

OBSERVATION DATA

Full Results

Observations	Monday Evening	Monday Afternoon	Tuesday Afternoon	Tuesday Afternoon 2	Wednesday Afternoon	Wednesday Evening	Thursday Morning	Friday Morning	Friday Morning	Saturday Morning	Sunday Afternoon	
Moving Category												
Walking	84	117	142	124	165	93	118	158	146	38	126	
Running/Jogging	7	2	1	1	0	1	0	1	3	11	0	
Supported (e.g. wheelchair)	1	0	0	4	1	1	0	2	0	0	0	
Carried (stroller)	3	0	0	1	2	0	0	0	0	1	2	
Rolling (e.g. skateboard)	0	3	1	0	0	0	0	2	0	0	0	
Bicycles (owned)	3	11	11	14	14	15	7	18	11	5	2	
Bicycles (rented)	0	0	0	0	1	1	0	2	1	1	0	
Scooter (owned)	0	0	0	0	1	0	0	0	1	0	0	
Scooter (rented)	0	0	0	0	0	0	0	0	0	0	0	
Dog walking	0	0	0	0	0	1	0	0	3	0	2	
Sedentary Category												
Sitting public	14	25	21	14	5	25	1		1	2	0	
Sitting private	0	0	0		0	0	0	0	0	0	0	
Sitting Commercial	0	10	8	4	0	0	0		0	0	0	

Appendix

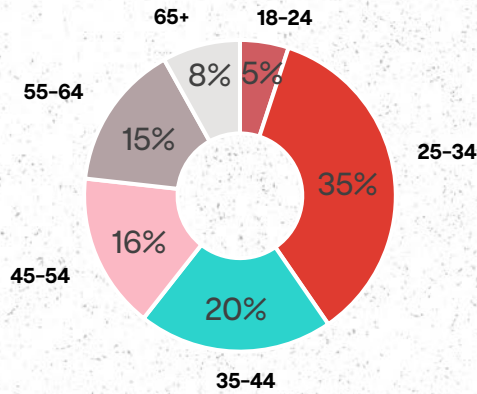
Consumer Survey Results



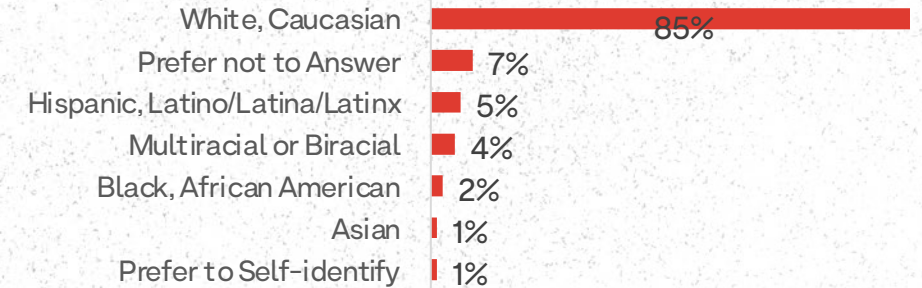
GENDER



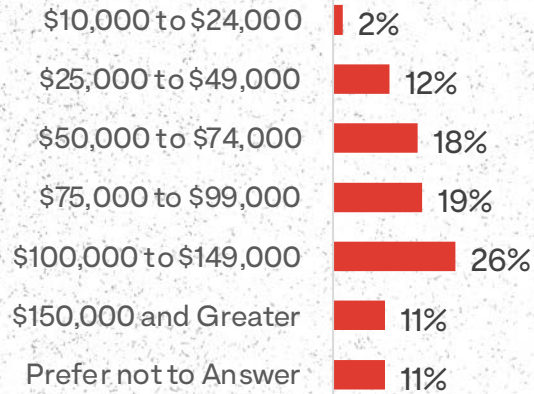
AGE



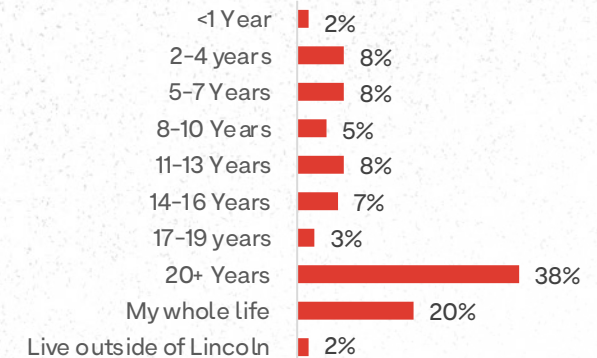
ETHNICITY



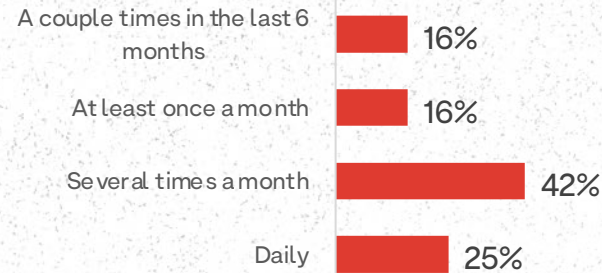
HOUSEHOLD INCOME



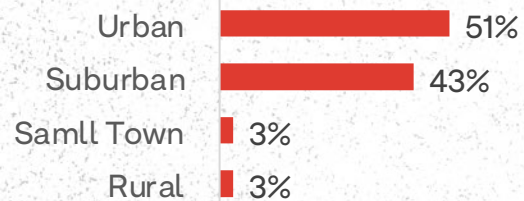
LENGTH OF TIME LIVING IN LINCOLN



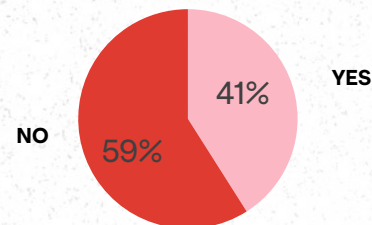
DT CORRIDOR VISIT FREQUENCY



AREA TYPE



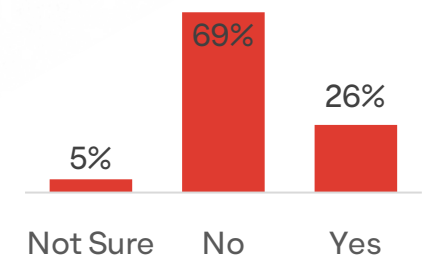
WORK IN DOWNTOWN?



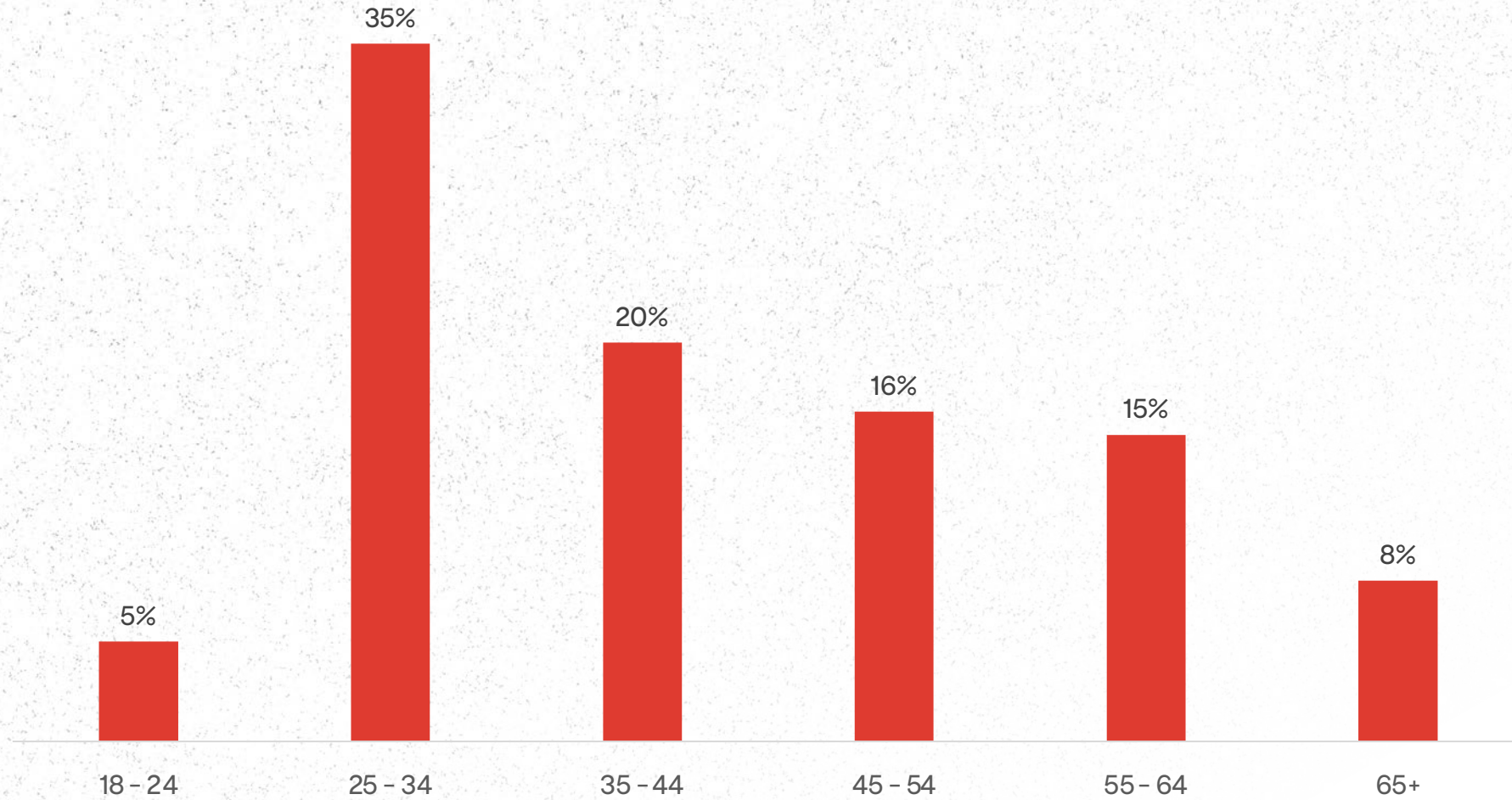
TOP 3 NEIGHBORHOODS

Near South
Downtown
Country Club

PROJECT FAMILIARITY

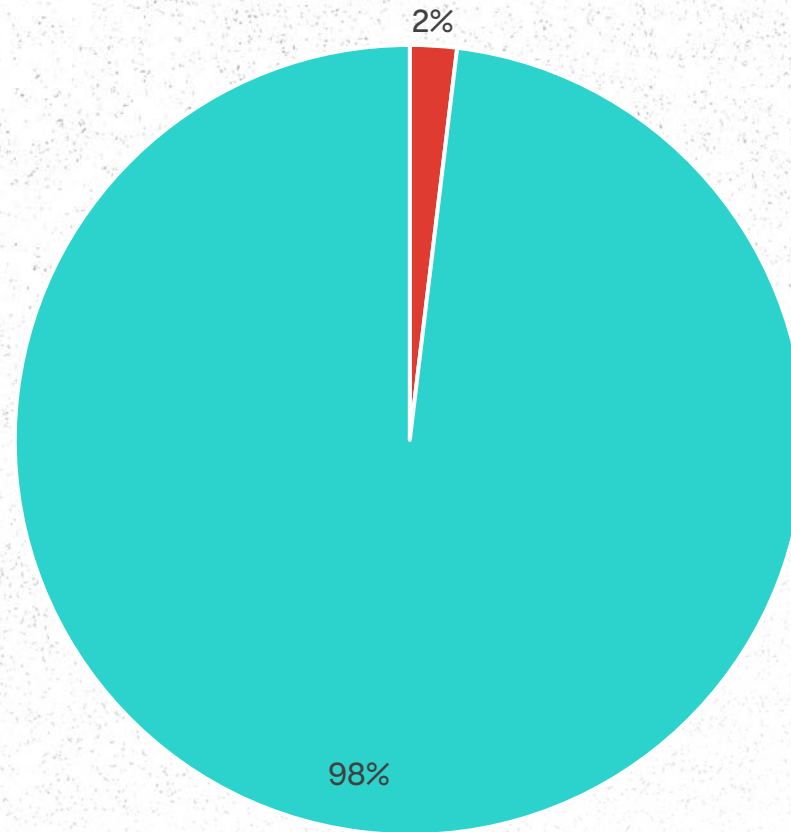


How old are you?



n= 261

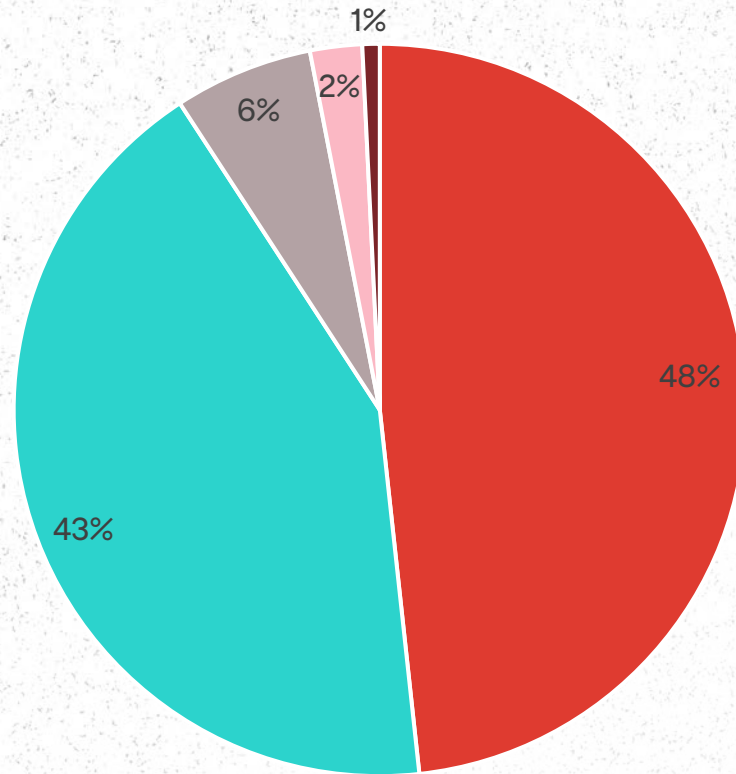
Are you a University of Nebraska-Lincoln student?



■ Yes ■ No

n= 261

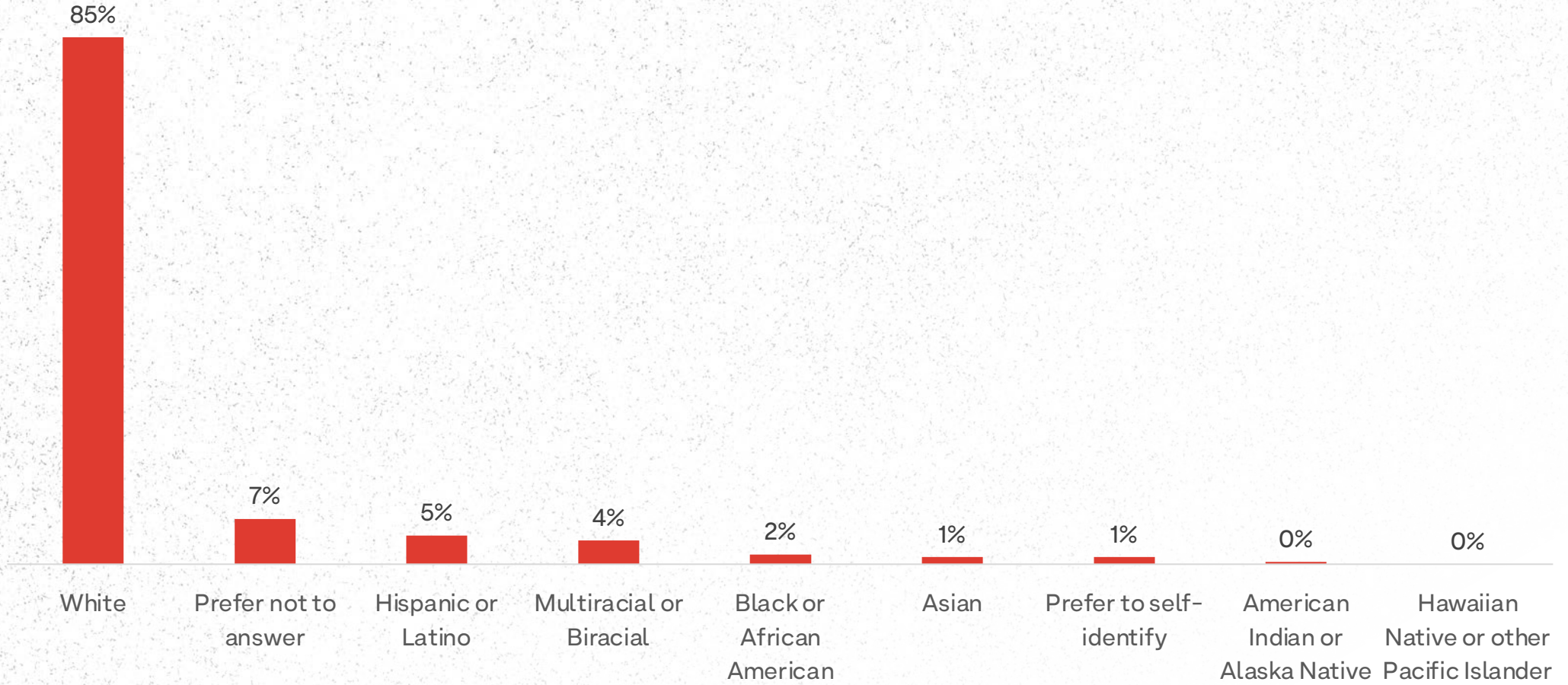
How do you identify?



■ Female ■ Male ■ Prefer not to answer ■ Prefer to self-identify ■ Non-Binary

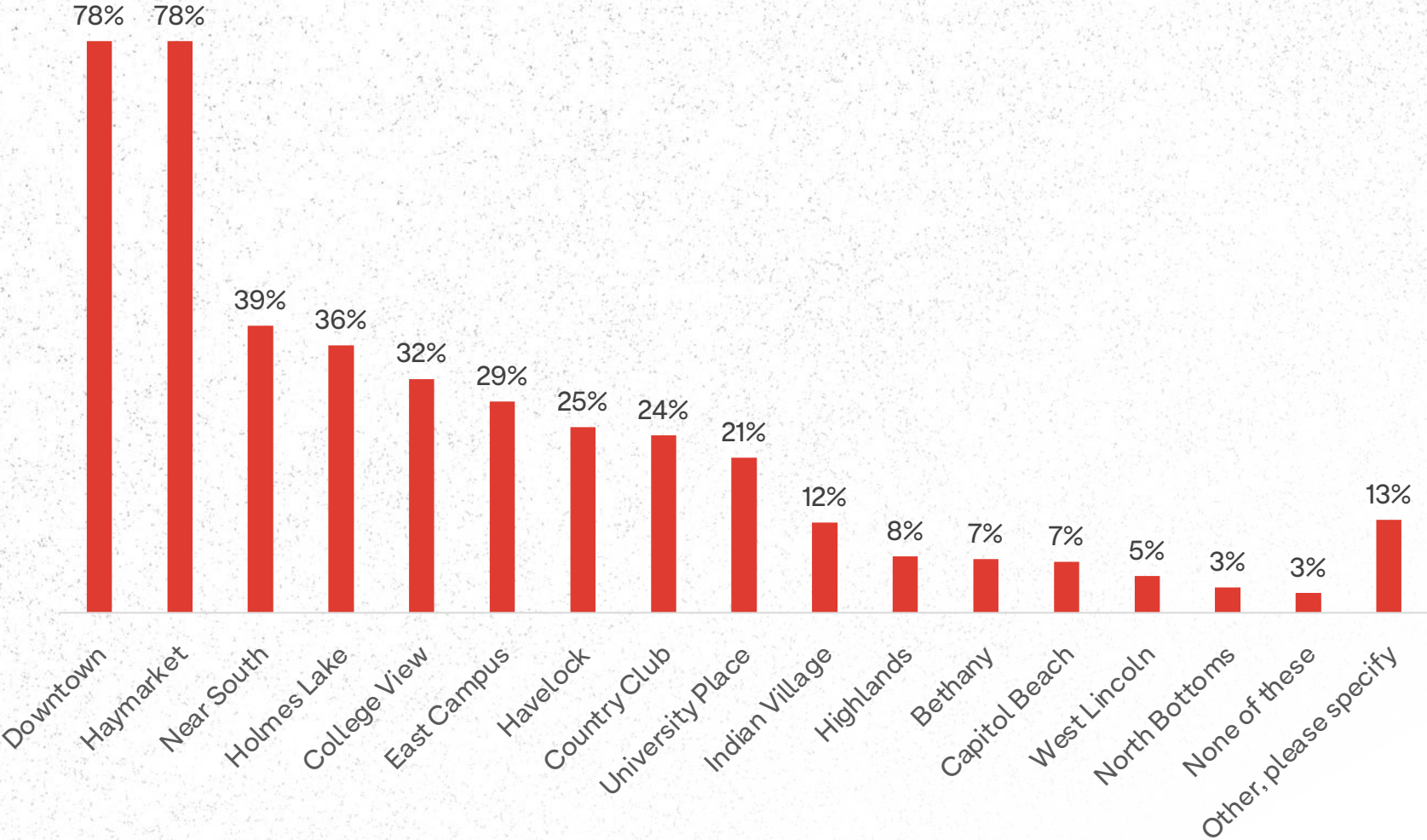
n= 261

How would you describe yourself? Feel free to select multiple descriptors.

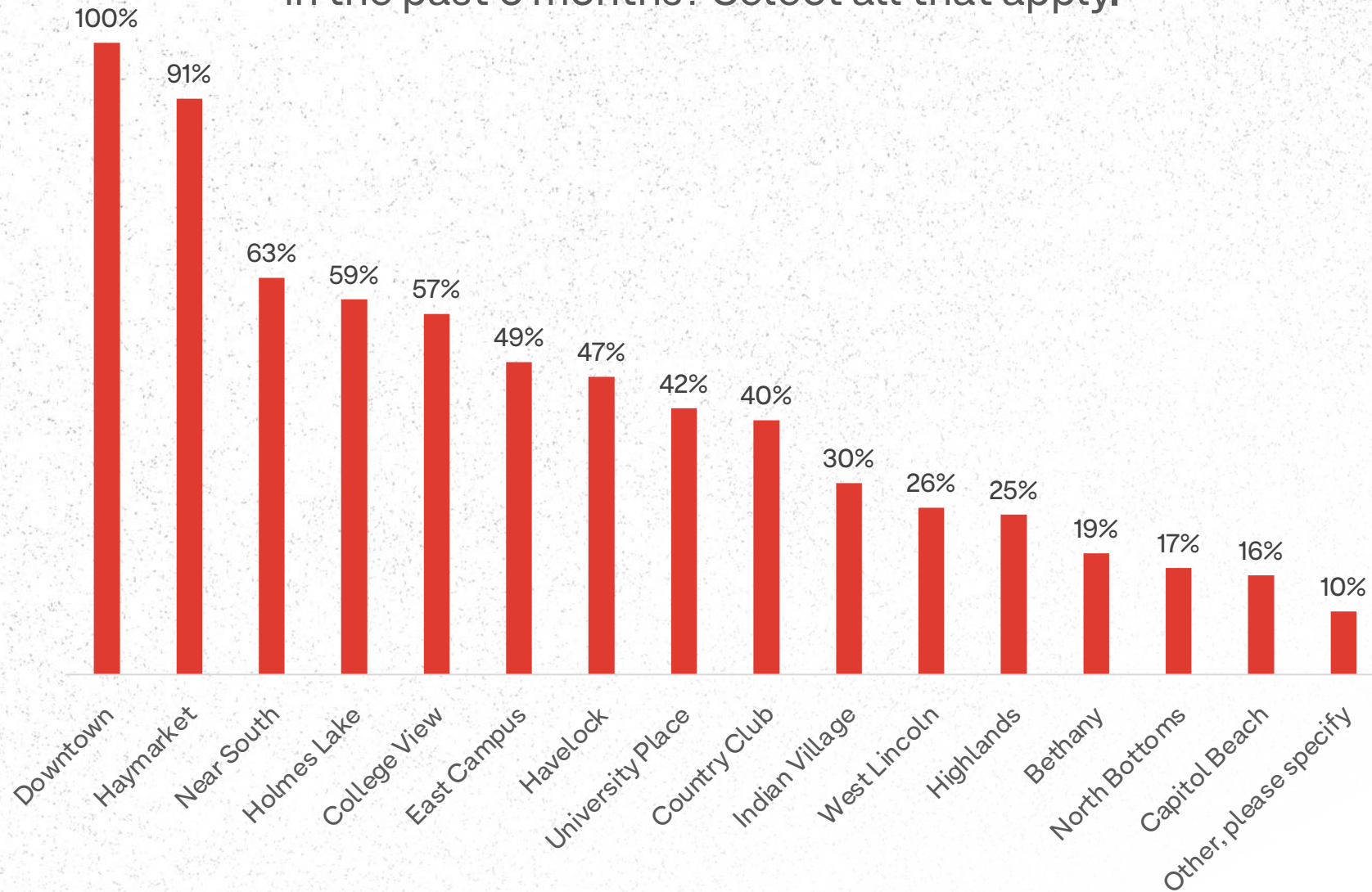


n= 261

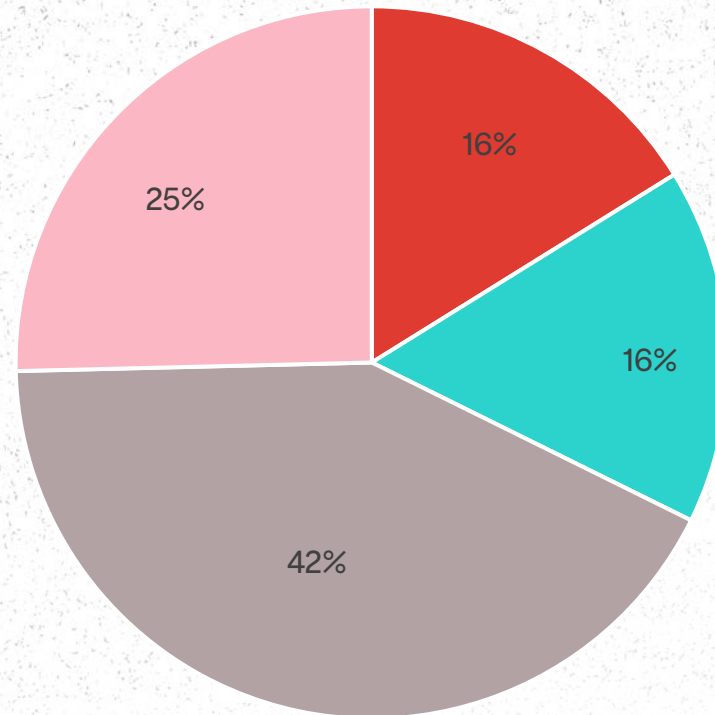
Which of the following neighborhoods are among your favorites to visit? Select all that apply.



Which of the following neighborhoods have you visited in the past 6 months? Select all that apply.



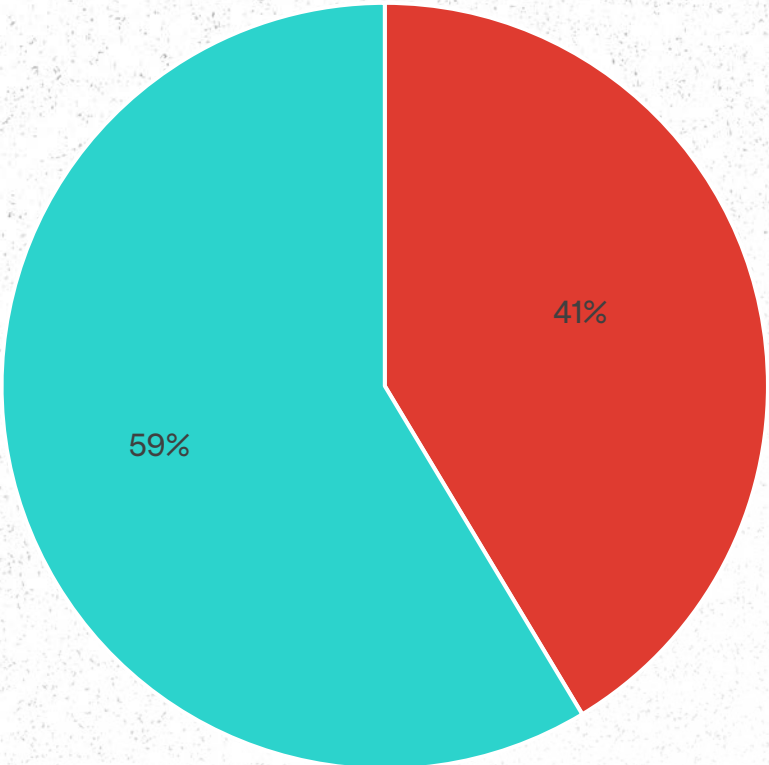
How often did you visit the Downtown Corridors within the past 6 months?



■ A couple times in the last 6 months ■ At least once a month ■ Several times a month ■ Daily

n= 261

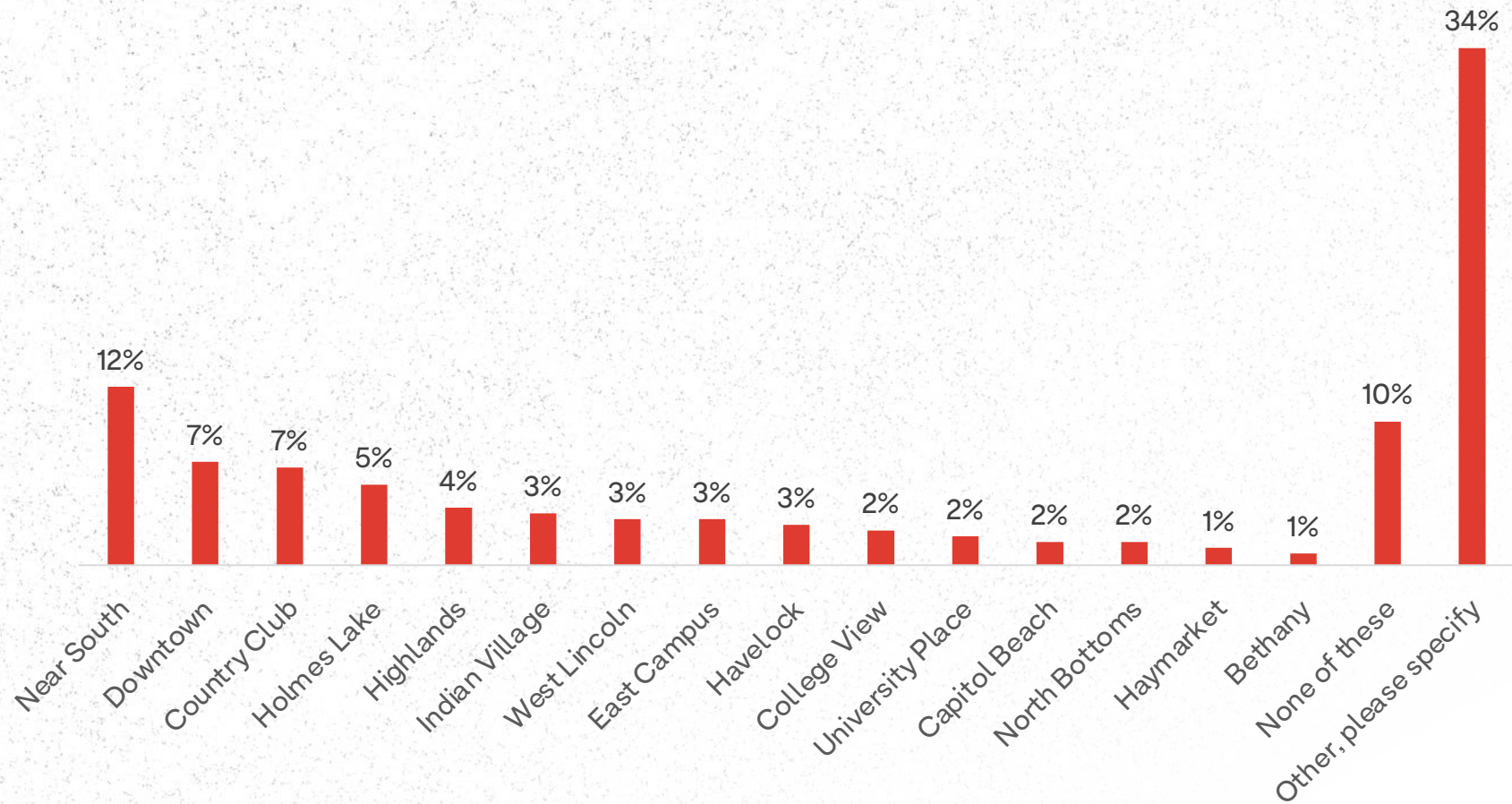
Do you work in the area?



■ Yes ■ No

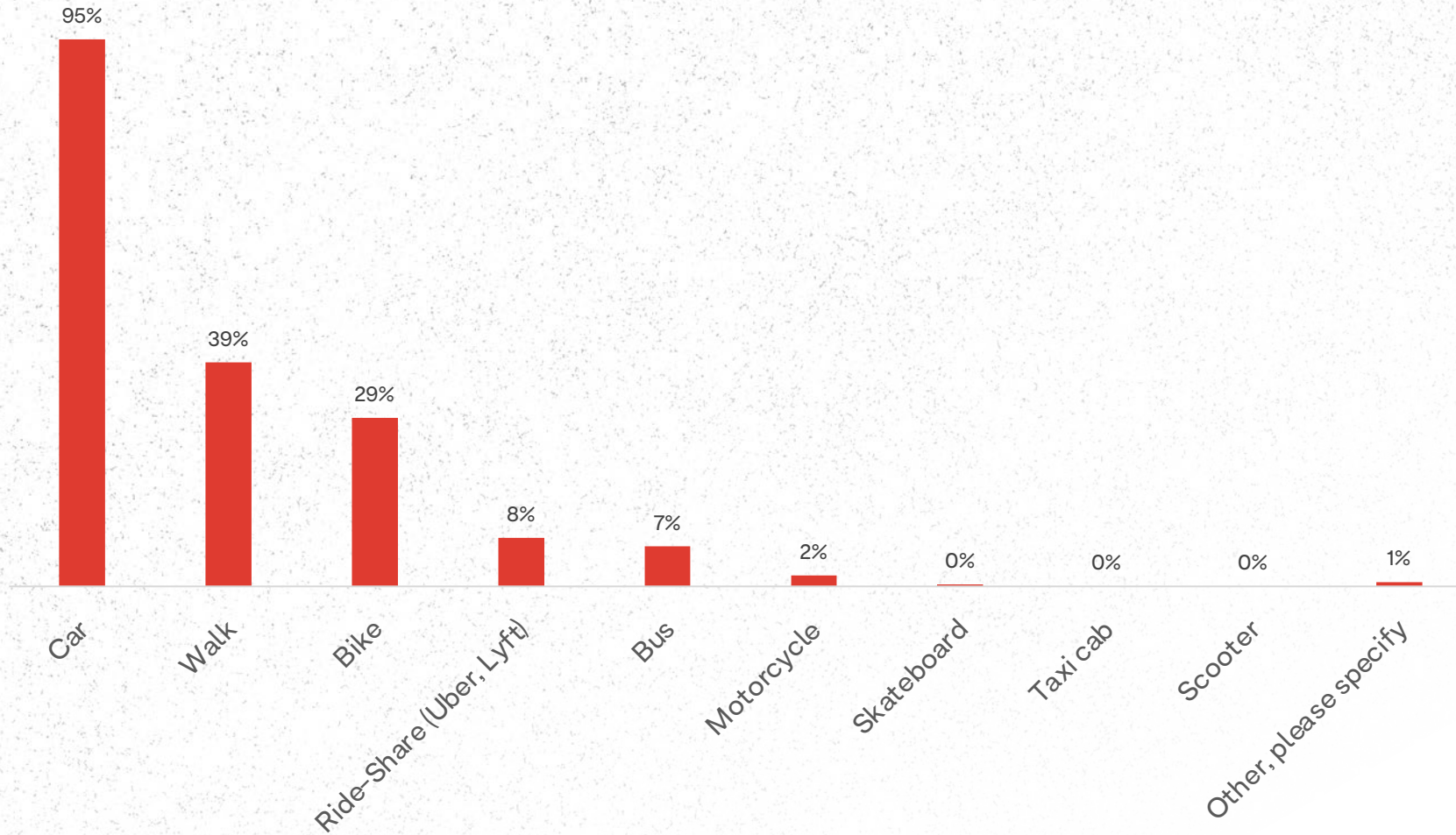
n= 261

What neighborhood do you live in? Select the closest answer you can.



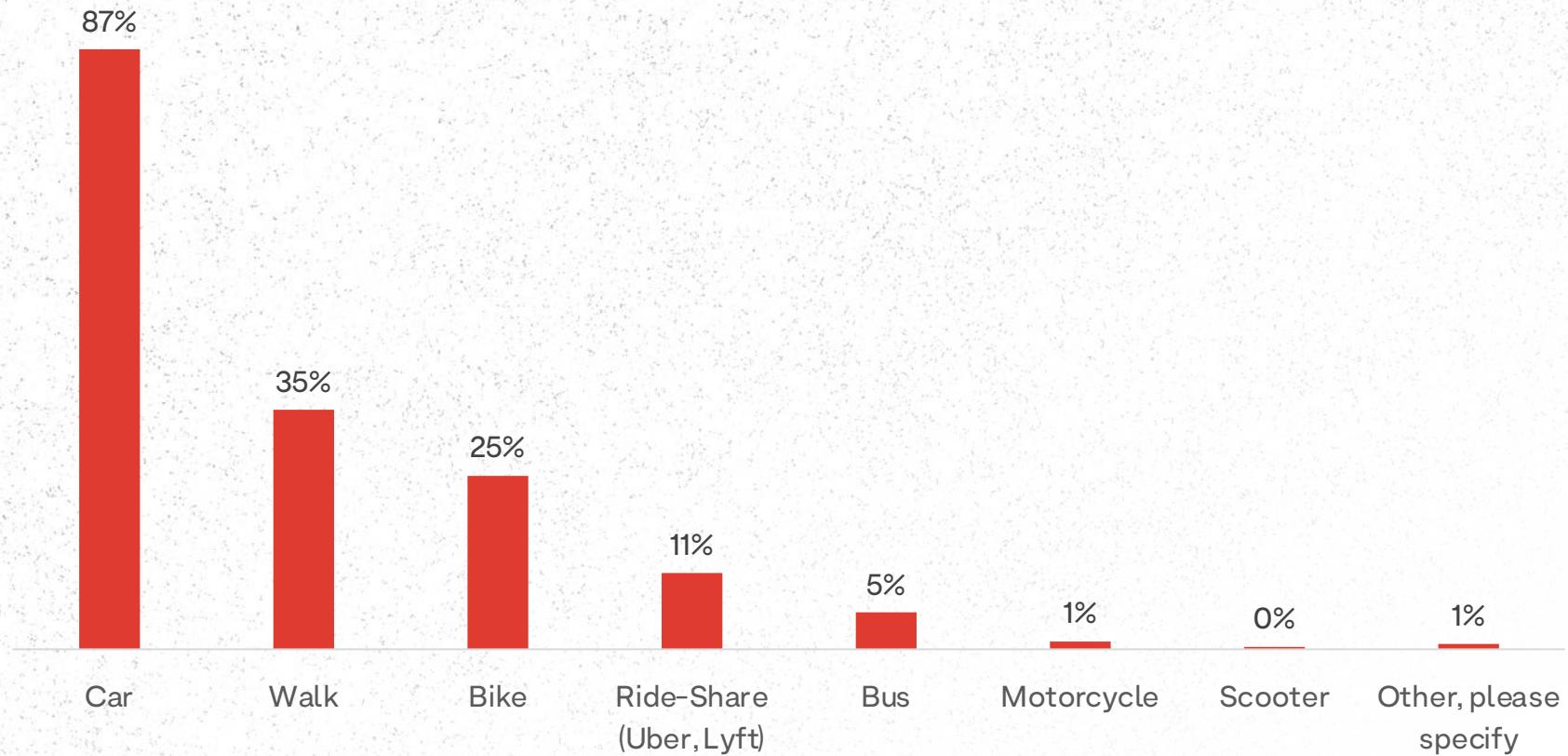
n= 261

How do you generally get around Lincoln? Select all that apply.



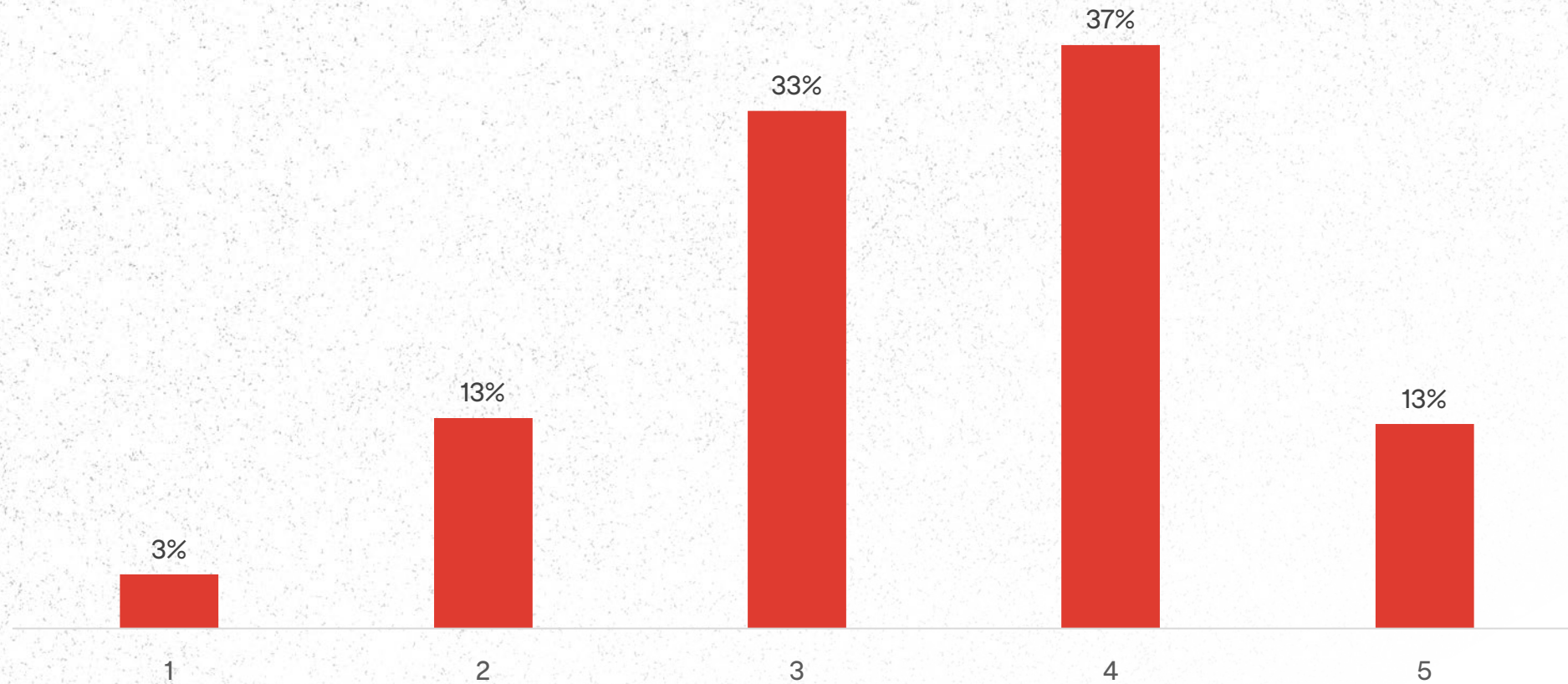
n= 261

How do you generally get to the Downtown Corridors? Select all that apply.



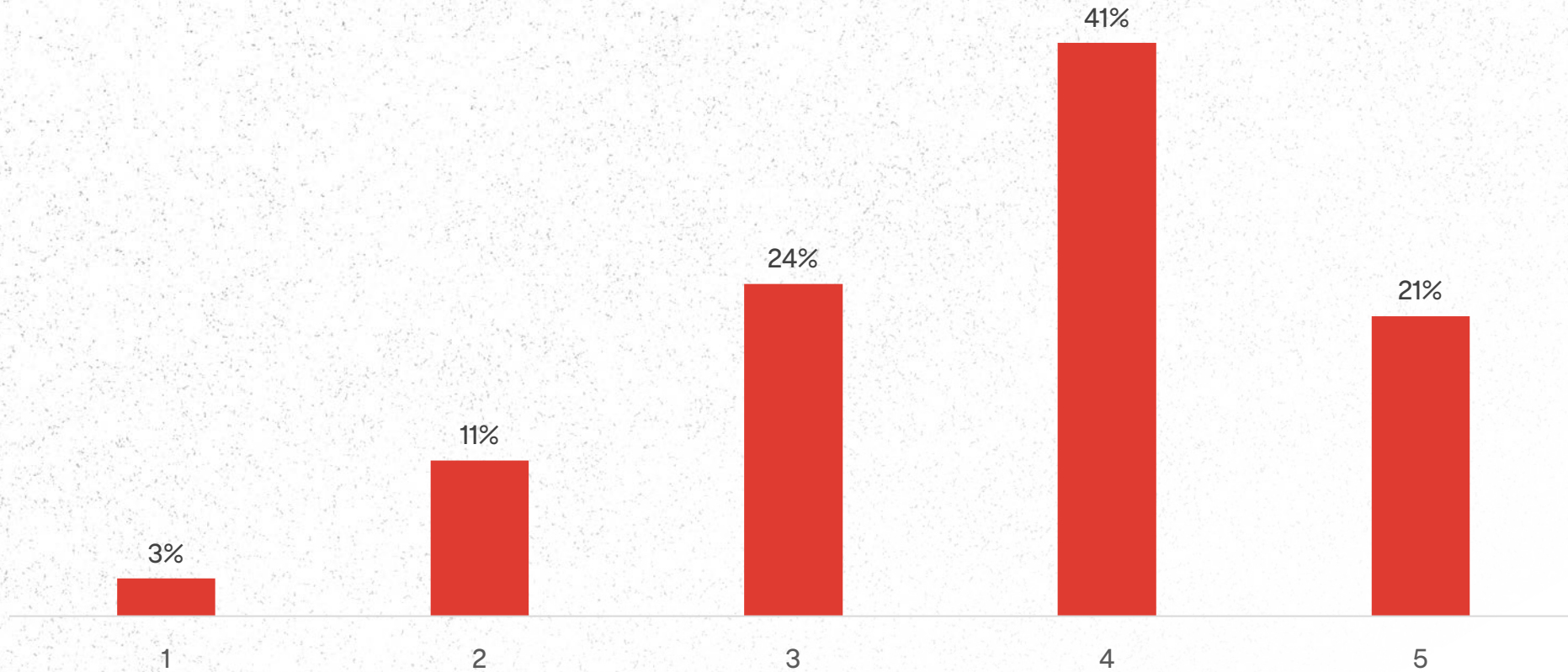
n= 261

On a scale of 1-5, 5 being very satisfied, 1 being unsatisfied, how would you rate the experience of getting to the Downtown Corridors?



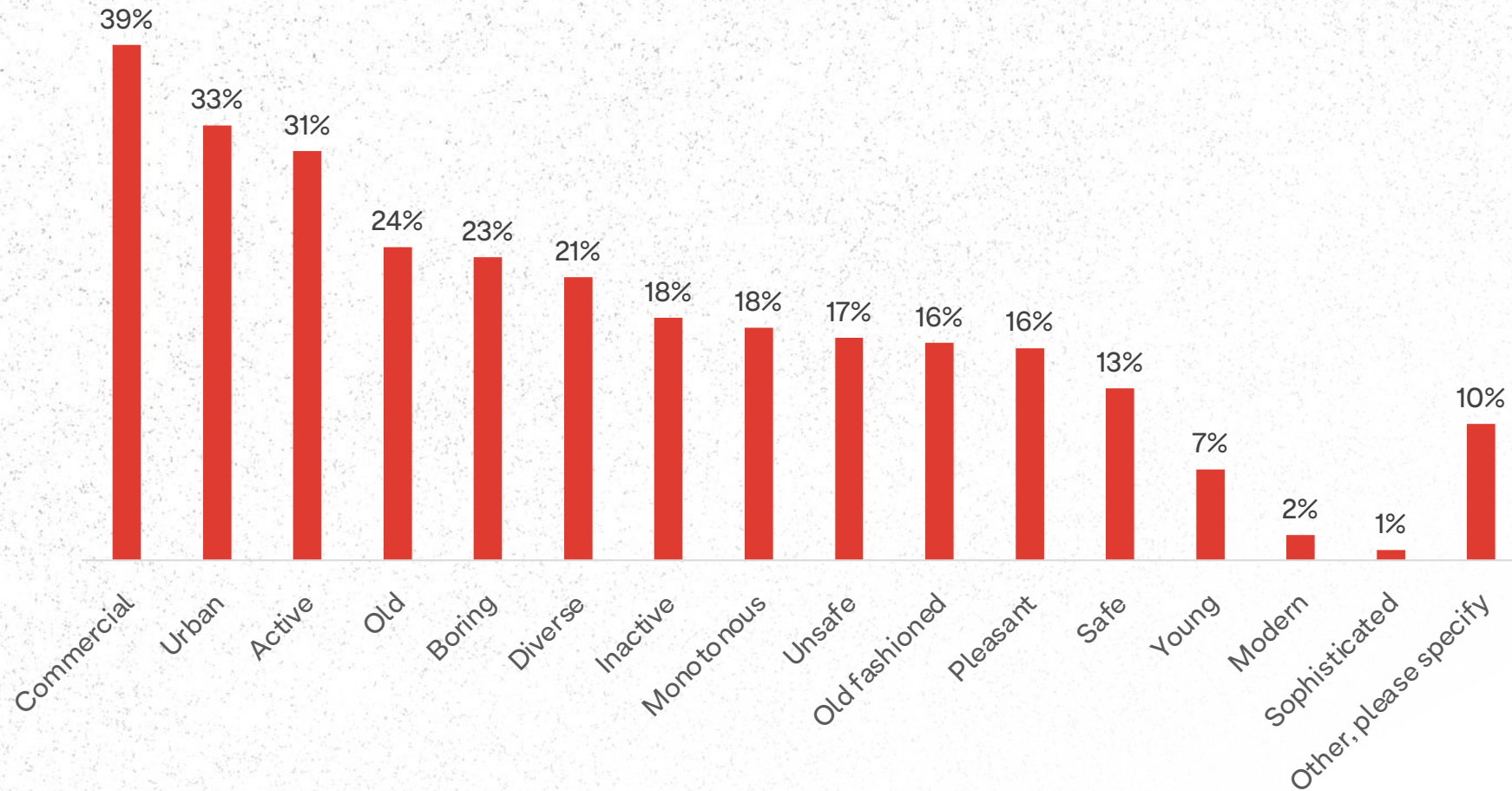
n= 261

On a scale of 1-5, 5 being very satisfied, 1 being unsatisfied, how would you rate finding your way around the Downtown Corridors once there?



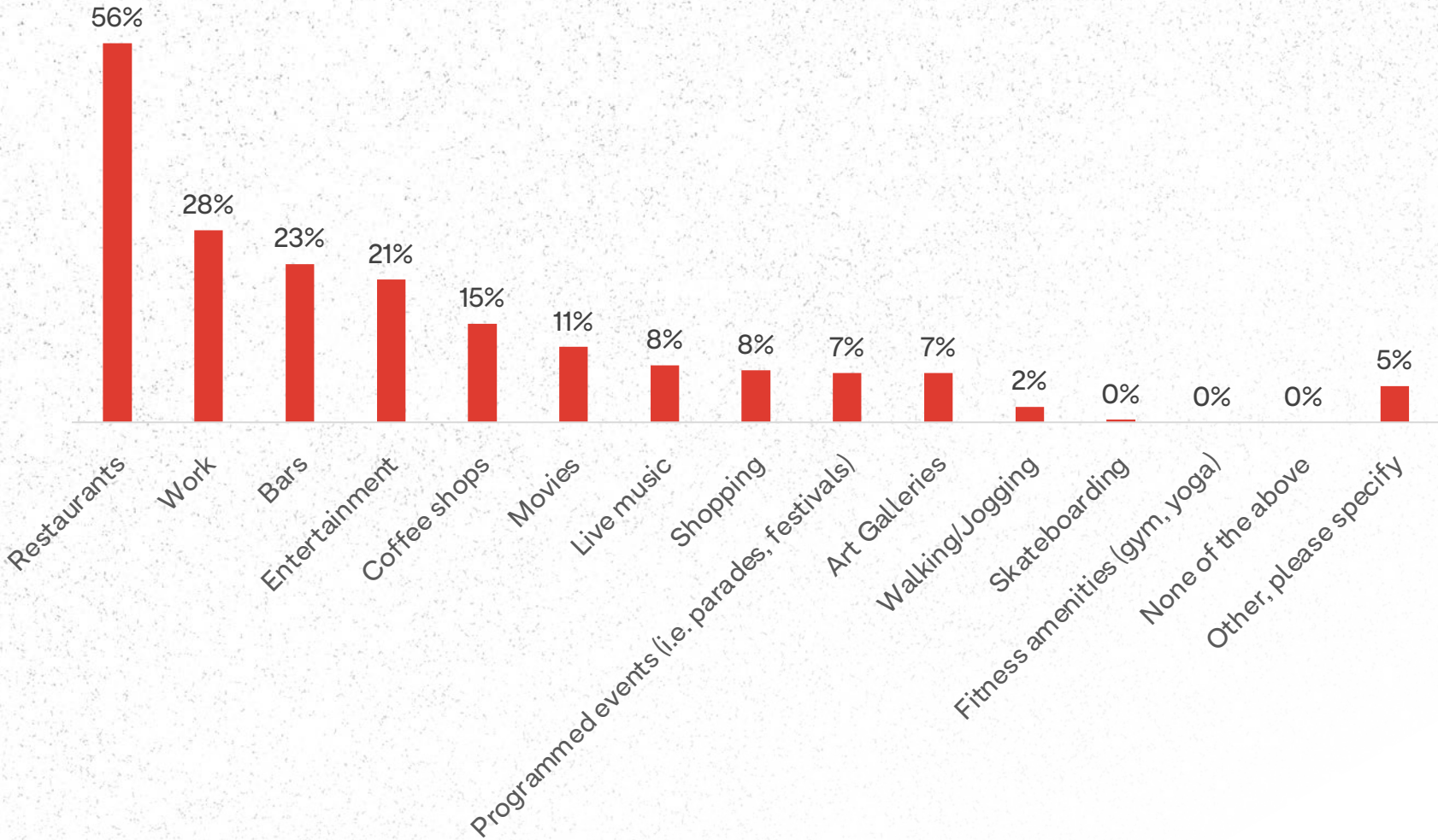
n= 261

Looking at the lists of adjectives below, select the three that best reflect the Downtown Corridors currently.

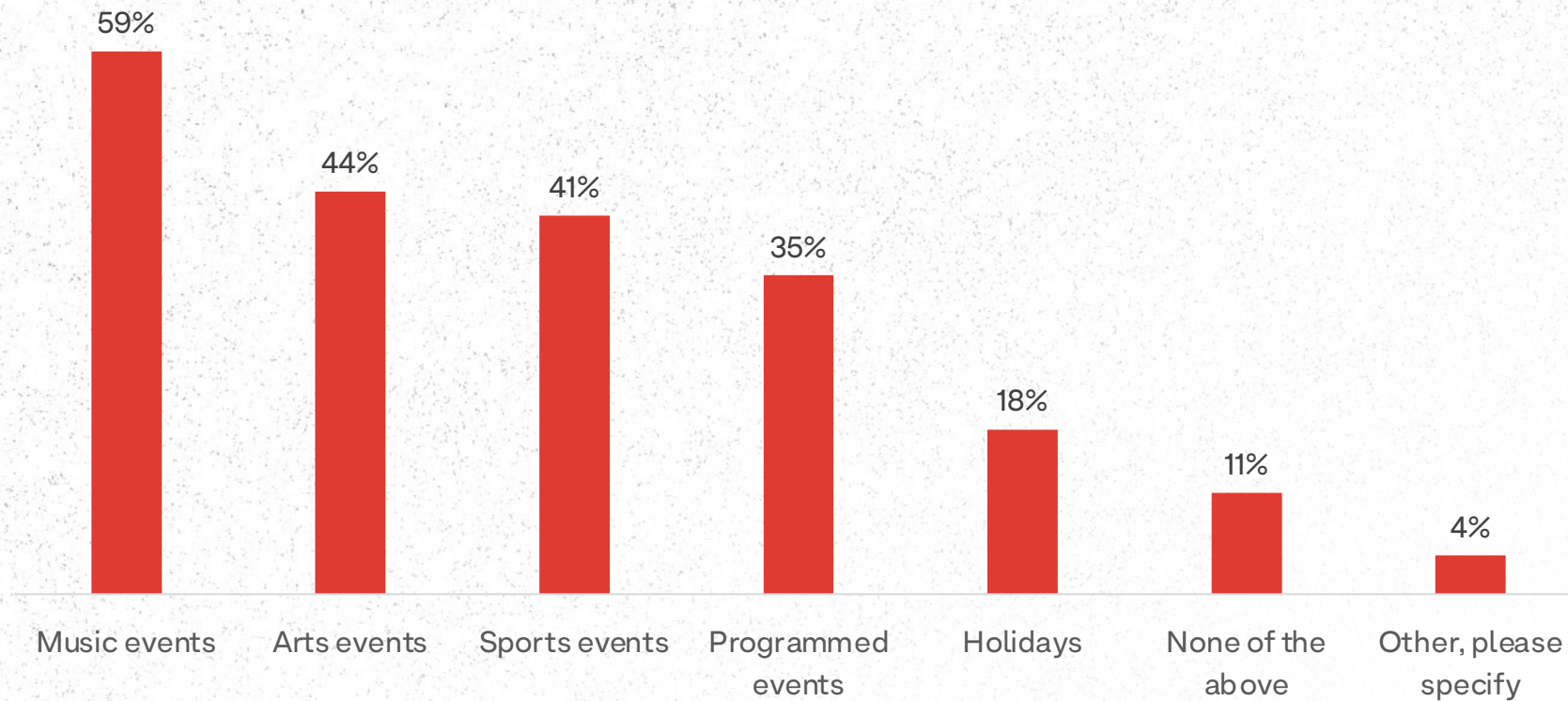


n= 261

Thinking about the entirety of the Downtown Corridors, what usually brings you to the area? Select up to two.

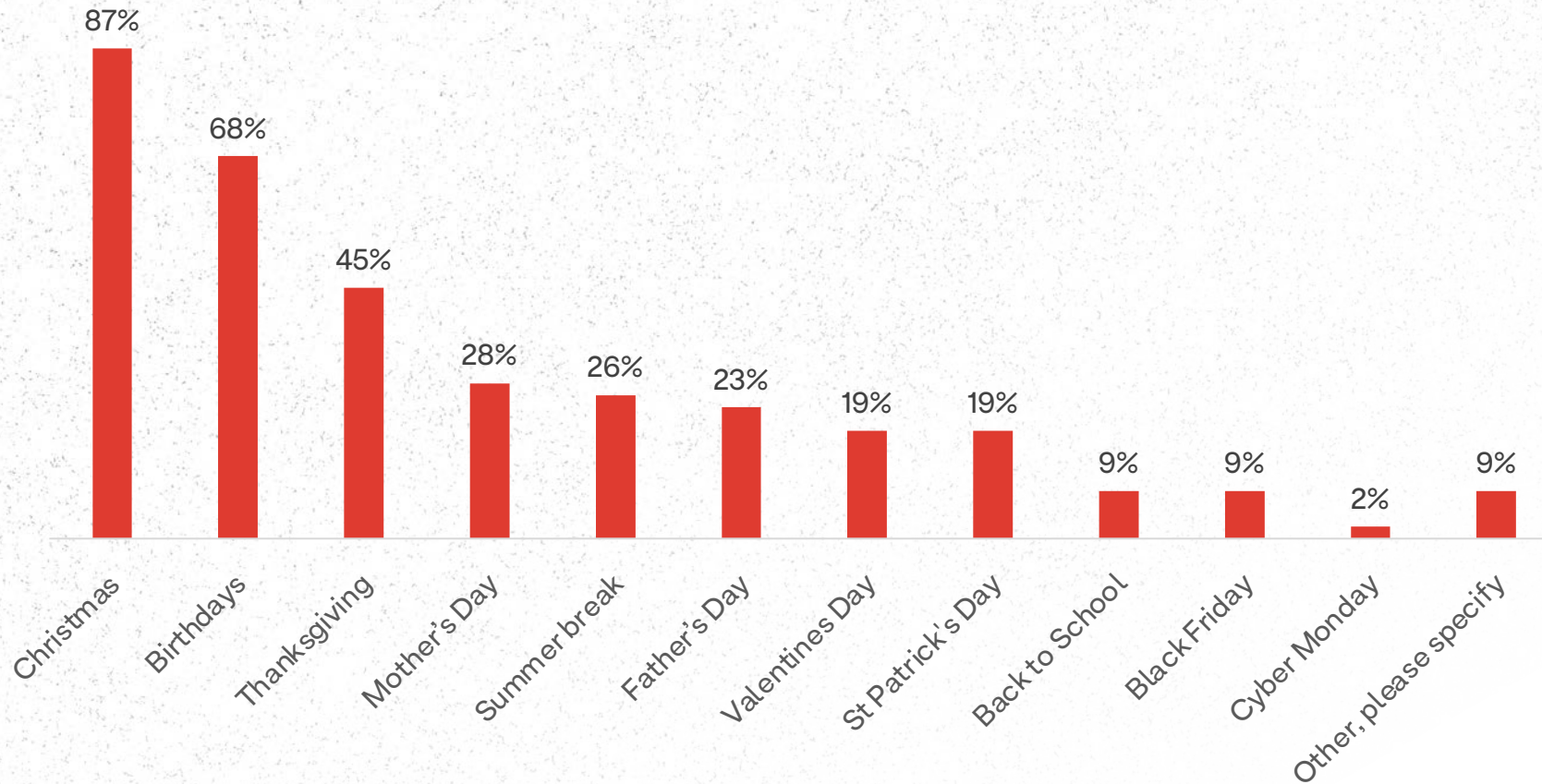


Are there special occasions, events or holidays that likely have you visiting the Downtown Corridors?

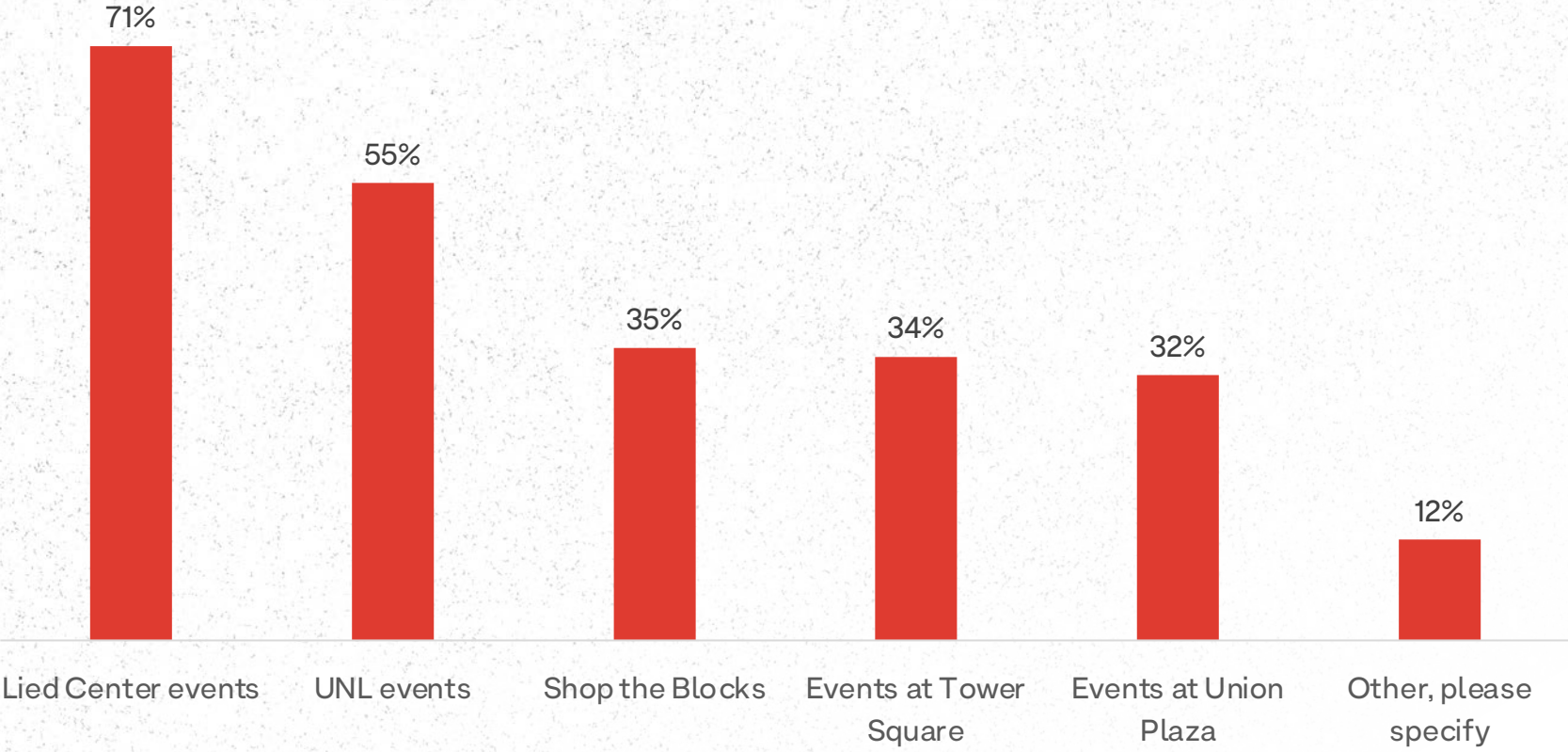


n= 261

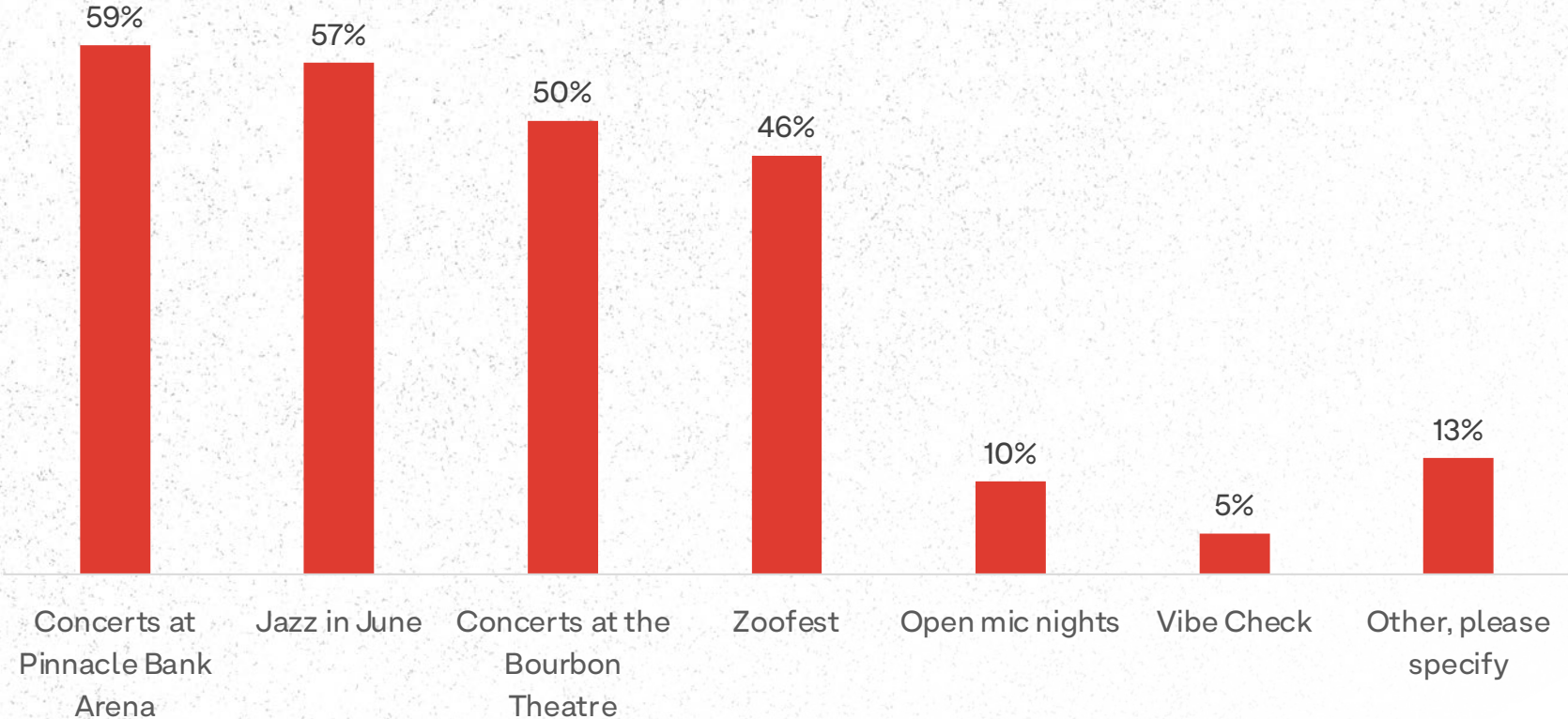
Which if the following holidays are especially important to you? Please select all that apply



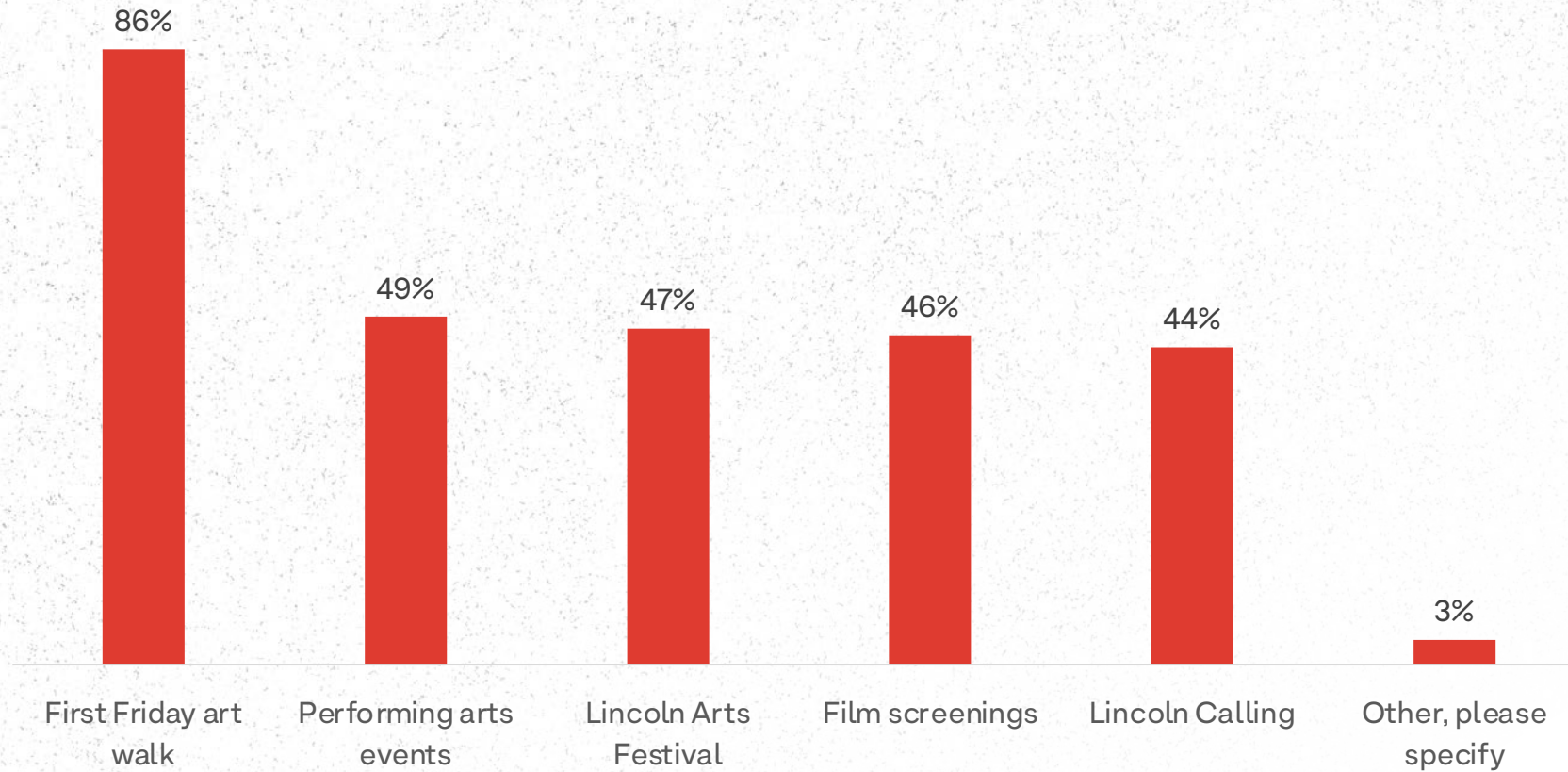
Which if the following programmed events are especially important to you? Please select all that apply



Which if the following music events are especially important to you? Please select all that apply.

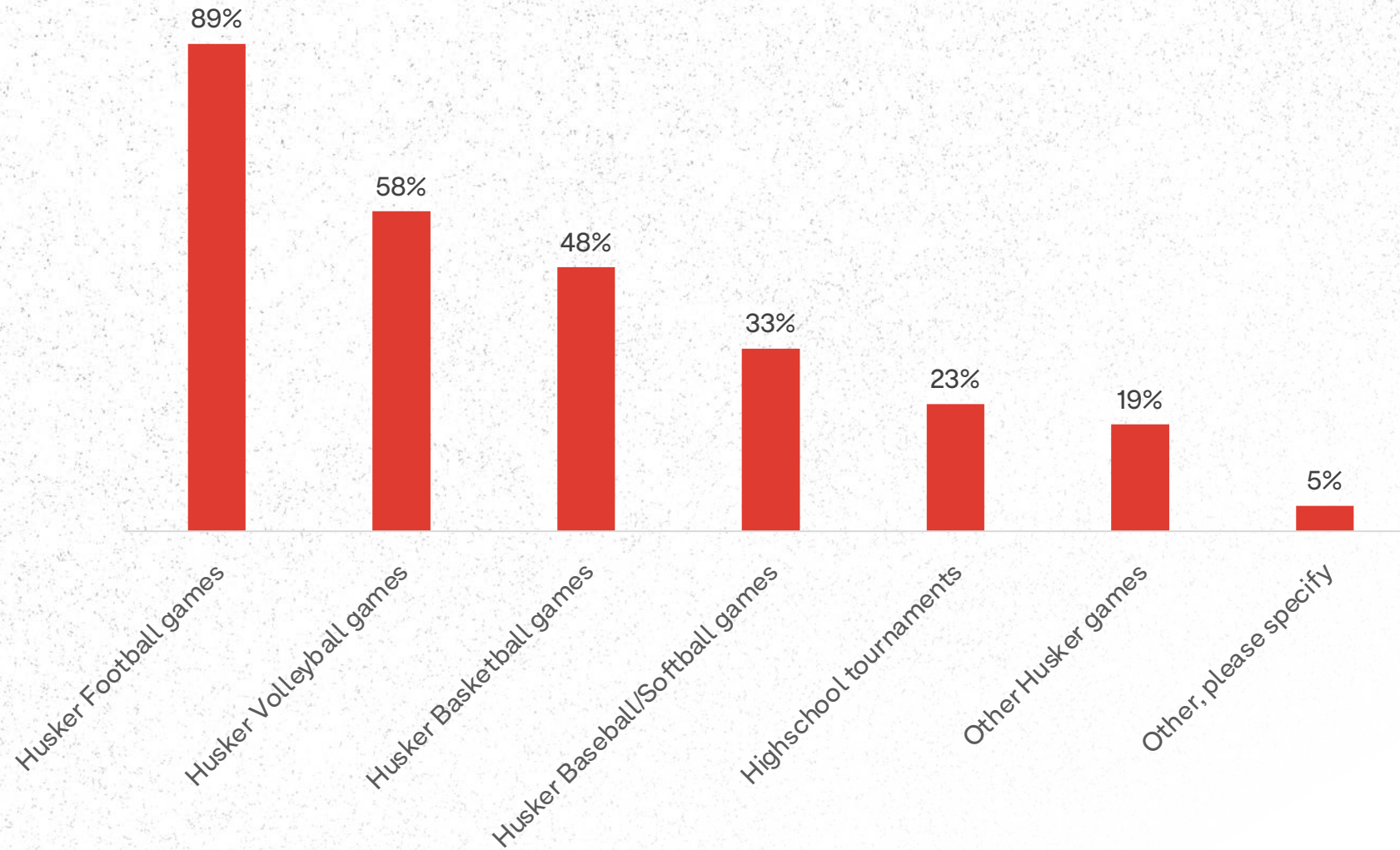


Which if the following art events are especially important to you? Please select all that apply.



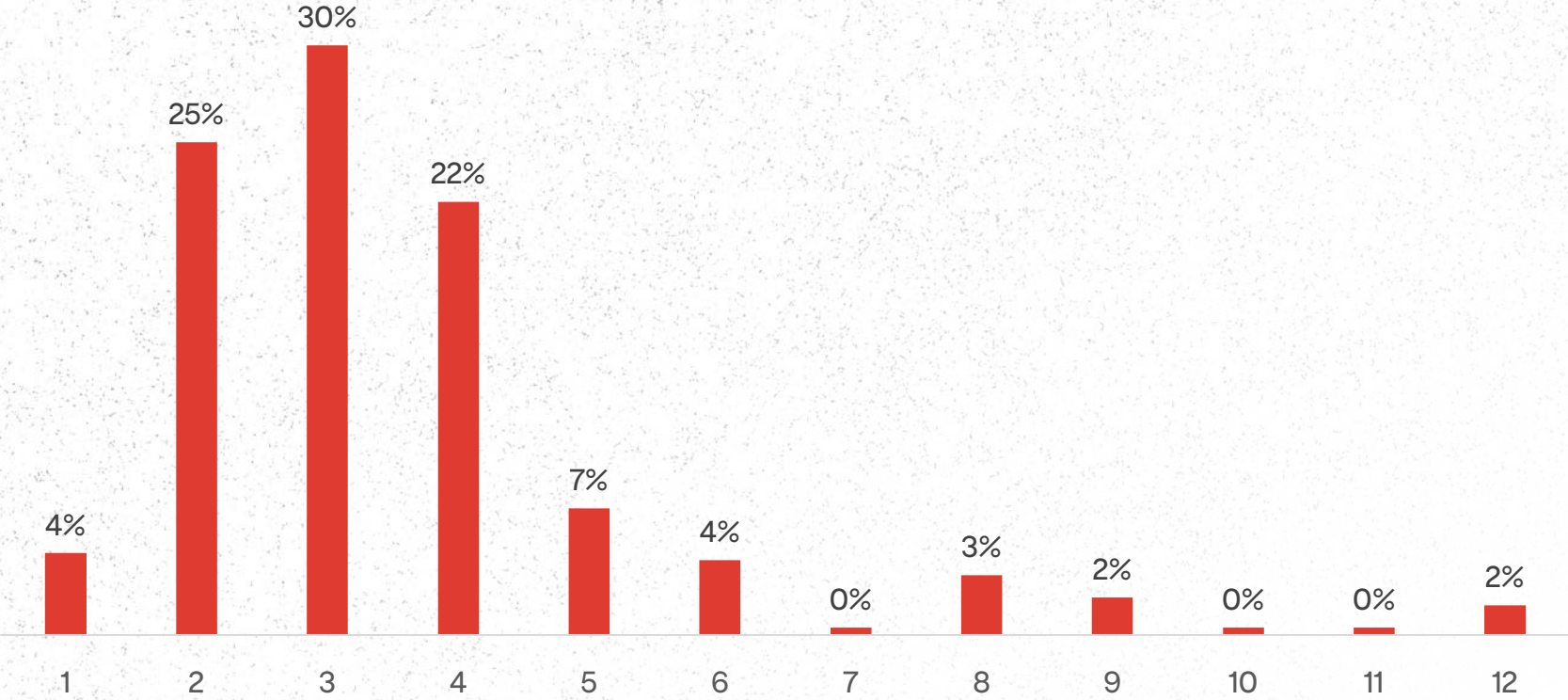
n= 115

Which if the following sports events are especially important to you? Please select all that apply.

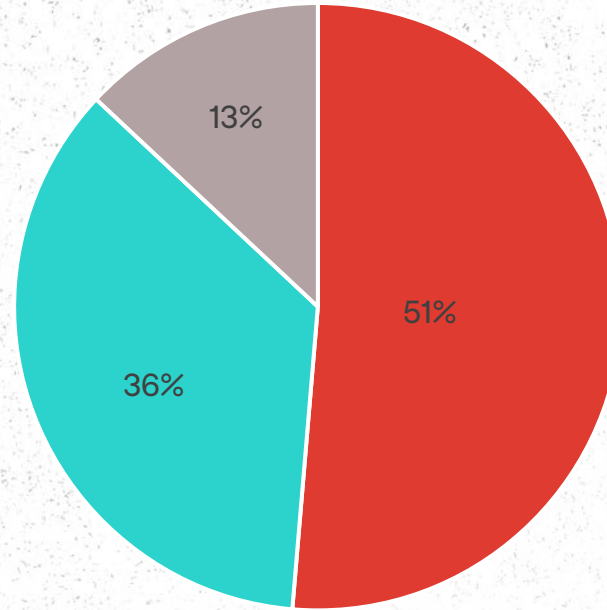


n= 108

Thinking about your visits to the Downtown Corridors, how long on average do you spend when there? Select the average number of hours



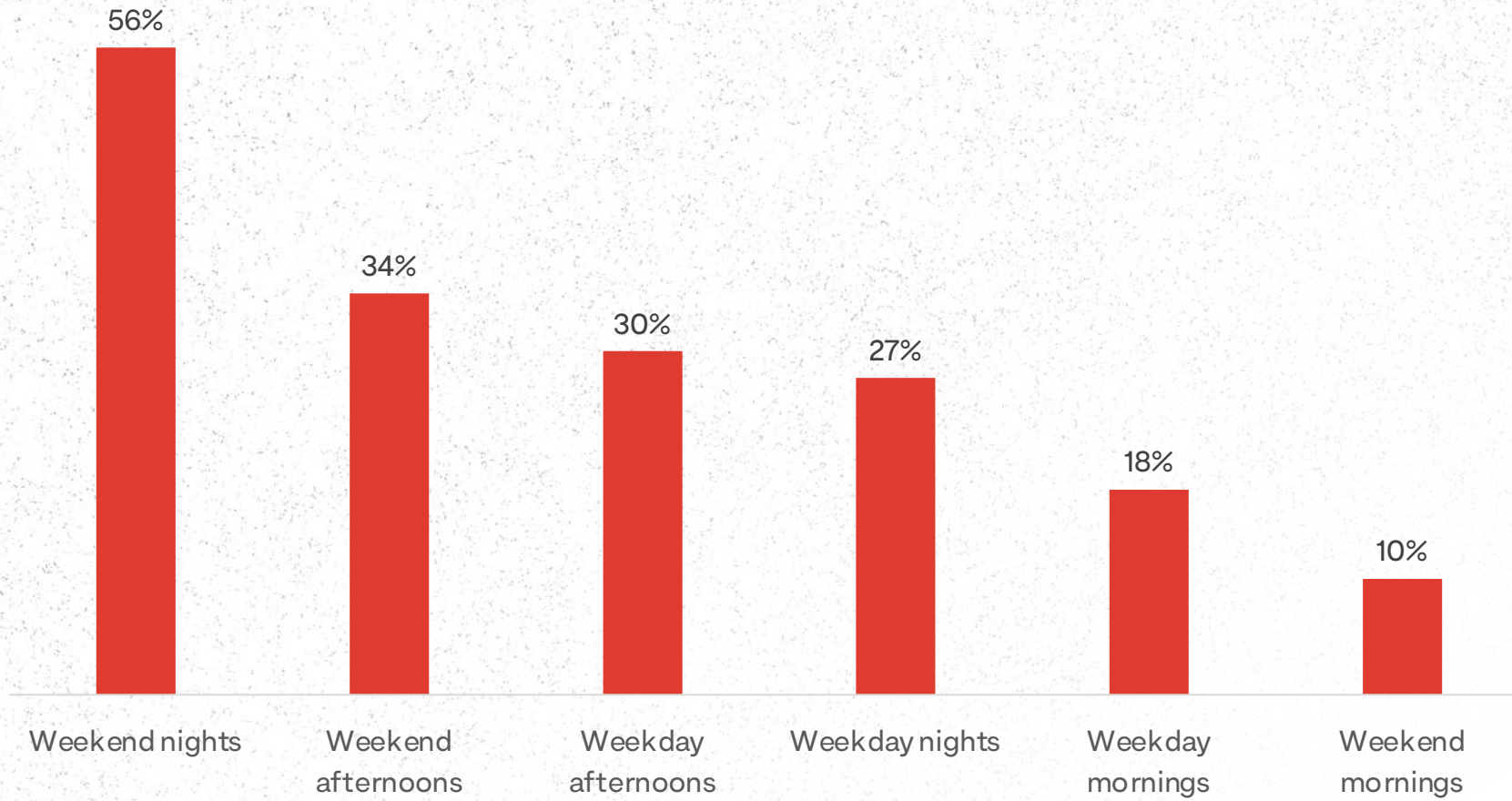
Which of the following best describes your visits to the Downtown Corridors? Select one.



- I usually do one activity when I visit the Downtown Corridors
- I usually come to do one activity but find other things to do in the Downtown Corridors
- I usually want to do multiple things when going to the Downtown Corridors but can't find enough

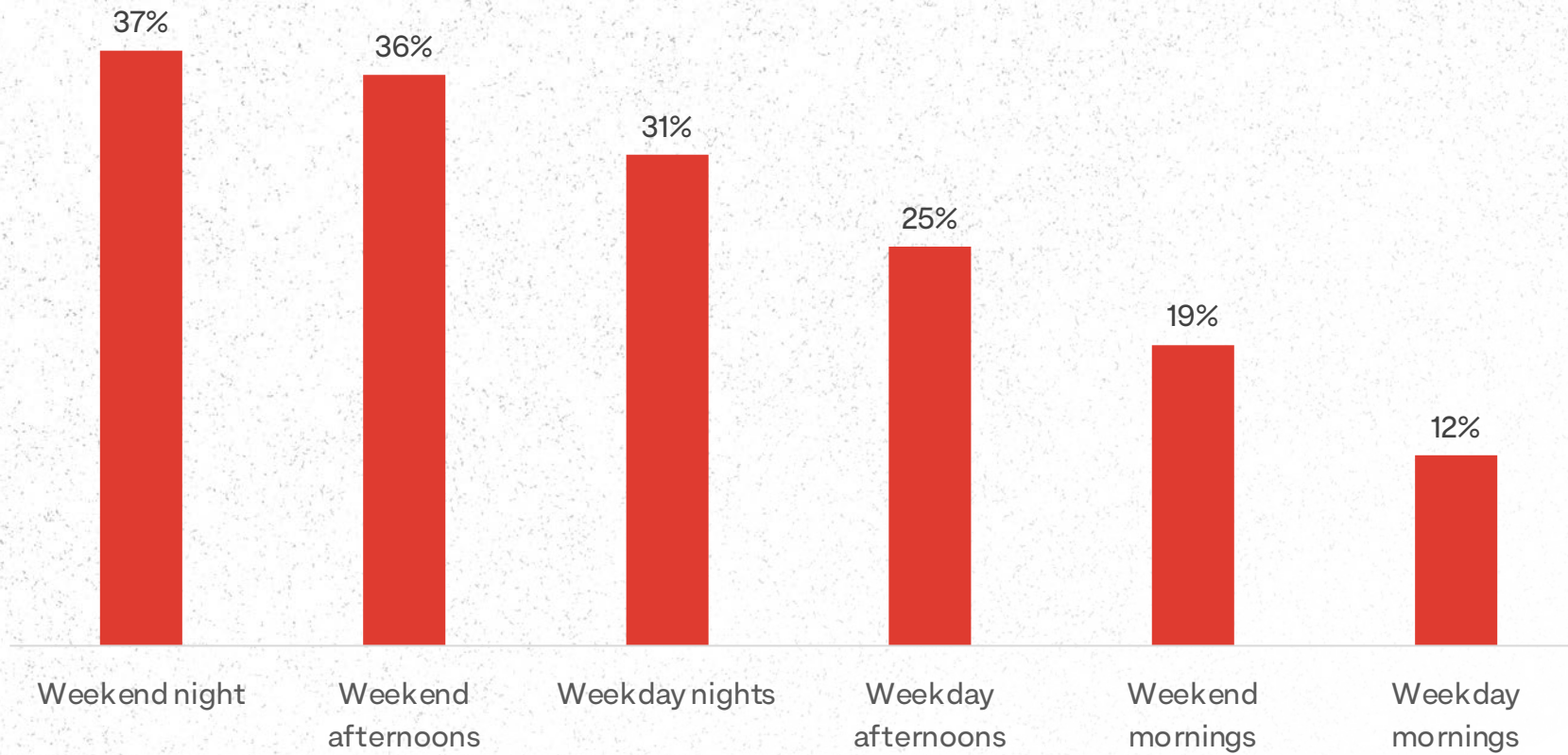
n= 261

When do you frequent the Downtown Corridors the most? Please select no more than two times.



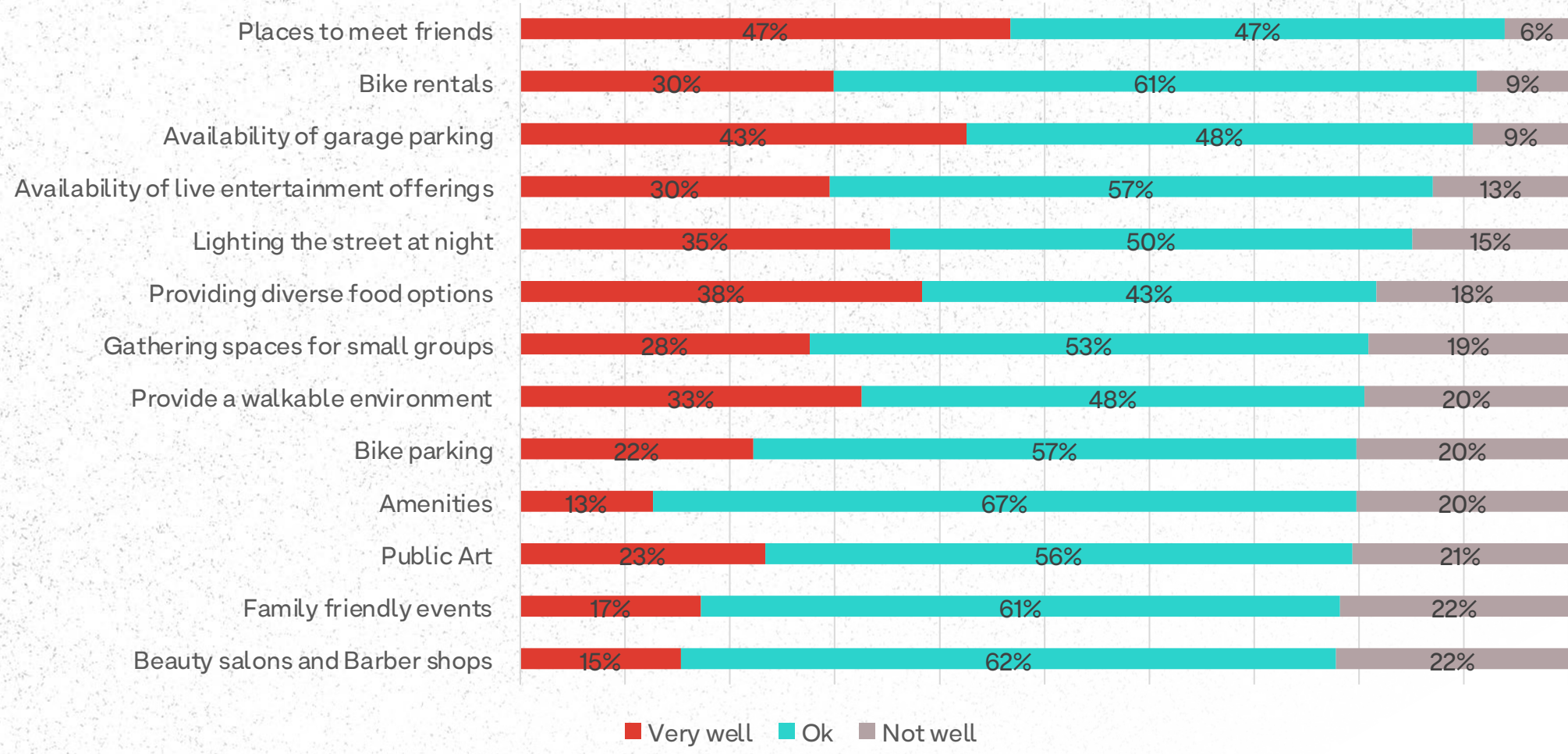
n= 261

In your opinion, when is the best time to go to the Downtown Corridors? Please select no more than two times.



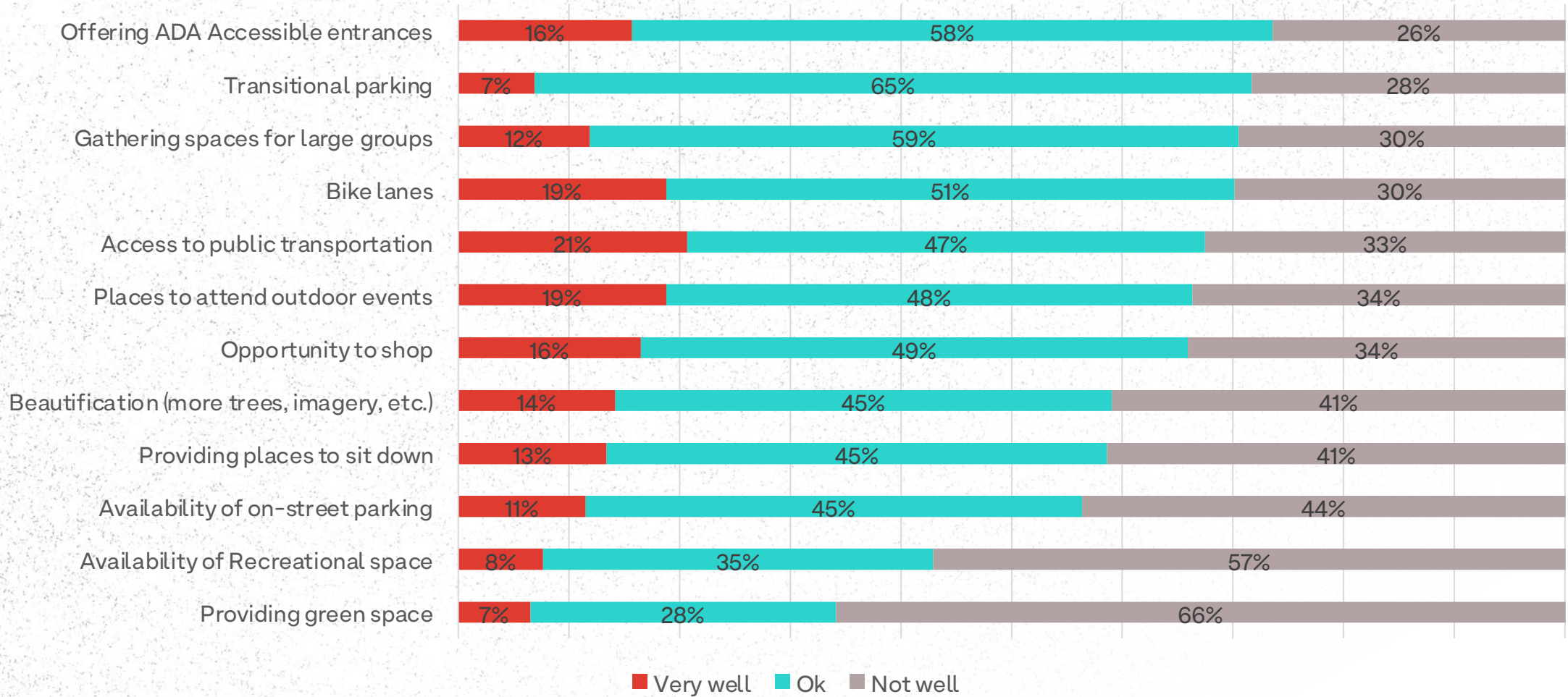
n= 261

How well do you think the Downtown Corridors meet the following expectations

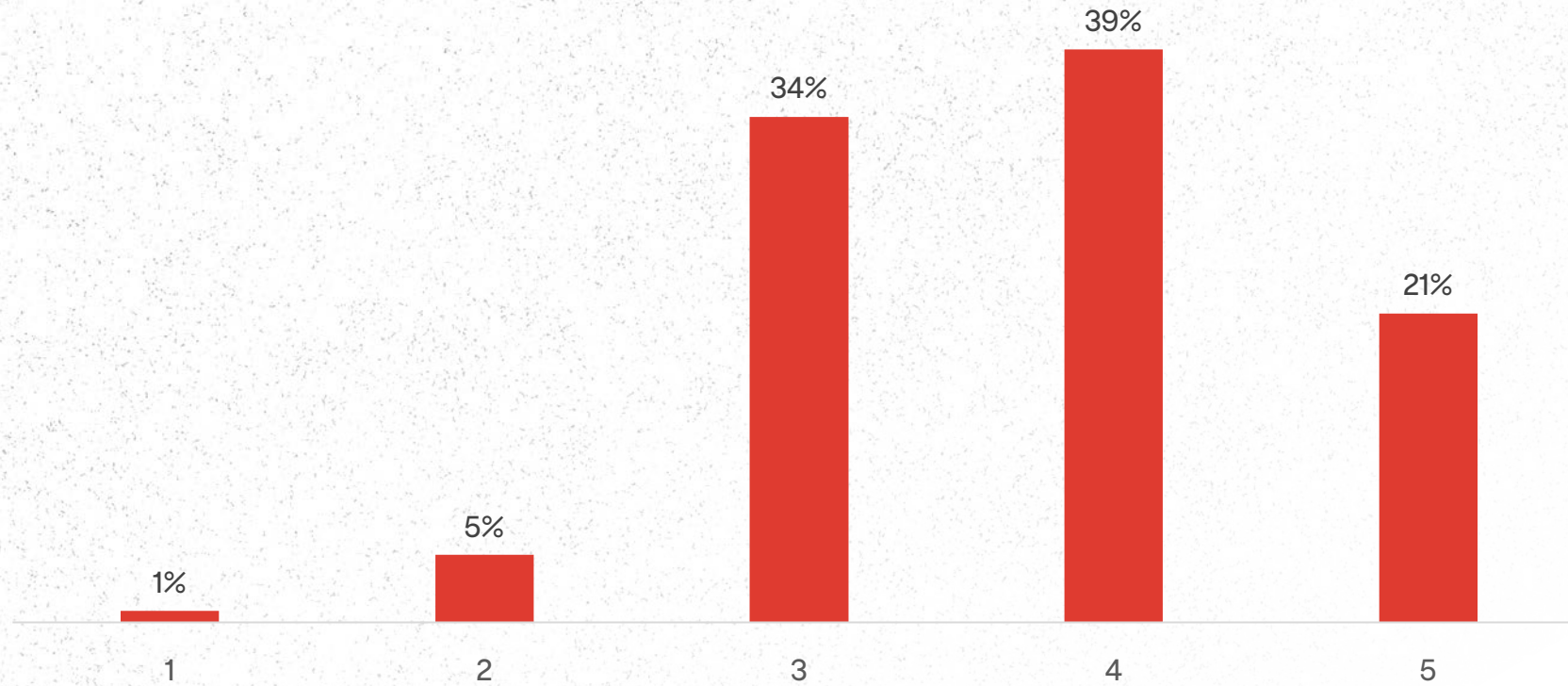


n= 261

How well do you think the Downtown Corridors meet the following expectations

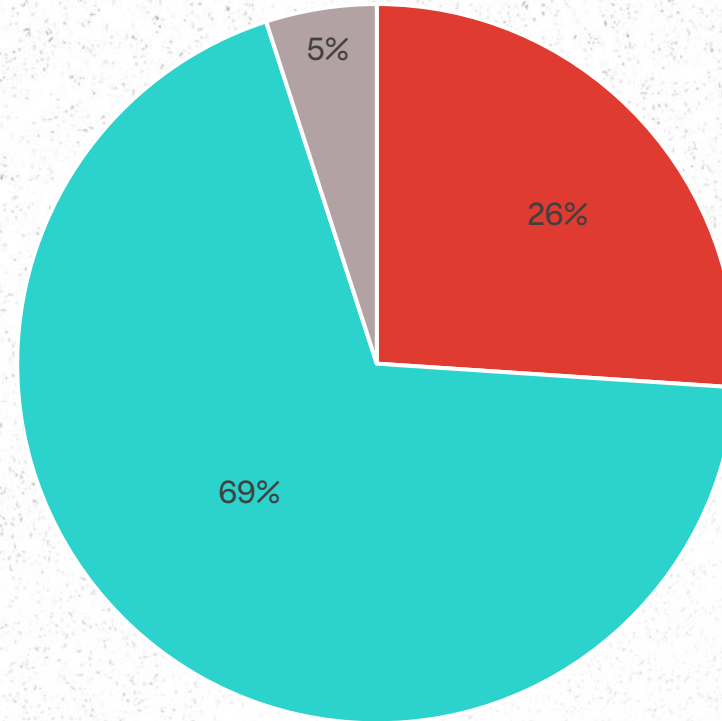


On a scale of 1-5, how satisfied were you on this last trip to the Downtown Corridors? 1 being very unsatisfied, 5 being very satisfied.



n= 261

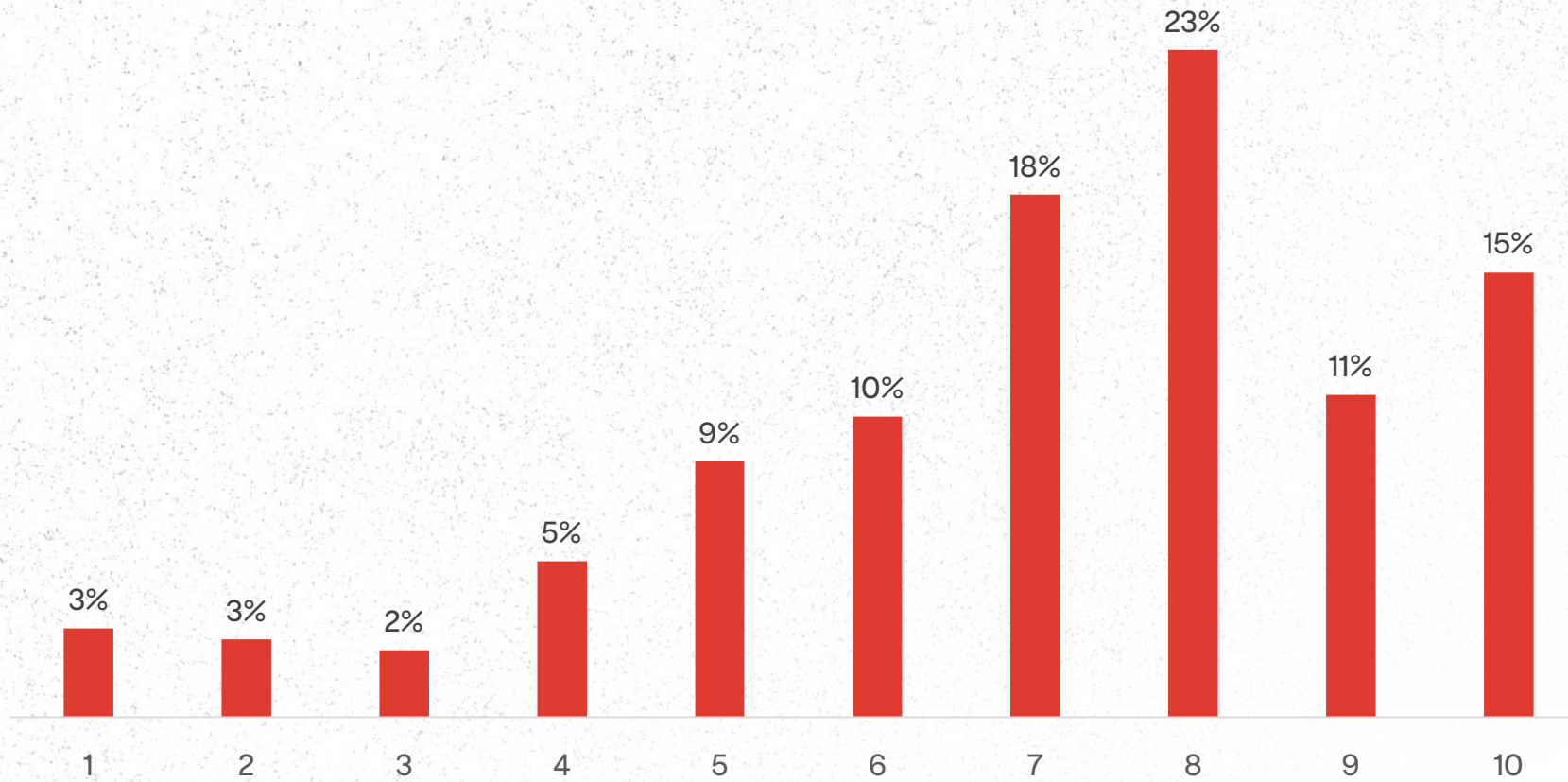
Were you familiar with the Downtown Corridors revitalization project before this survey?



■ Yes ■ No ■ Not sure

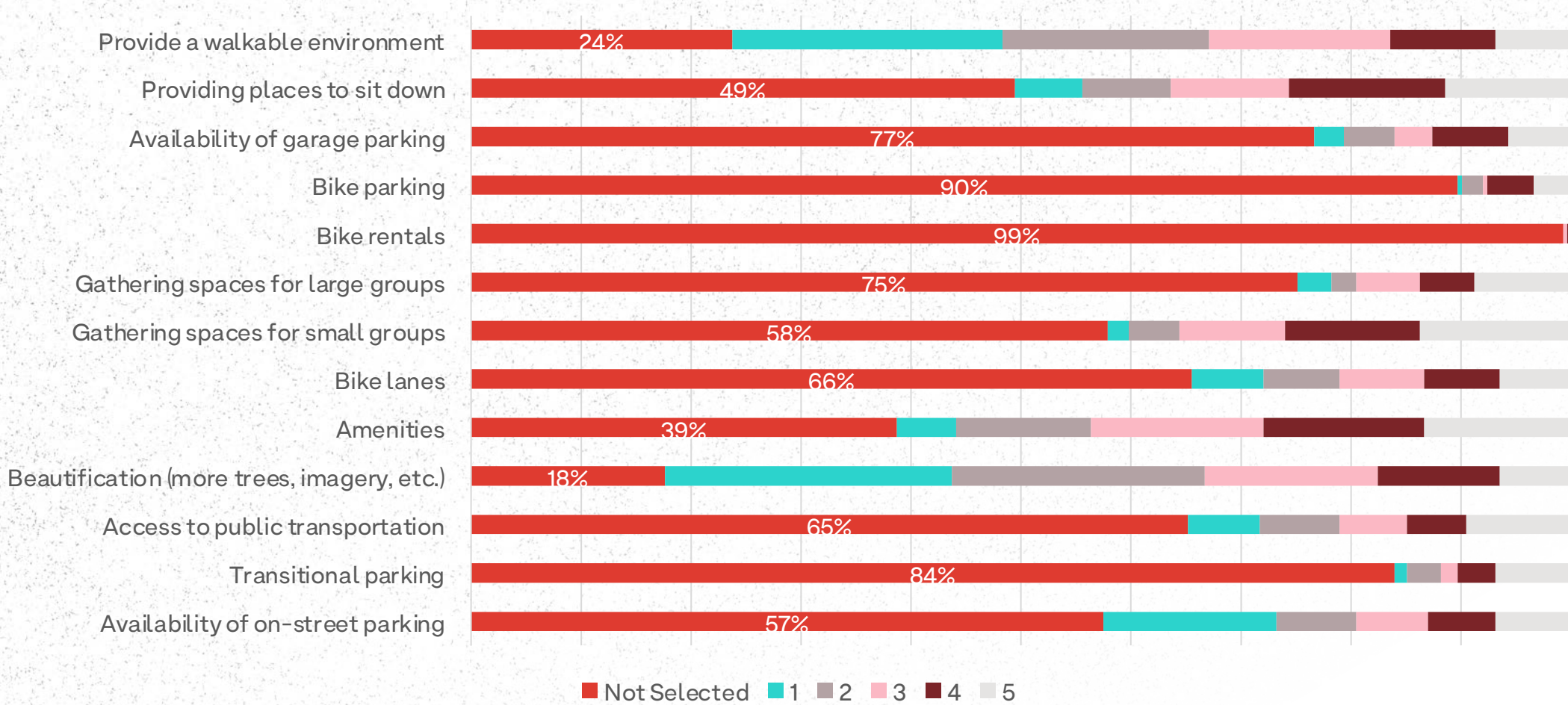
n= 261

On a scale of 1 to 10, 1 being unexcited, 10 being ecstatic, how would you rate how you feel about this project?



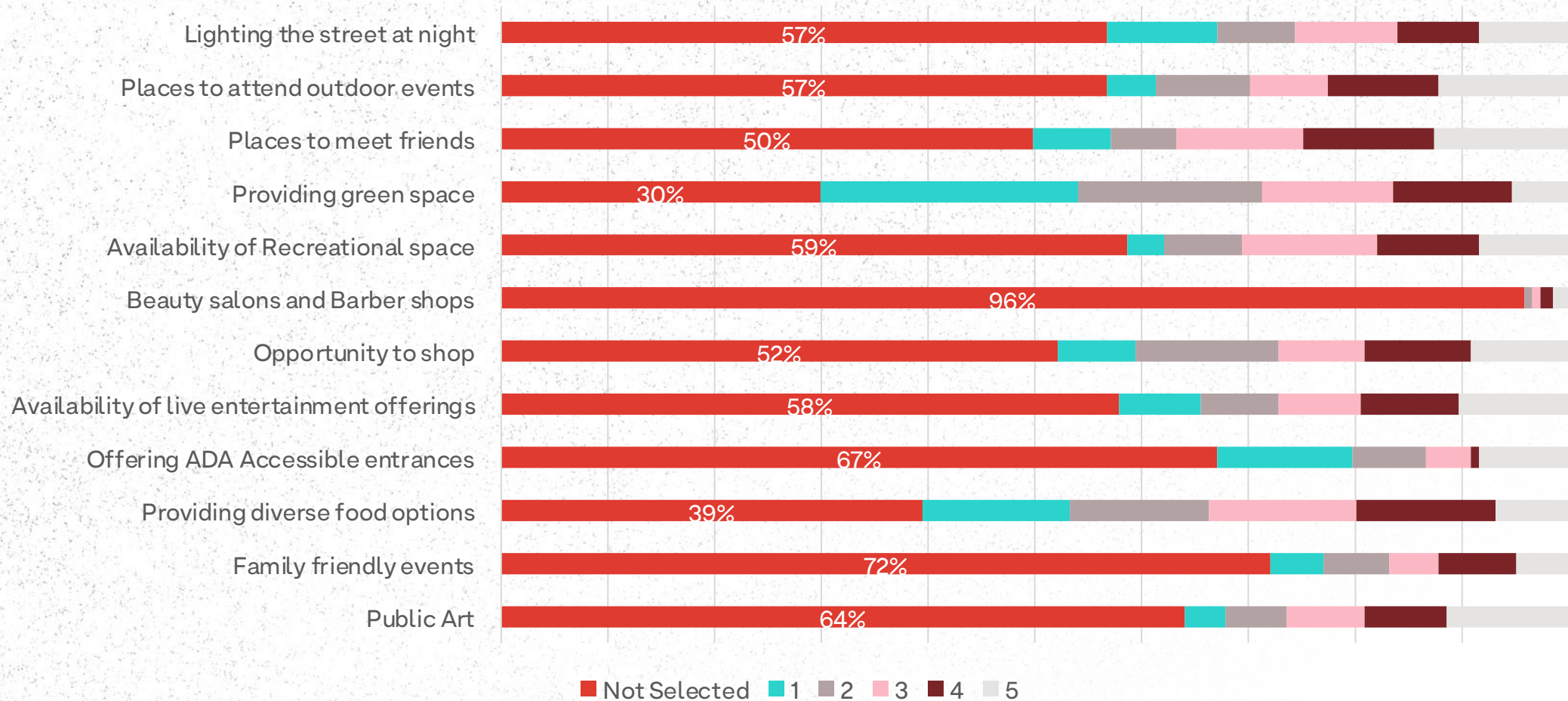
n= 261

Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (Group A)

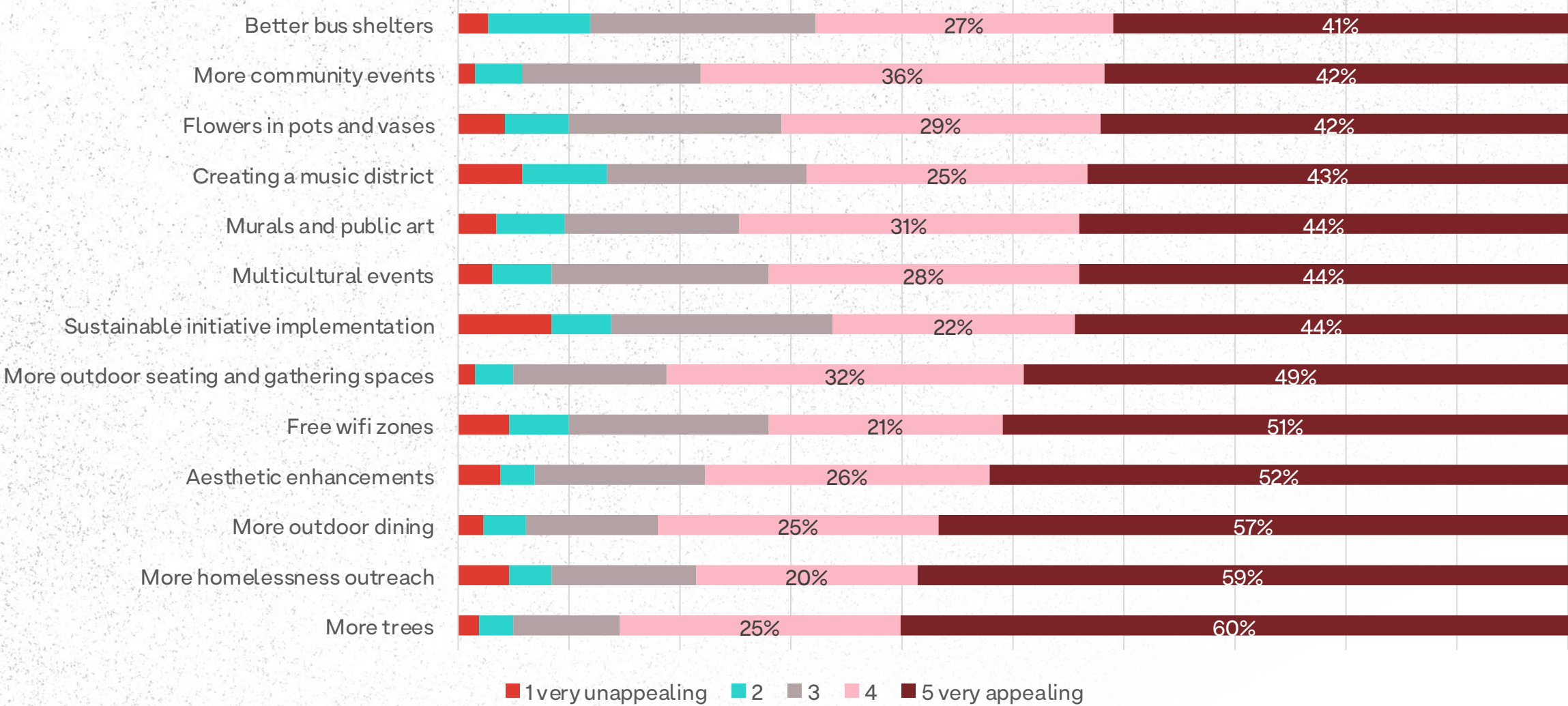


n= 261

Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (Group B)

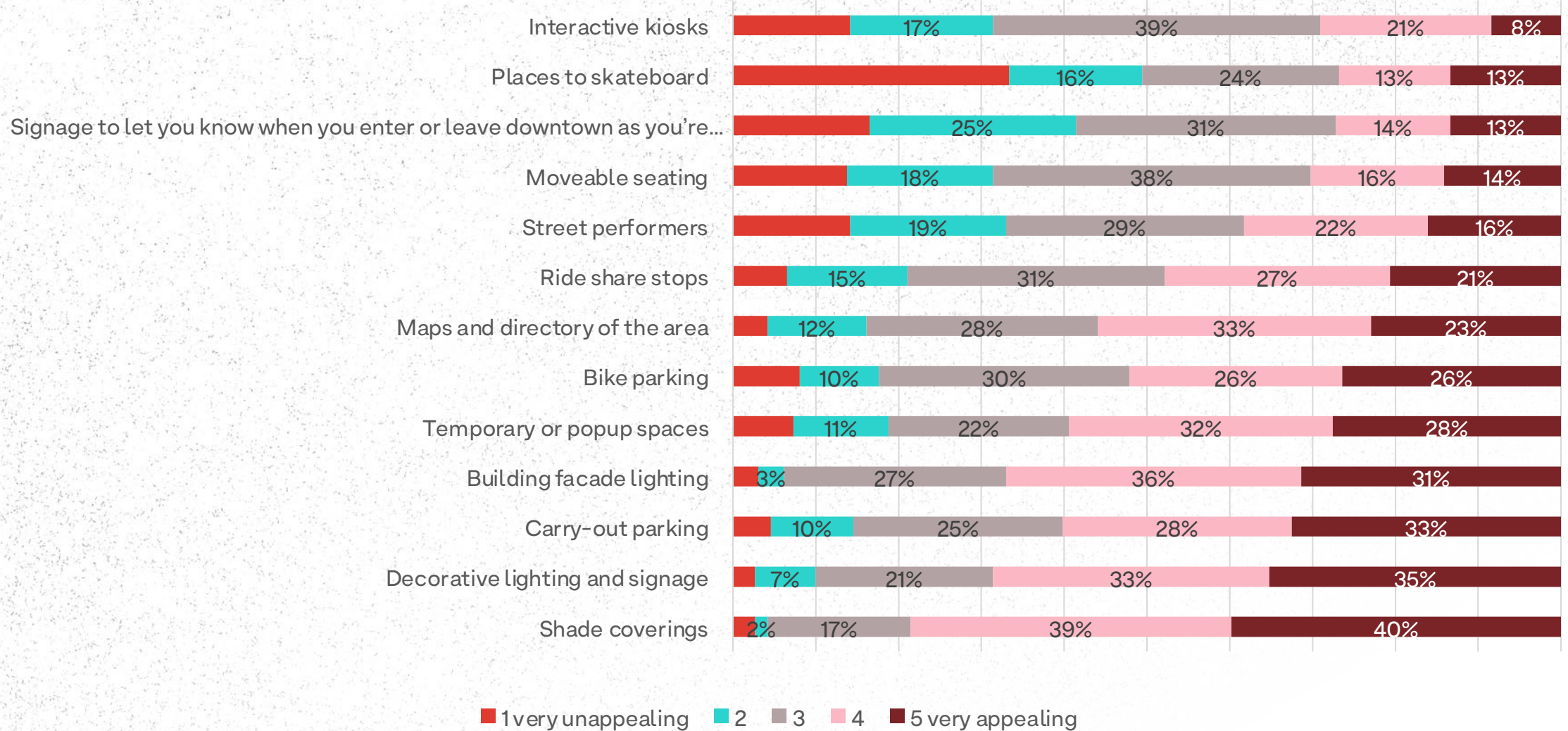


How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing



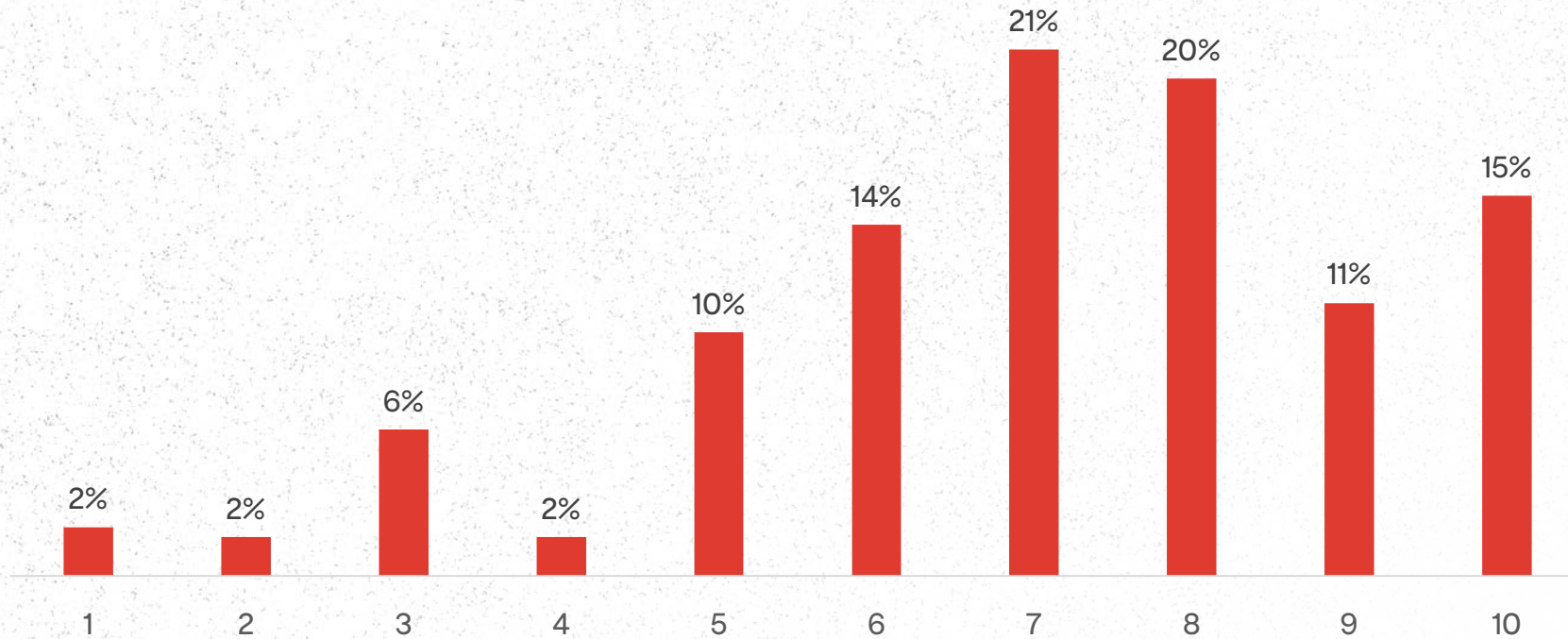
n= 261

How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing



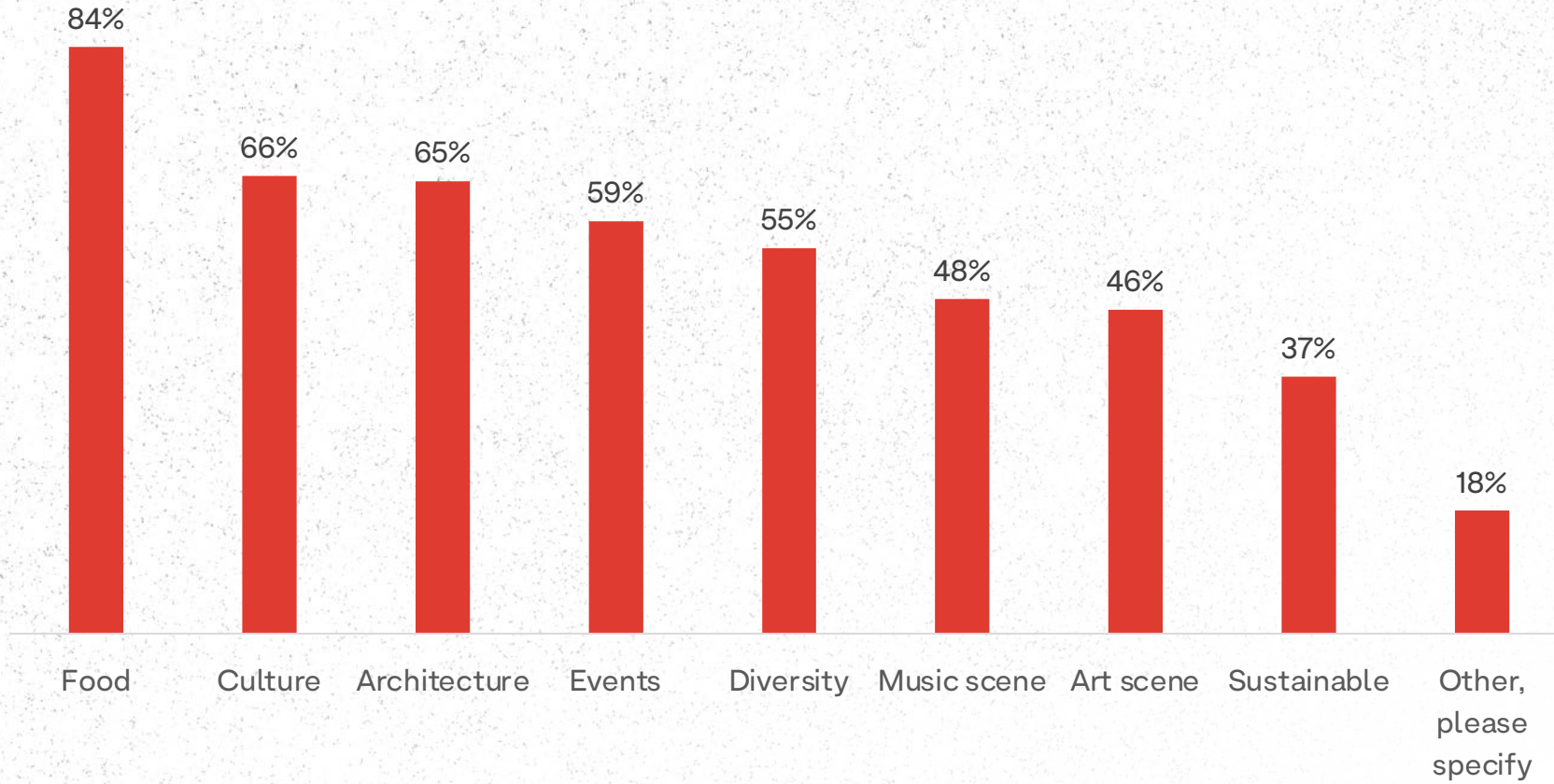
n= 261

Not specific to the Downtown Corridors but rather in general, how important do you think neighborhood identity is in Lincoln?

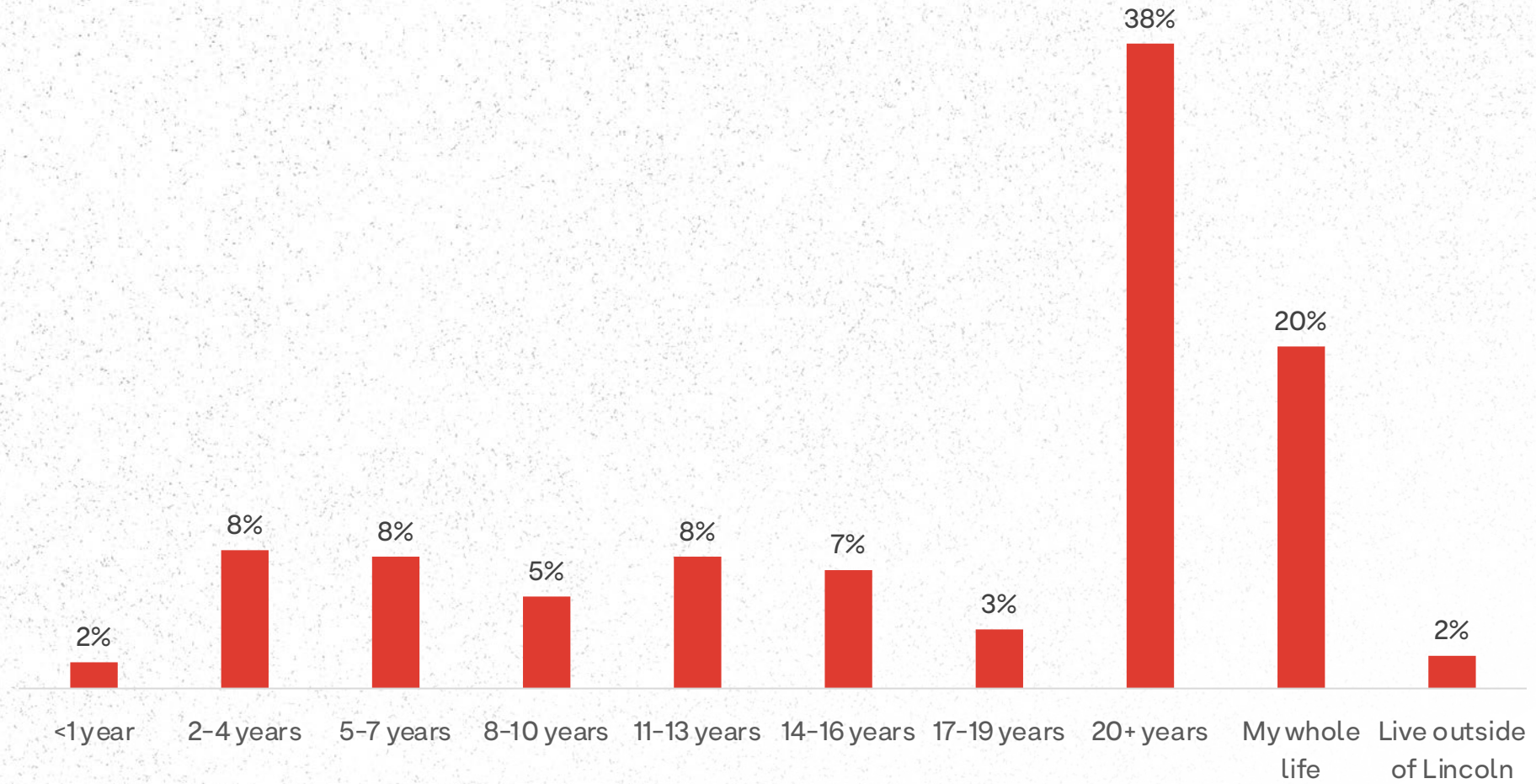


n= 261

Select any of the following that were reasons why the downtown areas came to mind.

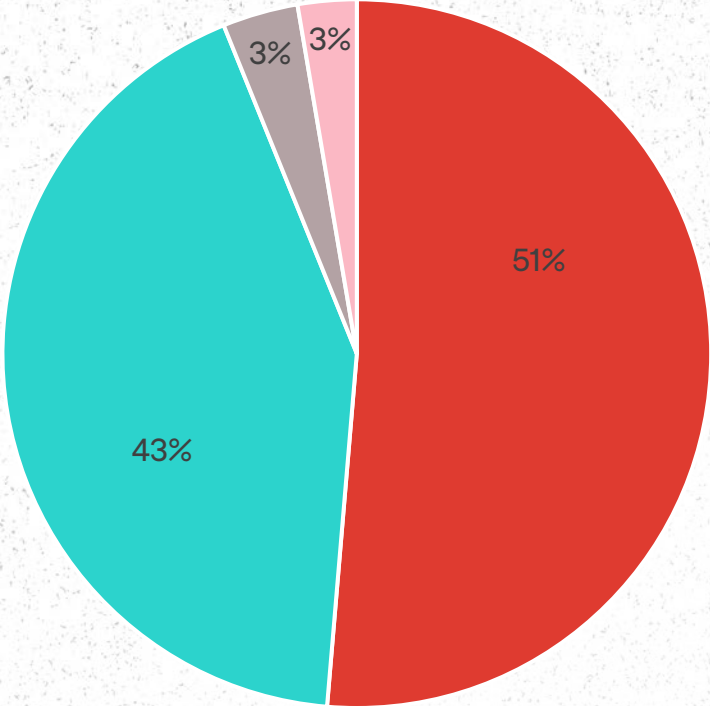


How long have you lived in Lincoln?



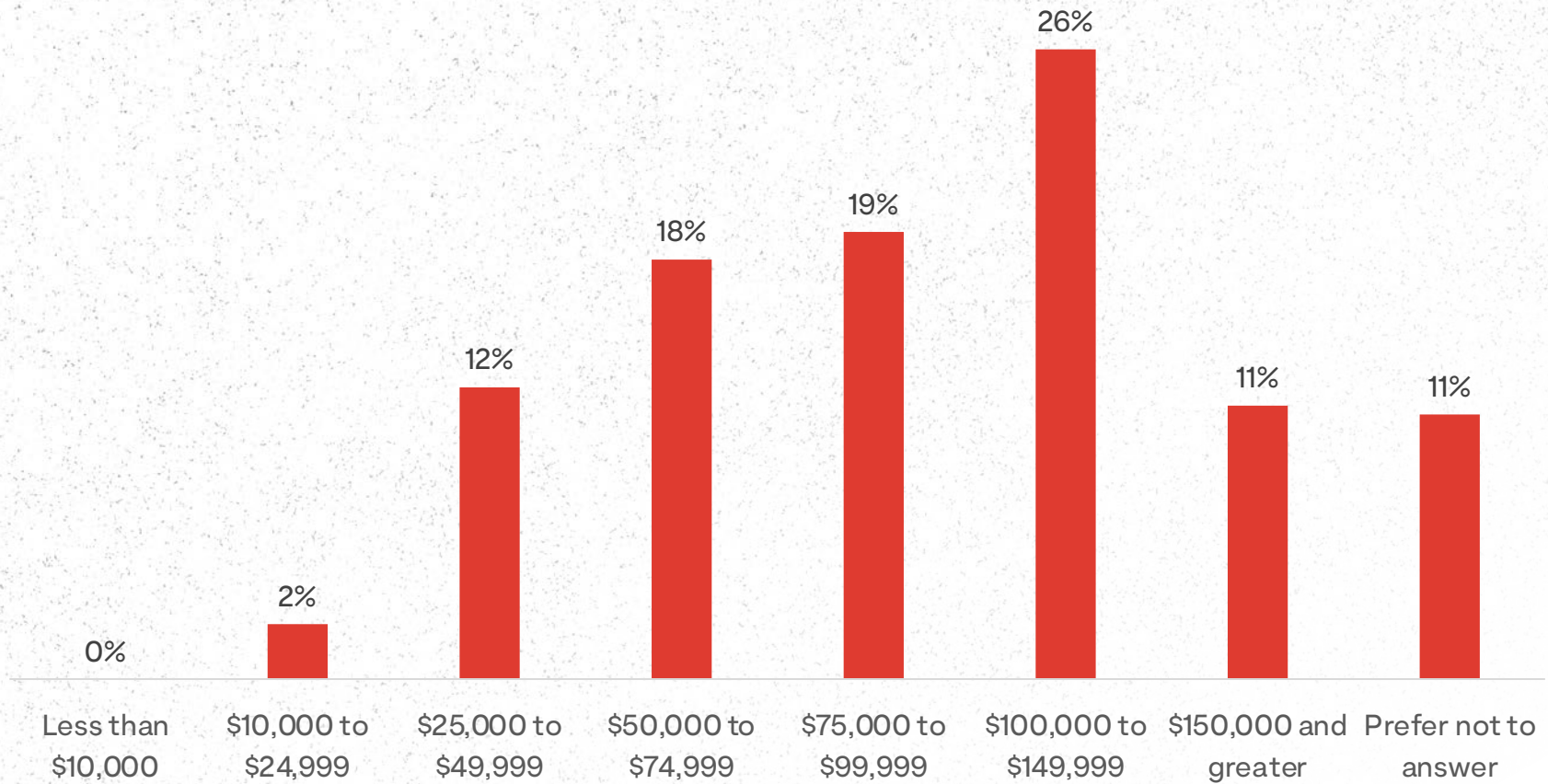
n= 261

Which most closely defines the area you live in?



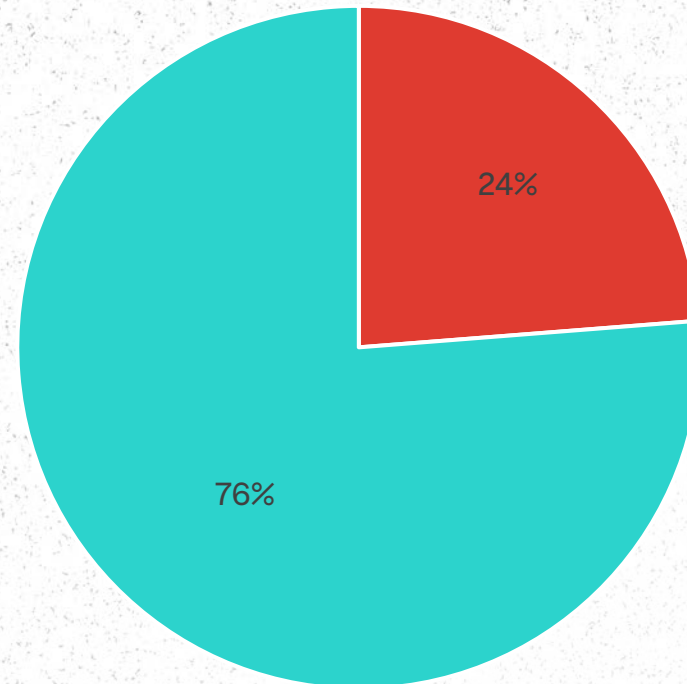
Urban Suburban Small Town Rural

What's your household income?



n= 261

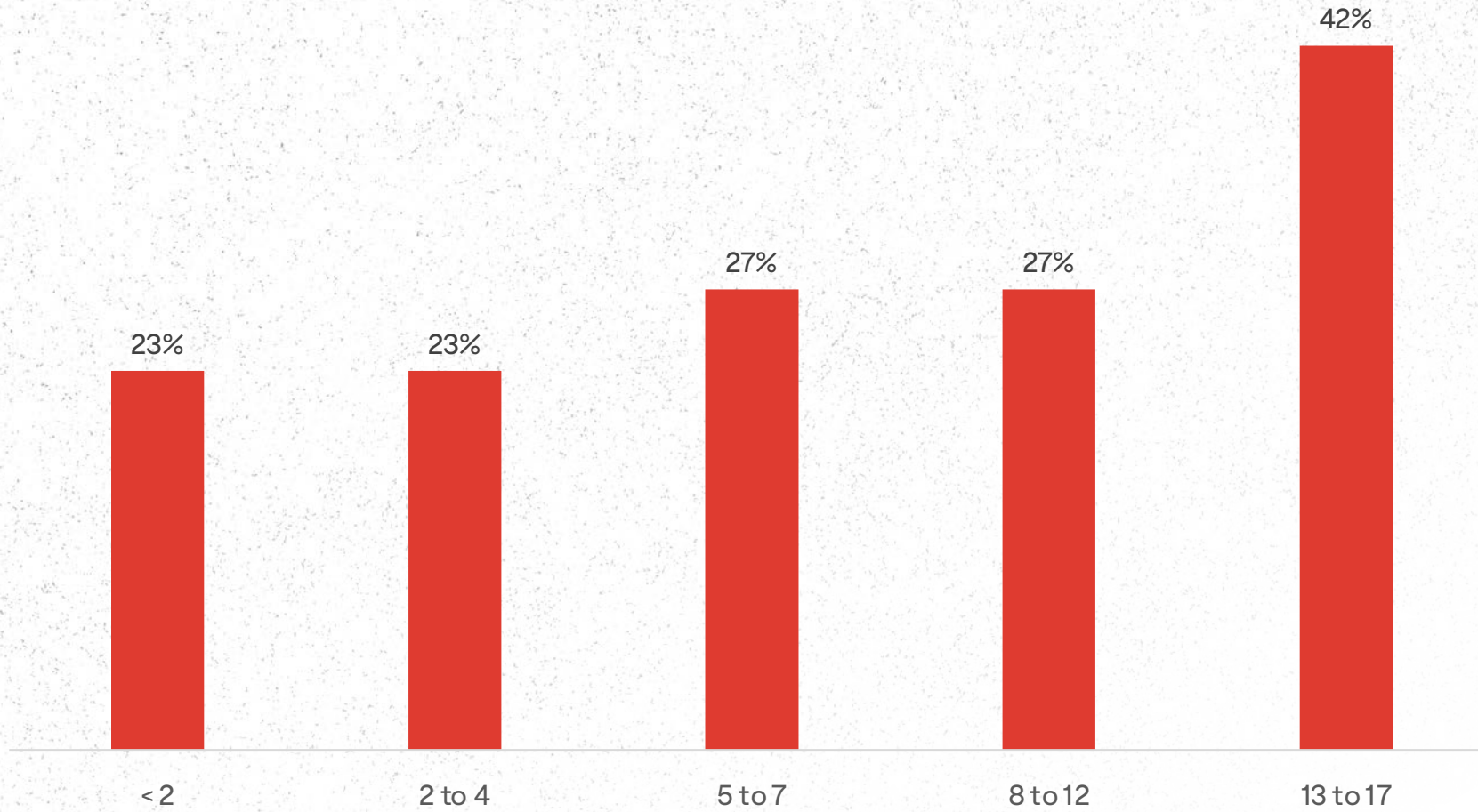
Do you have a child under 18 years old in your household?



■ Yes ■ No

n= 261

What ages are the children in your household?



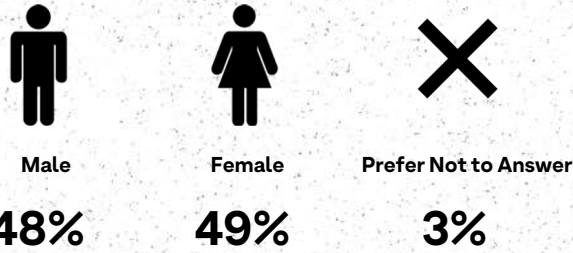
n= 261

Appendix

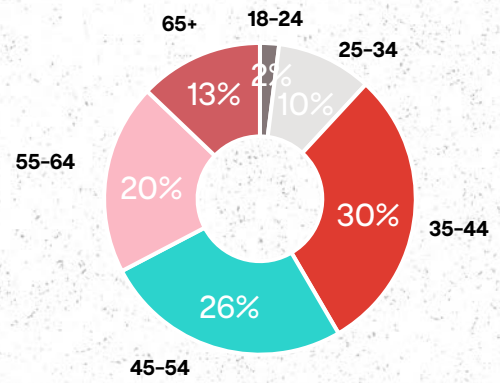
Business Survey Results



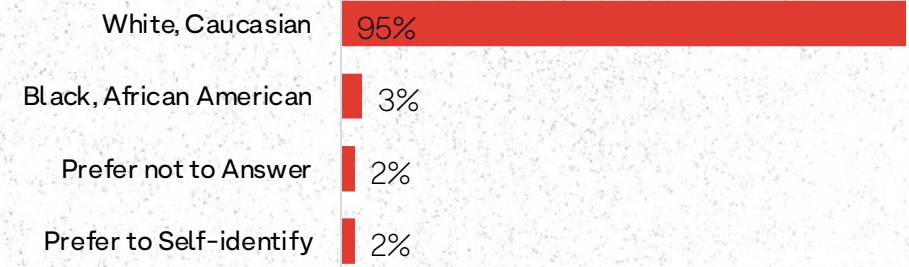
GENDER



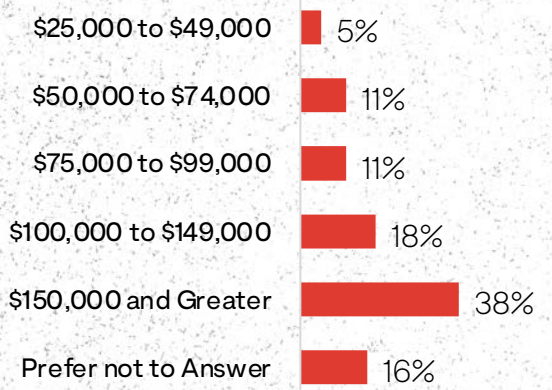
AGE



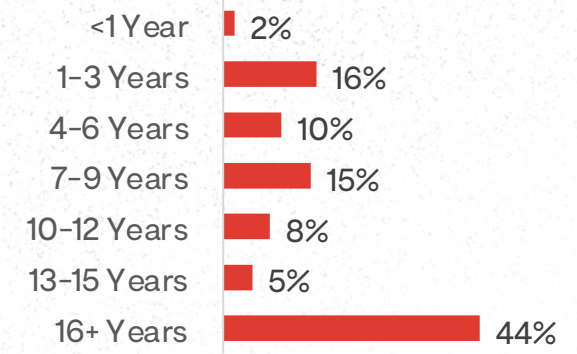
ETHNICITY*



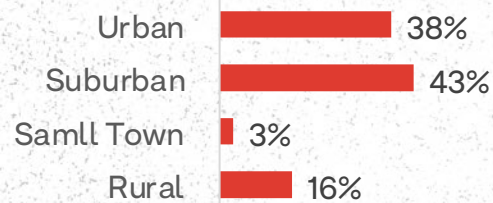
HOUSEHOLD INCOME



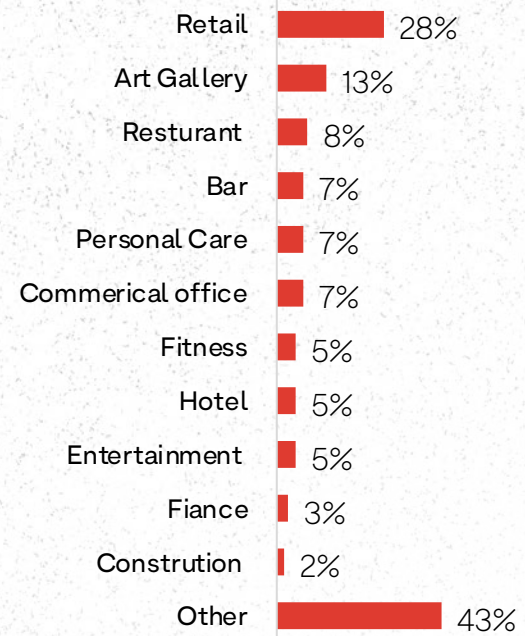
LENGTH BUSINESS HAS BEEN IN DT LINCOLN



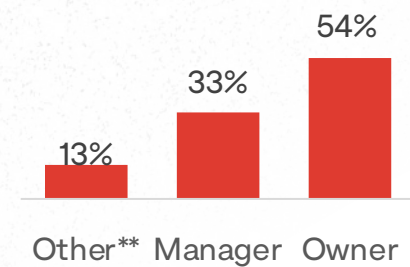
AREA TYPE



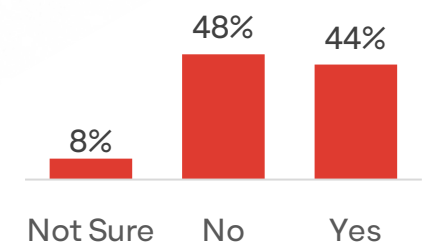
BUSINESS SERVICES OFFERED



ROLE

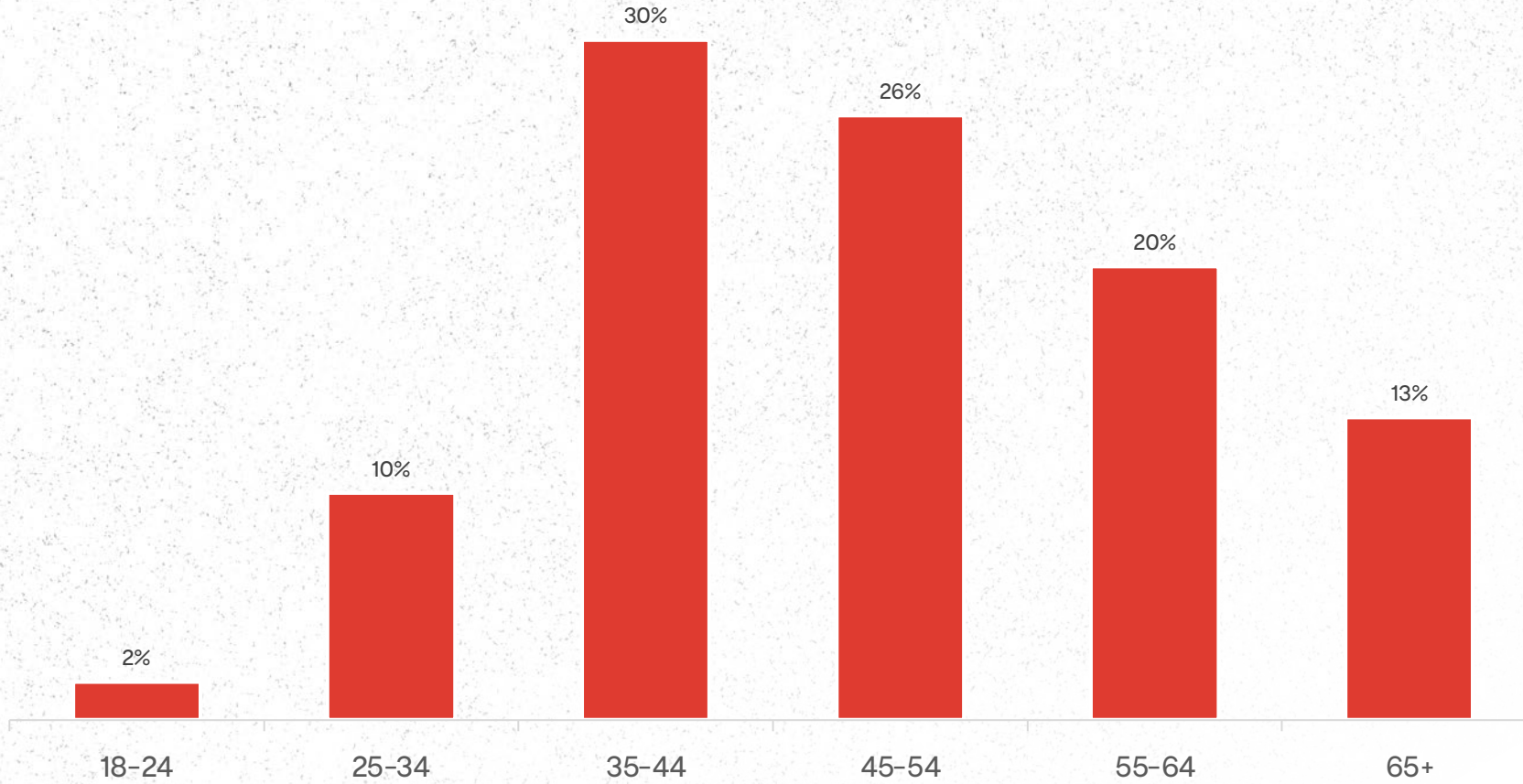


PROJECT FAMILIARITY



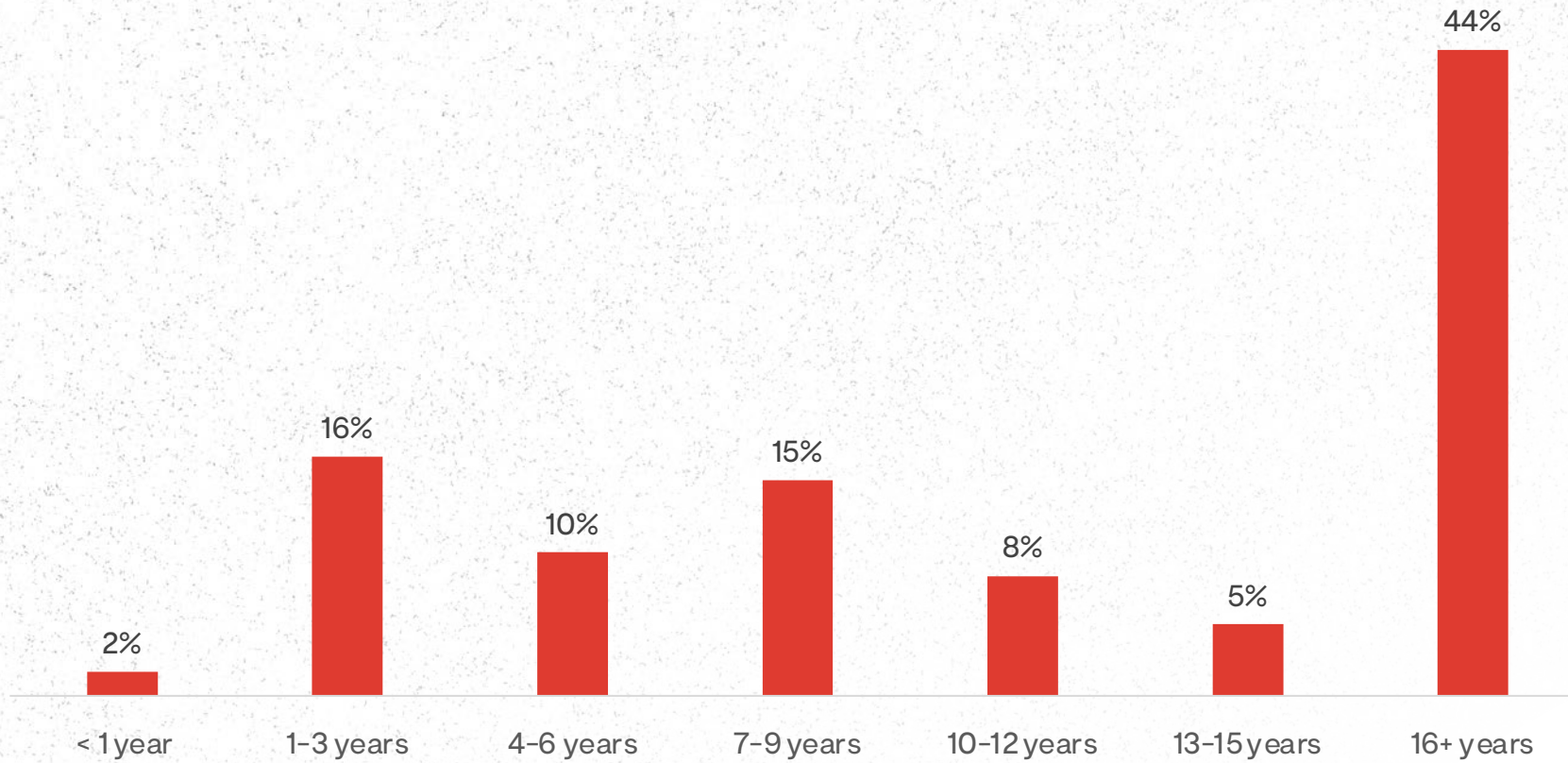
*Can select more than one ethnicity
**Owner or manager only requirement was dropped mid survey to ensure qualified respondents were not being terminated

How old are you?



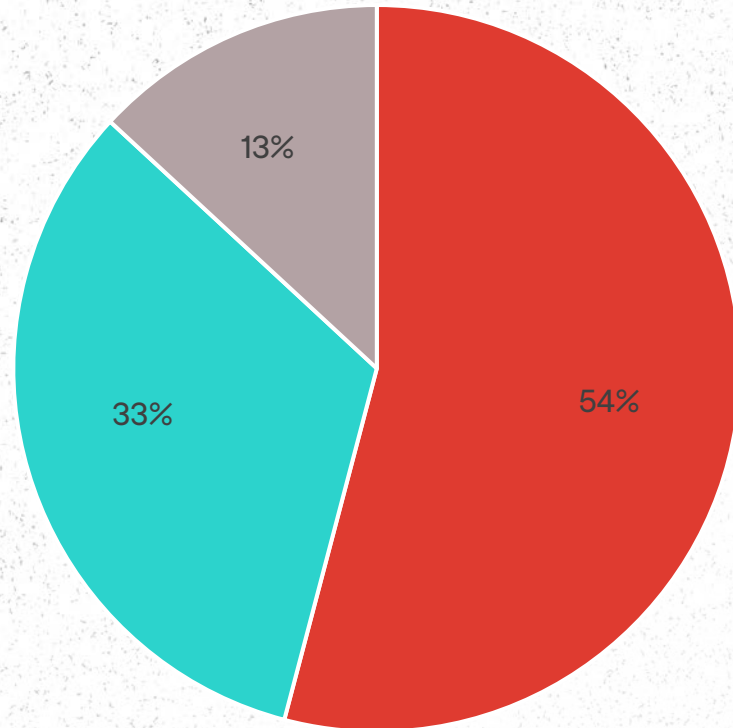
n=61

How long has your business been located in the shaded area along one of the highlighted downtown corridors?



n=61

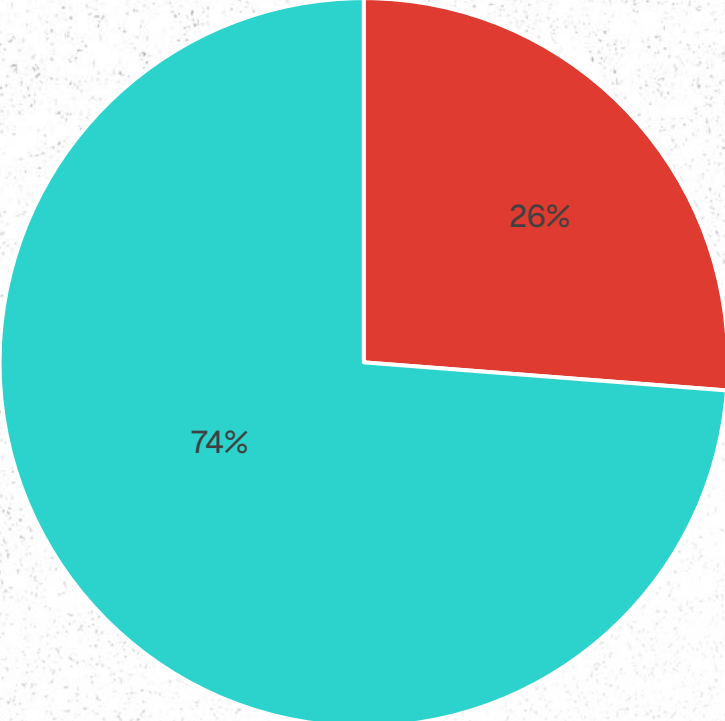
Which best describes your role?



■ Owner ■ Manager ■ Other, please specify

n= 61

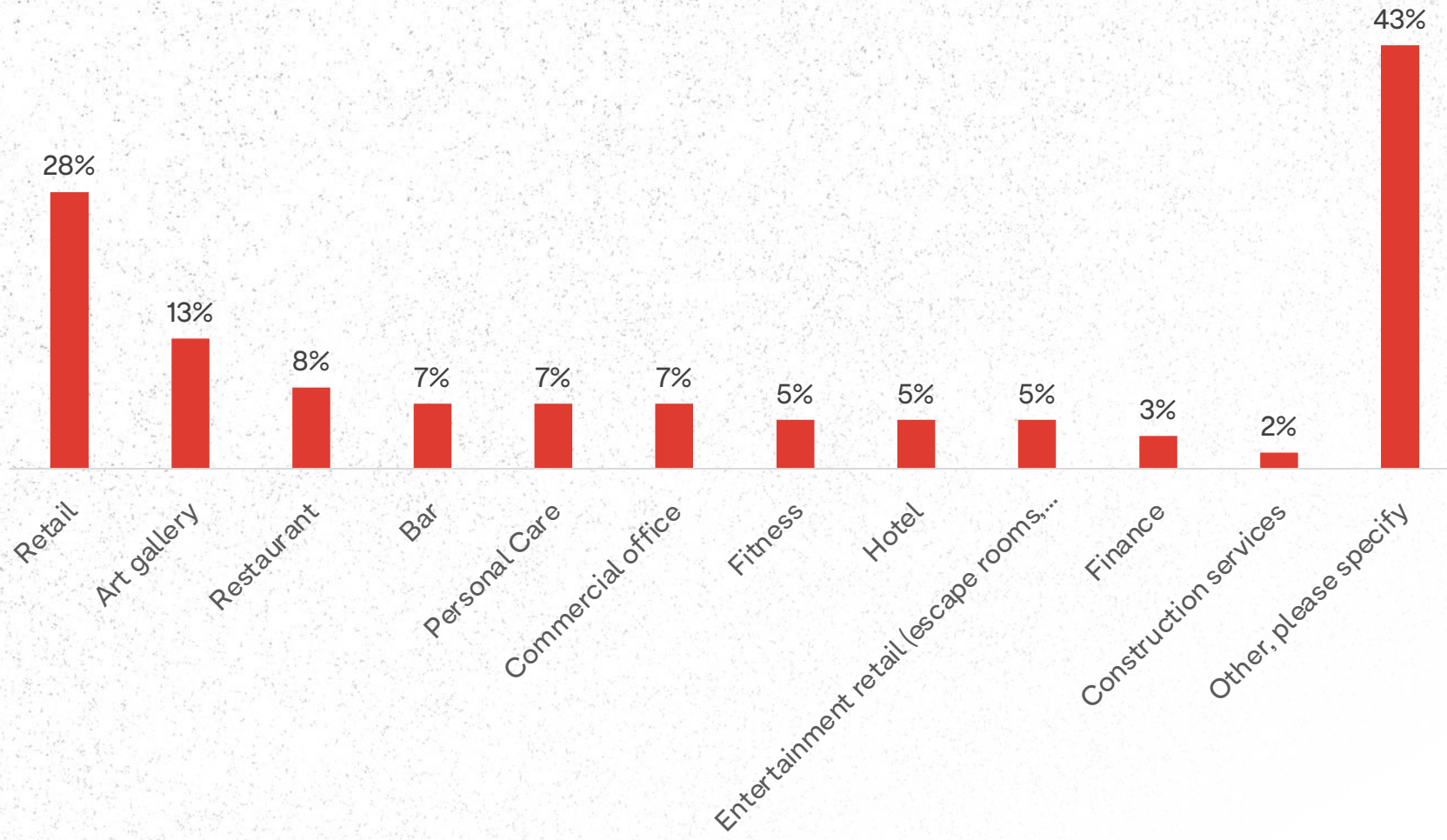
Do you have more than one location?



■ Yes ■ No

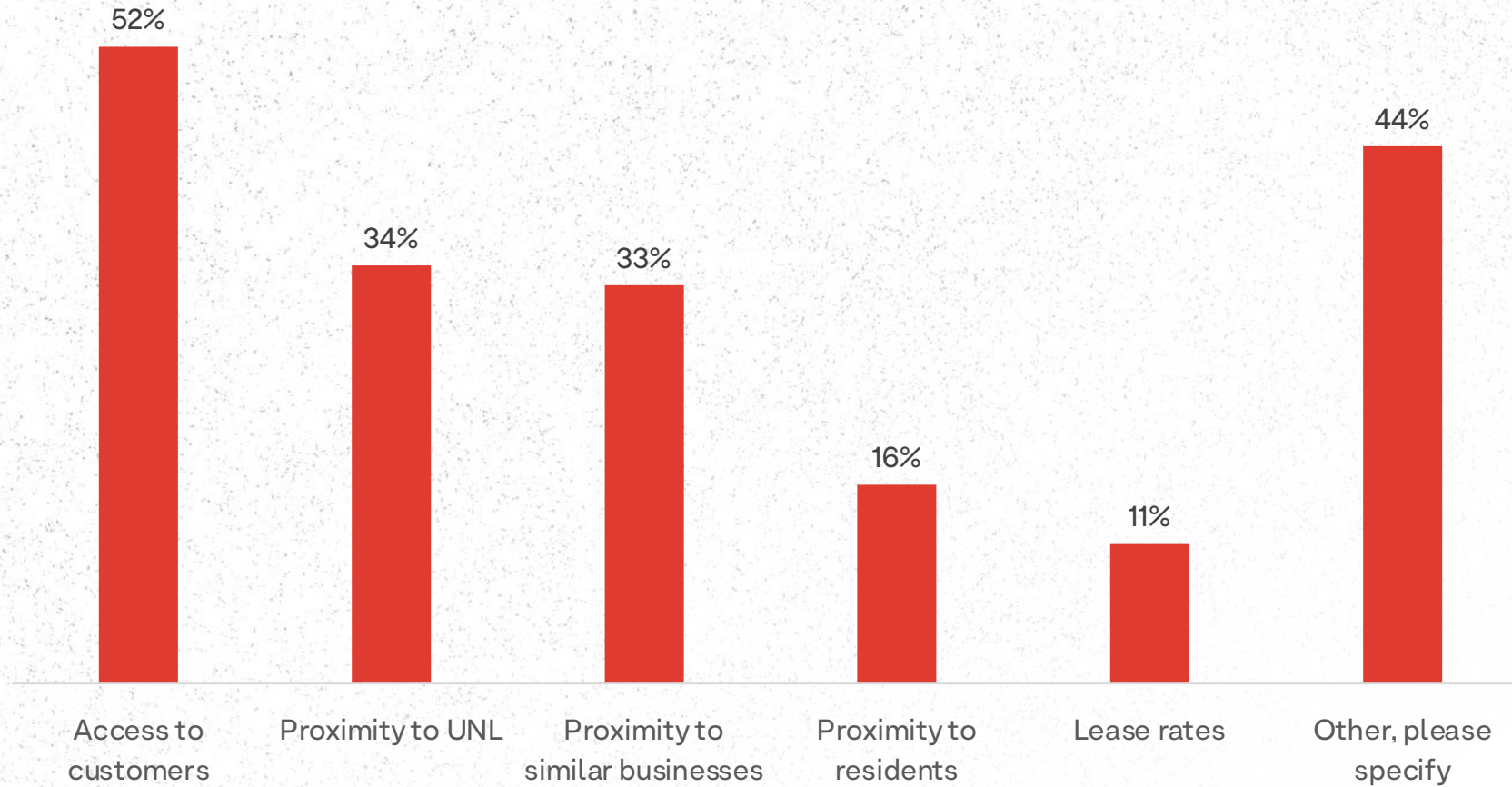
n= 61

What services does "business name" offer? Select all that apply.



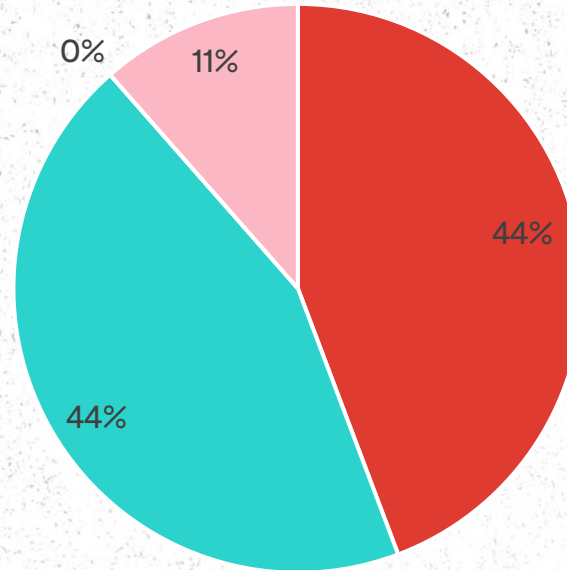
n= 61

Why did you choose the Downtown Corridors for your business? Select all that apply.



n= 61

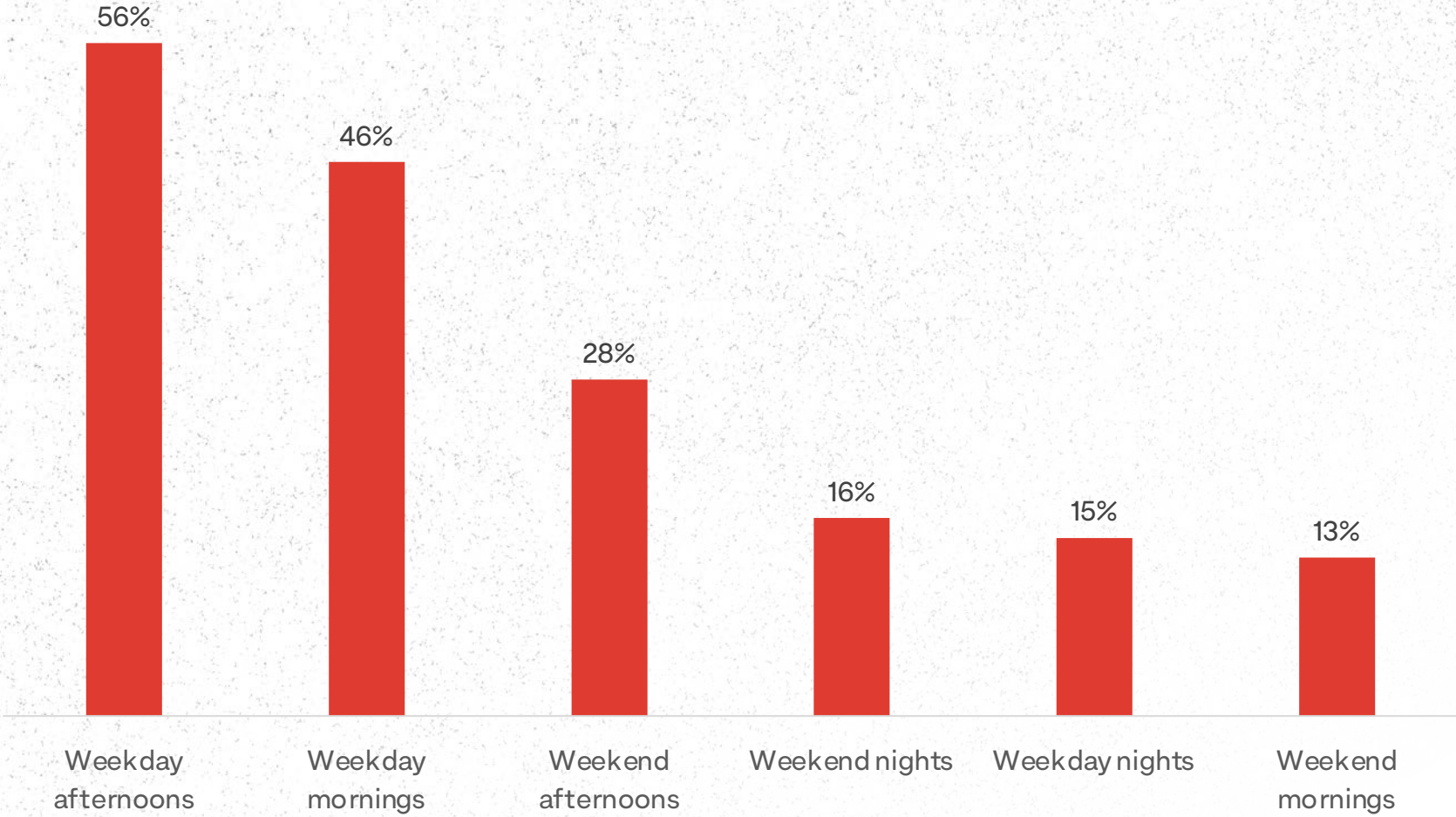
Please select which of the following statements you think are true. Select one



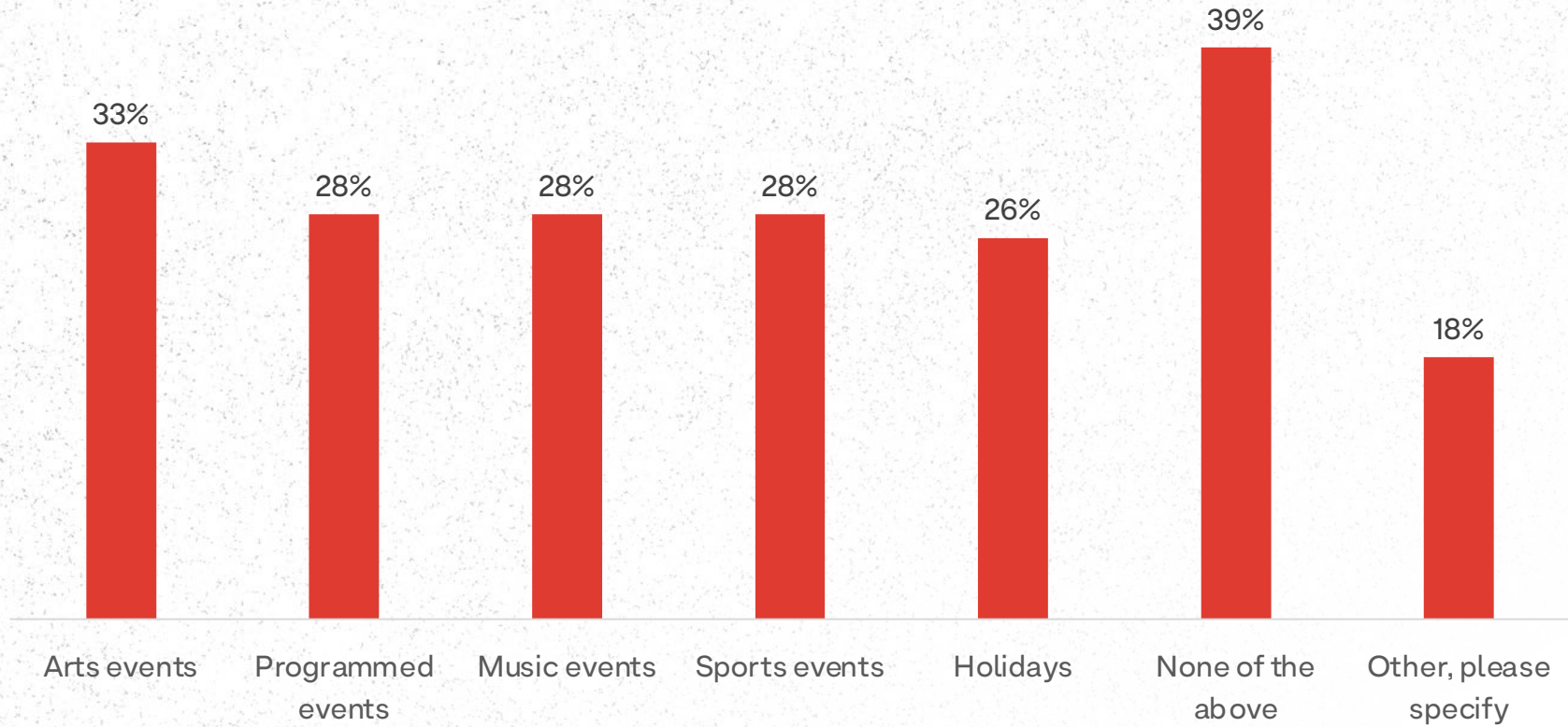
- My business is doing well because it is located in the Downtown Corridors
- My business is doing well regardless of where it is located
- My business would be doing better in another neighborhood
- Other, please specify

n= 61

When are your busiest times? Please select no more than two times.

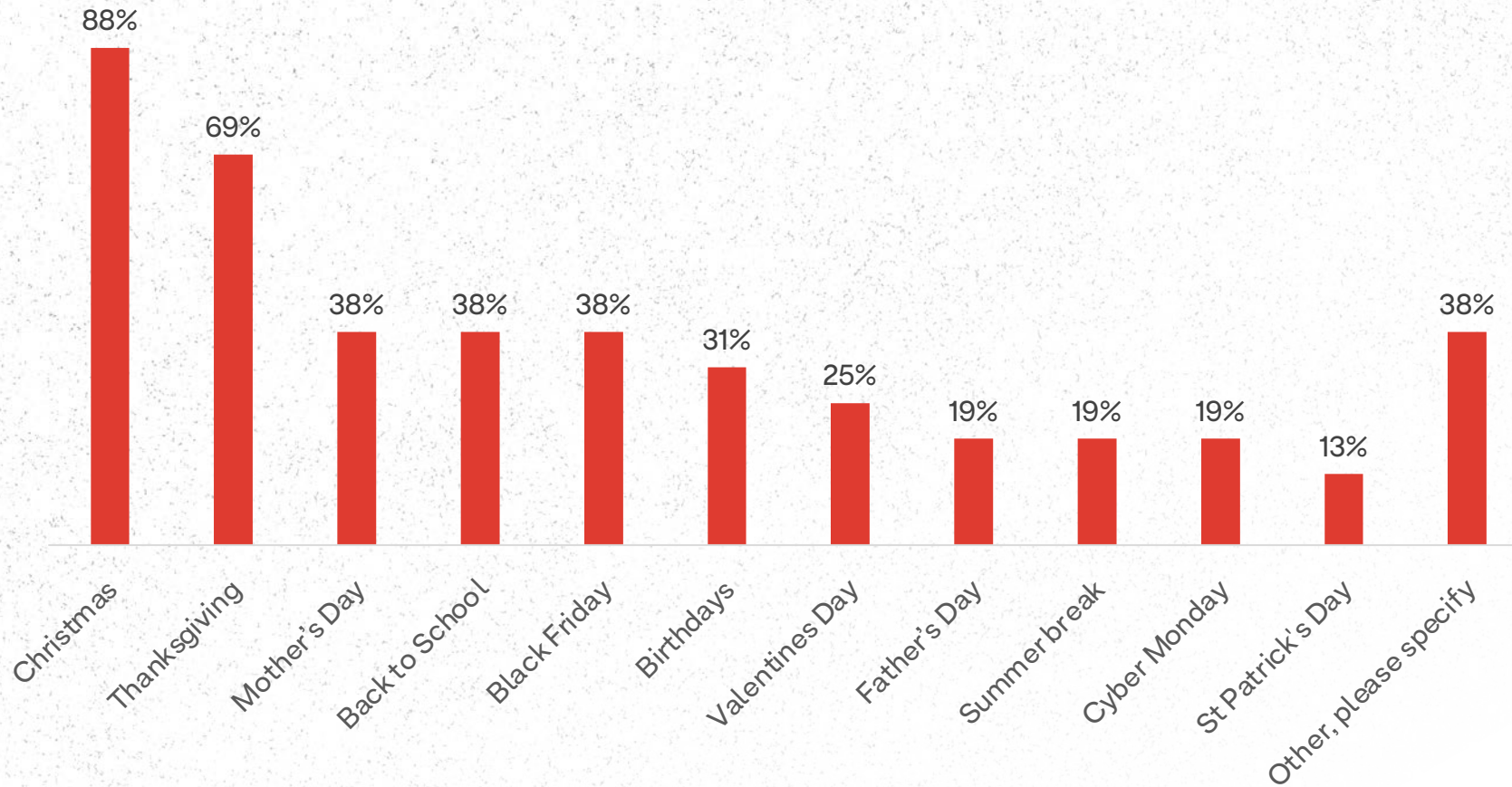


Are there special occasions, events or holidays that are especially important for your business? Please select all that apply.

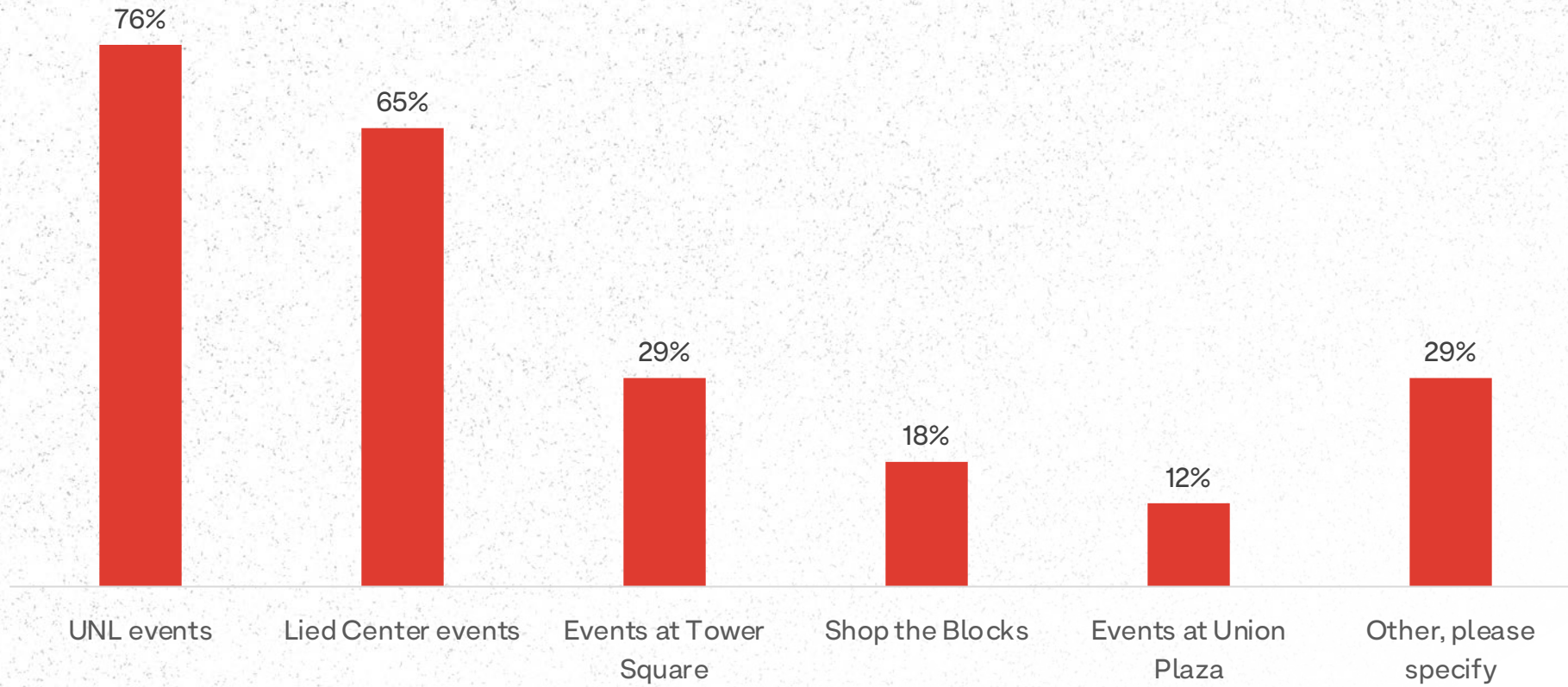


n= 61

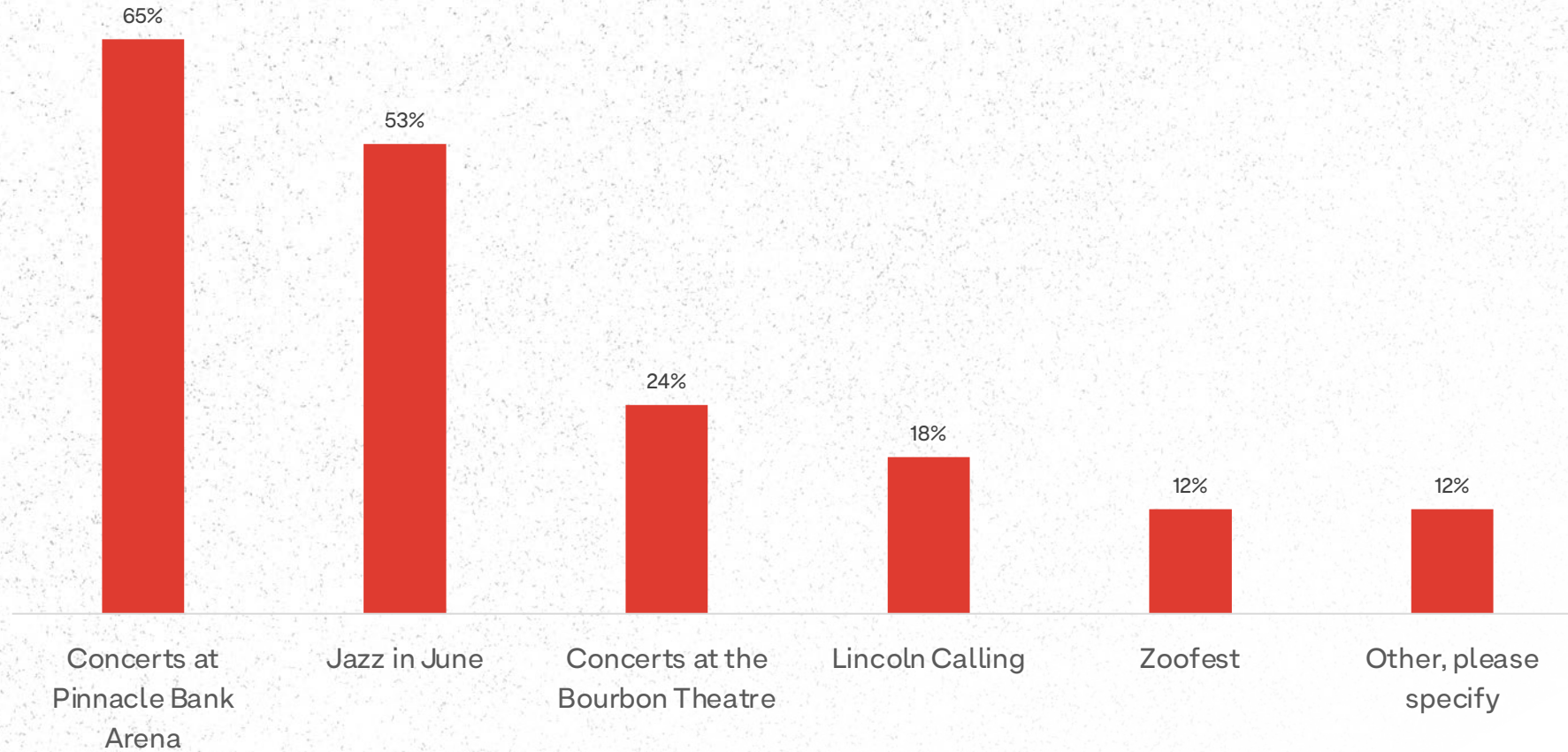
Which if the following holidays are especially important for your business?



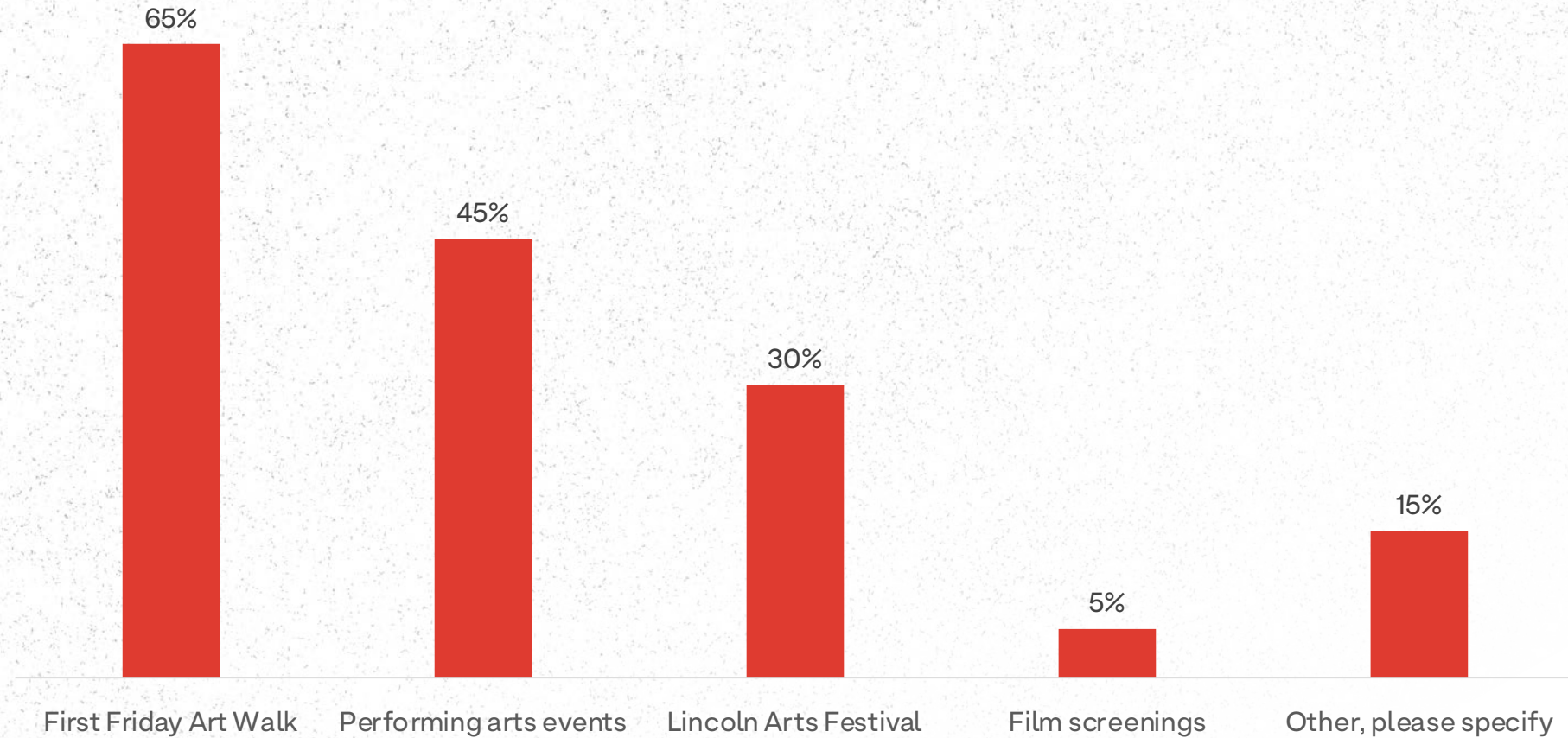
Which if the following programmed events are especially important for your business?



Which if the following music events are especially important for your business? Please select all that apply.

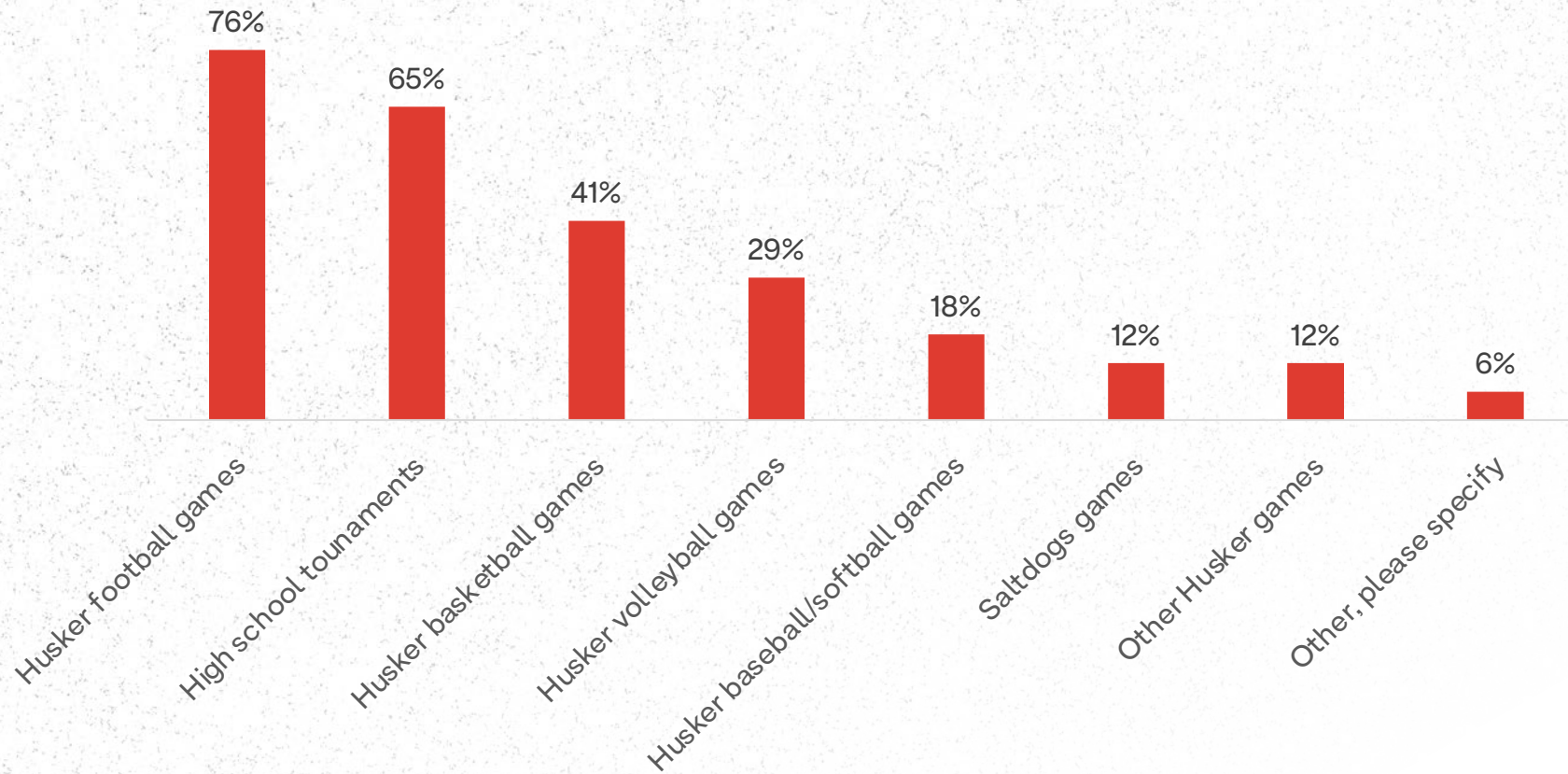


Which if the following art events are especially important for your business? Please select all that apply

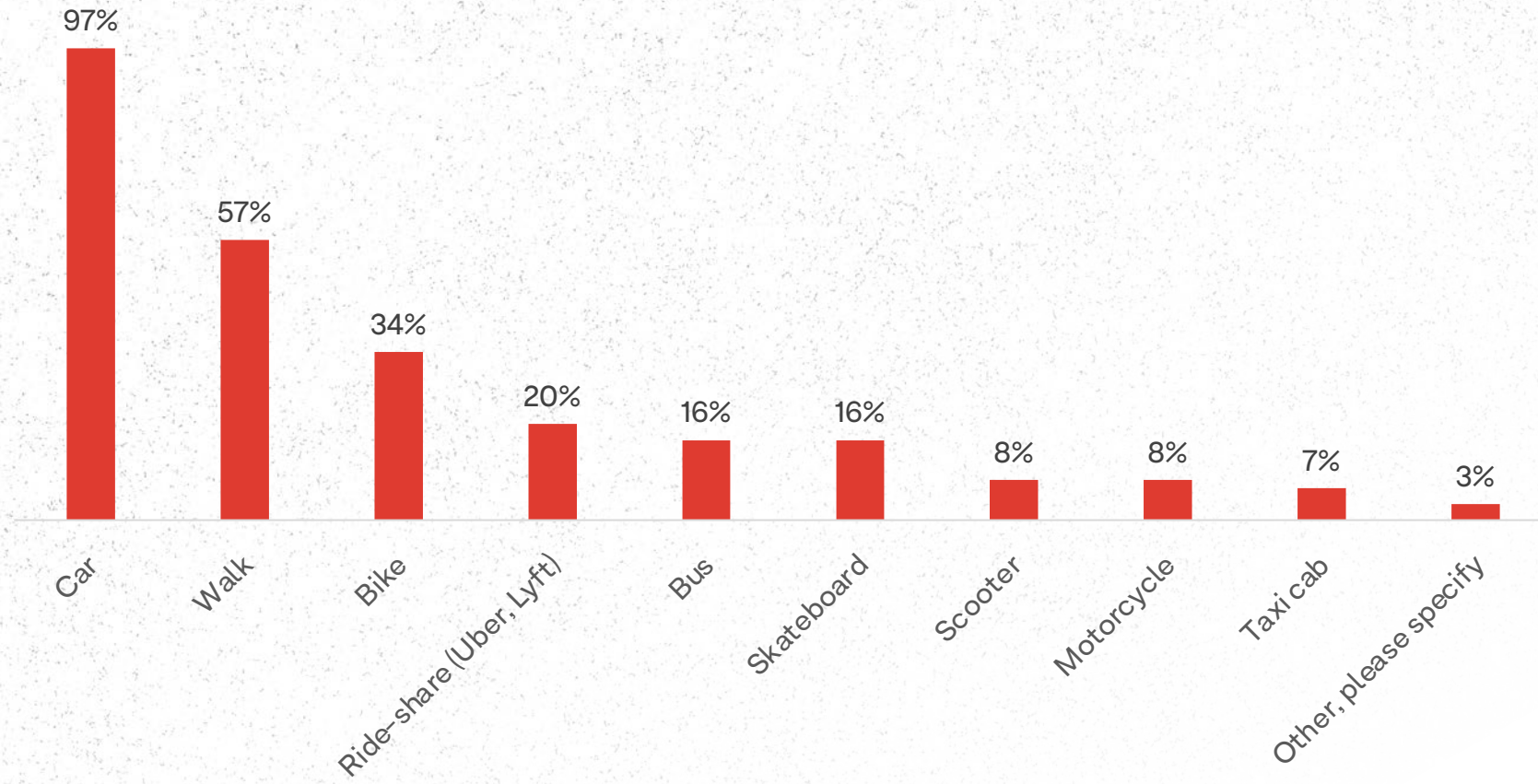


n=20

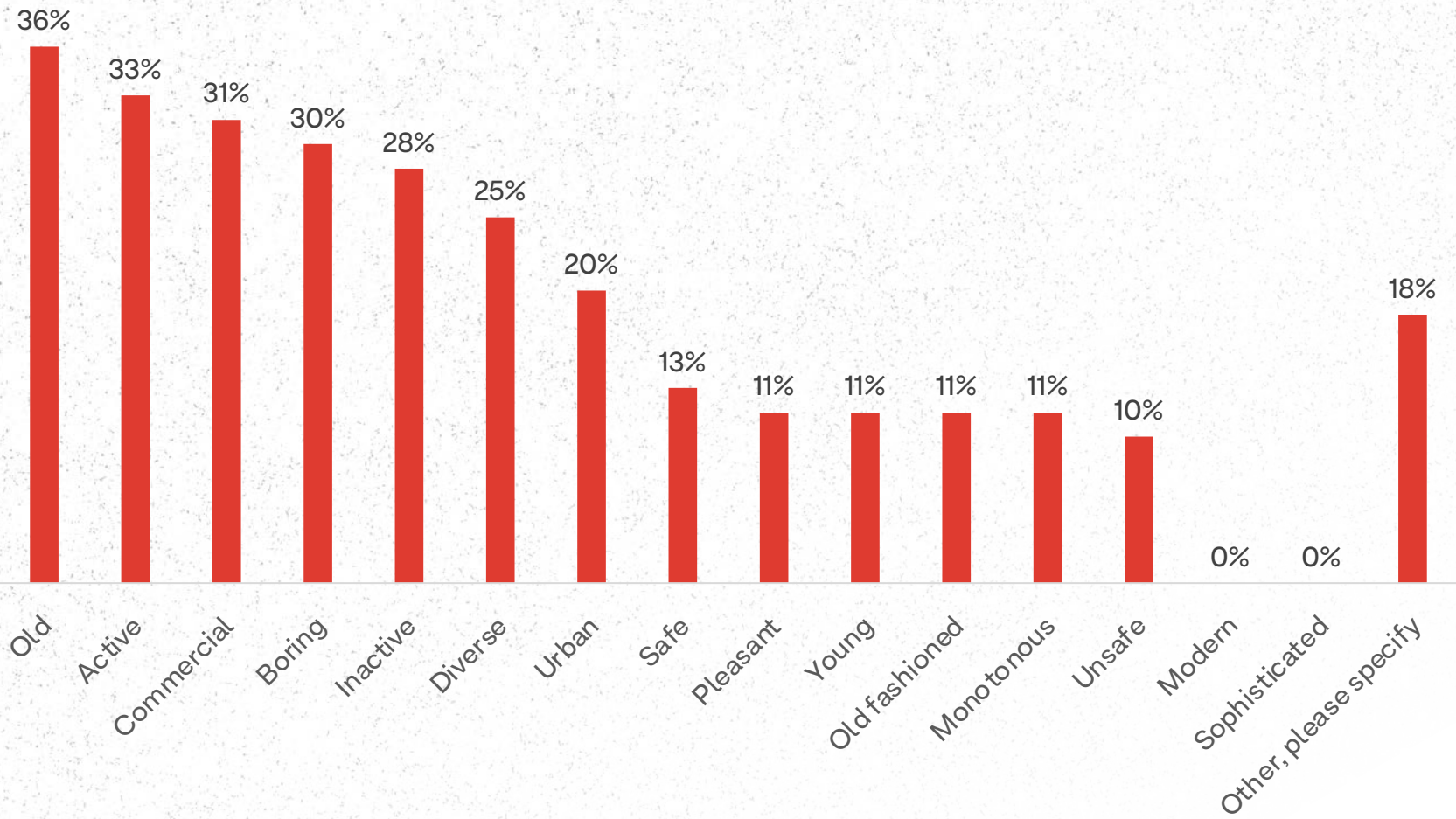
Which if the following sports events are especially important for your business? Please select all that apply.



How do you think your customers get to your business?
Select all that apply.

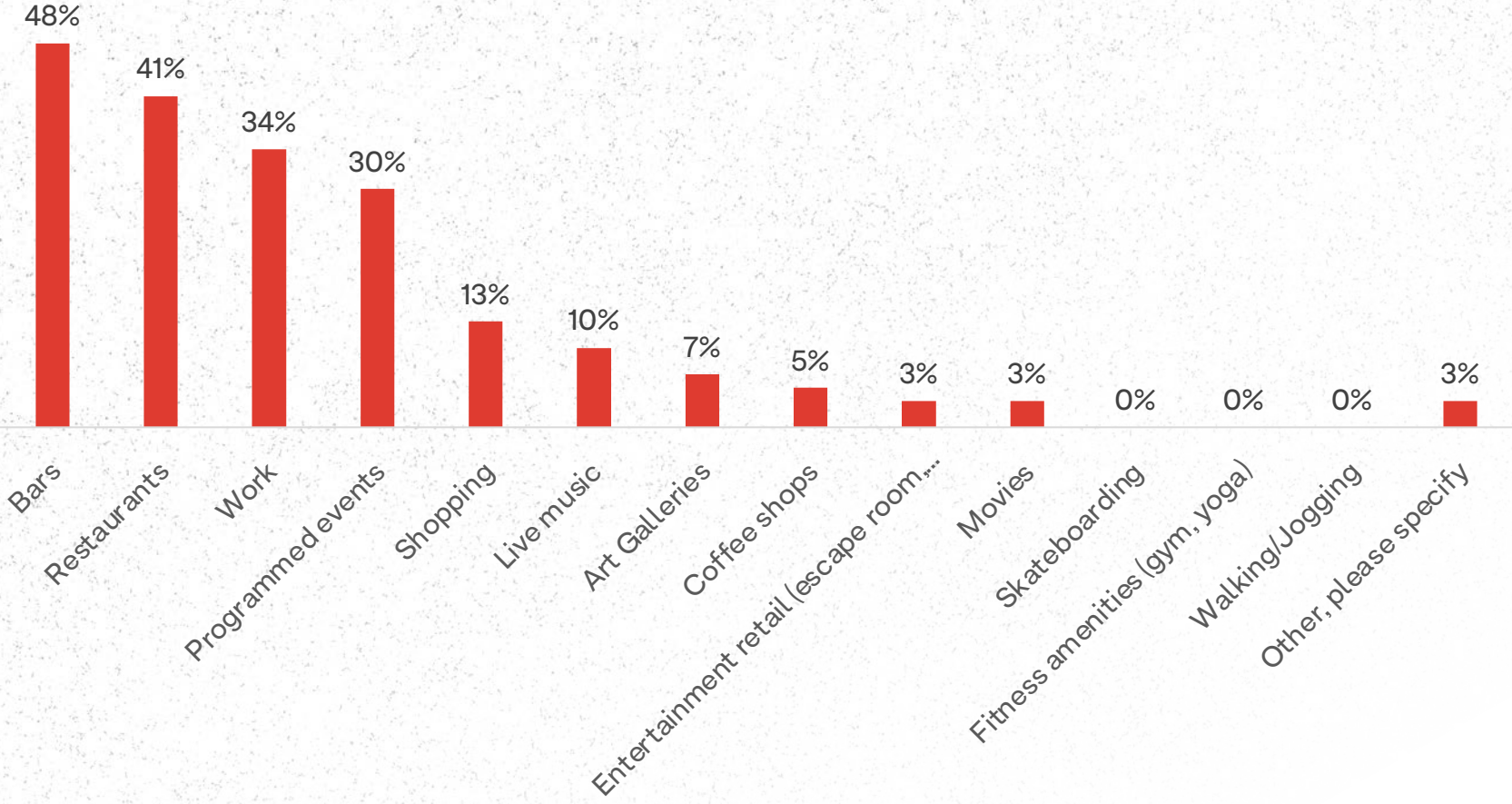


Looking at the lists of adjectives below, select the three that best reflect the Downtown Corridors currently.

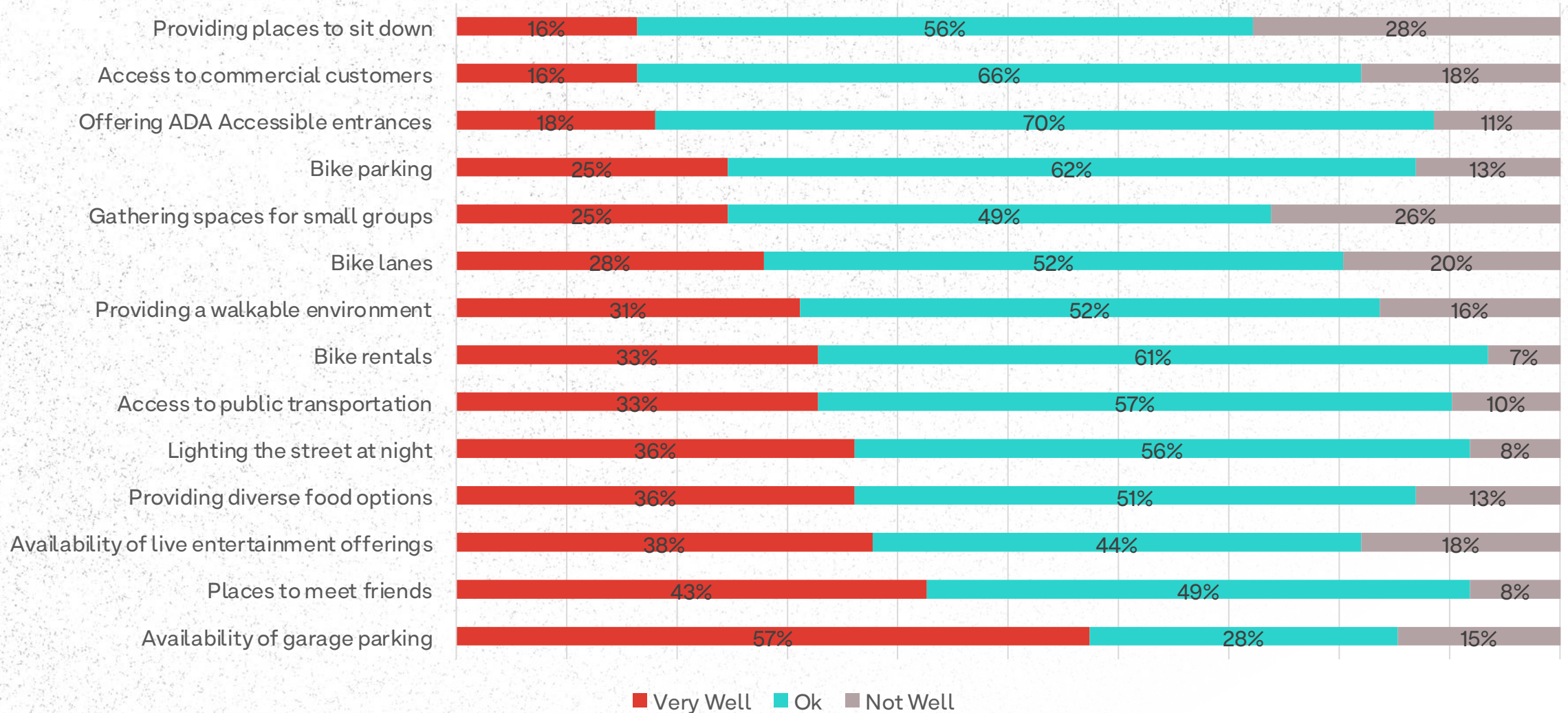


Thinking about the entirety of the Downtown Corridors, what do you think brings most customers to this area?

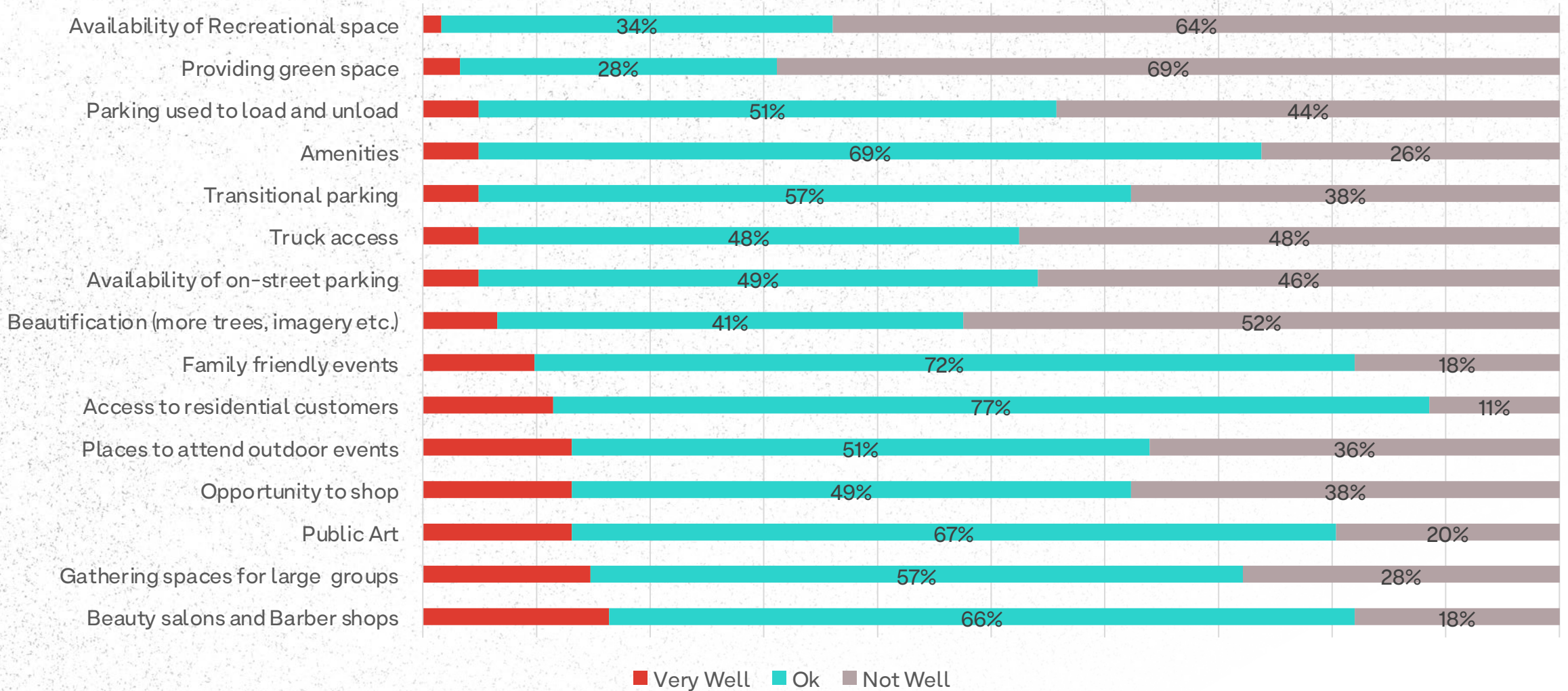
Select up to two



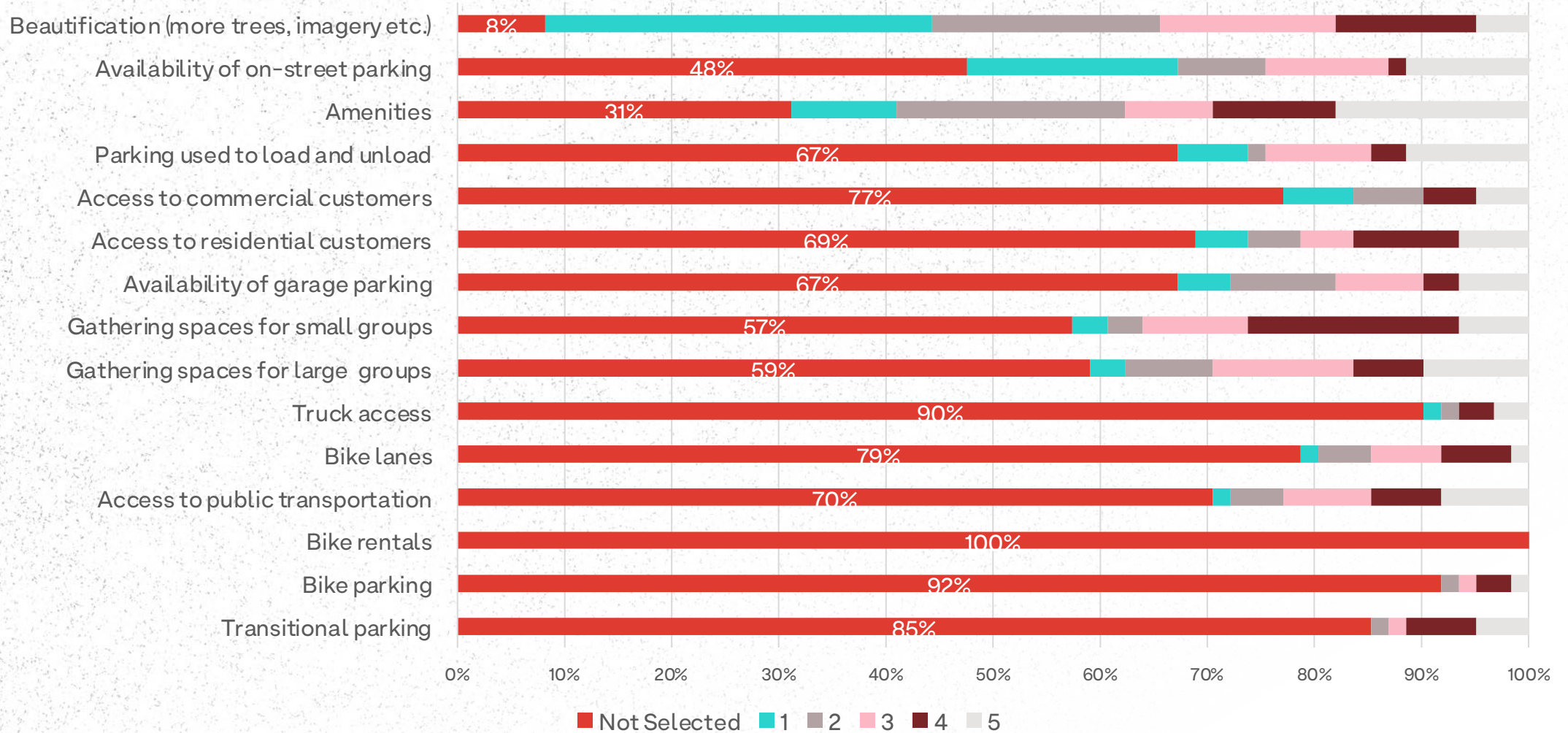
How well do you think the Downtown Corridors meet the following expectations?



How well do you think the Downtown Corridors meet the following expectations?

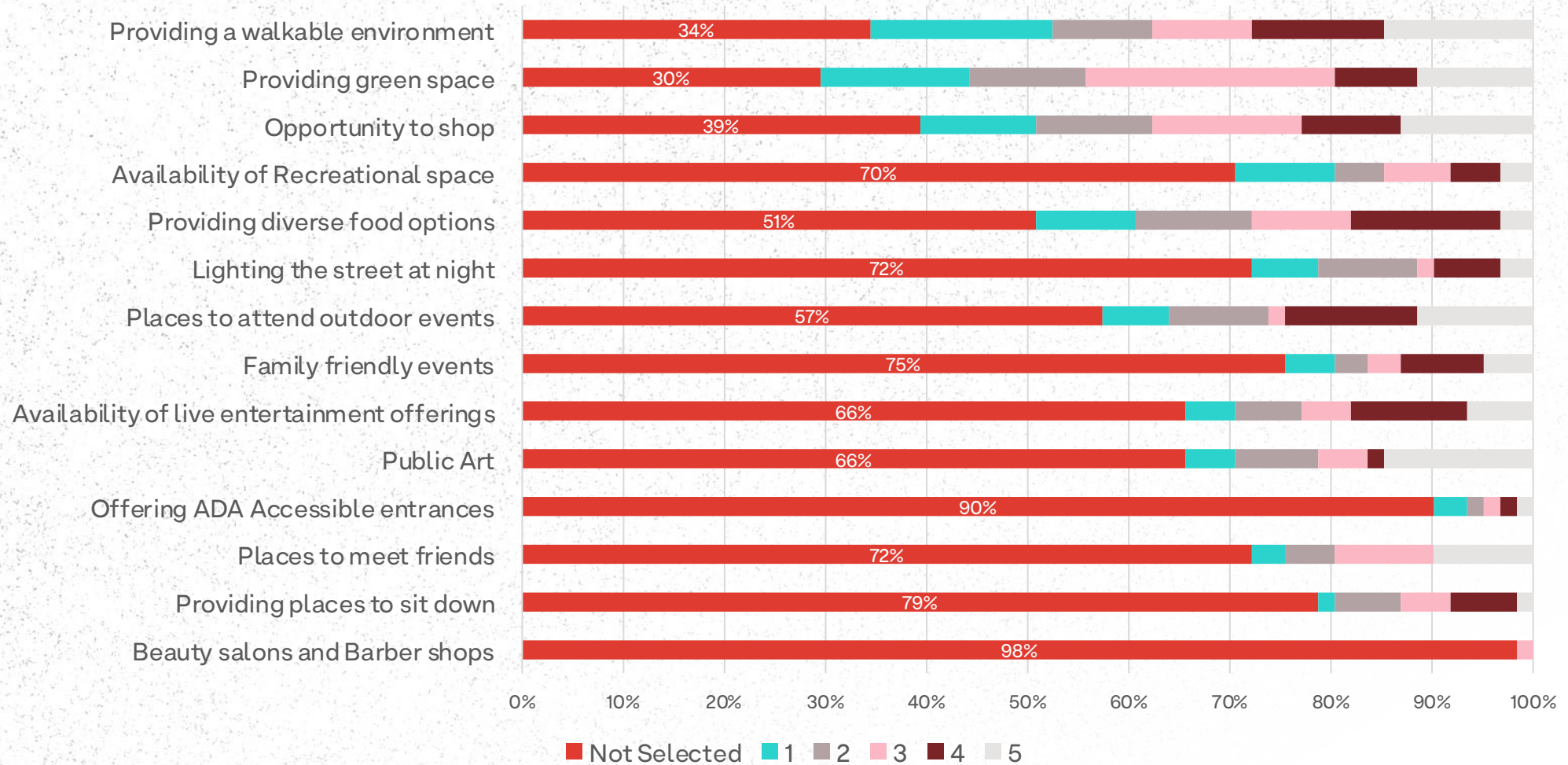


Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (group A)



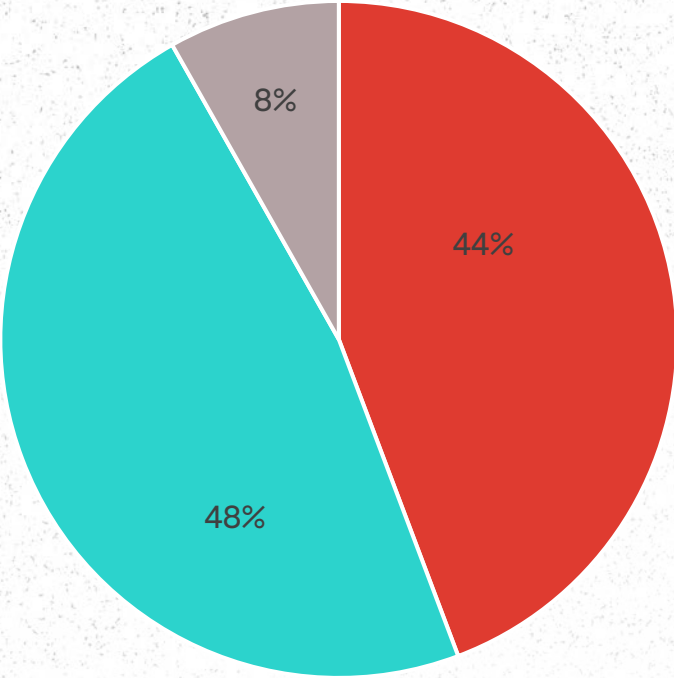
n=61

Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (group B)



n= 61

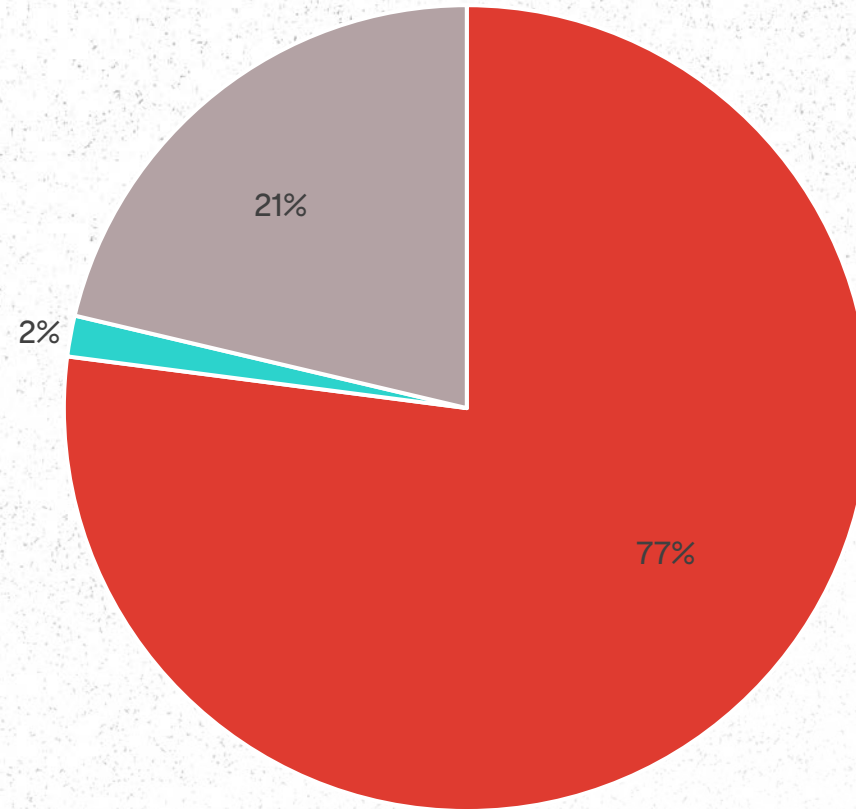
Were you familiar with this the Downtown Corridors revitalization project?



■ Yes ■ No ■ Not Sure

n= 61

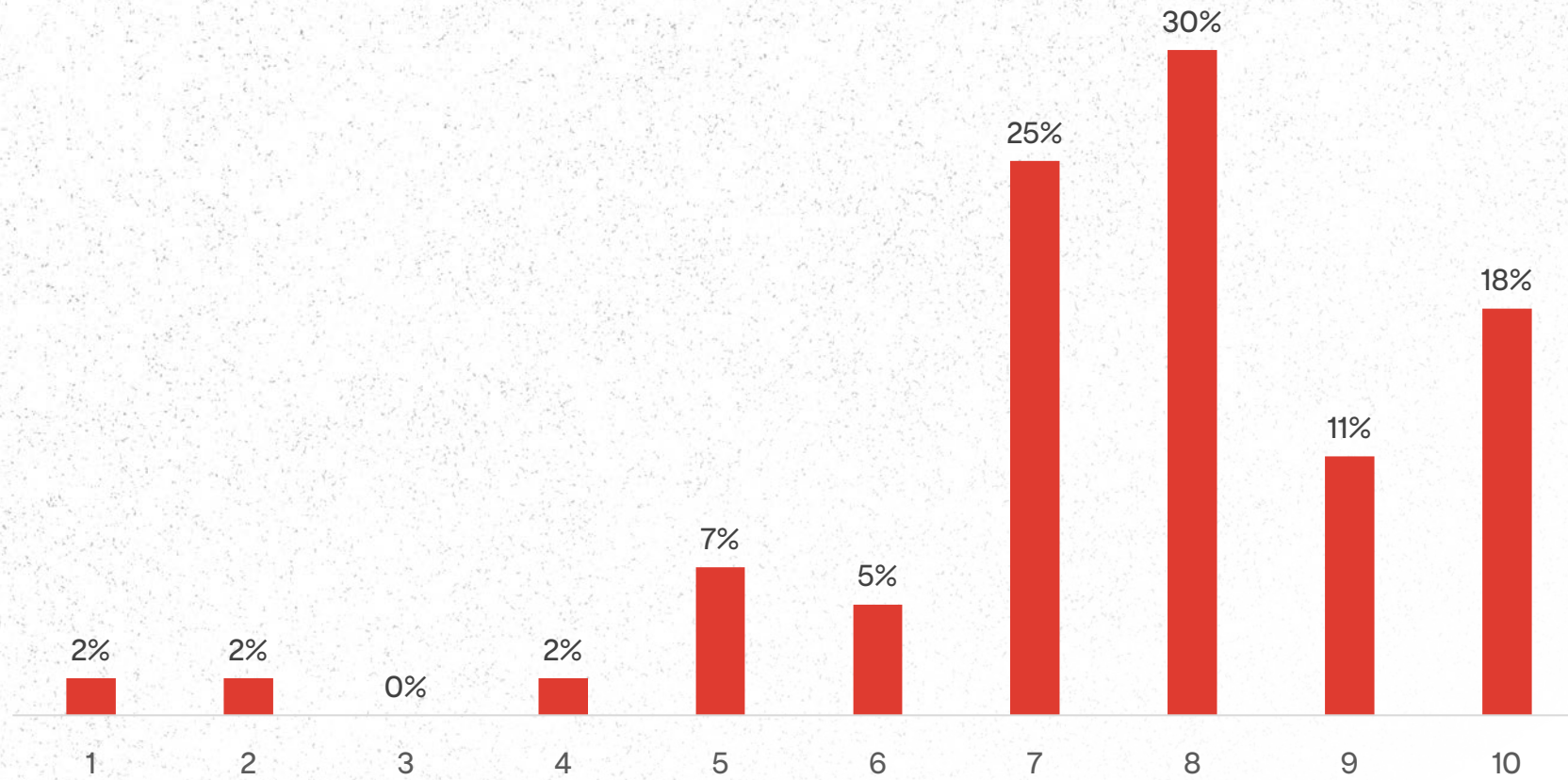
Do you think this project will benefit your business?



■ Yes ■ No ■ Not Sure

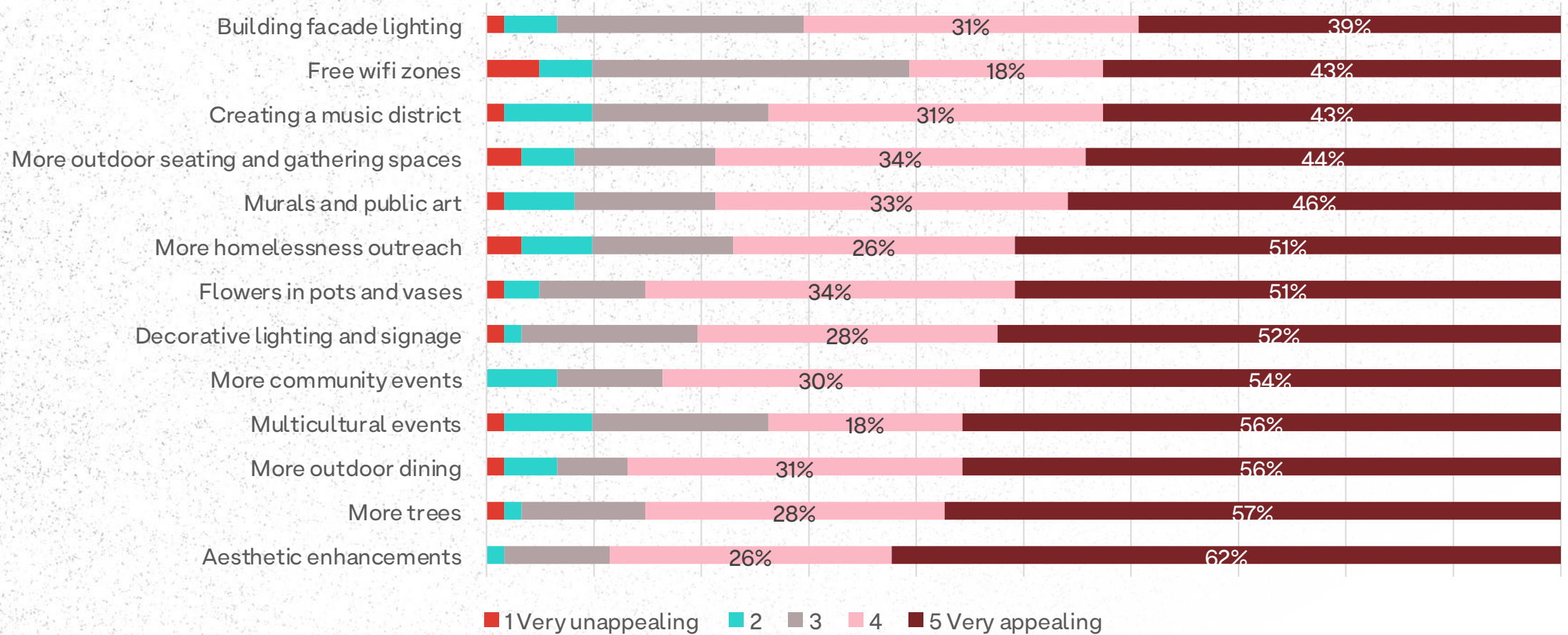
n= 61

On a scale of 1 to 10, 1 being unexcited, 10 being ecstatic, how would you rate how you feel about this project?

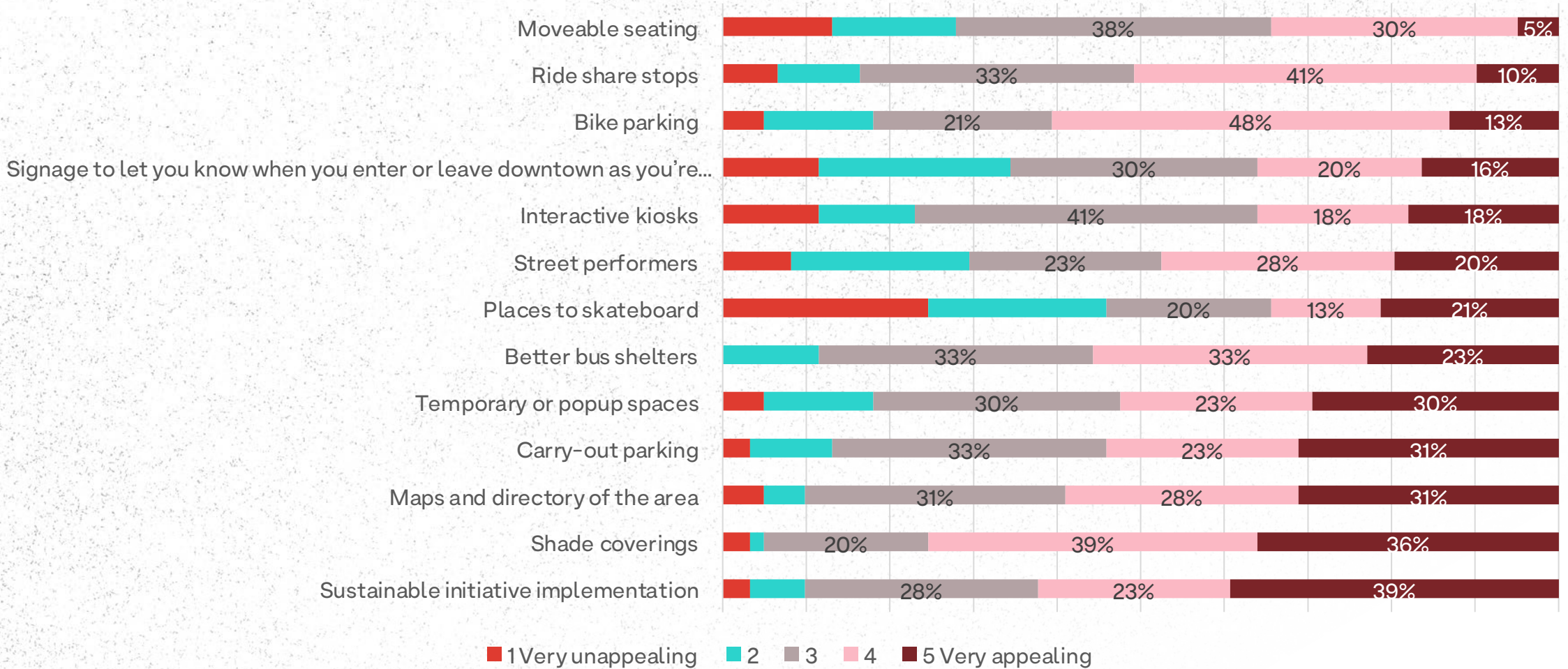


n=61

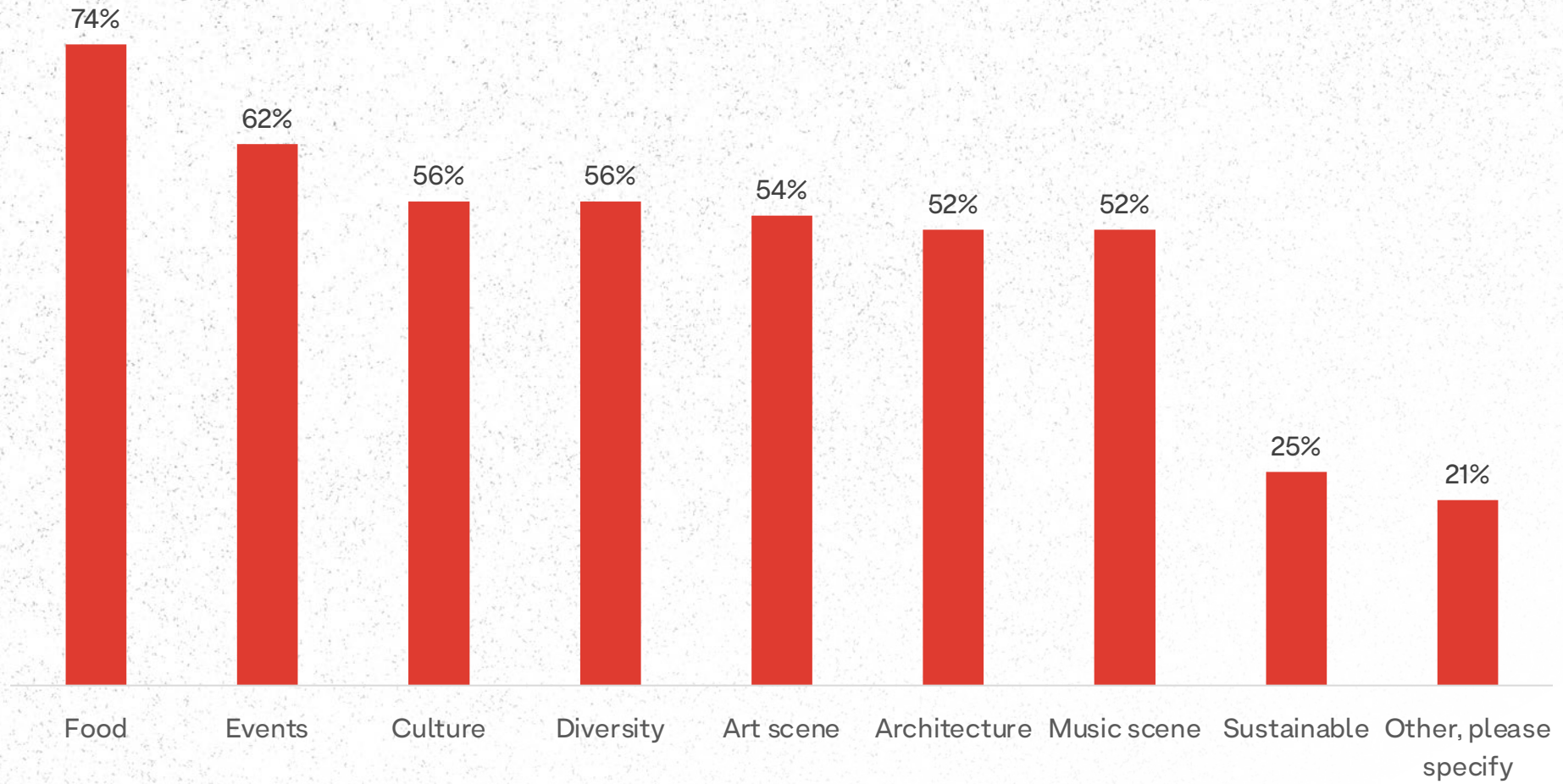
How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing



How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing

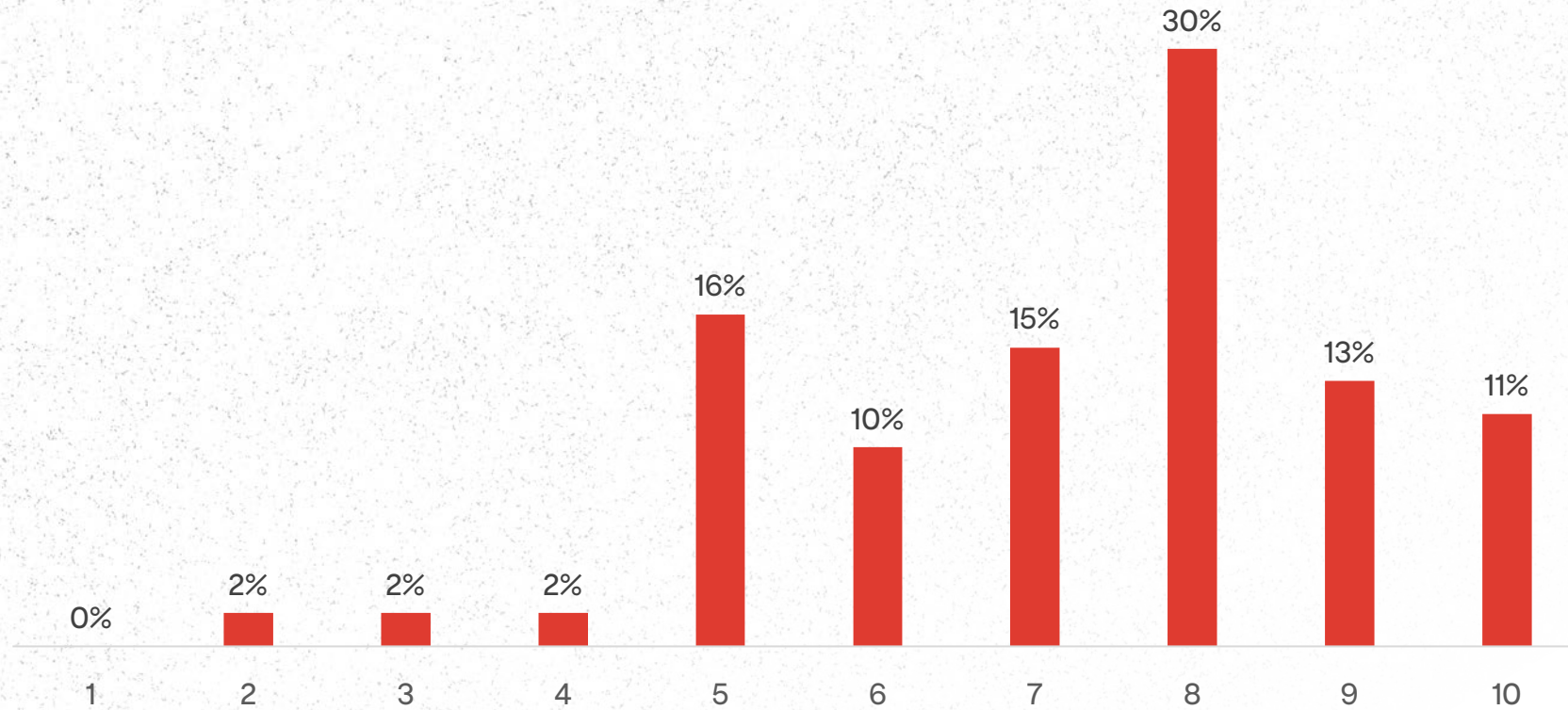


Select any of the following that were reasons why the downtown areas came to mind.



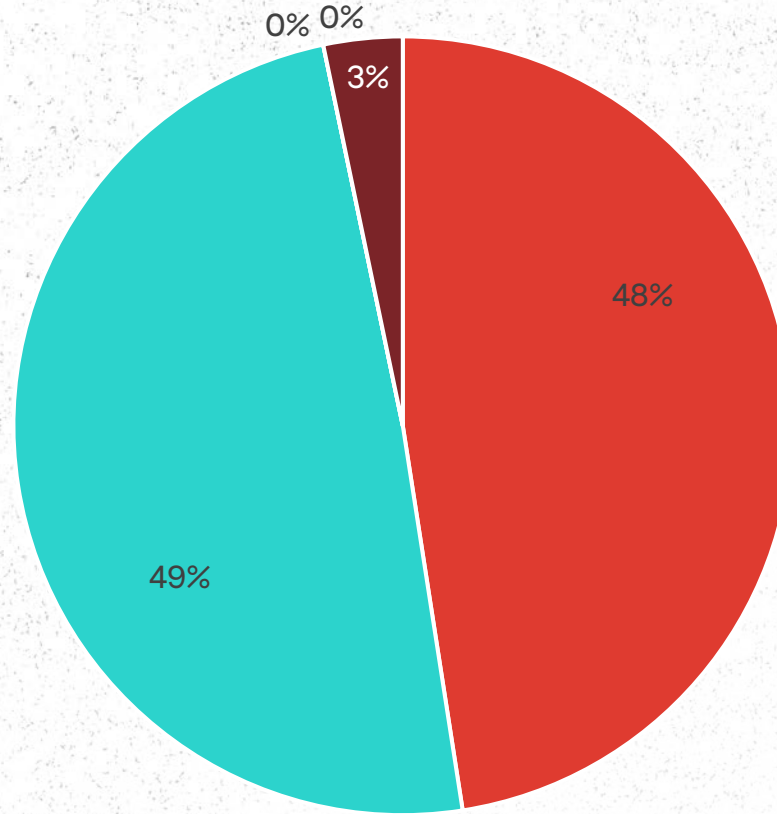
n= 61

Not specific to the Downtown Corridors, but rather in general, how important do you think neighborhood identity is in Lincoln?



n=61

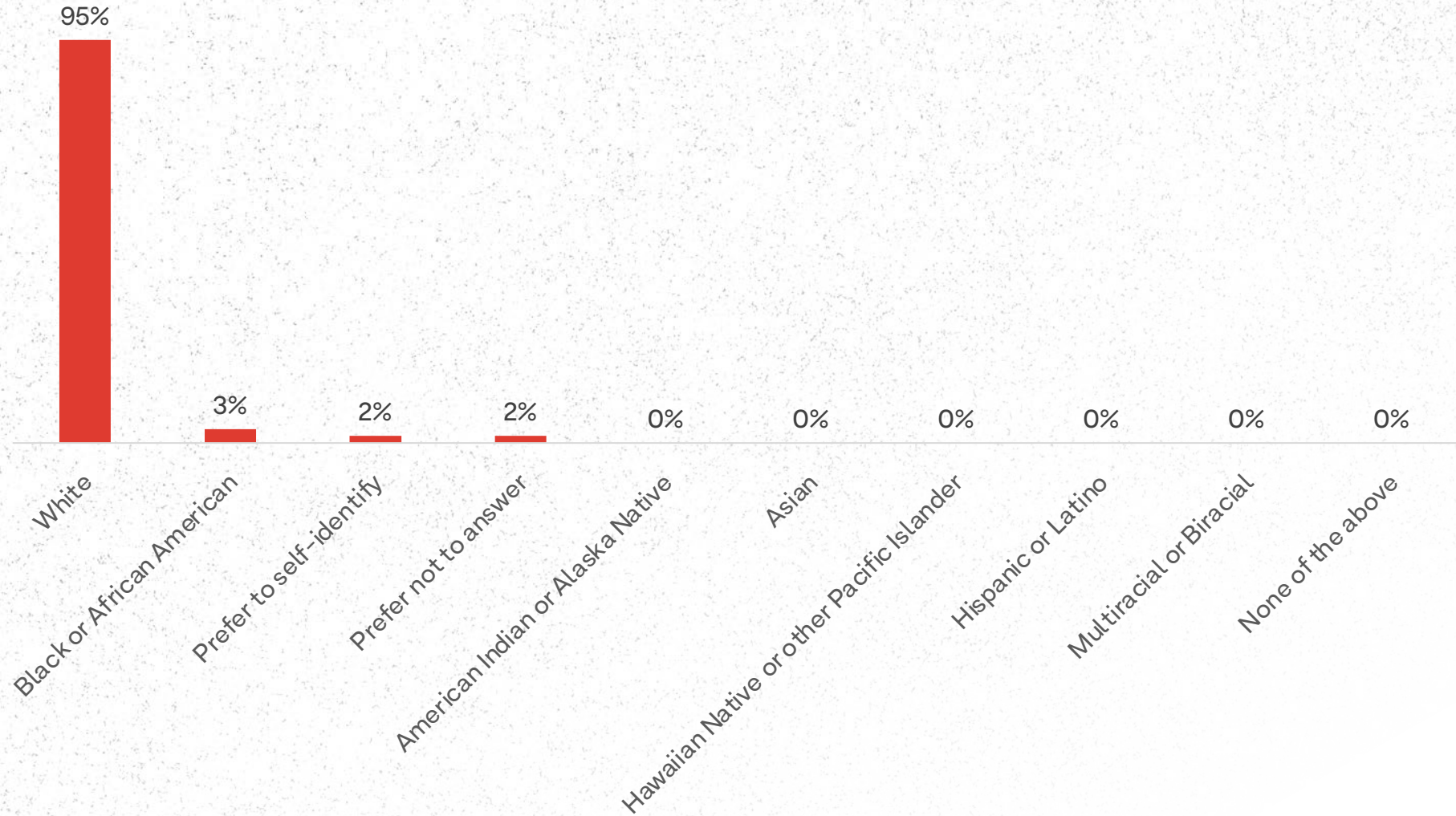
How do you identify?



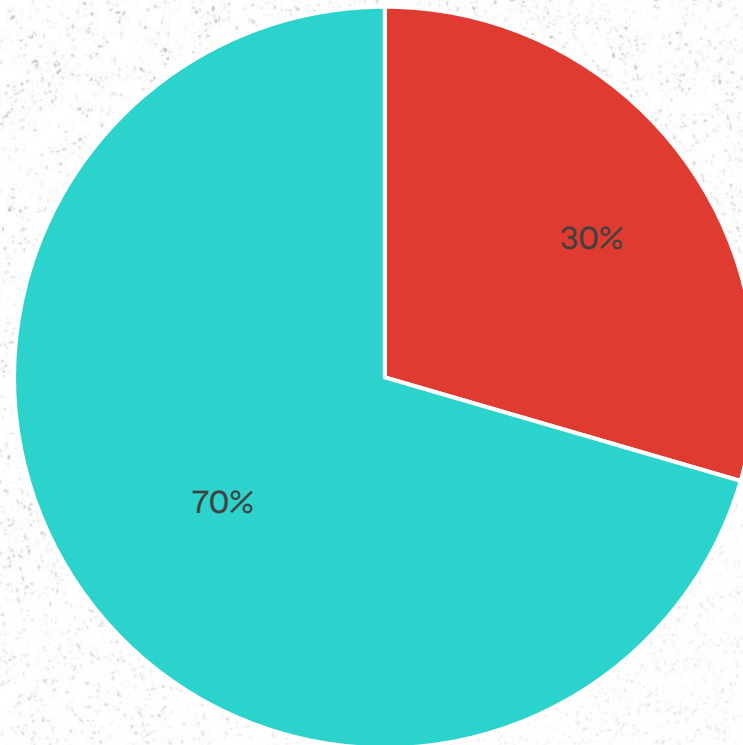
■ Male ■ Female ■ Non-Binary ■ Prefer to self-identify ■ Prefer not to answer

n=61

How would you describe yourself? Feel free to select multiple descriptors.



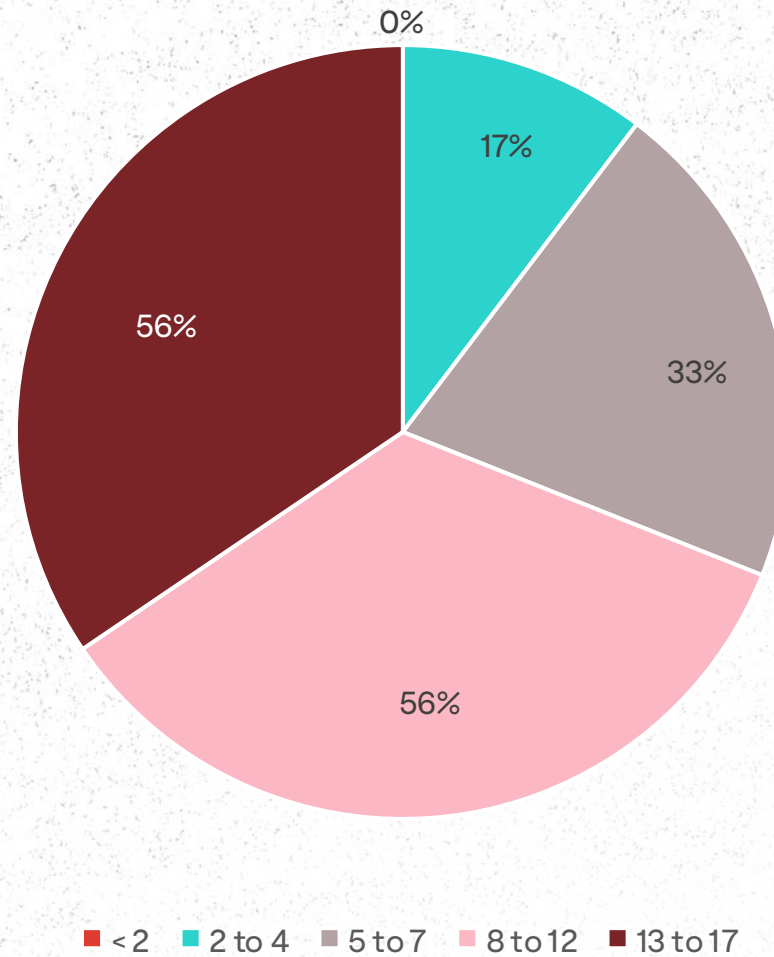
Do you have a child under 18 years old in your household?



■ Yes ■ No

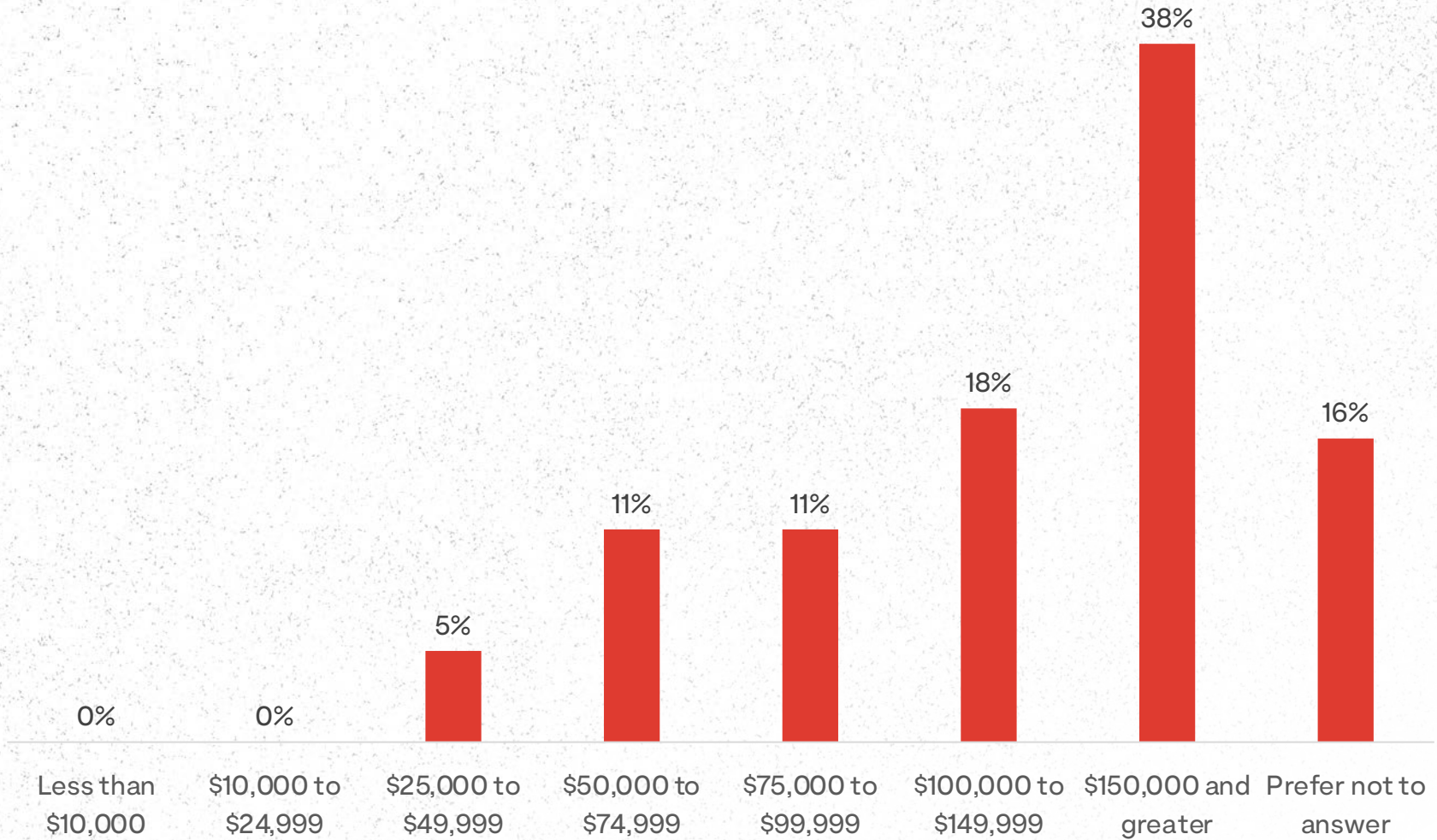
n=61

What ages are the children in your household?



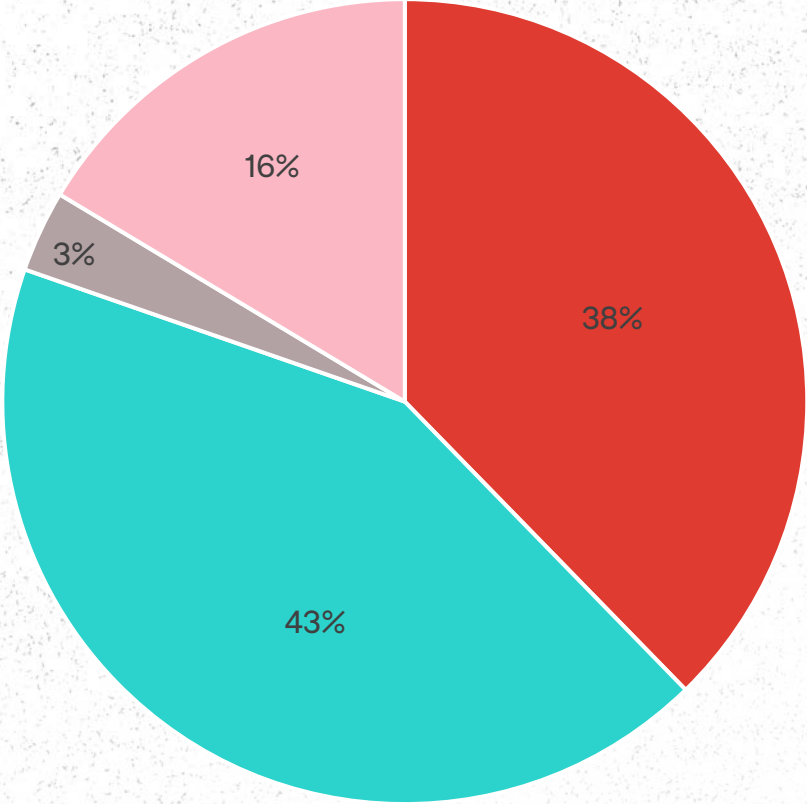
n=18

What's your household income?



n= 61

Which most closely defines the area you live in?



■ Urban ■ Suburban ■ Small Town ■ Rural