

KEY FINDINGS

DOWNTOWN PERCEPTION STUDY – 2017



OVERALL

Downtown Des Moines' (DSM's) average rating on a 5-point scale was **4.2**. The rating was 3.5 in 2007.

In the last ten years,

- 39% more respondents have **shopped** Downtown.
- 38% more respondents have **attended sporting events** Downtown.
- 26% more respondents have **attended cultural/arts events** Downtown.
- 13% more respondents have **socialized** Downtown.

23% of respondents said that they were highly likely to live Downtown within the next 10 years. (4 or 5 on a 5-point scale)

SAFETY

97% of people felt safe overall Downtown. Nearly 1,400 survey respondents considered Downtown safe.

Safety perceptions have increased in nearly all neighborhoods/ areas Downtown over the past six years by an average of 9%.

CLEANLINESS/BEAUTIFICATION

97% of respondents rated Downtown streets and sidewalks clean.

99% of Downtown residents rated the streets and sidewalks clean.

Beautification was rated a 4.2 out of 5. Ratings have scored consistently well over the last ten years thanks to engaged property owners and great partnerships.



RecycleDSM

Recycle DSM, Downtown's public space recycling program, was launched in 2017 with 56 recycling receptacles in Western Gateway, East Locust Street and the Iowa Events Center.

- 77% of respondents have used the Downtown recycling receptacles.
- 93% think the signage is clear and prevalent.
- 87% of the material collected in the recycling bins during the pilot program was recyclable.
— Iowa Waste Exchange



**OPERATION
DOWNTOWN**