REV BIRMINGHAM STRATEGIC ACTION PLAN:
ONLINE SURVEY SUMMARY

A survey was developed to help identify priorities and improvements for Downtown Birmingham over the next five years, as part of a strategic planning process led by **REV Birmingham** and **Downtown BHM Business Improvement District (BID).** The survey ran during August and September 2025, and collected **2,147 responses.** The following analysis presents: (1) a summary of key findings, followed by (2) a more detailed question-by-question summary of results and (3) cross-tabulation analysis.

Respondent Characteristics and Demographics: The survey was open to anyone interested and was distributed through various REV Birmingham and Downtown BHM BID communication channels, including partner organizations, community groups, and local media. Participants represented a cross-section of Downtown Birmingham stakeholders. Approximately two-thirds of participants responded to the optional demographic questions included in the survey. Respondents were reasonably well-distributed by age, and fairly well-distributed by household income, but less so by ethnicity/race.

SUMMARY OF FINDINGS

Connection to Downtown

- **Half of respondents (50%) work Downtown,** 43% live in Birmingham (including Downtown), and 16% were Downtown residents. More than half (54%) regularly visit Downtown Birmingham for leisure and entertainment. 14% own property and 9% own a business in Downtown.
- **60% of respondents come to Downtown Birmingham daily**, and another 26% come once per week or more.
- **Restaurants, cafes, and coffee shops** are some of the biggest draws, with 86% of respondents choosing this answer when asked about the main reasons they come downtown aside from living or working there. **Concerts, theater, art, and cultural events** was the second most common answer (60%).

Downtown Birmingham Today

- The most common words used to describe downtown Birmingham today were **food, potential, parking, growing, restaurants,** and **homelessness.** Overall, many respondents have positive impressions of Downtown but many cited the reality/perception of crime and safety being key challenges.
- A majority of respondents **(57%) feel "Positive"** (the second-to-highest rating) about the state of Downtown Birmingham. The second most-popular answer was "Neutral" (selected by 23%).
- When asked to rate various Downtown conditions, **Dining options** and **Art and cultural options** stood out as the top rated, with over 75% of respondents choosing "Very Good" or "Good." **Nightlife options, Diversity and inclusivity,** and **Festivals and events** were also highly rated. **General appearance** and **Cleanliness** had the highest proportion of "Fair" ratings amongst the categories. **Shopping options** and **Parking options** rated worst. On Parking, 28% rated it "Very Good" or "Good" while 36% rated it "Very Poor" or "Poor." Shopping options in particular scored poorly, with only 12% "Very Good" or "Good" versus 47% "Very Poor" or "Poor."

- When asked to rate various services and programs in Downtown Birmingham, most services and programs received "Good" or "Fair" ratings. Respondents were most impressed by the **CAP Ambassadors**, with 54% rating this service "Very Good" or "Good."

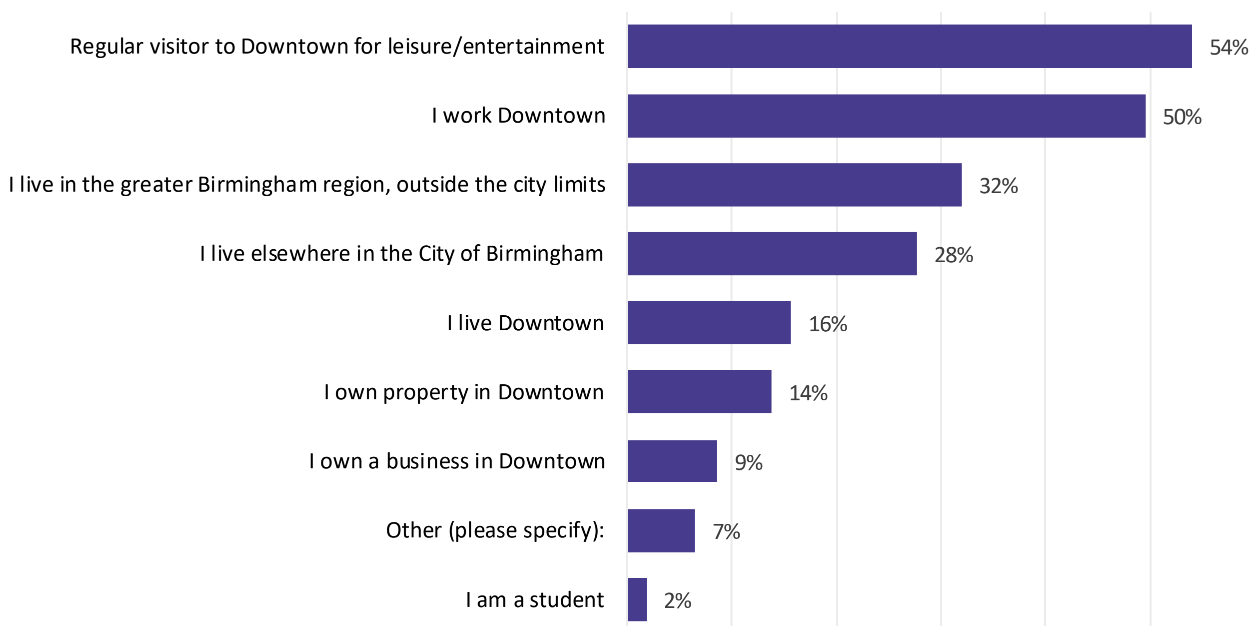
Downtown Birmingham Tomorrow

- The most common words used to describe respondents' vision for Downtown Birmingham in the year 2030 were **safe, vibrant, clean, walkable, (more) parking,** and **growth**.
- When asked to rate the importance of eight *physical improvements* for the future of Downtown Birmingham, projects that received the highest ratings were **Redevelop vacant buildings and lots, Improve the walking experience in and between Downtown's different districts,** and **Improve sidewalks and streetscapes.** That said, a majority of respondents view *all* eight of the listed improvements as important.
- When asked to choose the *single most* important physical improvement from the same list as above, **Redevelop vacant buildings and lots** was far and away the clear priority, selected by 40% of respondents – a massive share of responses considering there were eight choices to choose from.
- When asked to rate the importance of eight *services or programs* for the future of Downtown Birmingham – while all had high ratings in general – **Improve public safety** emerged as the most highly valued service or program, followed by **Improve cleanliness and maintenance,** and **Increase services for people experiencing homelessness.**
- When asked to choose the *single most* important service or program from the same list as above, nearly a third (31%) of respondents chose **Improve public safety.** The next highest rated improvement was **Increase services for people experiencing homelessness**. **Attract new office tenants and major employers** (18%) and **Attract new retail to Downtown's storefronts** (12%) also garnered healthy support.
- Respondents were also given the opportunity to provide ideas for additional different or specific improvements not identified in the prior questions. While many simply elaborated or reinforced some of the above ideas, other common interests arose, including:
  - Ideas to better connect districts and destinations – light rail, trolley, or shuttle loops; road diets; street closures for pedestrians
  - Public safety – strong reiteration of stricter enforcement of panhandling and street racing
  - District activation by closing off streets to accommodate pedestrians and dining
  - Create a vibrant entertainment district that attracts visitors on an everyday basis
  - More streamlined promotion of events, such as a centralized event listing website
  - Family-friendly amenities like splash pads and playgrounds
  - Economic development – attract Fortune 500 companies, retail chains, and new employers
  - Invest in improvements for Linn Park
- Respondents were asked to think more specifically about a range of possible solutions to address the challenges of disruptive behaviors on the street and/or homelessness, by choosing the top three choices from a list of eight choices. The top two choices were (1) **More social workers, mental health professionals, and unhoused outreach staff on the street**, followed closely by (2) **More police and security presence** throughout Downtown.

- Respondents were asked what type of businesses and services they would like to see more of in Downtown's storefronts. The top choices were (1) **Convenience retail (grocery, pharmacy, etc.)** and (2) **Fast-casual and affordable dining options**.
- Respondents were asked what types of events and activations they'd like to see more of Downtown. The top choices were (1) **More family-friendly events and experiences** and (2) **Large-scale events and multi-day festivals**.

CONNECTION TO DOWNTOWN

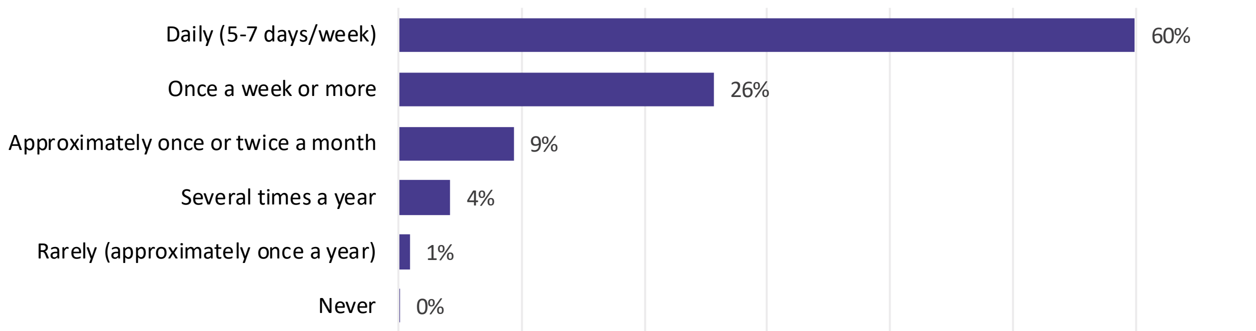
Q1: Which of the following BEST characterizes your primary interest(s) in Downtown Birmingham? (Select all that apply)



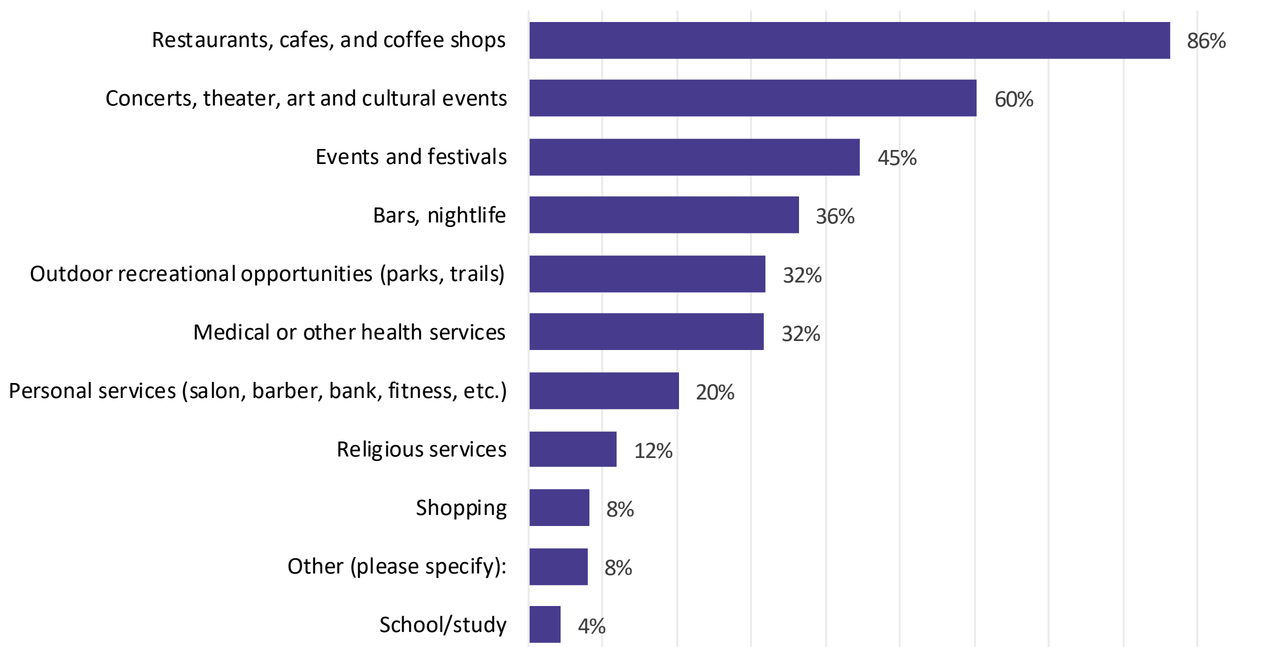
"Other": most of the 140 respondents who chose Other were either elaborating on the answer choices listed above, or providing reasons for coming Downtown, including:

- Living in Downtown-adjacent neighborhoods
- Attending church services
- Childcare/school drop-off
- Volunteering

Q2: How often do you come to Downtown Birmingham?



Q3: What are the main reasons you visit Downtown Birmingham (aside from living or working in the district)? (Select up to three)



"Other" responses: 168 respondents selected Other and were asked to share their comments in an open-ended format. While most of the comments emphasized or elaborated on the answer choices already provided, new ideas included (but are not limited to):

- Visiting friends who live Downtown
- Civic and volunteer meetings
- Childcare
- Visiting historical sites
- Sporting events
- Farmers market
- Courthouse

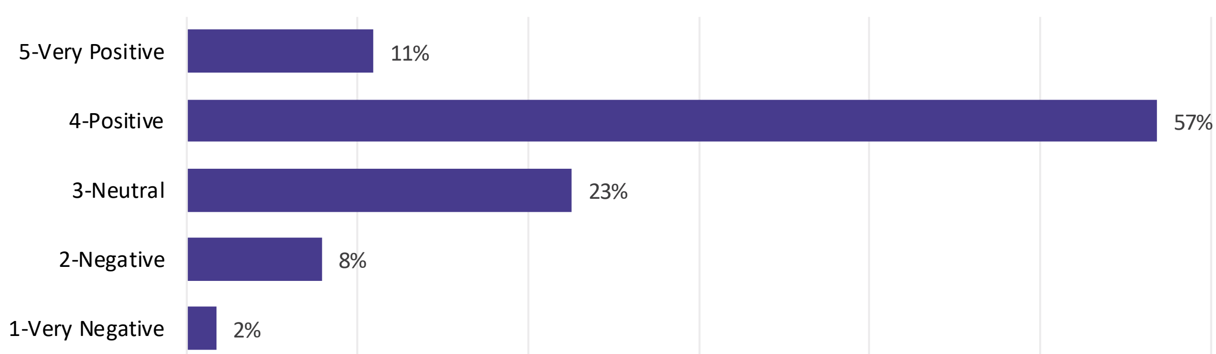
DOWNTOWN BHM TODAY

Q4: When you think of Downtown Birmingham today, what three words first come to mind?

The word cloud below represents the words respondents used to describe downtown Birmingham today. The size of the word indicates how frequently it was used, with the largest words being the ones used most often. The top responses, in order, were **food/restaurants, homeless, growing, potential, unsafe,** and **parking (challenges).**

Q5: On a scale of 1 to 5, what is your overall perception of Downtown Birmingham?

A majority of respondents have a positive perception of Downtown (57% “positive,” plus 11% “very positive”). Neutral was the second most common rating with 23% of responses.

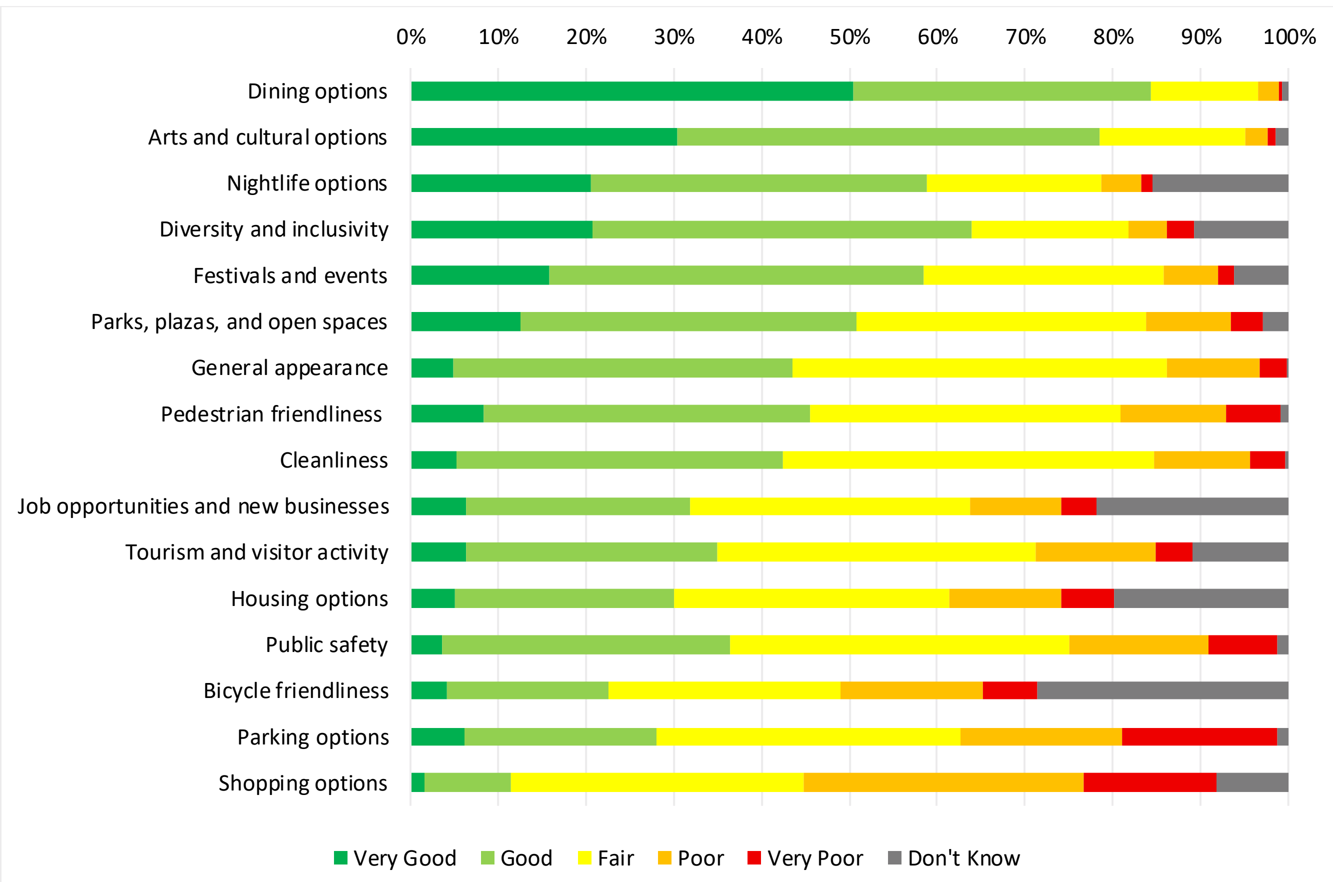


Q6: On a scale of 1 to 5, how would you rate the following conditions in Downtown?

Respondents were asked to rate different downtown conditions on a 1-to-5 scale, with 5 being the highest (i.e., "Very Good"). The weighted average of each condition is shown in the adjacent table while the chart illustrates the distribution of responses.

On the whole, positive ratings were more common than negative. **Dining options** and **Art and cultural options** stood out as the top rated, with over 75% of respondents choosing "Very Good" or "Good." **Nightlife options, Diversity and inclusivity,** and **Festivals and events** were also highly rated. **General appearance** and **Cleanliness** had the highest proportion of "Fair" ratings amongst the categories. **Shopping options** and **Parking options** had the most negative ratings ("Poor" or "Very Poor"). Shopping options in particular scored poorly, with only 12% "Very Good" or "Good" versus 47% "Very Poor" or "Poor."

Condition	Weighted Average
Dining options	4.3
Arts and cultural options	4.1
Nightlife options	3.9
Diversity and inclusivity	3.8
Festivals and events	3.7
Parks, plazas, and open spaces	3.5
General appearance	3.3
Pedestrian friendliness	3.3
Cleanliness	3.3
Job opportunities and new businesses	3.3
Tourism and visitor activity	3.2
Housing options	3.1
Public safety	3.1
Bicycle friendliness	3.0
Parking options	2.8
Shopping options	2.5

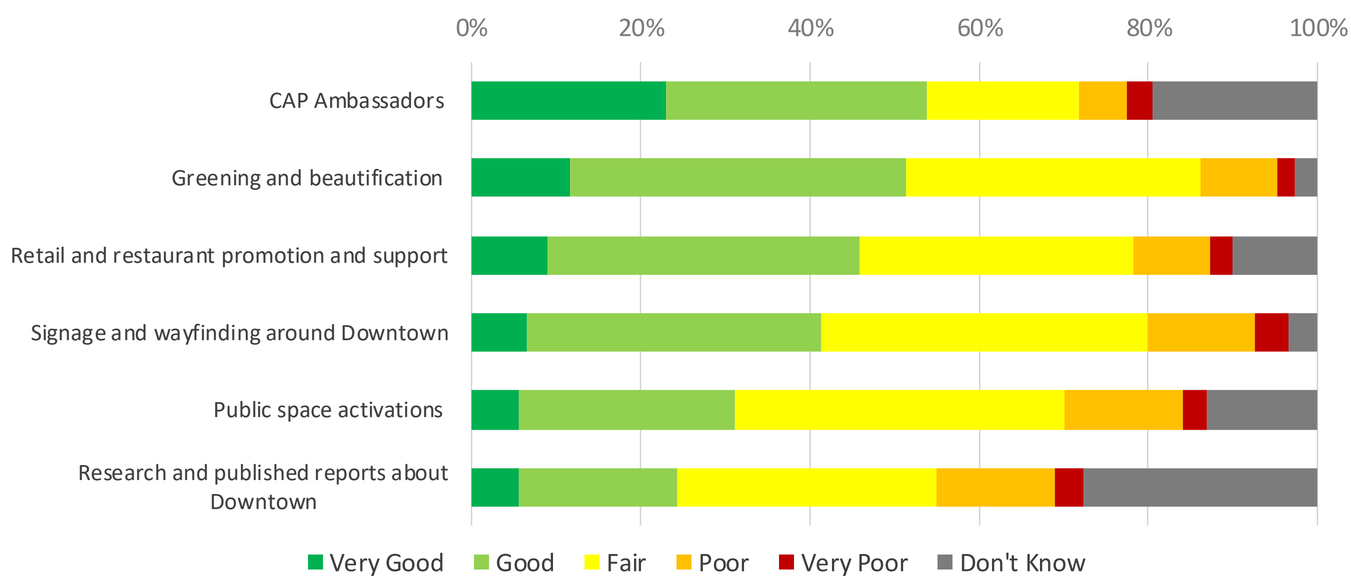


Q7: On a scale of 1 to 5, how would you rate the following services and programs provided in Downtown?

Respondents were asked to rate different services and programs on a 1-to-5 scale, with 5 being the highest (i.e., "Very Good"). Generally, all received good or fair ratings. The weighted average of each service or program is shown in the list below, while the chart illustrates the distribution of responses.

Again, responses were more positive than negative on the whole. **CAP Ambassadors** stood out as the service most highly rated. Although nearly 20% of responses for CAP Ambassadors were "Don't Know," the service was rated "Very Good" or "Good" by 67% of respondents who were aware of the service. **Greening and beautification** was also highly rated, receiving "Very Good" or "Good" by over half of respondents. **Research and published reports** received high numbers of "Don't Know" responses (27%), but nearly 80% of those who were familiar with the service rated it Fair or higher.

Service/Program	Weighted Average
CAP Ambassadors	3.8
Greening and beautification (planters, street trees, baskets, etc.)	3.5
Retail and restaurant promotion and support	3.5
Signage and wayfinding around Downtown	3.3
Public space activations (public art, buskers, events, etc.)	3.2
Research and published reports about Downtown	3.1



DOWNTOWN BIRMINGHAM TOMORROW

Q8: Looking to the future, please offer three words that best capture your visions for Downtown Birmingham by the year 2030:

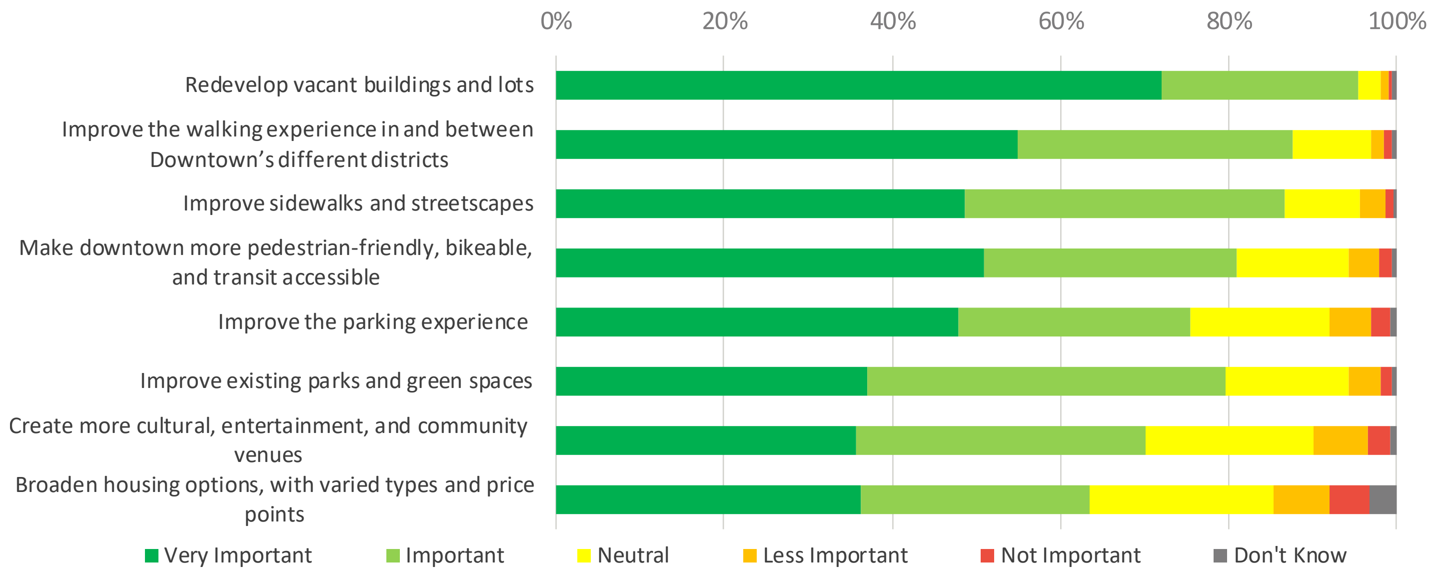
The word cloud below represents the words respondents used to describe their vision of Downtown Birmingham in the future. The size of the word indicates how frequently it was used, with the largest words being the ones used most often. The top responses, in order, were **safe, vibrant, clean, walkable, parking,** and **growth**.

Q9: The following is a list of potential physical improvements for Downtown Birmingham. To achieve your vision for Downtown, how important will the following actions be over the next five years?

Respondents were asked to rate eight physical improvements by level of importance, again using a 1-to-5 scale with 5 being the highest (i.e., "Very Important"). The weighted average of each project is shown in the list below, while the chart illustrates the distribution of responses. As both illustrate, a majority of respondents view *all* of the potential projects as either "Very Important" or "Important" in the future.

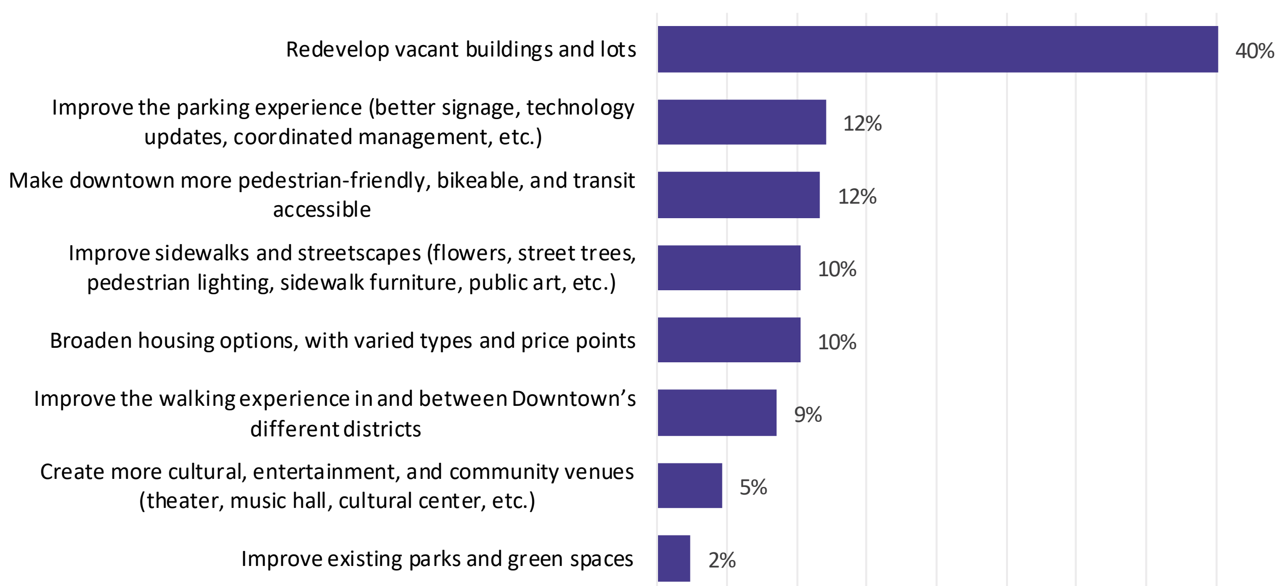
Project	Weighted Average
Redevelop vacant buildings and lots	4.7
Improve the walking experience in and between Downtown's different districts	4.4
Improve sidewalks and streetscapes	4.3
Make downtown more pedestrian-friendly, bikeable, and transit accessible	4.3
Improve the parking experience	4.2
Improve existing parks and green spaces	4.1
Create more cultural, entertainment, and community venues	4.0
Broaden housing options, with varied types and price points	3.9

Projects that received the highest ratings were **Redevelop vacant buildings and lots, Improve the walking experience in and between Downtown's different districts, Improve sidewalks and streetscapes,** and **Make downtown more pedestrian-friendly, bikeable, and transit accessible.** Of note, the last three in the list above are all interrelated and relate generally to walkability in Downtown.



Q10: From the same list as above, which one physical improvement do you consider to be MOST important for the future of Downtown Birmingham?

To further assist in identifying priorities, respondents were asked to select one physical improvement from the projects listed in Question 9 that is *most* important. Results are shown in the chart below. The results show that **Redevelop vacant buildings and lots** is the clear top priority, with 40% of responses (a massive share considering there were eight choices to choose from).

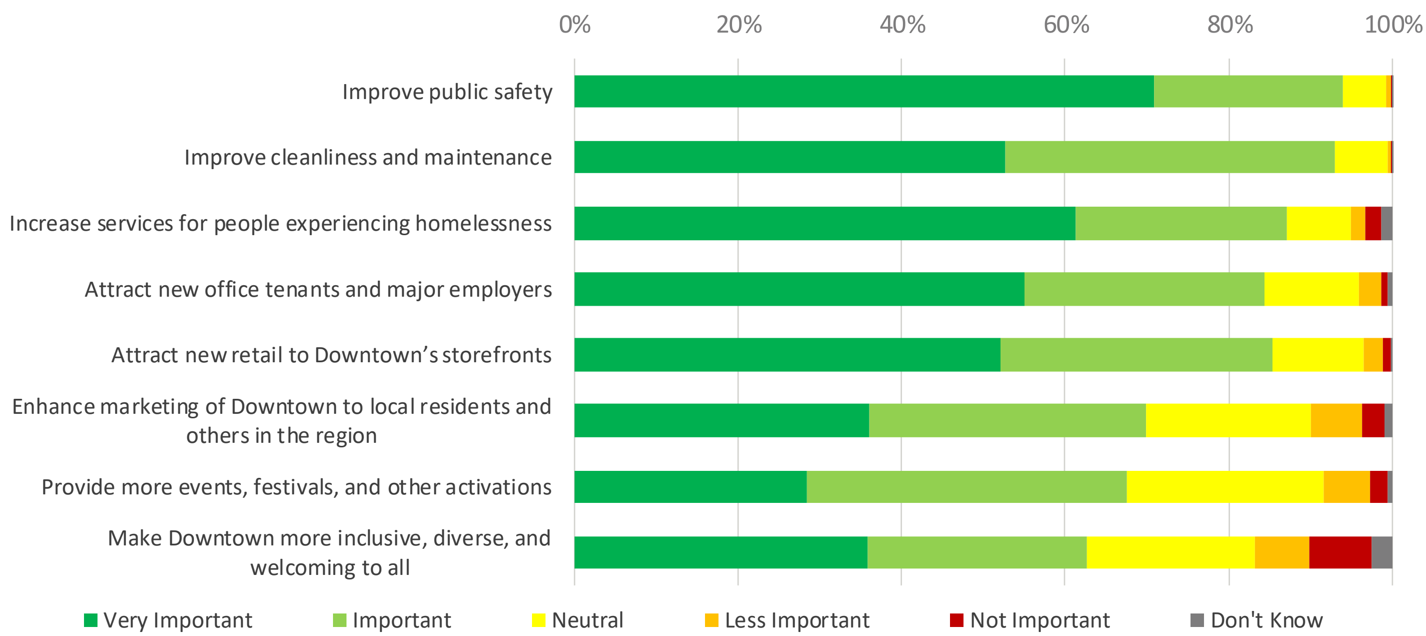


Q11: To achieve your vision for Downtown, how important will the following services and programs be over the next five years?

Similar to above, respondents were asked to rate the importance of eight services or programs to focus on in the future on a scale of 1 to 5, with 1 being "Not Important" and 5 being "Very Important." All services or programs were viewed as important to some degree, indicated by a weighted average greater than 3 ("Neutral") as seen in the table below.

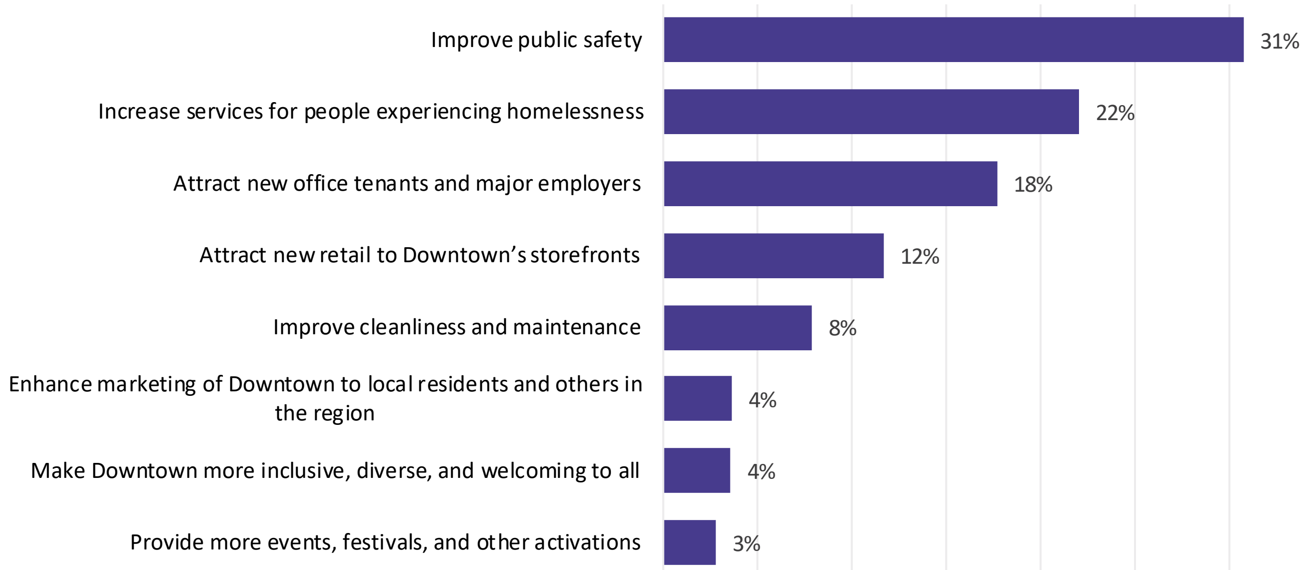
Service/Program	Weighted Average
Improve public safety	4.6
Improve cleanliness and maintenance	4.5
Increase services for people experiencing homelessness	4.4
Attract new office tenants and major employers	4.4
Attract new retail to Downtown's storefronts	4.3
Enhance marketing of Downtown to local residents and others in the region	4.0
Provide more events, festivals, and other activations	3.9
Make Downtown more inclusive, diverse, and welcoming to all	3.8

The following chart illustrates the distribution of responses for each service or program. **Improve public safety** emerged as the most highly valued service or program, with 94% rating it as "Very Important**"** or "Important." **Improve cleanliness and maintenance** also had nearly 94% "Very Important" or Important" ratings, although fewer considered it "Very Important." There was similar support for **Increase services for people experiencing homelessness,** with 87% giving it the two highest ratings. Not far behind were**, Attract new office** and **Attract new retail**, both with over 80% rating these "Very Important" or "Important."



Q12: From the same list as above, which one service or program do you consider to be MOST important for the future of Downtown Birmingham?

When asked to choose just one service or program from Question 11 as *most* important, nearly a third (31%) of respondents chose **Improve public safety.** The next highest rated improvement was **Increase services for people experiencing homelessness** (22%). **Attract new office tenants and major employers** (18%) and **Attract new retail to Downtown's storefronts** (12%) also garnered healthy support.



Q13: If you could suggest any additional, specific improvement to enhance Downtown Birmingham – not listed above – what would it be?

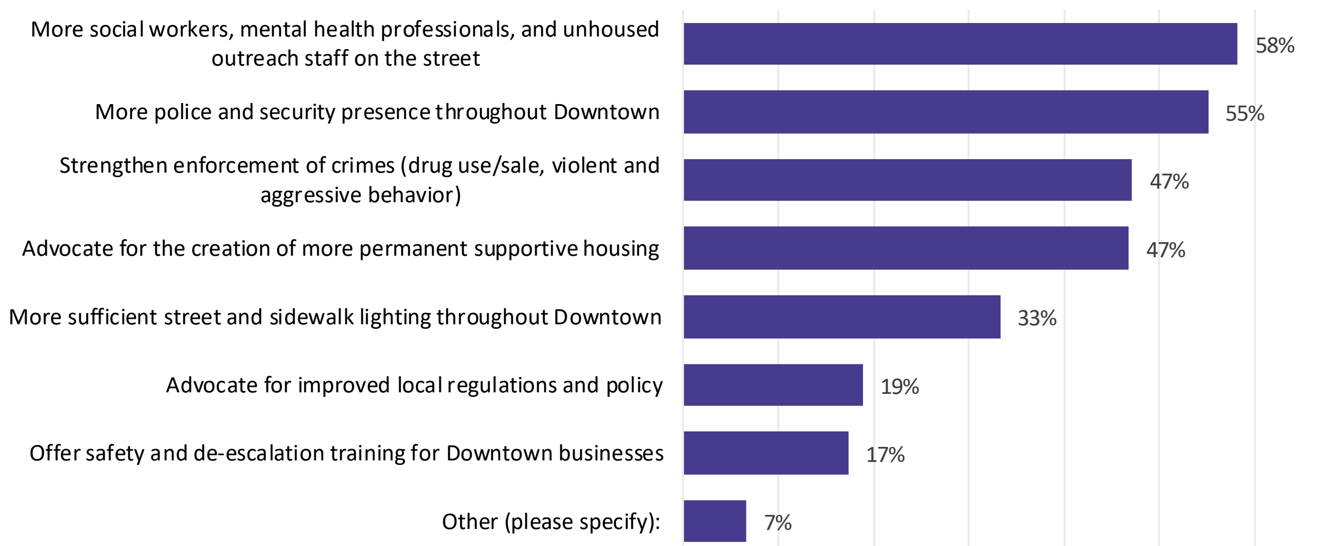
Respondents were asked to provide ideas for additional improvements to Downtown Birmingham in an open-ended format. Over 800 survey participants provided an answer, with many simply elaborating on and emphasizing answer choices that were provided above. Below are common themes and new ideas, including several quotes:

- Transportation and parking – strong support for ways to connect districts, historical sites, and parking areas, including light rail, trolley, or shuttle loops.
- Public safety – strong reiteration of stricter enforcement of panhandling and street racing
- District activation by closing off streets to accommodate pedestrians and dining - *"Close down a major thoroughfare to car traffic. Make it pedestrian/bike only. Make it an open container district with café seating that spills into the streets."*
- Road diets to make walking and driving safer and more enjoyable – *"The roads are far too large. We need a road diet put in place. Close some streets for pedestrian orientation and retail. Look to Columbia SC."*
- Learn from entertainment districts in peer cities – *"Create a vibrant entertainment district similar to 4th Street Live in Louisville, Kentucky, or Ponce City Market in Atlanta…Something that attracts all age adult groups and visitors on an everyday basis."*
- More streamlined promotion of events, such as a centralized event listing website
- Family-friendly amenities like splash pads and playgrounds

- Desire for urban livability without requiring a car
- Economic development – attract Fortune 500 companies, retail chains, and new employers
- Repurpose buildings – revitalize office space and historic structures to support jobs and culture
- Invest in improvements for Linn Park – *"Railroad Park has shown what is possible in downtown. Linn Park is unwelcoming. More connectivity is needed to the Civil Rights District and investment in that sector of downtown."*
- Reimagine the 20th Street Bridge – *"We need to make the 20th Street Bridge a walkable park with trees!"*
- Traffic light improvements, such as syncing and automating
- Make Birmingham a civil rights tourist destination
- More incentives and/or enforcement to make property owners to maintain their properties
- Positive marketing campaigns
- Green space and shade trees

Q14. Below are various approaches to help address the complex challenges of disruptive behaviors on the street and/or homelessness. What do you think should be the top priorities in terms of working to address this challenge in Downtown Birmingham? (Select up to three)

Respondents were asked to think more specifically about a range of possible solutions to address the challenges of disruptive behaviors on the street and/or homelessness, by choosing the top three choices from a menu of eight. The top answer was **More social workers, mental health professionals, and unhoused outreach staff on the street**. Followed closely behind was **More police and security presence** throughout Downtown.



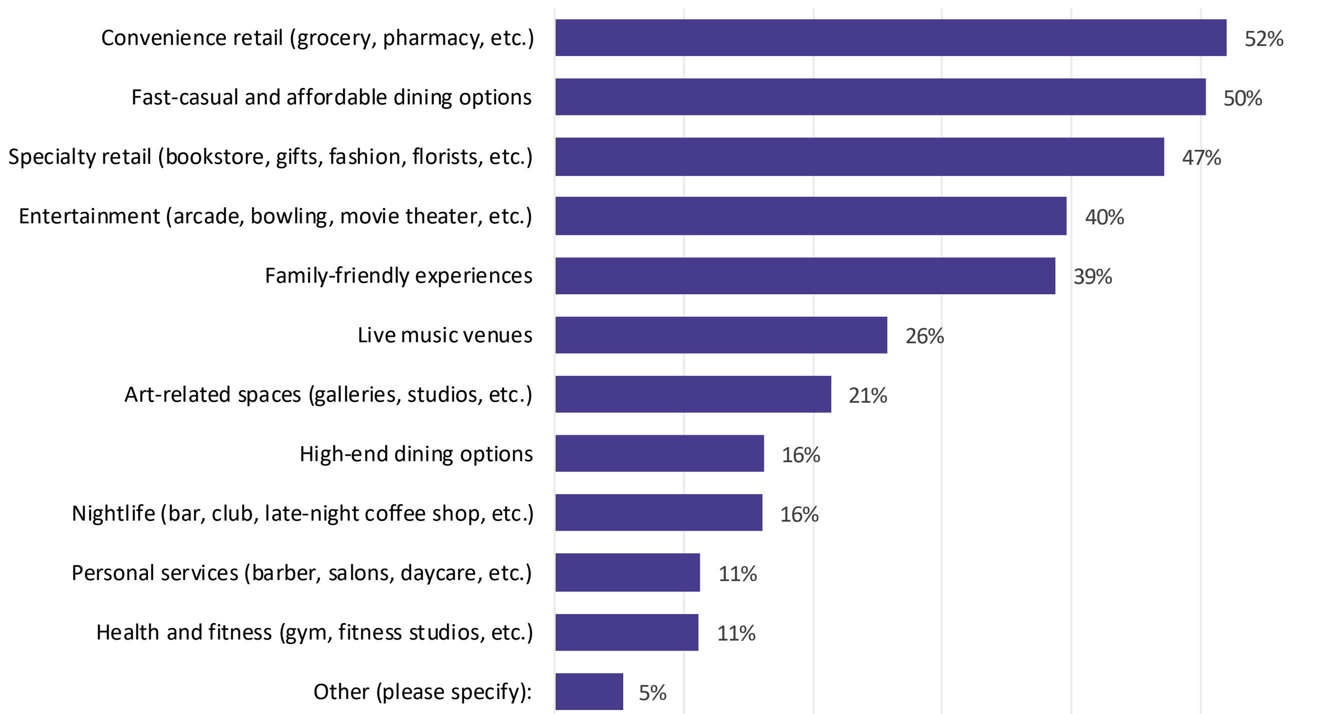
"Other" responses: 110 respondents selected Other and were asked to share their comments in an open-ended format. While most of the comments emphasized or elaborated on the answer choices already provided, new ideas included (but are not limited to):

- Enforcement to stop illegal street racing
- De-escalation training for police officers
- Activation and "eyes on the street," particularly in areas like the Rotary Trail so it is better utilized

- Jobs and economic opportunities
- Relocating and decentralizing the social services organizations
- Innovative approaches to addressing panhandling, such as revenue redirect in partnership with providers
- Support more detox and rehabilitation centers in the county
- Public restrooms

Q15: What types of businesses and services would you like to see more of in Downtown storefronts? (Select up to three)

Respondents were asked to select their top three desired businesses and services from a list of a dozen answer choices. The top two answers were each selected by around half of the respondents: **Convenience retail (grocery, pharmacy, etc.)** and **Fast-casual and affordable dining options**. **Specialty retail, Entertainment,** and **Family-friendly experiences** rounded out the top five, after which there was a drop-off.

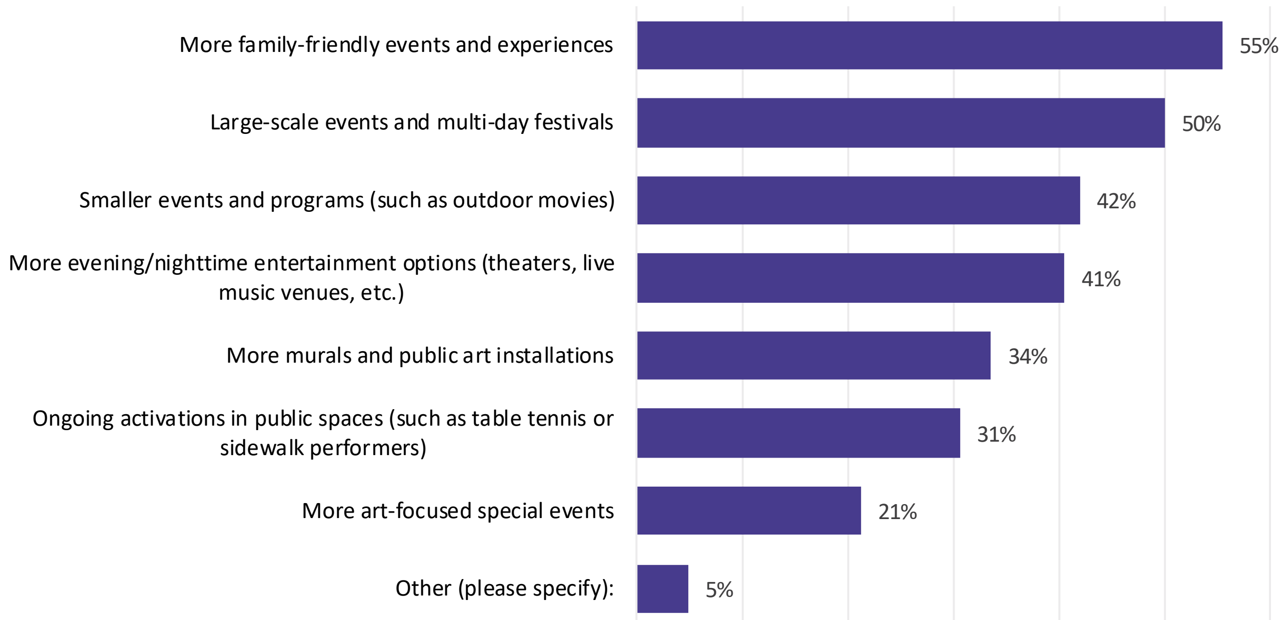


"Other" responses: 86 respondents selected "Other" and provided their comments in an open-ended format. While most of the comments emphasized or elaborated on the answer choices already provided, new ideas included (but are not limited to):

- Safe and entertaining spaces for teens and young adults
- Free/affordable and safe places to gather
- Hardware store
- Bring back the Downtown YMCA
- Late-night dining options
- Tech-support businesses
- Higher-end bars (jazz, piano)
- More retail open on Sundays

Q16: What type of events and activations would you like to see more of in Downtown? (Select up to three)

Respondents were asked to select up to three of their most desired events and activations they would like to see more of in Downtown Birmingham. The top answers were **More family-friendly events and experiences** and **Large-scale events and multi-day festivals**, both receiving 50% or better.

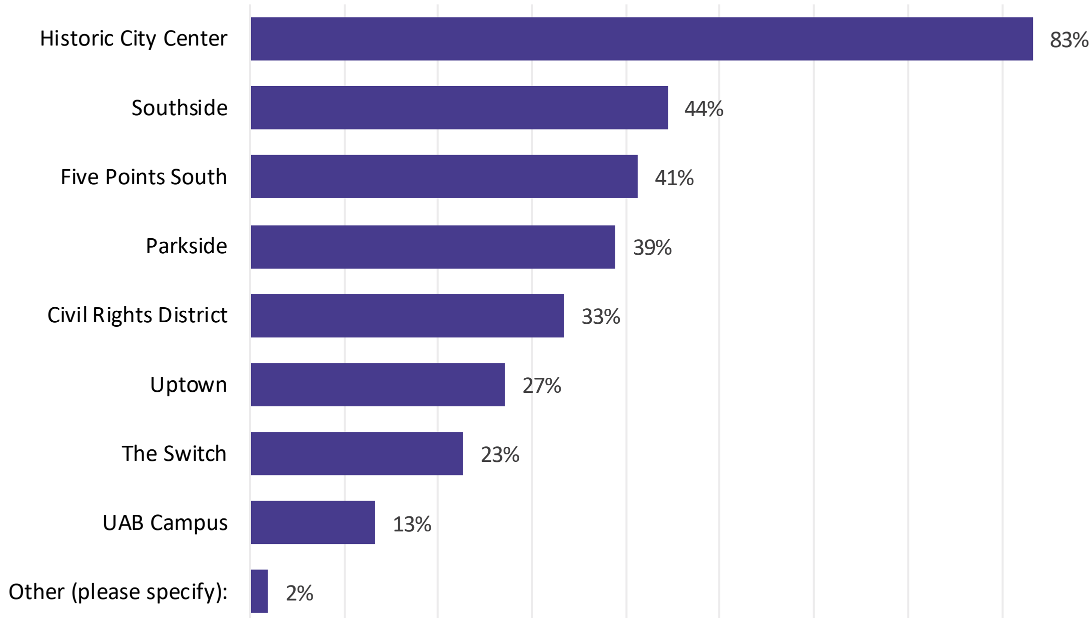


"Other" responses: 79 respondents selected "Other" and provided their comments in an open-ended format. While most of the comments emphasized or elaborated on the answer choices already listed, specific ideas included (but are not limited to):

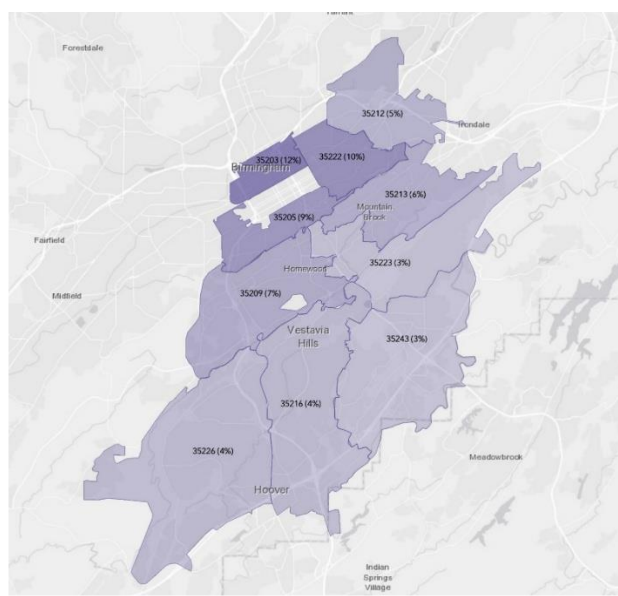
- Walking tours
- Public food market
- Continued investment in the existing programming
- City Stages
- Running events / marathons
- Improve the safety and vibrancy, and more programming will happen organically
- Licensed sidewalk performers
- Free music and movies in the park

Q17. As you were answering the prior questions, which districts on the map below were you most imagining? (Select all that apply)

Respondents were asked to indicate the downtown neighborhoods that they most envision for the desired improvements in the prior questions. By far the most common answer was **Historic City Center**. Alternatively, not many respondents were envisioning the UAB Campus, The Switch, and Uptown as part of Downtown in this survey.



RESPONDENT CHARACTERISTICS



Home Zip Code (optional)

Responses: 1,207

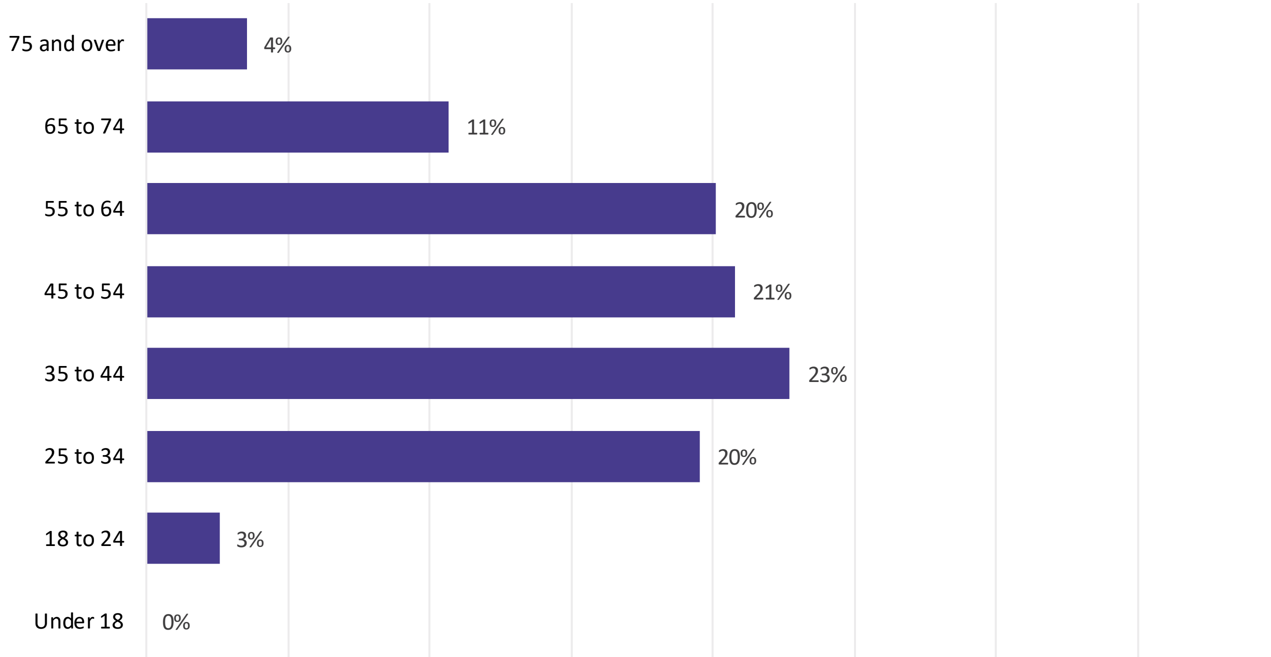
Survey respondents provided 87 different home zip codes. The zip codes with the most representation in the survey data include (in order of frequency):

- 35203 (12%)
- 35222 (10%)
- 35205 (9%)
- 35209 (7%)
- 35213 (6%)
- 35212 (5%)
- 35216 (4%)
- 35226 (4%)

A map of the top ten respondent zip codes is provided to the right.

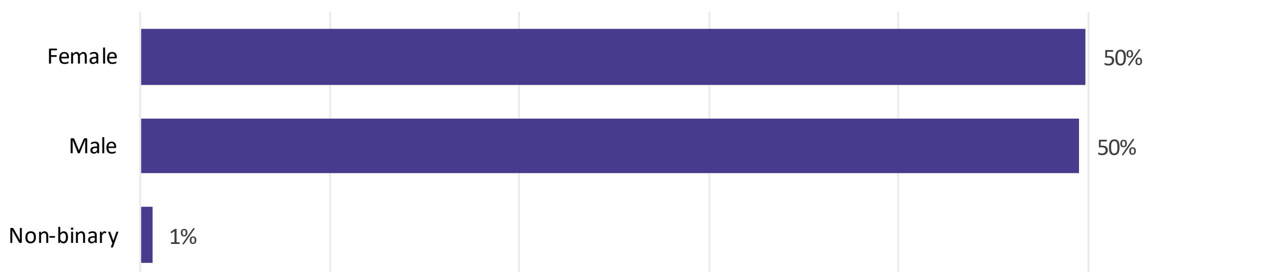
Age (optional)

Responses: 1,536



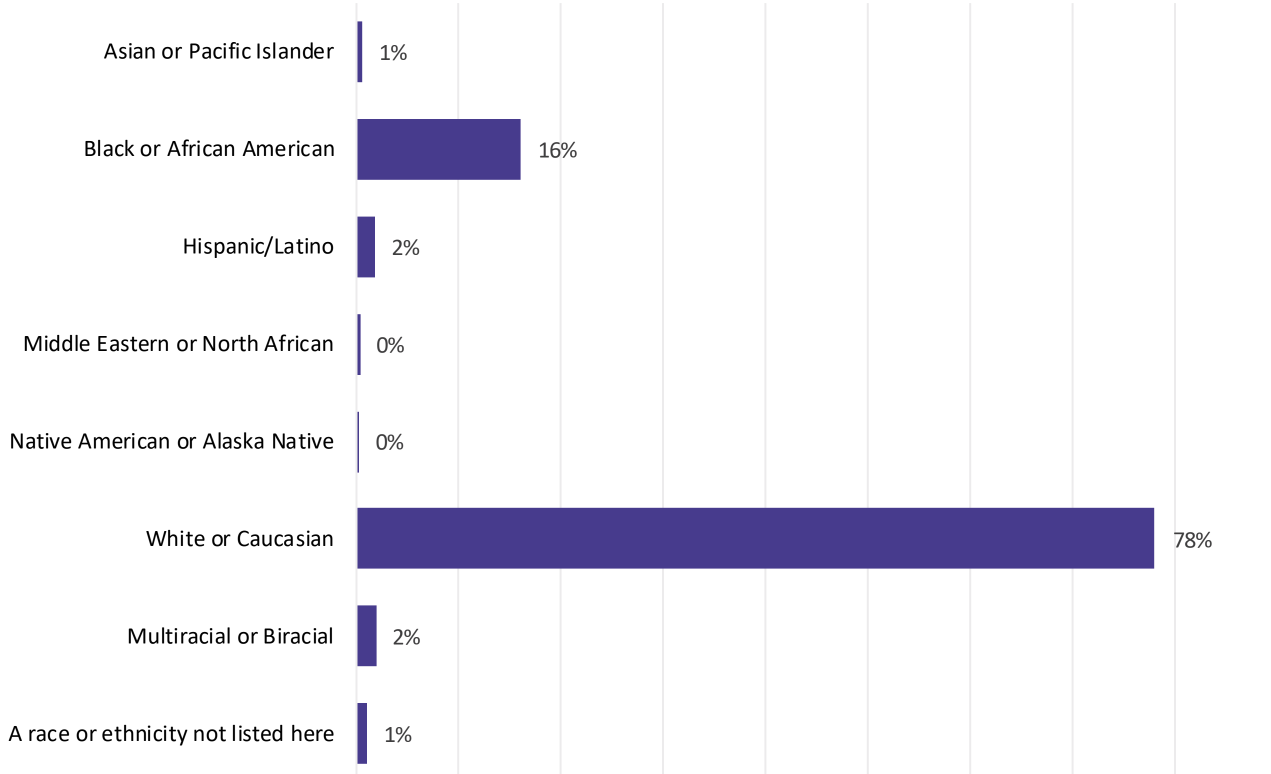
Gender (optional)

Responses: 1,523



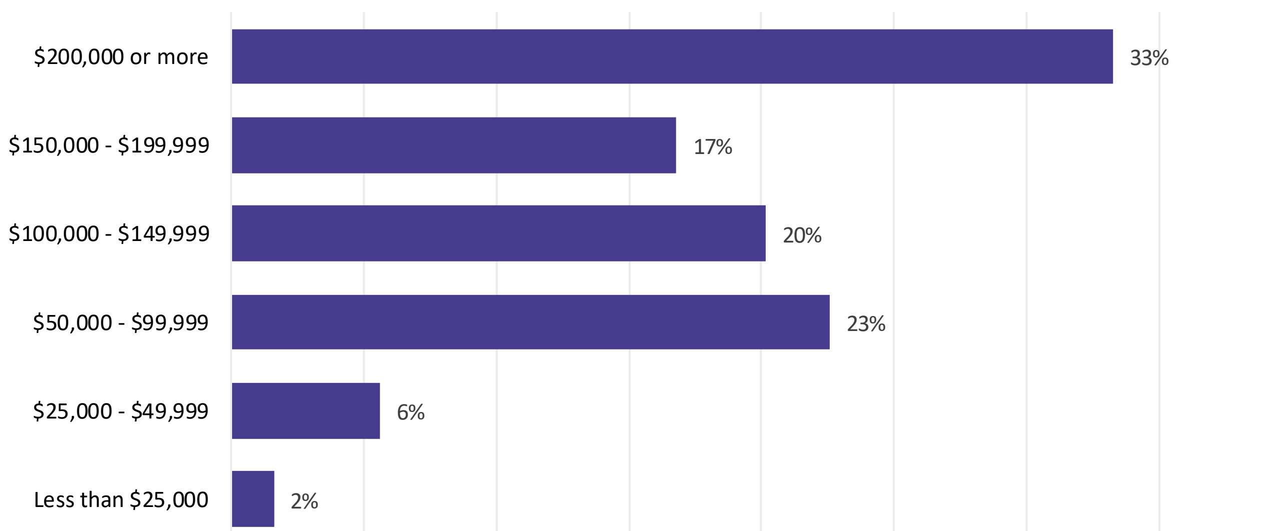
Which of the following best describes your race or ethnicity? (optional)

Responses: 1,476



Annual Household Income (optional)

Responses: 1,369



CROSS-TABULATIONS

Four survey questions were cross-tabulated by interest in Downtown Birmingham, age, race/ethnicity, and income to see if responses differed based on respondent characteristics and demographics. Several categories in each category were omitted or consolidated:

- **Primary interest in Downtown Birmingham:** "Student," was not included due to low response rates.
- **Annual Household Income**: The "Less than $25K" and "$25,000 - $49,999 brackets were combined due to lower response rates.
- **Age**: "Under 18" was omitted as there were no respondents in that category. "18 to 24" was combined with "25 to 34" due to low rates among 18 to 24. "65 to 74" and "75 and over" were also combined due to response rates.
- **Race/ethnicity**: Cross-tabs analyzed White, Black/African American, and All Other. Due to lower response rates, multiple race/ethnicity categories were combined into "All Other."

Q10: Which one physical improvement do you consider to be MOST important for the future of Downtown Birmingham?

INTEREST IN DOWNTOWN

Downtown property owners and business owners were much more likely to prioritize **improving sidewalks and streetscapes**. Downtown residents, compared to visitors and Greater Birmingham residents, are less likely to prioritize parking. Interestingly, **regular visitors were more likely than property and business owners** to prioritize **broadening housing options**.

Q10 cross-tabulated by interest in downtown	Own property	Own business	Downtown resident	Downtown employee	Regular visitor	City of BHM resident (not downtown)	Greater BHM region resident
Number of responses	*248*	*149*	*262*	*852*	*920*	*446*	*552*
Redevelop vacant buildings and lots	38%	34%	38%	40%	39%	38%	44%
Improve the parking experience	10%	13%	5%	11%	12%	11%	15%
Make downtown more pedestrian-friendly, bikeable, and transit accessible	12%	5%	16%	12%	12%	15%	8%
Improve sidewalks and streetscapes	21%	21%	15%	10%	9%	8%	9%
Broaden housing options, with varied types and price points	5%	5%	11%	10%	12%	11%	10%
Improve the walking experience in and between Downtown's different districts	8%	13%	10%	10%	8%	8%	9%
Create more cultural, entertainment, and community venues	4%	5%	4%	4%	4%	5%	4%
Improve existing parks and green spaces	2%	5%	2%	2%	3%	3%	2%

ANNUAL HOUSEHOLD INCOME

There is a correlation between income and a greater desire for **redeveloping vacant buildings and lots**, with more support among higher incomes. **Broadening housing options** was more likely to be selected by respondents with lower household incomes. Households with incomes above $200K were most likely to prioritize **improving sidewalks, streetscapes, and the overall walking experience**.

Q10 cross-tabulated by income	Under $50K	$50K - $99K	$100K - $149K	$150K - $199K	$200K or more
Number of responses	*99*	*308*	*275*	*228*	*452*
Redevelop vacant buildings and lots	30%	33%	44%	43%	42%
Make downtown more pedestrian-friendly, bikeable, and transit accessible	14%	11%	14%	15%	10%
Broaden housing options, with varied types and price points	18%	20%	11%	11%	4%
Improve the parking experience	7%	11%	11%	10%	12%
Improve sidewalks and streetscapes	9%	8%	8%	8%	14%
Improve the walking experience in and between Downtown's different districts	8%	9%	8%	7%	11%
Create more cultural, entertainment, and community venues	9%	5%	4%	2%	5%
Improve existing parks and green spaces	4%	3%	1%	4%	3%

AGE

Younger respondents were more likely to support **making downtown more walkable and multi-modal.** Older respondents were more concerned about the **parking experience** and **sidewalk and streetscape conditions,** compared to younger respondents.

Q10 cross-tabulated by age	Under 34	35 to 44	45 to 54	55 to 64	65+
Number of responses	*339*	*349*	*317*	*308*	*216*
Redevelop vacant buildings and lots	41%	42%	43%	40%	34%
Make downtown more pedestrian-friendly, bikeable, and transit accessible	18%	13%	10%	7%	11%
Broaden housing options, with varied types and price points	13%	11%	8%	11%	9%
Improve the parking experience	6%	10%	11%	16%	18%
Improve sidewalks and streetscapes	6%	8%	10%	13%	14%
Improve the walking experience in and between Downtown's different districts	11%	10%	9%	8%	5%
Create more cultural, entertainment, and community venues	4%	5%	6%	2%	6%
Improve existing parks and green spaces	3%	1%	3%	3%	2%

RACE/ETHNICITY

Compared to White respondents, Black/African American respondents placed a greater emphasis on **redeveloping vacant buildings and lots,** and **broadening housing options**. "All Other" respondents had a slightly higher percentage choosing **Make downtown more pedestrian-friendly, bikeable, and transit accessible.**

Q10 cross-tabulated by race/ethnicity	White	Black/African American	All Other
Number of responses	*1,144*	*235*	*89*
Redevelop vacant buildings and lots	39%	48%	40%
Make downtown more pedestrian-friendly, bikeable, and transit accessible	13%	7%	17%
Broaden housing options, with varied types and price points	10%	15%	9%
Improve the parking experience	12%	11%	11%
Improve sidewalks and streetscapes	11%	8%	6%
Improve the walking experience in and between Downtown's different districts	10%	4%	9%
Create more cultural, entertainment, and community venues	4%	6%	6%
Improve existing parks and green spaces	3%	1%	2%

Q12: Which one service or program do you consider to be MOST important for the future of Downtown Birmingham?

INTEREST IN DOWNTOWN

Cross-tabulation revealed some minor differences in emphasis regarding the most important services or programs. Property and business owners and Greater BHM region residents were slightly more concerned with **public safety** compared to the other stakeholders. Business owners chose **Improve cleanliness and maintenance** at a higher rate. Downtown residents chose **Increase services for people experiencing homelessness** at the highest rate. Downtown residents were also the most interested in **attracting new retail to Downtown's storefronts**, but were less concerned with attracting new office tenants and employers.

Q12 cross-tabulated by interest in downtown	Own property	Own business	Downtown resident	Downtown employee	Regular visitor	City of BHM resident - not Downtown	Greater BHM region resident
Number of responses	*249*	*147*	*261*	*847*	*915*	*444*	*549*
Improve public safety	30%	31%	28%	29%	26%	23%	35%
Increase services for people experiencing homelessness	22%	22%	26%	23%	22%	23%	19%
Attract new office tenants and major employers	22%	20%	13%	19%	19%	18%	20%
Attract new retail to Downtown's storefronts	10%	9%	17%	13%	13%	15%	8%
Improve cleanliness and maintenance	9%	12%	7%	8%	8%	7%	8%
Enhance marketing of Downtown to local residents and others in the region	4%	3%	3%	3%	4%	5%	4%

Make Downtown more inclusive, diverse, and welcoming to all	1%	1%	3%	2%	4%	4%	3%
Provide more events, festivals, and other activations	2%	2%	2%	3%	4%	4%	2%

ANNUAL HOUSEHOLD INCOME

Lower income respondents were the most likely to **support increasing services for people experiencing homelessness.** $200K+ respondents were the most supportive of **attracting new office tenants and major employers**.

Q12 cross-tabulated by income	Under $50K	$50K - $99K	$100K - $149K	$150K - $199K	$200K or more
Number of responses	*99*	*308*	*273*	*227*	*450*
Improve public safety	15%	28%	29%	29%	31%
Increase services for people experiencing homelessness	40%	29%	22%	21%	17%
Attract new office tenants and major employers	8%	13%	16%	19%	24%
Attract new retail to Downtown's storefronts	9%	13%	13%	16%	11%
Improve cleanliness and maintenance	7%	6%	8%	8%	8%
Enhance marketing of Downtown to local residents and others in the region	8%	4%	5%	4%	1%
Make Downtown more inclusive, diverse, and welcoming to all	11%	3%	3%	3%	4%
Provide more events, festivals, and other activations	1%	4%	4%	1%	3%

AGE

Compared to Question 10, there was less variation by age for Question 12. A slightly higher proportion of respondents in the Under 34 age bracket chose **Increase services for people experiencing homelessness.** Older respondents chose **Improve public safety** at a higher rate.

Q12 cross-tabulated by age	Under 34	35 to 44	45 to 54	55 to 64	65+
Number of responses	*339*	*347*	*315*	*304*	*217*
Improve public safety	24%	27%	31%	32%	36%
Increase services for people experiencing homelessness	27%	21%	24%	22%	18%
Attract new office tenants and major employers	17%	21%	16%	17%	17%
Attract new retail to Downtown's storefronts	14%	14%	12%	11%	8%
Improve cleanliness and maintenance	8%	8%	7%	8%	9%
Enhance marketing of Downtown to local residents and others in the region	3%	4%	4%	4%	4%

Make Downtown more inclusive, diverse, and welcoming to all	3%	3%	5%	3%	4%
Provide more events, festivals, and other activations	3%	2%	1%	3%	4%

RACE/ETHNICITY

Increasing services for people experiencing homelessness – the second choice among White respondents – was the top choice among Black/African American respondents. Black/African American respondents were less likely to choose **Improve public** safety compared to respondents of other race/ethnicities.

Q12 cross-tabulated by race/ethnicity	White	Black/African American	All Other
Number of responses	*1,140*	*233*	*89*
Improve public safety	31%	19%	33%
Increase services for people experiencing homelessness	22%	28%	27%
Attract new office tenants and major employers	20%	14%	8%
Attract new retail to Downtown's storefronts	11%	18%	16%
Improve cleanliness and maintenance	7%	6%	10%
Enhance marketing of Downtown to local residents and others in the region	4%	4%	3%
Make Downtown more inclusive, diverse, and welcoming to all	3%	9%	2%
Provide more events, festivals, and other activations	3%	2%	1%

Q15: What types of businesses and services would you like to see more of in Downtown storefronts? (Select up to three)

INTEREST IN DOWNTOWN

When asked to choose their top three types of business and services, there were some differences based on interest in Downtown. Compared to respondents who spend a significant part of their lives downtown (residents, business owners), Greater BHM residents were much **less likely to prioritize convenience retail.** Downtown residents were the most likely (75% choosing this option). Greater BHM residents were also less enthusiastic about specialty retail or entertainment: instead, they were the most likely to select **Family-friendly experiences**.

Q15 cross-tabulated by interest in downtown	Own property	Own business	Downtown resident	Downtown employee	Regular visitor	City of BHM resident - not Downtown	Greater BHM region resident
Number of responses	246	146	260	841	912	443	542
Convenience retail	67%	65%	75%	57%	50%	54%	43%
Fast-casual and affordable dining options	48%	44%	47%	54%	51%	48%	55%
Specialty retail	51%	58%	56%	50%	48%	51%	41%
Entertainment	35%	36%	40%	40%	44%	44%	40%
Family-friendly experiences	29%	34%	22%	37%	41%	39%	47%

Live music venues	28%	27%	25%	25%	27%	22%	27%
Art-related spaces	24%	29%	25%	20%	24%	28%	17%
High-end dining options	11%	14%	10%	16%	18%	15%	20%
Nightlife	13%	10%	16%	16%	17%	16%	15%
Personal services	19%	18%	17%	11%	9%	12%	8%
Health and fitness	14%	10%	18%	12%	10%	12%	7%
Other (please specify):	6%	8%	7%	4%	5%	6%	4%

ANNUAL HOUSEHOLD INCOME

Compared to $200K+ respondents, lower income respondents were more likely to prioritize **Entertainment** (arcade, bowling, movie theater, etc.), as well as **Family-friendly experiences**.

Q15 cross-tabulated by income	Under $50K	$50K - $99K	$100K - $149K	$150K - $199K	$200K or more
Number of responses	*99*	*305*	*273*	*227*	*446*
Convenience retail	56%	57%	50%	57%	49%
Fast-casual and affordable dining options	48%	50%	52%	48%	51%
Specialty retail	53%	51%	50%	48%	46%
Entertainment	52%	48%	38%	37%	36%
Family-friendly experiences	45%	39%	40%	39%	36%
Live music venues	26%	25%	29%	23%	28%
Art-related spaces	25%	19%	26%	20%	19%
High-end dining options	7%	12%	14%	16%	22%
Nightlife	16%	19%	18%	12%	15%
Personal services	17%	11%	11%	10%	11%
Health and fitness	16%	12%	12%	11%	9%
Other (please specify):	10%	6%	5%	5%	4%

AGE

The Under 34 age bracket was the age group most interested in expanding **entertainment** options (interestingly, they were the least likely to choose **Live music venues**, but had the highest response rate, by far, for **Nightlife**). Respondents age 35 to 44 were more likely than average to choose **Family-friendly experiences** as one of their top three desired businesses or services.

Q15 cross-tabulated by age	Under 34	35 to 44	45 to 54	55 to 64	65+
Number of responses	*338*	*345*	*312*	*307*	*211*

Convenience retail	57%	51%	48%	58%	47%
Fast-casual and affordable dining options	50%	51%	48%	50%	53%
Specialty retail	49%	52%	46%	47%	45%
Entertainment	54%	48%	38%	31%	21%
Family-friendly experiences	38%	50%	34%	32%	37%
Live music venues	22%	26%	27%	27%	27%
Art-related spaces	17%	23%	20%	24%	26%
High-end dining options	16%	18%	16%	13%	17%
Nightlife	28%	17%	12%	11%	10%
Personal services	11%	13%	11%	11%	9%
Health and fitness	19%	11%	7%	10%	5%
Other (please specify):	7%	2%	5%	5%	8%

RACE/ETHNICITY

While there was generally widespread support for convenience retail and affordable dining, Black/African American respondents chose **Entertainment** at a much higher rate compared to White respondents. Black/African American respondents – as well as Other race/ethnicities – were also more likely to support **Family-friendly experiences** when compared to White respondents. White respondents were the least supportive of more **nightlife** options.

Q15 cross-tabulated by race/ethnicity	White	Black/African American	All Other
Number of responses		*233*	*89*
Convenience retail (grocery, pharmacy, etc.)	54%	47%	49%
Fast-casual and affordable dining options	51%	48%	48%
Specialty retail (bookstore, gifts, fashion, florists, etc.)	49%	41%	55%
Entertainment (arcade, bowling, movie theater, etc.)	37%	52%	47%
Family-friendly experiences	35%	51%	47%
Live music venues	23%	36%	27%
Art-related spaces (galleries, studios, etc.)	22%	19%	24%
High-end dining options	16%	15%	17%
Nightlife (bar, club, late-night coffee shop, etc.)	14%	22%	25%
Personal services (barber, salons, daycare, etc.)	11%	10%	19%
Health and fitness (gym, fitness studios, etc.)	10%	13%	13%
Other (please specify):	4%	7%	4%

Q16: What type of events and activations would you like to see more of in Downtown? (Select up to three)

INTEREST IN DOWNTOWN

When asked to choose most desired events and activations, there were some differences based on interest in Downtown. Downtown residents favor events -- large and small --but are **less enthusiastic about family-friendly events and experiences**. Business owners were also less likely than the average respondent to choose that option. Conversely, Greater BHM residents were much more likely to choose **More family-friendly events and experiences.** Downtown residents were also the most likely to choose **More murals and public art** and **Ongoing activations in public spaces.**

Q16 cross-tabulated by interest in downtown	Own property	Own business	Downtown resident	Downtown employee	Regular visitor	City of BHM resident -not Downtown	Greater BHM region resident
Number of responses	243	144	254	828	904	436	539
More family-friendly events and experiences	47%	44%	37%	53%	55%	54%	64%
Large-scale events and multi-day festivals	53%	49%	54%	52%	53%	49%	52%
Smaller events and programs (such as outdoor movies)	42%	46%	50%	44%	46%	48%	39%
More evening/nighttime entertainment options	31%	33%	41%	41%	42%	39%	41%
More murals and public art installations	35%	40%	44%	35%	35%	35%	30%
Ongoing activations in public spaces	31%	30%	37%	32%	32%	33%	27%
More art-focused special events	26%	25%	26%	20%	24%	26%	18%
Other (please specify):	8%	8%	6%	4%	4%	4%	4%

ANNUAL HOUSEHOLD INCOME

There was more support for **smaller events and programs** among lower income respondents. For family-friendly events and large-scale events, there was slightly more support among the $200+ income respondents. Lower income respondents had the highest proportion choosing **events and programs related to the arts** (murals and public art installations, and art-focused special events).

Q16 cross-tabulated by income	Under $50K	$50K - $99K	$100K - $149K	$150K - $199K	$200K or more
Number of responses	*98*	*302*	*270*	*224*	*438*
More family-friendly events and experiences	51%	52%	53%	55%	58%
Large-scale events and multi-day festivals	49%	49%	46%	54%	53%
Smaller events and programs (such as outdoor movies)	52%	51%	47%	40%	36%
More evening/nighttime entertainment options	39%	44%	42%	41%	39%
More murals and public art installations	43%	32%	38%	36%	31%

Ongoing activations in public spaces	36%	39%	30%	31%	30%
More art-focused special events	30%	19%	25%	21%	19%
Other (please specify):	4%	3%	5%	4%	4%

AGE

Younger respondents were more likely to choose **Smaller events and programs** as one of their top three desired events and activations. The 35-44 age bracket had the highest rate of respondents choosing **More family-friendly events and experiences**. The 65+ age bracket was less interested in large-scale events and multi-day festivals compared to younger respondents.

Q16 cross-tabulated by age	Under 34	35 to 44	45 to 54	55 to 64	65+
Number of responses	*337*	*342*	*305*	*297*	*210*
More family-friendly events and experiences	49%	63%	50%	58%	58%
Large-scale events and multi-day festivals	57%	51%	55%	53%	41%
Smaller events and programs (such as outdoor movies)	56%	46%	41%	32%	32%
More evening/nighttime entertainment options	46%	37%	38%	42%	40%
More murals and public art installations	39%	41%	30%	27%	32%
Ongoing activations in public spaces	39%	30%	31%	29%	23%
More art-focused special events	19%	17%	21%	26%	28%
Other (please specify):	2%	4%	4%	5%	7%

RACE/ETHNICITY

Although there were not overwhelming differences for Question 12 when cross-tabulated by race/ethnicity, there were some variances. Black/African American and other Non-White respondents were more likely to prioritized **evening/nighttime entertainment options.**

Q16 cross-tabulated by race/ethnicity	White	Black/African American	All Other
Number of responses	*1,110*	*235*	*88*
More family-friendly events and experiences	53%	63%	58%
Large-scale events and multi-day festivals	50%	54%	51%
Smaller events and programs (such as outdoor movies)	43%	40%	49%
More evening/nighttime entertainment options	36%	56%	53%
More murals and public art installations	35%	31%	40%
Ongoing activations in public spaces	32%	28%	34%
More art-focused special events	23%	17%	23%
Other (please specify):	4%	5%	6%