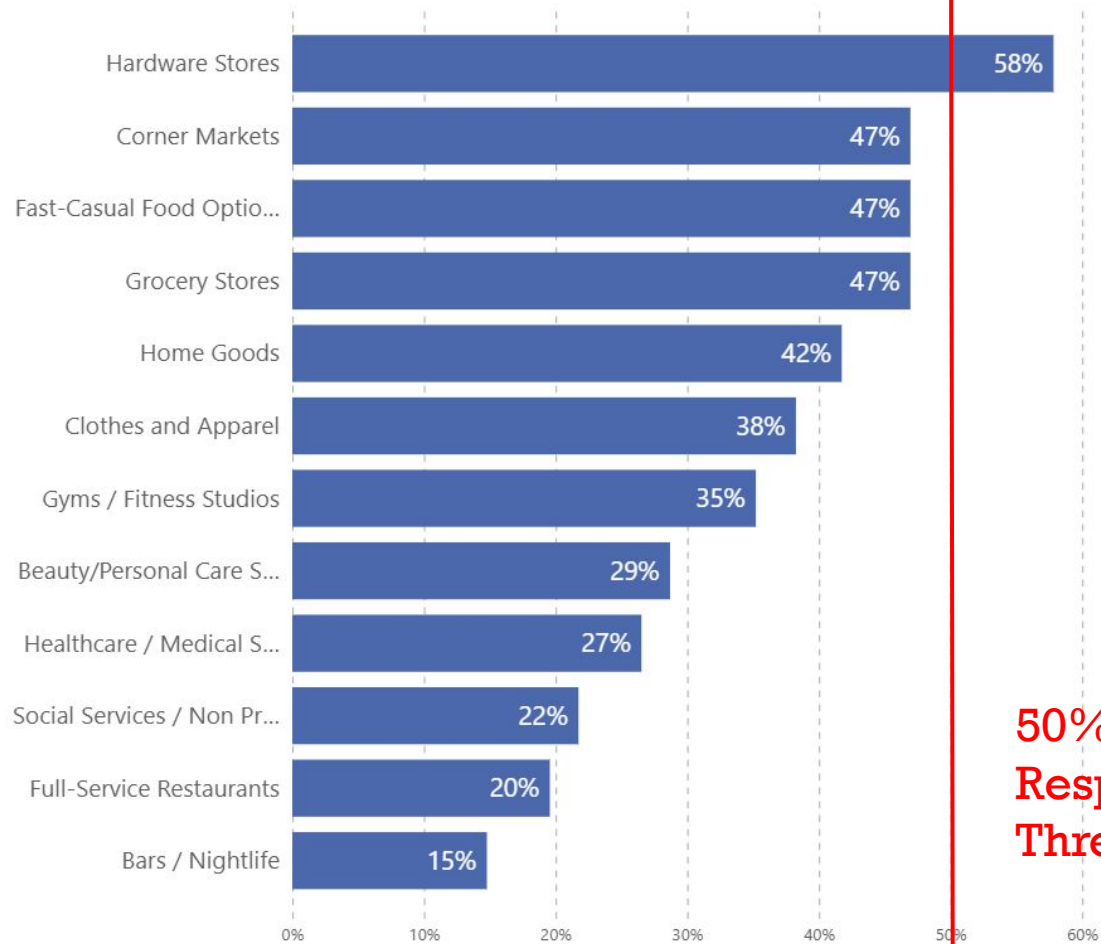
1. Young People (18-29) Rate Almost Everything Higher
2. Middle Age (40-60) is most critical
3. Seniors (70+) are very positive

Label	Asian or Asian American	Black or African American	Hispanic (any race)	Two or More Races	White or Caucasian
Clean and Attractive	3.33	3.50	3.23	3.27	3.34
Family Friendly	3.44	3.27	3.08	3.36	3.21
Feel Safe	2.56	3.15	2.62	2.91	3.03
Great Place to Live	3.56	3.77	3.38	3.64	3.57
Great Place to Visit	3.56	3.62	3.38	3.55	3.42
Great Place to Work	3.22	3.19	2.92	3.45	3.01
Lots of Arts/Culture	3.22	3.31	3.15	3.36	3.17
Lots of Parks	2.22	2.62	2.08	2.09	2.42
Lots of Restaurants	2.78	3.12	3.31	3.36	3.19
Lots of Shops	2.78	2.35	2.38	2.00	2.21
Safer Than 5 Years Ago	3.00	3.15	3.15	3.18	2.94
Strong Community	3.33	3.31	3.46	3.27	3.04
Very Bikeable	3.44	3.58	3.15	3.64	3.43
Very Walkable	3.33	3.65	3.54	3.64	3.68
Well-Lit	3.11	3.04	2.62	2.82	2.94
Total	3.13	3.24	3.03	3.17	3.11

Black/AA rate most positively

Hispanic residents rate most negatively

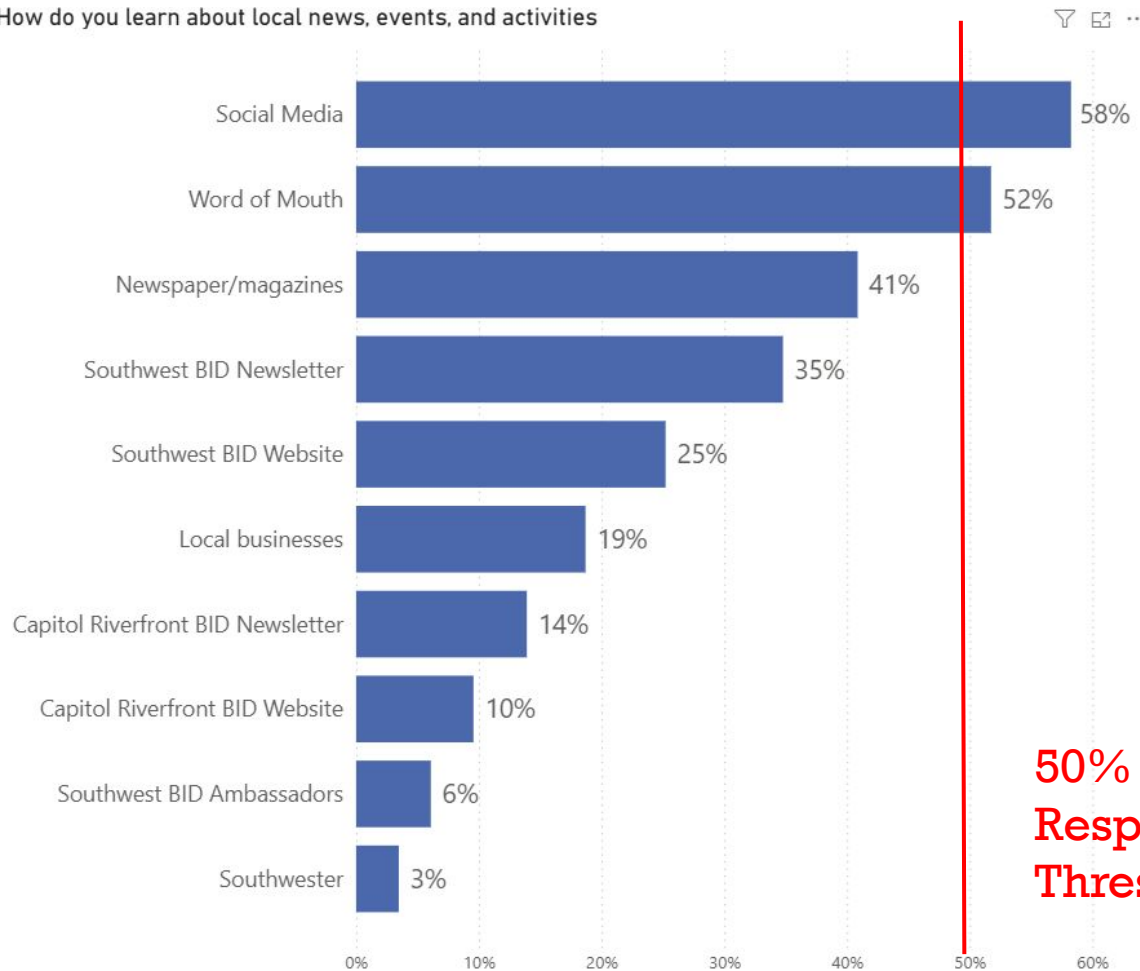
What Stores Do You Most Want to See?



STORES

50% of
Respondent
Threshold

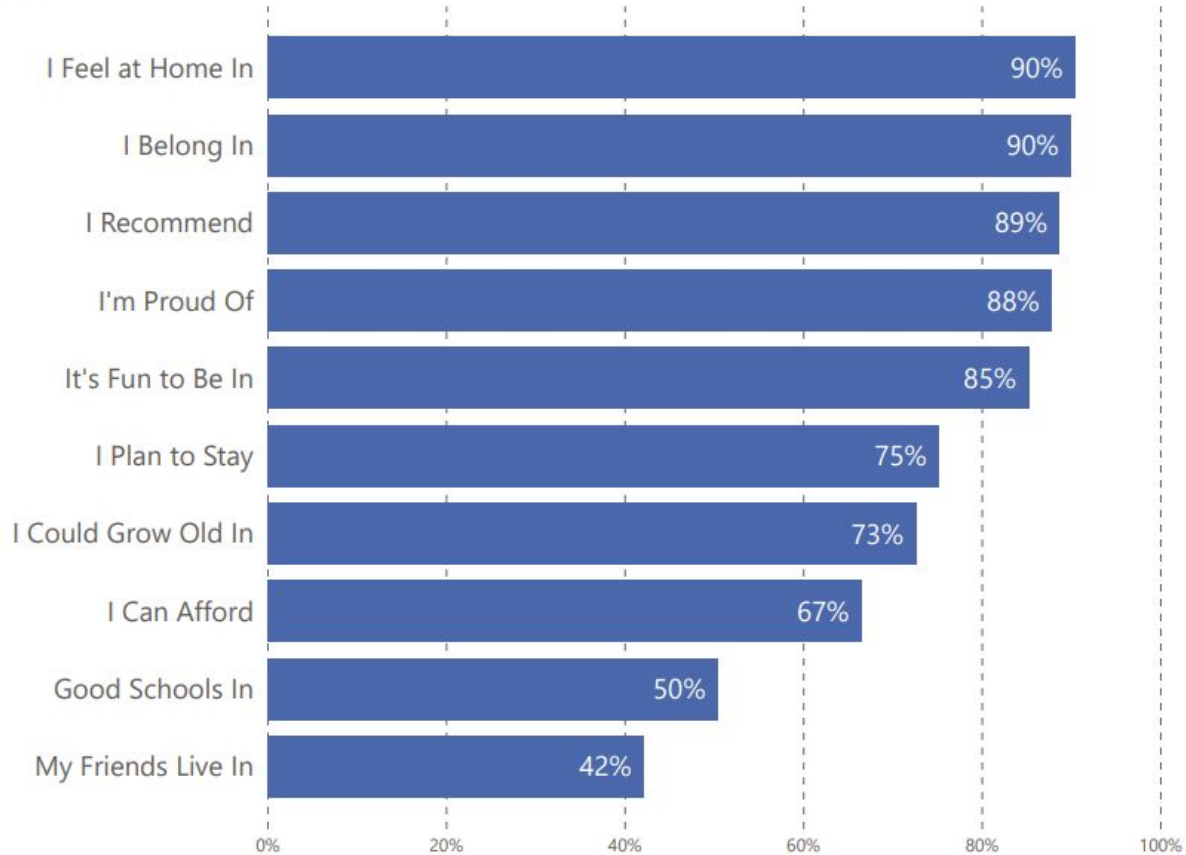
How do you learn about local news, events, and activities



LOCAL EVENTS

**50% of
Respondent
Threshold**

Agree with Sentiment



**Gensler
Sentiment
- What
retains
residents?**



Dashboard

Reach out if you're interested in seeing our interactive dashboard

Observational v. Sentimental

Observational Questions

- Clean and Attractive
- Good Schools
- Great Place to Work
- Great Place to Live
- Great Place to Visit
- Lots of Arts and Culture
- Lots of Parks
- Lots of Restaurants
- Lots of Shops
- Very Walkable
- Very Bikeable

Sentimental Questions

- Belonging
- Can Afford
- Could Grow Old In
- Family-Friendly
- Feel at Home
- Feel Safe
- Friends Live Here
- Fun to Be In
- Plan to Stay
- Pride
- Recommend
- Safer Than 5 Years Ago
- Strong Community

Sentiment

Percent That Agree With Each Statement

