S.GRONER ASSOCIATES, INC.

DLBA Residential Survey Report 2016

S. Groner Associates, Inc.

100 West Broadway, Suite 290

Long Beach, CA 90802

p|(562) 597-0205 f|(562) 597-0231

EXECUTIVE SUMMARY

S. Groner Associates (SGA) was contracted by Downtown Long Beach Alliance (DLBA) to conduct a pedestrian intercept survey. The intercept survey and the following analysis was implemented in order to understand the wants, needs and level of satisfaction of Downtown Long Beach (DTLB) residents concerning variety of services, businesses and amenities.

1. **Restaurant Experience is enjoyed by all:** Residents of all districts and income levels have a positive opinion of the restaurant and coffee businesses available in DTLB. The survey suggests that the restaurant businesses of DTLB is one of its greatest assets.

2. **Other Options Desired in Retail Areas:** Residents of most districts and income levels expressed desire for other options than what is present in DTLB in number of retail categories: grocery, clothing, electronics, and household items. The extent to which this desire was expressed differed mostly by annual income levels reported.

3. **Greater Annual Income Predicts More Dissatisfaction:** Dissatisfaction with the businesses currently present in DTLB increased as annual income increased in various retail areas such as clothing, electronics, household items and groceries. This trend suggests that relative to lower income earners of DTLB, middle income and higher income earners desire greater retail options currently not present within DTLB.

4. **Greater Proportion of Spending Done Outside of DTLB for Those of Higher Income:** Residents of larger income tended to spend more money outside of DTLB, reflecting their desire for more retail options within DTLB. Lower income earners spent on average 31% of their retail spending outside of DTLB. Middle income earners on the other hand, spent 38% of their retail spending outside of DTLB and higher income earners spent 45% of their retail spending outside of DTLB.

5. **Residents Seek Open Spaces in DTLB:** Residents of all income levels and districts tended to disagree with the following statement: "There are enough parks and open space in my neighborhood." It stands as the lowest rated aspect of DTLB in terms of public amenities.

6. **Less Utilization of DTLB Events by Lower Income Earners:** DTLB residents of lower income on average attend less of the events held by DTLB. However, it is unclear what the cause is for this discrepancy. Some possible factors include: a) differences in available free time between income levels, b) differences in discretionary income, c) differences in level of appeal of DTLB events between socioeconomic groups, d) differences in the effectiveness of the current event advertising campaigns between income levels. In contrast, rating of entertainment options observed a relatively high score across all income levels. However, given the broad nature of the question— "Downtown Long Beach provides a variety of entertainment options such as movies, concerts, live music, plays, or museums when I choose to go out" — the two findings are not antithetical to one another.

TABLE OF CONTENTS

INTRODUCTION 1
METHODOLOGY 1
DEMOGRAPHICS 5
FINDINGS 8
CONCERNING BUSINESSES OF DTLB 8
RETAIL SPENDING 8
SATISFACTION WITH RESTAURANT LUNCH OPTIONS AT DTLB 12
SATISFACTION WITH RESTAURANT DINING OPTIONS AT DTLB 13
SATISFACTION WITH GROCERY OPTIONS AT DTLB 15
SATISFACTION WITH COFFEE OPTIONS AT DTLB 16
SATISFACTION WITH DTLB ENTERTAINMENT 18
SATISFACTION WITH CLOTHING OPTIONS AT DTLB 19
SATISFACTION WITH ELECTRONIC OPTIONS AT DTLB 23
SATISFACTION WITH HOUSEHOLD ITEM OPTIONS AT DTLB 25
REQUESTED GROCERY STORE 26
REQUESTED BUSINESS 29
CONCERNING AMENITIES AND PUBLIC SERVICES 31
SATISFACTION WITH PARKS AND OPEN SPACES AT DTLB 31
SATISFACTION WITH CLEANLINESS AT DTLB 32
EASE OF PUBLIC TRANSPORTATION IN DTLB 34
WALKING OR CYCLING IN DTLB 37
PRIDE IN DTLB 39
DTLB LIKES AND REQUESTED CHANGES 43
APPENDIX 44
MISC TABLES 44
SURVEY 55
REFERENCE 63

INTRODUCTION

S. Groner Associates, Inc. (SGA) was contracted to conduct a pedestrian intercept survey of Downtown Long Beach (DTLB) residents by Downtown Long Beach Alliance (DLBA). The key objective of the study was to understand DTLB residents' satisfaction with the services, goods and public amenities available within DTLB. 830 responses were gathered for this study.

METHODOLOGY

The intercept survey was conducted from November 1st, through December 9th of 2016. The surveys were stratified by time of day, days of the week, and in location of implementation in order to obtain a representative sample of DTLB absent of specific leanings.

Table 1. Survey Locations

Address	Business/Event
Linden Ave & E Ocean Blvd to Elm Ave & E Ocean Blvd	General
Pine & 3rd Street	General
Broadway & Spring Street to Broadway & Prince Street	General
W Broadway & Queens Way to 3rd Street & Queens Way	General
Magnolia & 3rd Street to Magnolia & W Broadway	General
Pine & 1st to Pine & 3rd, Promenade & 3rd to Promenade & Broadway	General
E. 4th Street & Elm Ave to E. 4th Street & Linden Ave	General
111 East Ocean Boulevard Long Beach	Dogs of Downtown Event
95 S Pine Ave, Long Beach	Holiday Ice Event
1st street & Linden Ave	Makers Mart Event
300 East Ocean Blvd, Long Beach	Christmas Tree Lighting Event
455 E Ocean Blvd, Long Beach	HOA Meeting
855 E 5th St, Long Beach	Holiday Boutique Event
117 Linden Ave, Long Beach	Live after 5 Event
Pine Ave Between 6th and 7th Street	Dia De Los Muertos Event

Address	Business/Event
600 E. Broadway, Long Beach	Vons
350 The Promenade N, Long Beach	City Place
99 Pine Ave, Long Beach	Cinemark
350 The Promenade N, Long Beach	Farmer’s Market
100 Oceangate, Long Beach	24 Hour Fitness
400 West Ocean Blvd & 411 West Seaside Way	West Ocean Towers
207 E Broadway	The Loft
601 Pine Ave, Long Beach	Rite Aid

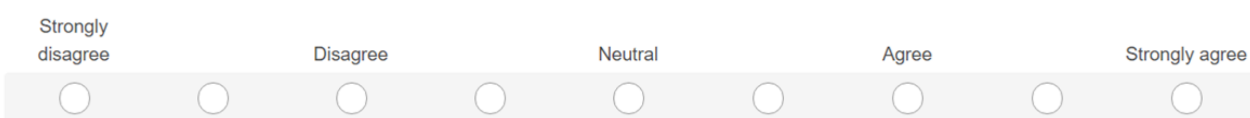
NOTE: If the pedestrian traffic into or out of a specific business or event was predominantly targeted for surveying, the name of the business or event was included.

Before conducting the survey, surveyors were trained on proper survey methodology to ensure clean results. The staff was instructed to approach all pedestrians without discrepancy and were made aware of actions that may cause biases in answers. Surveyors used tablets with data validation tools in place to ensure data accuracy. The final data was scrubbed to standardize entries and to correct typographical entry errors. The full survey can be viewed in the appendix section of this report.

A number of questions of this survey utilized a 9 point Likert scale to gauge opinions. As a 9 point Likert scale is difficult to visualize, a print out of the Likert scale was handed to the participant to view as the surveyor asked questions.

Figure 1. Nine Point Likert Scale Used

(1) (2) (3) (4) (5) (6) (7) (8) (9)



830 responses were gathered in total. Of the 830 responses, 12 responses were excluded as the answers were from individuals that were not residents of DTLB.

Table 2. Number of Responses Collected per District

District	Responses
East Village	172
Willmore City	134
Pine & Promenade	130
North Pine	138
Waterfront	127
West Gateway	129

All questions of the survey excluding the last two questions were administered verbally by the surveyor. The last two questions asked the participant of their age and annual income, common topics of sensitivity, and therefore the surveyor handed the tablet to the participant to fill out silently. This protocol was enacted as participants commonly decide to omit answering these questions if asked to state it out loud.

Participants were allowed to report either their household income or personal income when reporting their annual income depending on their household context as we were interested in the participant's actual buying power rather than a nominal figure. For example, a household annual income of an individual with acquainted roommates would not be reflective of his buying power as they do not share financial resources. And in some cases, individual income is still underestimated if for example the individual is a college student and being support by their family or student loans.

In order to establish the participant as a resident of DTLB, surveyors initially asked the participant as to whether or not they lived in DTLB and if so, which of the 6 districts they resided (Waterfront, West Gateway, Willmore City, North Pine, Pine & Promenade and East Village). If participants were unsure as to which district they belonged to, surveyors prompted the participant to locate his or her neighborhood on a prepared map to classify his or her residence. Individuals who were not DTLB residents were informed that the surveys were open specifically to DTLB residents at this time.

Demographic data of DTLB was gathered from the U.S. census bureau and the demographics observed in the collected data was compared on a weekly basis in order to monitor potential skews in participants unreflective of the population. Based on further review of the data post-collection, we found potential skew in the sample towards an unrepresentatively larger number of lower income individuals. Due to this observed discrepancy, the report uses the latest data from the US Census reports to correlate information collected.

A sizable portion of the questions in this survey study were designed to measure residents' satisfaction with purchasing options in different categories of services, goods, and amenities offered in DTLB. As such, income levels (difference in taste/ability to purchase) and location of residence (proximity to goods and services) were identified to be independent variables of interest and of influence on the dependent variable of satisfaction. Therefore, two-way analysis of variance was utilized for majority of the applicable comparisons in this study. Bonferroni adjustments were used to compare groups in the posthoc tests. Resampling methods were used where sample size was applicable.

Six sets of values violated the assumption of homogeneity of variance as assessed by Levene's test of equality of variance, $p < .05$. Both log and square transformations were conducted to stabilize the variance which allowed two of the six sets of values (questions pertaining to entertainment and safety of walking) to be applicable to two-way analysis of variance. A weighed least square regression was considered for the remaining four sets of values. However, given that finding an interaction was unlikely-—based on the observation that no simple effect was yielded pertaining to all of the other questions of the analysis, many of which were variables related to the two questions at hand—a Kruskal-Wallis analysis of variance was opted instead per independent variable (retail spending, DTLB retail spending, score of restaurant experience during evenings, score of likeliness to walk or bike in DTLB).

Although this discussed skew in income impacted our ability to report on demographical figures, it has not impacted the majority of the analysis in this report as representative samples were obtained in all income levels and districts.

DEMOGRAPHICS

DTLB falls within the following nine census tracts: 5760.01, 5759.01, 5759.02, 5762, 5758.01, 5758.02, 5763.01, 5763.02 and 5764.01. Of the nine census tracts, 5758.01, 5758.02, 5758.03, 5763.01, 5763.02, and 5764.01 have a sizable portion of its geography lying outside of the DTLB area. There are no means of proportioning the demographic figures to account for this difference in area within the scope of this report. As such, these five census tracts were removed from the following demographical figures. Only census tracts 5760.01, 5759.01, 5759.02 and 5762 were included into our calculation of DTLB demographics as these census tracts are a part of DTLB in its entirety. References for the following tables are included in the appendix.

Table 3. Gender of DTLB based on Census Data

Gender	Percentage
Male	52.48%
Female	47.52%

Table 4. Education Level Distribution of DTLB based on Census Data

Education	Percentage
Less than High School Graduate	16.82%
High School Graduate	16.08%
Some College or Associates Degree	28.54%
Bachelor’s Degree	22.94%
Graduate or Professional Degree	15.62%

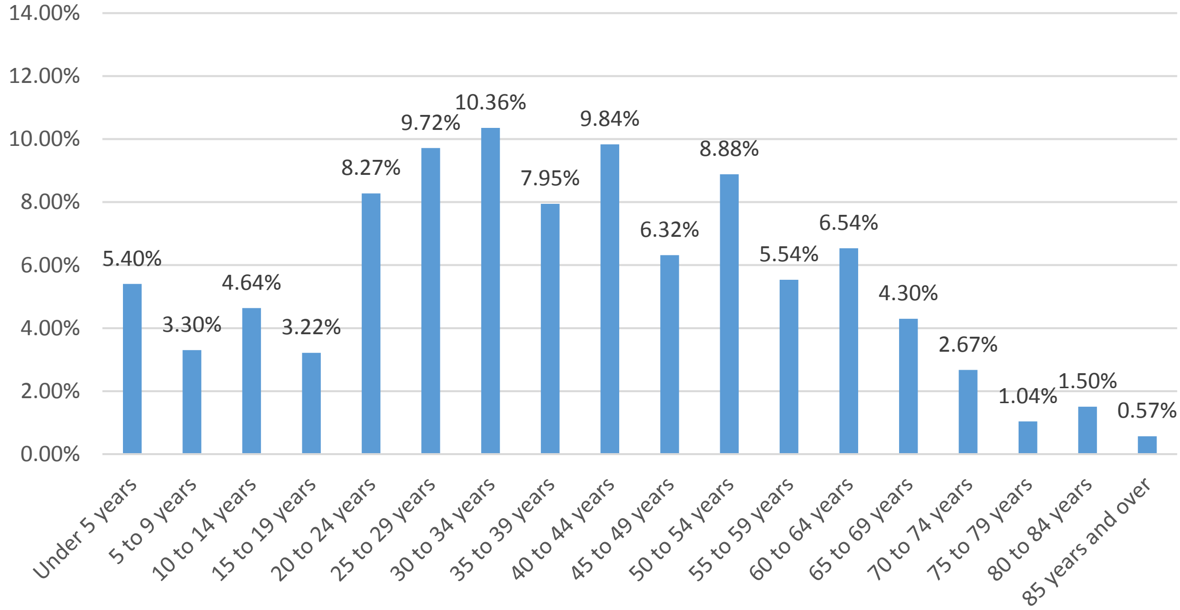
Table 5. Housing Status based on Census Data

Housing Status	Percentage
Own Residence	24.46%
Rent Residence	75.54%

Table 6. Ethnicity Distribution of DTLB based on Census Data

Ethnicity	Percentage
Not Hispanic or Latino:	*63%*
White alone	50%
Black or African American alone	26%
American Indian and Alaska Native alone	0%
Asian alone	18%
Native Hawaiian and Other Pacific Islander alone	0%
Some other race alone	0%
Two or more races	5%
Hispanic or Latino:	*37%*
White alone	62%
Black or African American alone	3%
American Indian and Alaska Native alone	3%
Asian alone	0%
Native Hawaiian and Other Pacific Islander alone	0%
Some other race alone	28%
Two or more races	4%

Figure 2. Age Distribution based on Census Data



This report defines income levels as follows. Lower income earners have an annual income— reported as household or individual income depending on situation (see methodology for details) — of $34,999 per year or lower. Middle income earners have an income of $35,000 to $74,999 and higher income earners have an income of $75,000 or more.

Table 7. Household Income Distribution of DTLB based on Census Data

Income Level	Percentage
Lower income earners	46.24%
Middle income earners	22.77%
High income earners	30.99%

FINDINGS

The findings are separated into two sections: “Concerning Businesses of DTLB” and “Concerning Amenities and Public Services.”

CONCERNING BUSINESSES OF DTLB

RETAIL SPENDING

Participants were asked, “During a typical month, how much do you spend on retail goods?” A statistically significant difference was observed whereby retail spending differed between the three income levels. Lower income earners averaged $364.69 per month in spending, whereas middle income earners averaged $505.15 and upper income earners averaged $652.91 per month. Classification of annual income levels as defined in this report is described in the “Demographic” section. Statistically significant difference between the locations was not observed.

Figure 3a. Retail Spending by Income and District

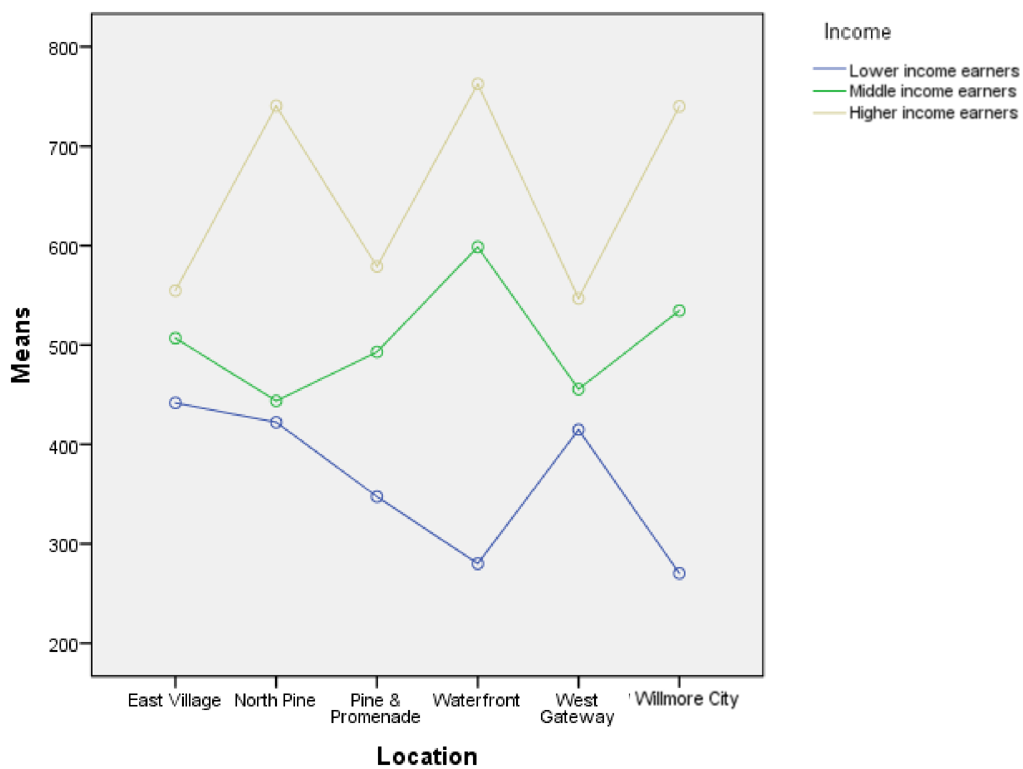
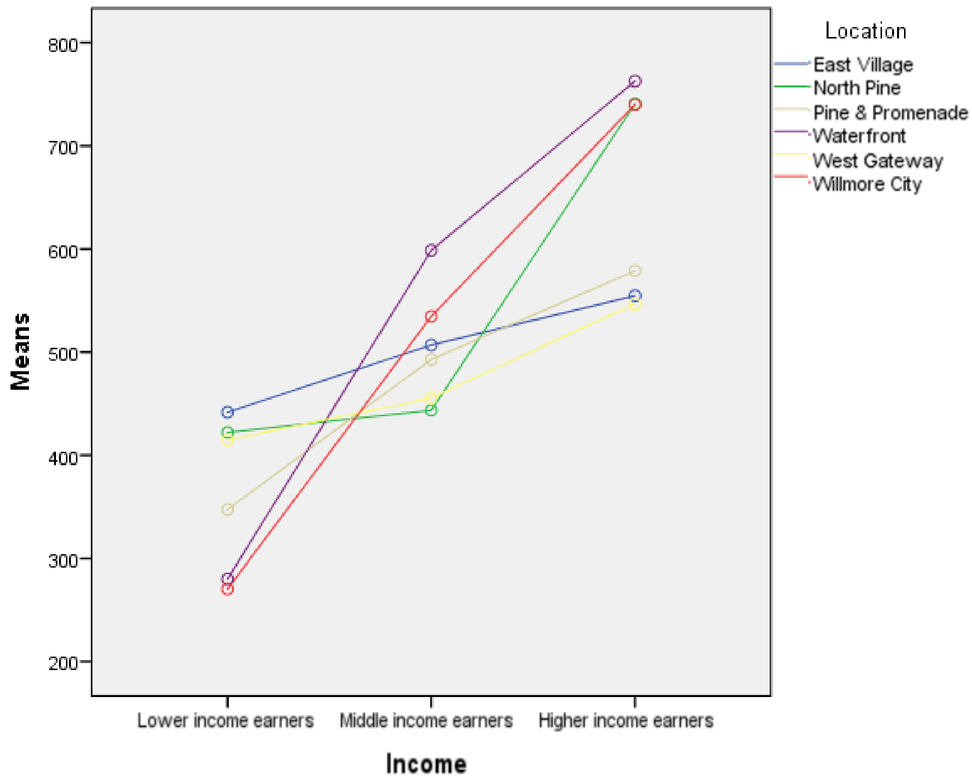


Figure 3b. Retail Spending by Income and District



Residents were then asked the following: “How much of that amount was spent in downtown Long Beach?” A main effect of income levels was observed once again.

A statistically significant difference between lower income earners ($\overline{x}$= \$252.83) and middle income earners ($\overline{x}$= \$322.54) as well as lower income earners and higher income earners ($\overline{x}$= \$365.77) was observed. The differences observed between middle income earners and higher income earners in the sample was not statistically significant.

Figure 4a. Retail Spending in DTLB by Income and District

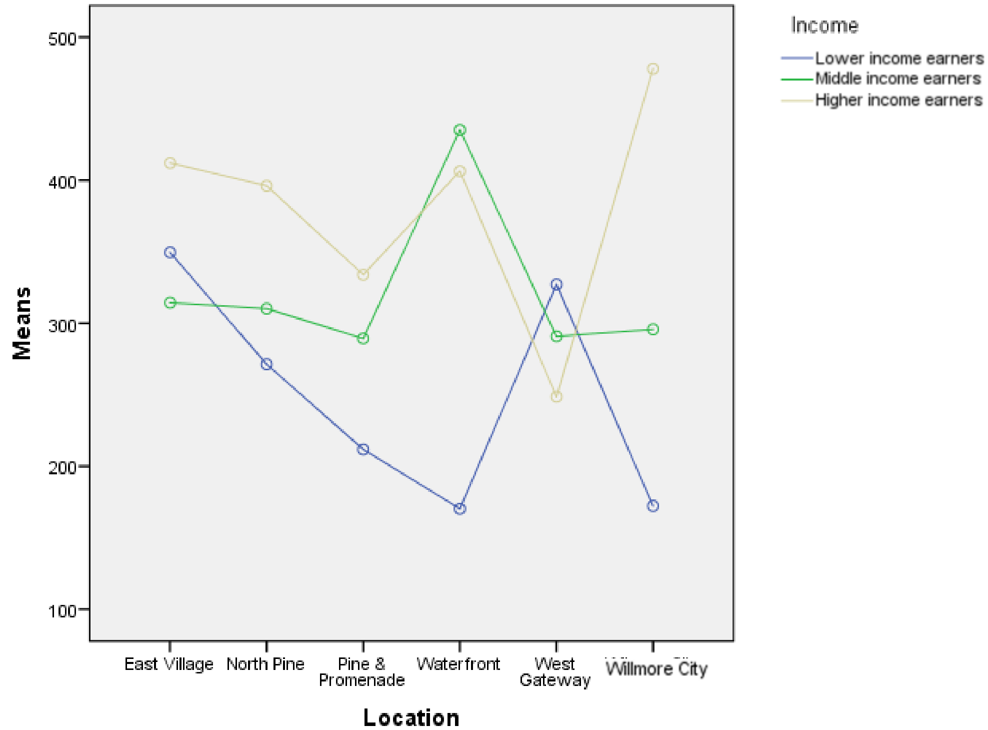
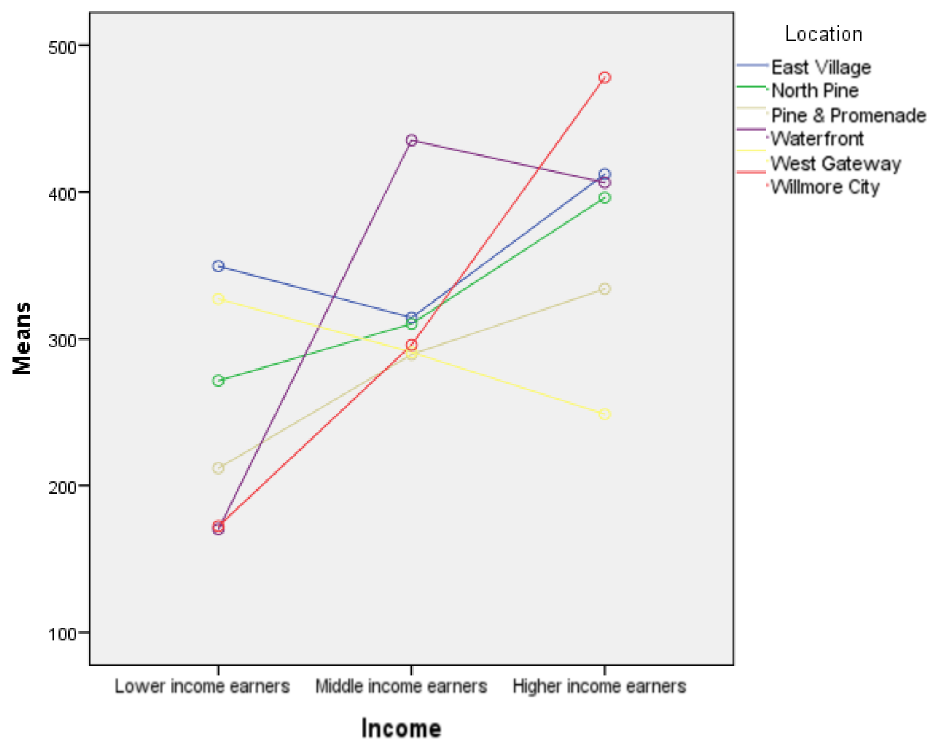
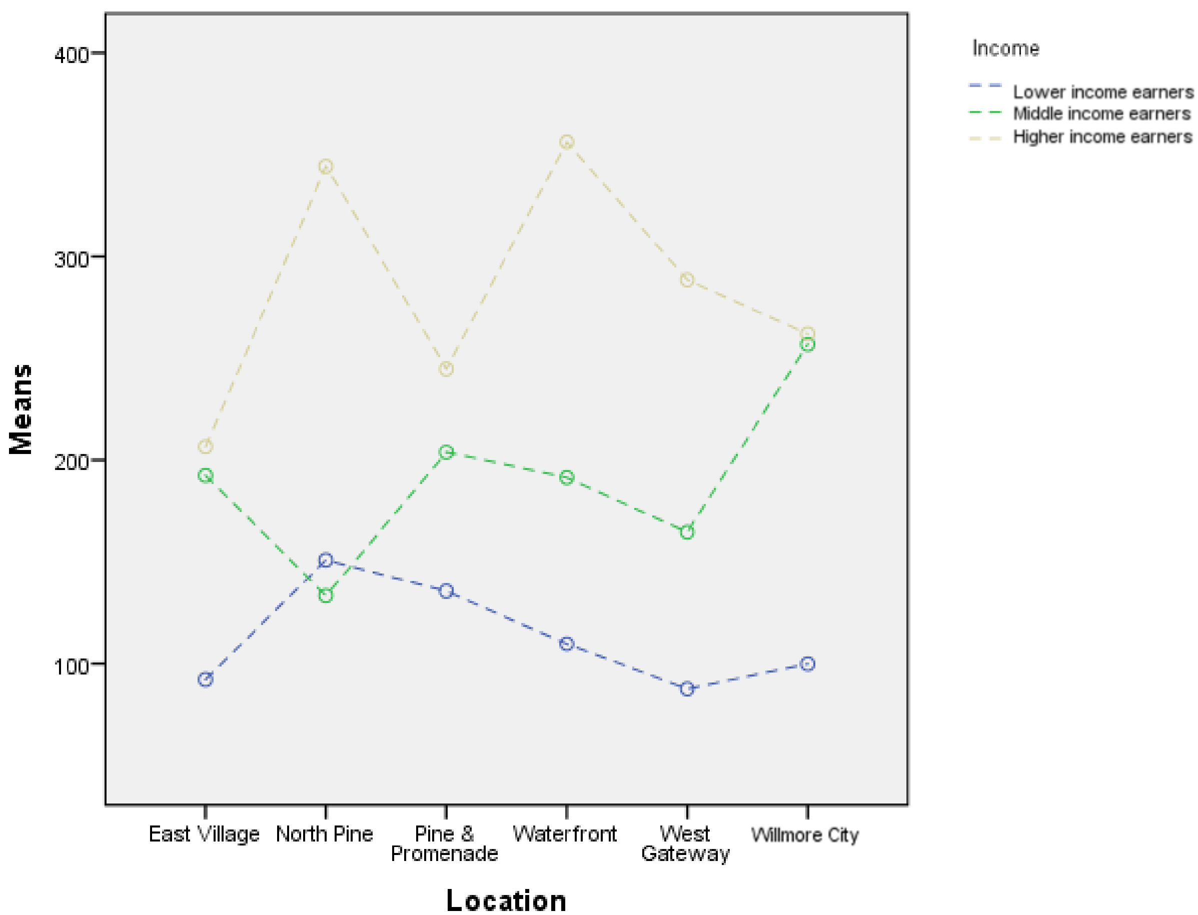


Figure 4b. Retail Spending in DTLB by Income and District



The difference between the monthly average retail spending per income level and average retail spending at DTLB per month are as follows: lower income earners ($112.58), middle income earners ($190.50), and higher income earners ($292.54). Dashed lines were utilized to denote the difference between the averages in the following graph.

Figure 5. Difference in Retail Spending Mean and DTLB Retail Spending Mean per Income and District



The proportion of retail spending outside of DTLB increased as income level increased, reflecting in part the desire for more retail options as will be discussed further on in this analysis: lower income earners (31%), middle income earners (38%), higher income earners (45%). The largest and statistically significant correlations were in fact found between the differences of retail spending and rated scores of retail businesses of DTLB whereby as the score of retail increased, the difference of retail spending decreased.

Table 8. Residence in DTLB by Income and District

	Grocery Needs	Clothing Needs	Electronic Needs	Furniture Needs
Retail Spend Difference	-.39	-.29	-.26	-.23

SATISFACTION WITH RESTAURANT LUNCH OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the following statement: "Downtown Long Beach provides a variety of restaurant options when I choose to go out to eat for lunch." No main effect nor interaction was found meaning the groups are inferentially indistinguishable.

With an overall average of 7.57, all groups within Long Beach are pleased with the DTLB's lunch experience. The consensus on this matter is further reflected by the small standard deviation (measure of dispersion of data points) seen across the groups which shows unity in the high rating amongst DTLB residents.

Figure 6a. Mean Score of Satisfaction with Restaurant Lunch Options per Income and Location

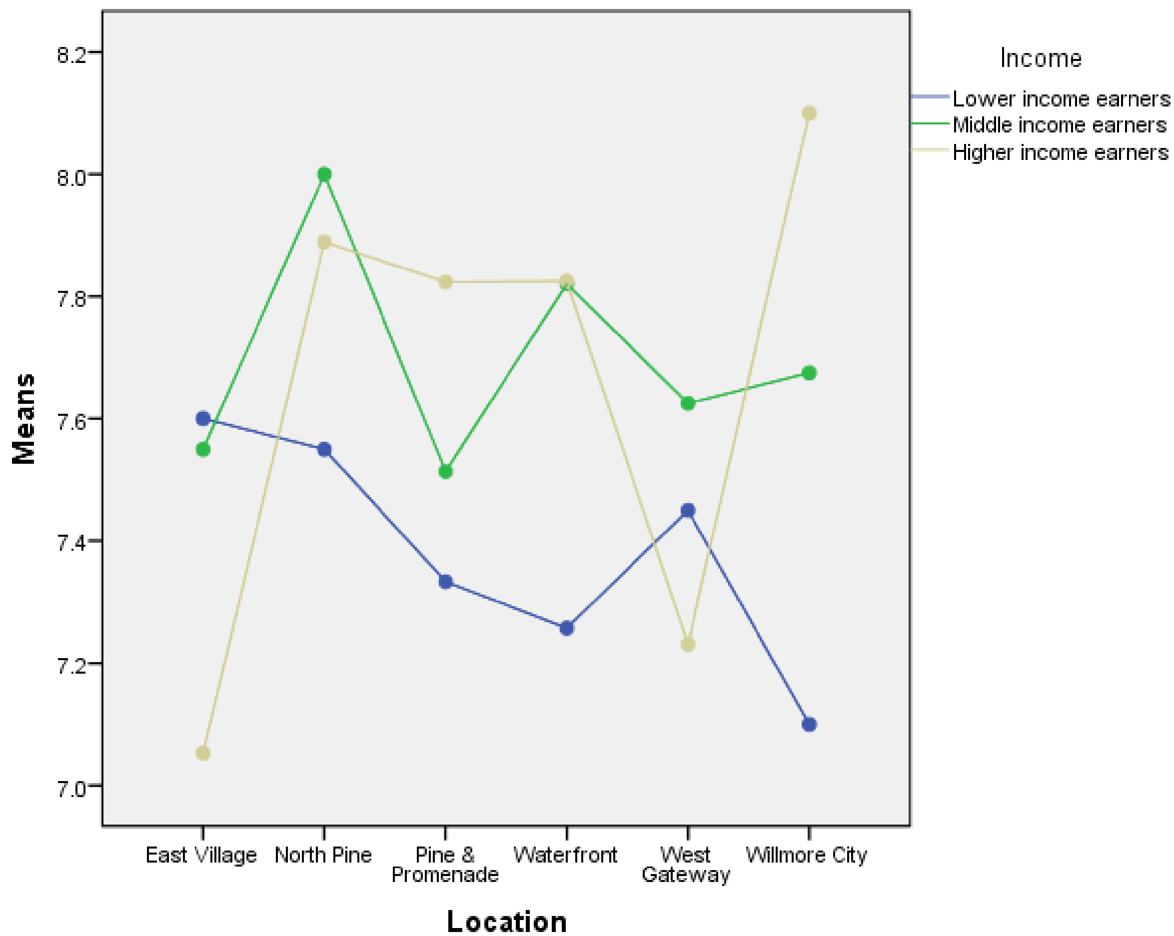
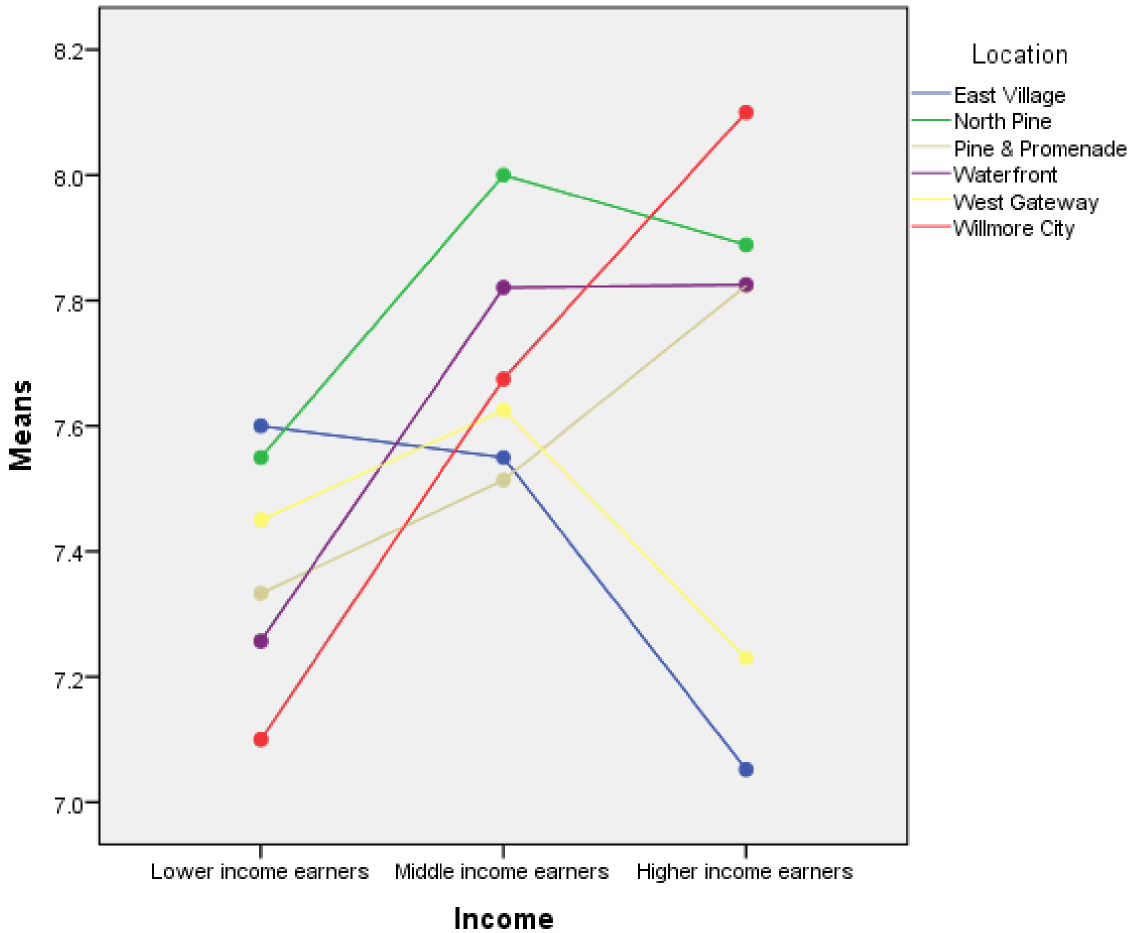


Figure 6b. Mean Score of Satisfaction with Restaurant Lunch Options per Income and Location



SATISFACTION WITH RESTAURANT DINING OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the following statement: "Downtown Long Beach provides a variety of restaurant options when I choose to go out to eat in the evening." A difference in participant scores between different income levels was observed.[1]

At an average of 7.51, lower income residents stated their agreement with their middle income ($\overline{x}$= 7.91) as well as higher income ($\overline{x}$= 8.13) counterparts at a statistically significant level. However, the size of the difference was small. At an overall average of 7.81, DTLB residents are pleased with their dining options.

[1] Due to the violation of homogeneity of variance that was unaffected by transformations, a Kruskal-Wallis analysis of variance was utilized instead per independent variable. Two-way ANOVA was used for analysis, unless stated otherwise.

Figure 7a. Mean score of Restaurant Dining Options per Location and Income

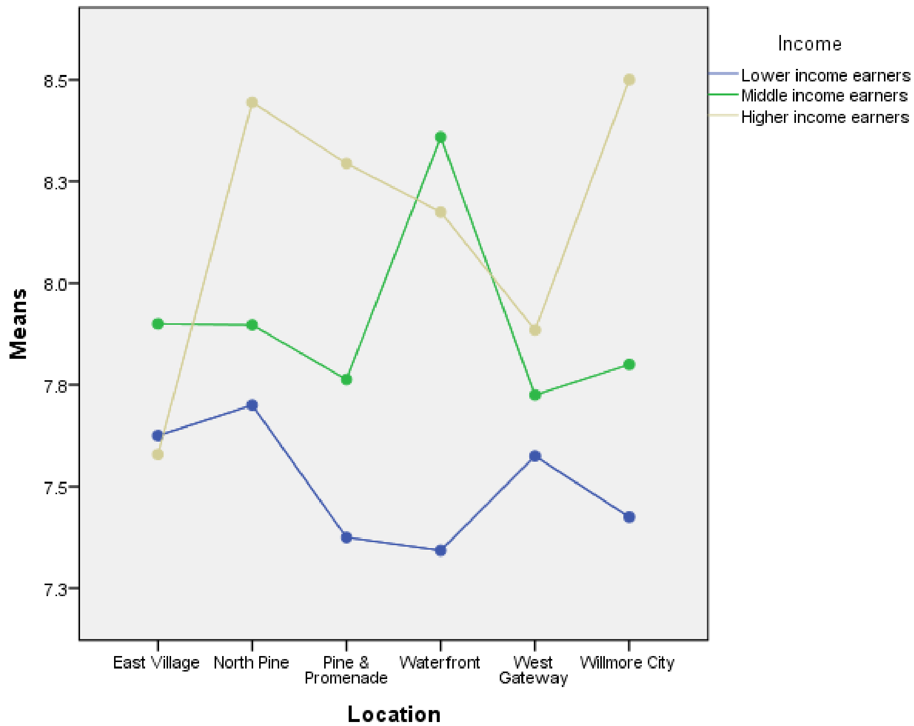
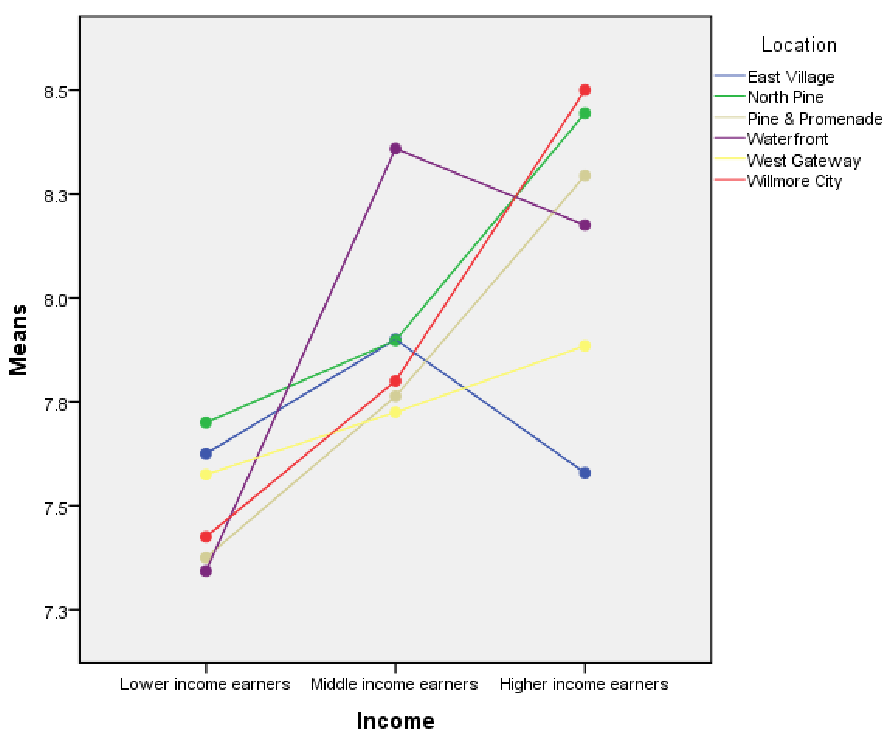


Figure 7b. Mean score of Restaurant Dining Options per Location and Income

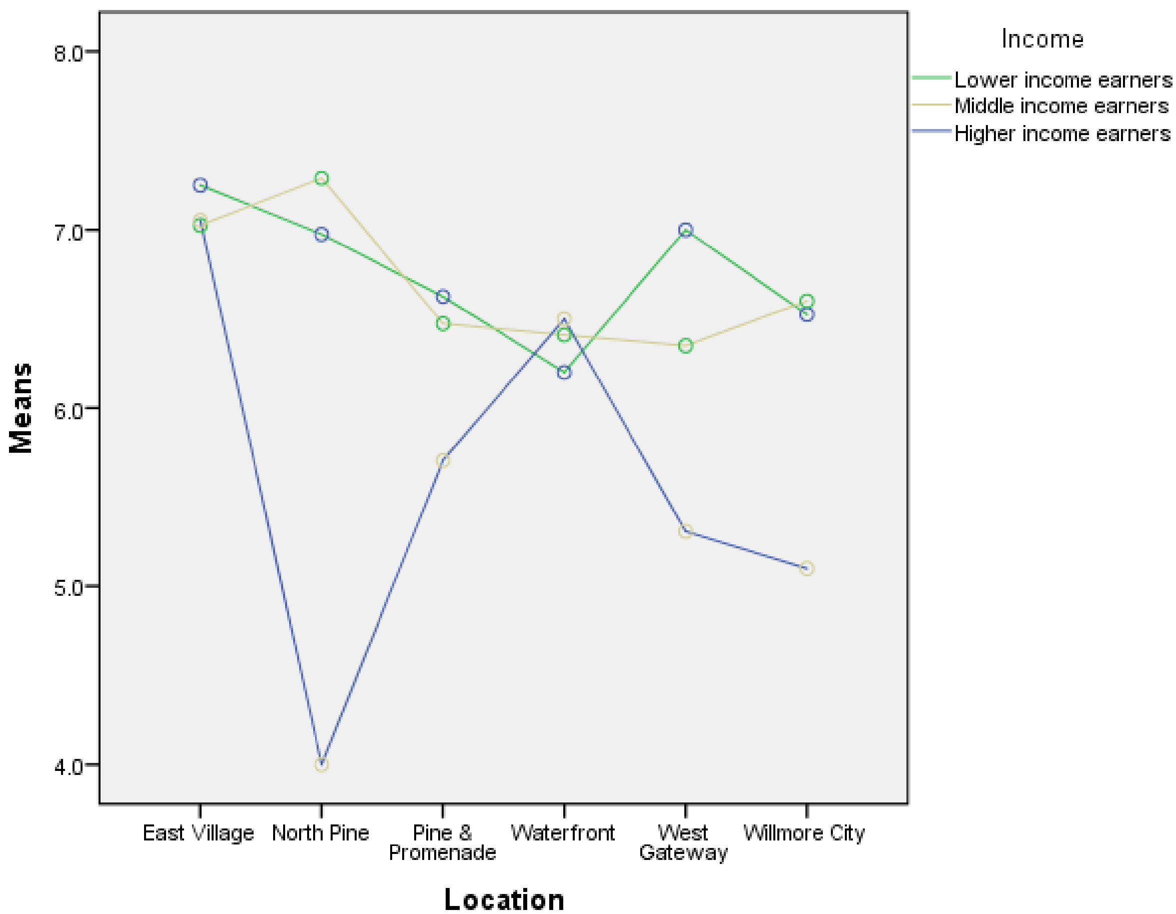


SATISFACTION WITH GROCERY OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the following statement: "I am able to purchase the majority of my grocery needs in downtown Long Beach." A difference in participant scores between different income levels was observed but not of location.[2]

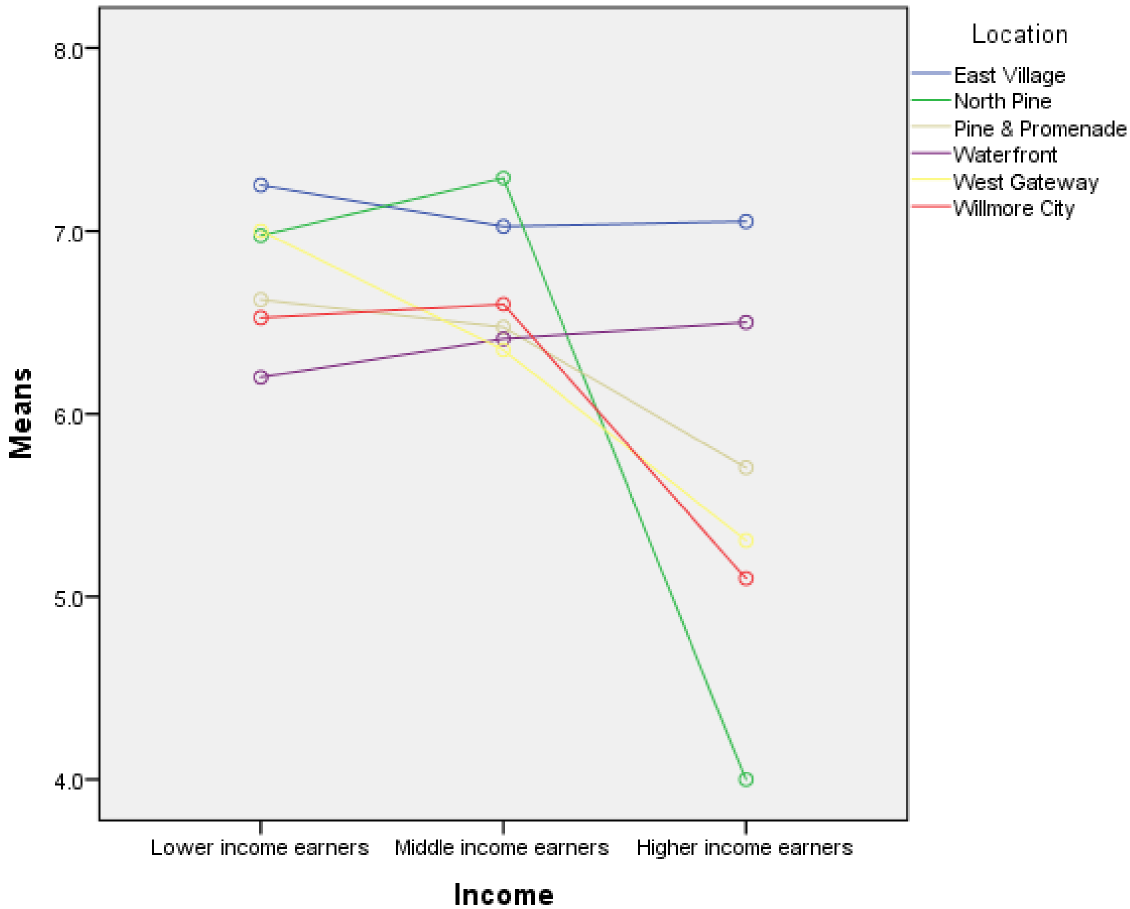
A significant difference was observed between higher income earners ($\bar{x}$= 5.78) v. lower income earners ($\bar{x}$= 6.77) as well as higher income earners v. middle income earners ($\bar{x}$= 6.69). The overall mean was 6.50, showing a general desire for more grocery options within DTLB. Higher income earners especially those of North Pine were unsatisfied with the grocery shopping options at hand.

Figure 8a. Mean score of Grocery Satisfaction per Location and Income



[2] Due to the violation of homogeneity of variance, a variance stabilizing transformation was implemented but was not effective. A Kruskal-Wallis analysis of variance was utilized instead per independent variable.

Figure 8b. Mean score of Grocery Satisfaction per Location and Income



SATISFACTION WITH COFFEE OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the following statement: "There are convenient coffee shops and bakeries in downtown Long Beach." No main effect of location nor interaction effect was observed. However, a main effect of income was detected.

Lower income earners ($\bar{x}$= 7.71) disagreed with the statement more than both their middle income ($\bar{x}$= 8.25) and higher income ($\bar{x}$= 8.02) counterparts at a statistically significant level. Middle income earners scored their satisfaction higher than their lower income counterparts but the differences observed between middle income earners and higher income earners within the sample was inconclusive at the population level.

With an overall average of 7.99, satisfaction of convenience with the coffee and baked good options present in DTLB is high amongst all groups of analysis despite the differences observed.

Figure 9a. Mean Score of Coffee and Baked Goods Convenience per Location and Income

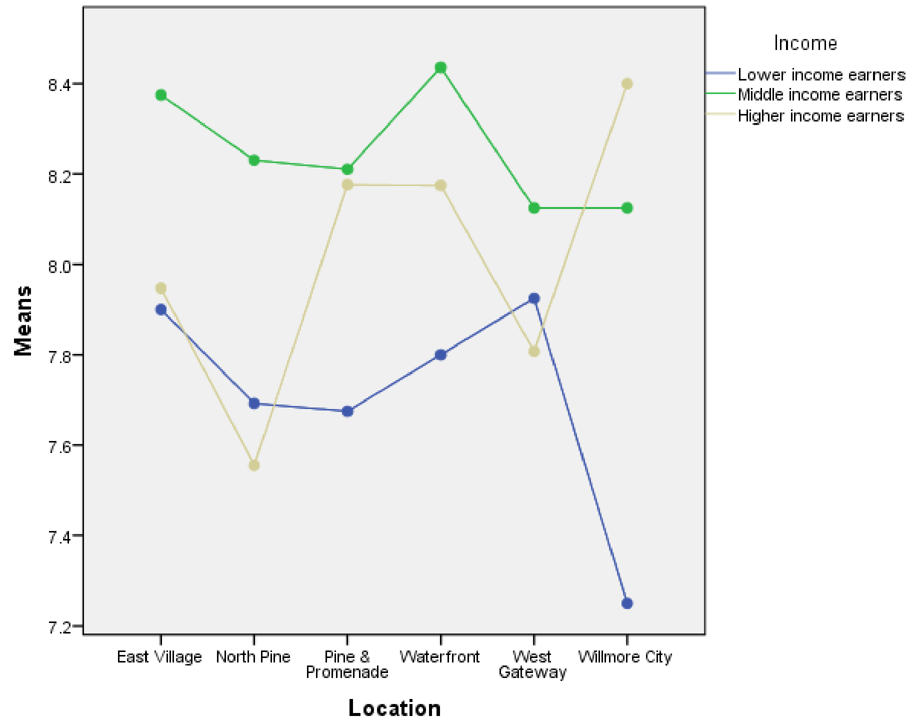
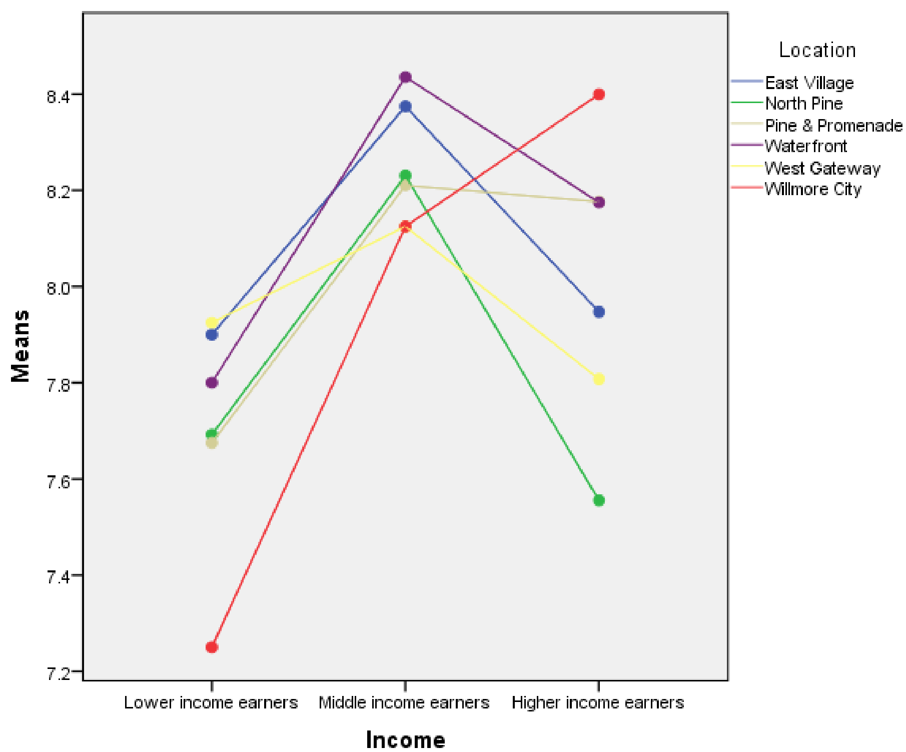


Figure 9b. Mean Score of Coffee and Baked Goods Convenience per Location and Income



SATISFACTION WITH DTLB ENTERTAINMENT

Participants were asked as to what extent they agreed with the following statement: "Downtown Long Beach provides a variety of entertainment options such as movies, concerts, live music, plays, or museums when I choose to go out." The analysis identified a main effect of income but not that of location of residence nor interaction.

A statistically significant difference between lower income earners ($\bar{x}$= 6.83) and middle income earners ($\bar{x}$= 7.57) as well as higher income earners ($\bar{x}$= 7.43) was observed. Middle income earners were indistinguishable from higher income earners.

At an overall average of 7.29, residents of DTLB are pleased with the entertainment offered in DTLB and the statistically significant difference observed between the groups were small in size.

Figure 10a. Mean score of Entertainment Satisfaction per Location and Income

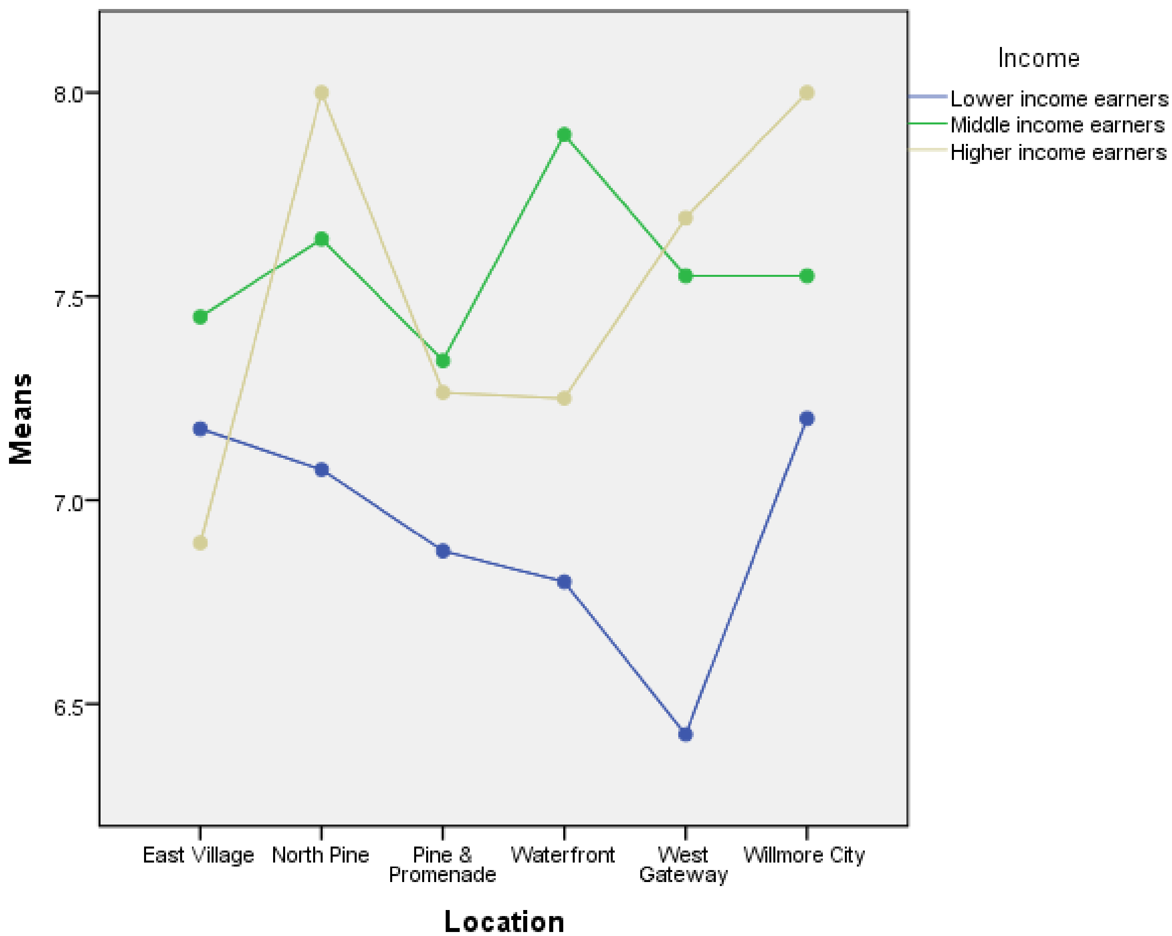
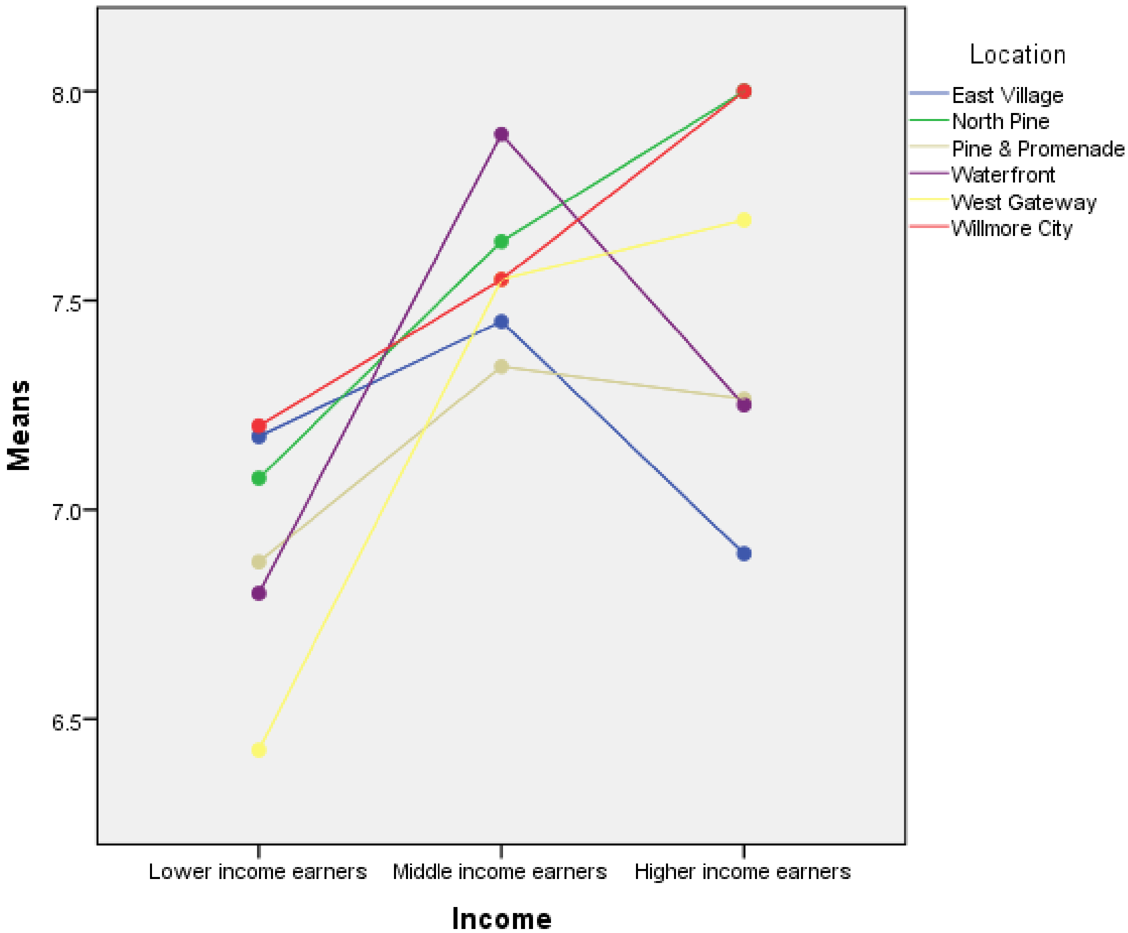


Figure 10b. Mean score of Entertainment Satisfaction per Location and Income



SATISFACTION WITH CLOTHING OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the statement, "I am able to purchase the majority of my clothing needs in downtown Long Beach," on a 9 point Likert scale. Both a main effect of income level as well as location of residence was observed, meaning that there is a statistically significant difference between the different income levels as well as places of residence at a population level. Interaction between the variables of income levels and locations of residence was sought after whereby a specific level of income within a specific district produces a unique effect from the rest of the tested cells, but no such effect was observed in terms of clothing needs.

A statistically significant difference between the income levels was observed whereby all income levels were sizably different from one another. At an overall mean of 6.18, lower income earners reported the highest agreeability with the statement followed by middle income earners ($\bar{x}$= 5.71). Higher income averaged at 4.74, showing a desire for more variety, style or quality of clothing.

In terms of location, a statistically significant difference was observed between the districts of East Village ($\bar{x}$= 5.30) vs. North Pine ($\bar{x}$= 6.33) as well as North Pine ($\bar{x}$= 6.33) vs. Waterfront ($\bar{x}$= 4.98). Differences observed between other districts of DTLB were not significant enough to report a potential population level difference between the districts.

At an overall average of 5.66 (average obtained by combining all 18 groups of comparison), a desire for better clothes shopping options is present at DTLB.

Figure 11a. Mean Score of Clothing Option Satisfaction per Location and Income

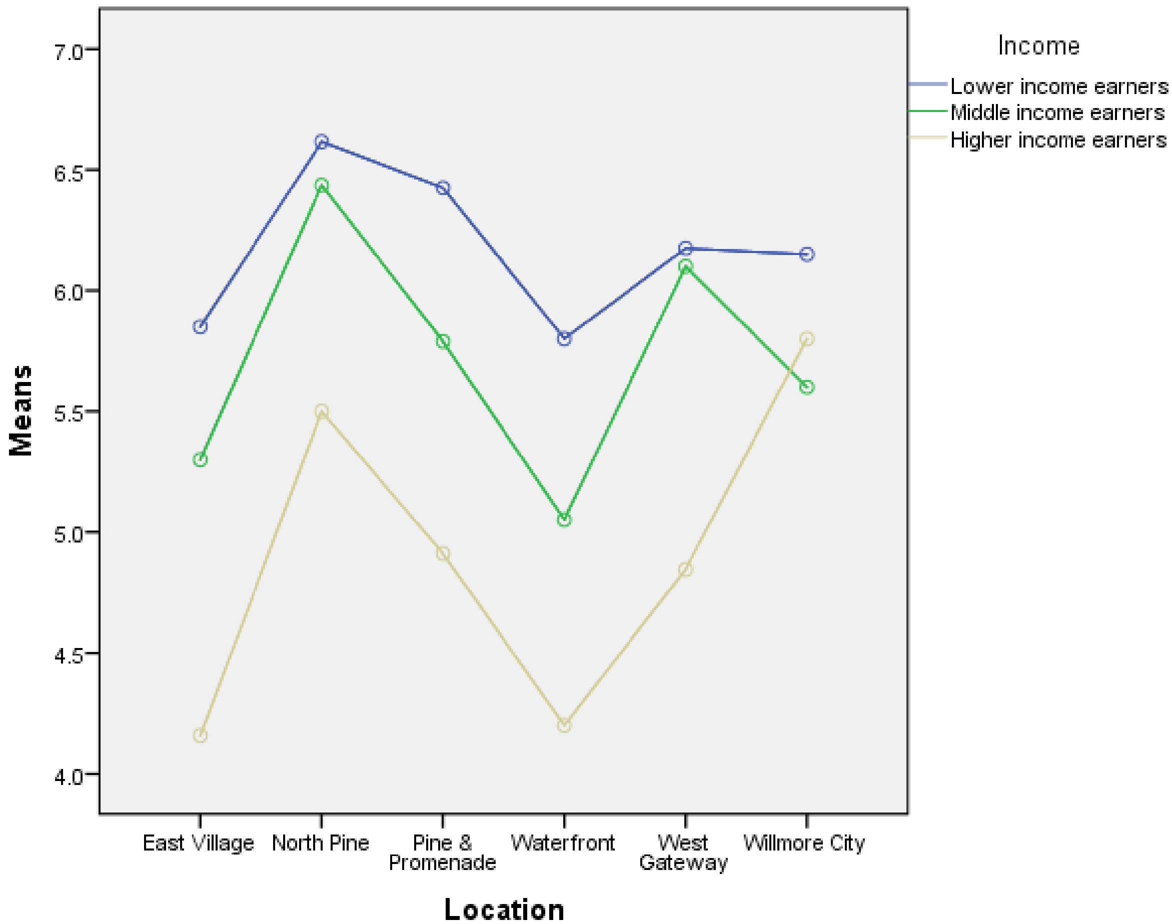
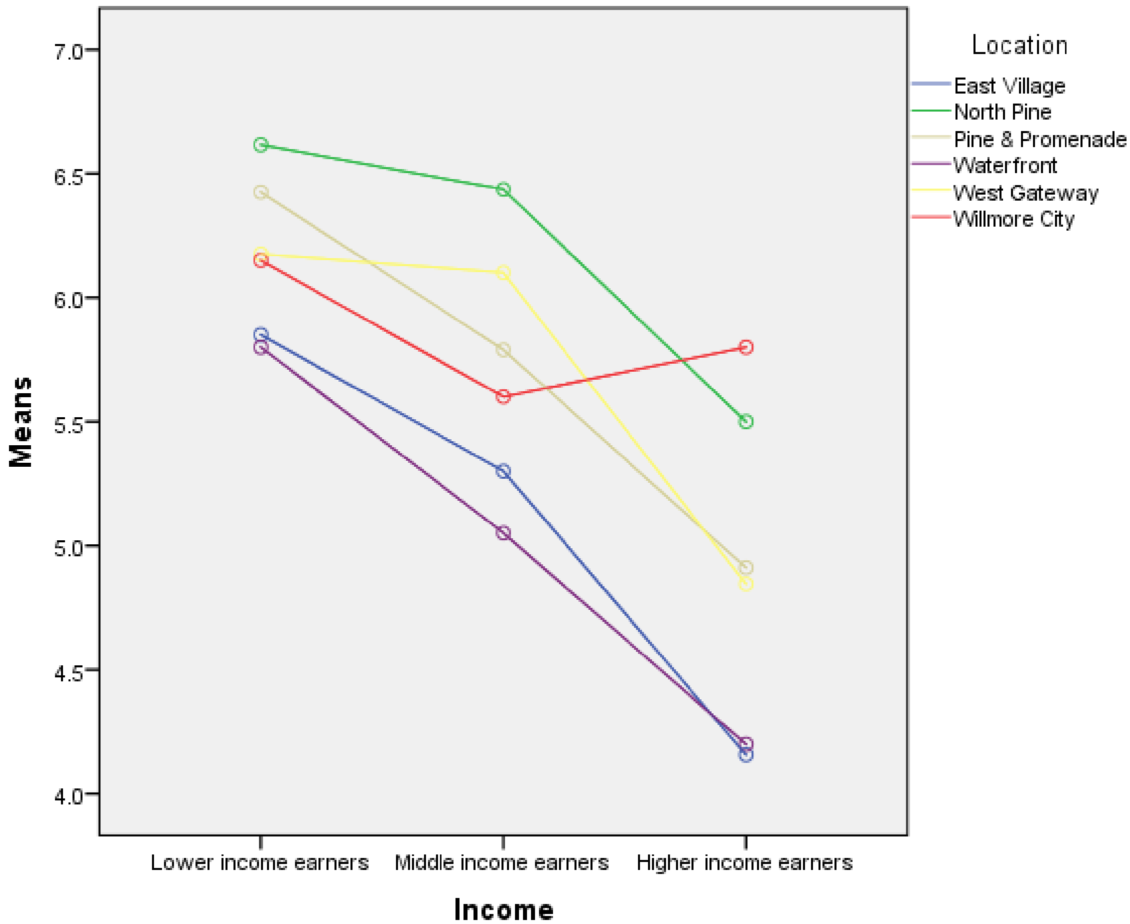


Figure 11b. Mean Score of Clothing Option Satisfaction per Location and Income



SATISFACTION WITH PHARMACY OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the statement, "I am able to purchase the majority of my pharmacy needs such as medicines in downtown Long Beach." No main effect of location of residence, income level nor interaction was observed.

At an overall average of 7.11, DTLB residents are generally satisfied with their pharmaceutical purchase needs.

Figure 12a. Mean Score of Pharmacy Satisfaction per Location and Income

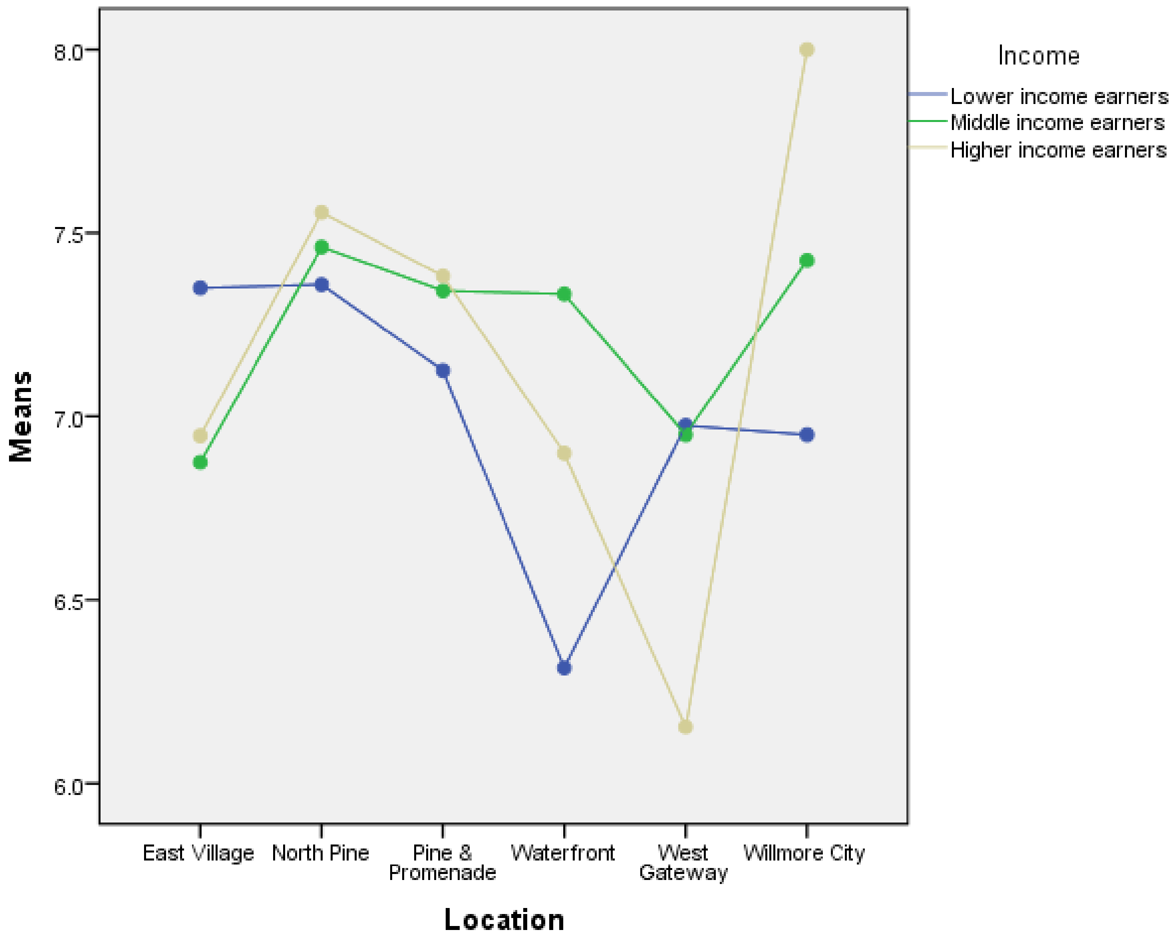
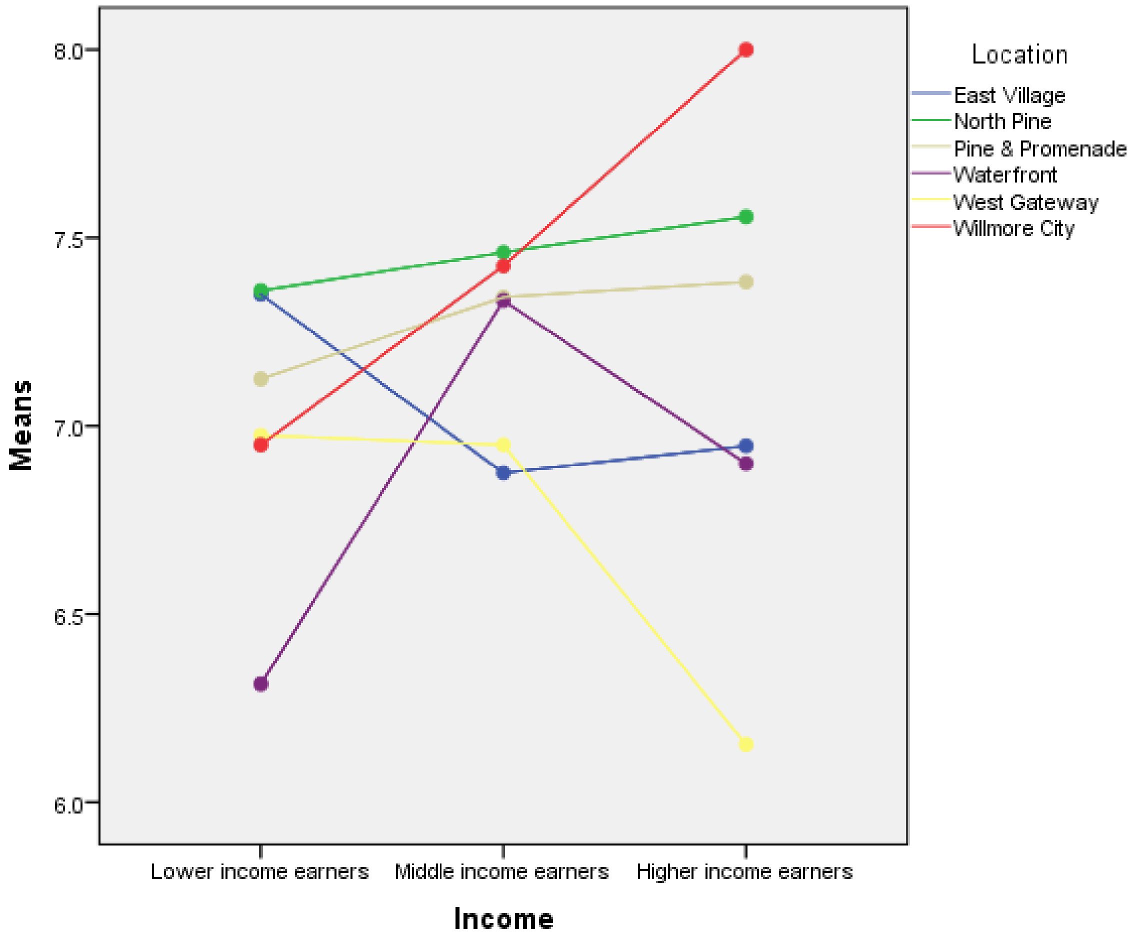


Figure 12b. Mean Score of Pharmacy Satisfaction per Location and Income



SATISFACTION WITH ELECTRONIC OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the following statement: "I am able to purchase the majority of my electronic items in downtown Long Beach." Main effect of income level was observed. Neither a main effect of location of residence nor interaction effect was found.

A statistically significant difference between higher income earners and middle income as well as lower income earners was observed. At an average of 4.10, higher income earners showed a dissatisfied stance in terms of the available options for electronics purchases within DTLB. Middle income earners ($\bar{x}$= 5.38) and lower income earners ($\bar{x}$= 5.65) shared a similar stance. The differences observed in the central tendencies between lower income earners and middle income earners in the sample are likely not representative of population level differences.

With an overall average of 5.18, there is a desire for more options in purchasing electronic goods in DTLB. The general trend of higher income individuals desiring more retail purchase options within DTLB is seen with electronics products as well as elsewhere.

Figure 13a. Mean Score of Electronic Satisfaction per Income and Location

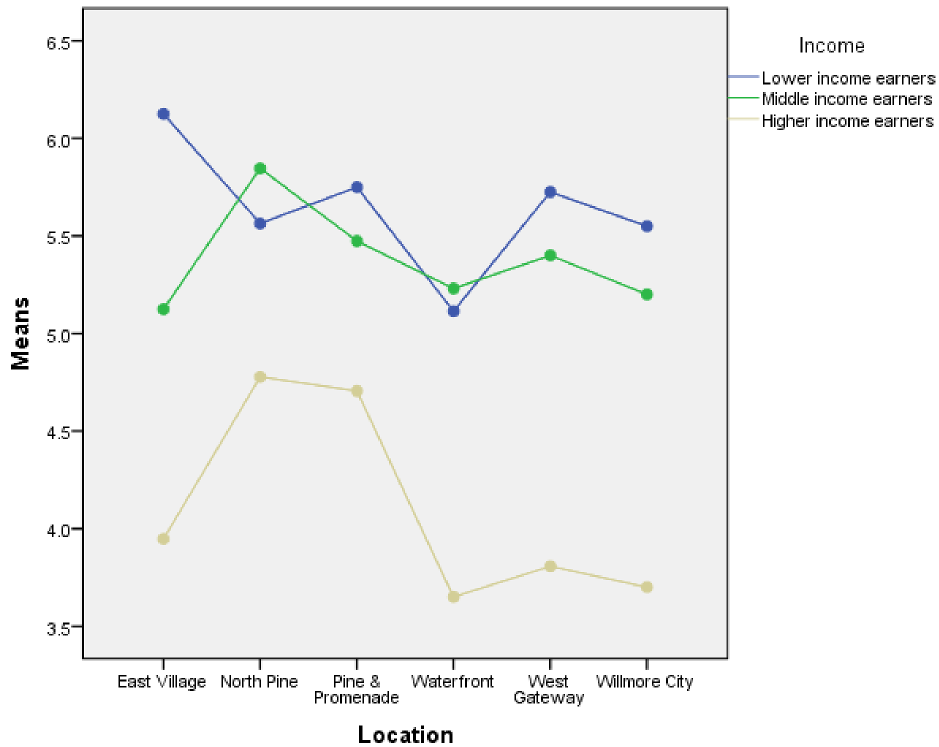
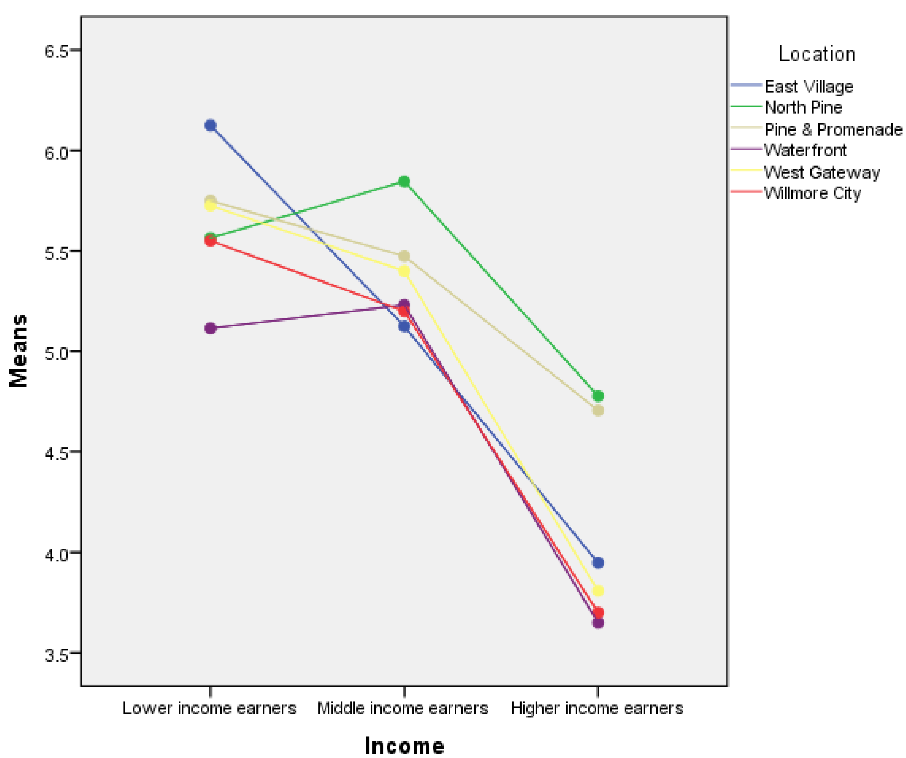


Figure 13b. Mean Score of Electronic Satisfaction per Income and Location



SATISFACTION WITH HOUSEHOLD ITEM OPTIONS AT DTLB

Participants were asked as to what extent they agreed with the following statement: "I am able to purchase household items such as furniture and appliances in downtown Long Beach." Both a main effect of income level as well as location of residence was observed meaning that there is a statistically significant difference between the different income levels as well as places of residence at a population level. No interaction effect was observed.

A statistically significant difference between the income levels whereby higher income earners were more dissatisfied with the availability of household items ($\overline{x}$= 3.50) for purchase at hand in the downtown Long Beach area when compared with both the lower ($\overline{x}$= 5.07) and middle income earners ($\overline{x}$= 4.67) was observed. Differences observed between lower and middle income earners in their score were not statistically significant. Tests also revealed a statistically significant difference between the districts of North Pine ($\overline{x}$= 4.89) and Waterfront ($\overline{x}$= 3.95).

At an overall average of 4.54, general dissatisfaction with the current shopping options at DTLB pertaining to household items is sizably present at all income levels, but the higher income earners express concrete desire for more options at an average of 3.50.

Figure 14a. Mean Score of Household Item Satisfaction per Location and Income

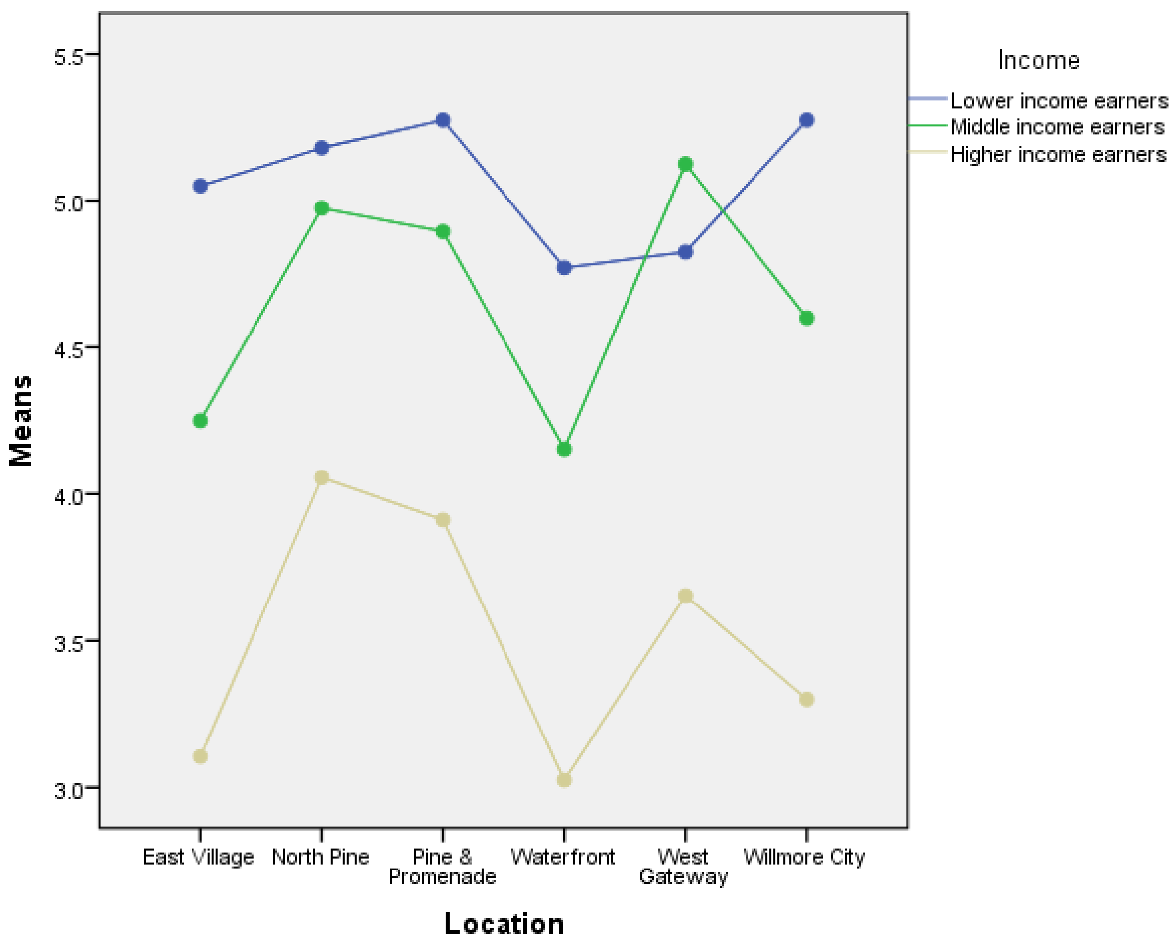
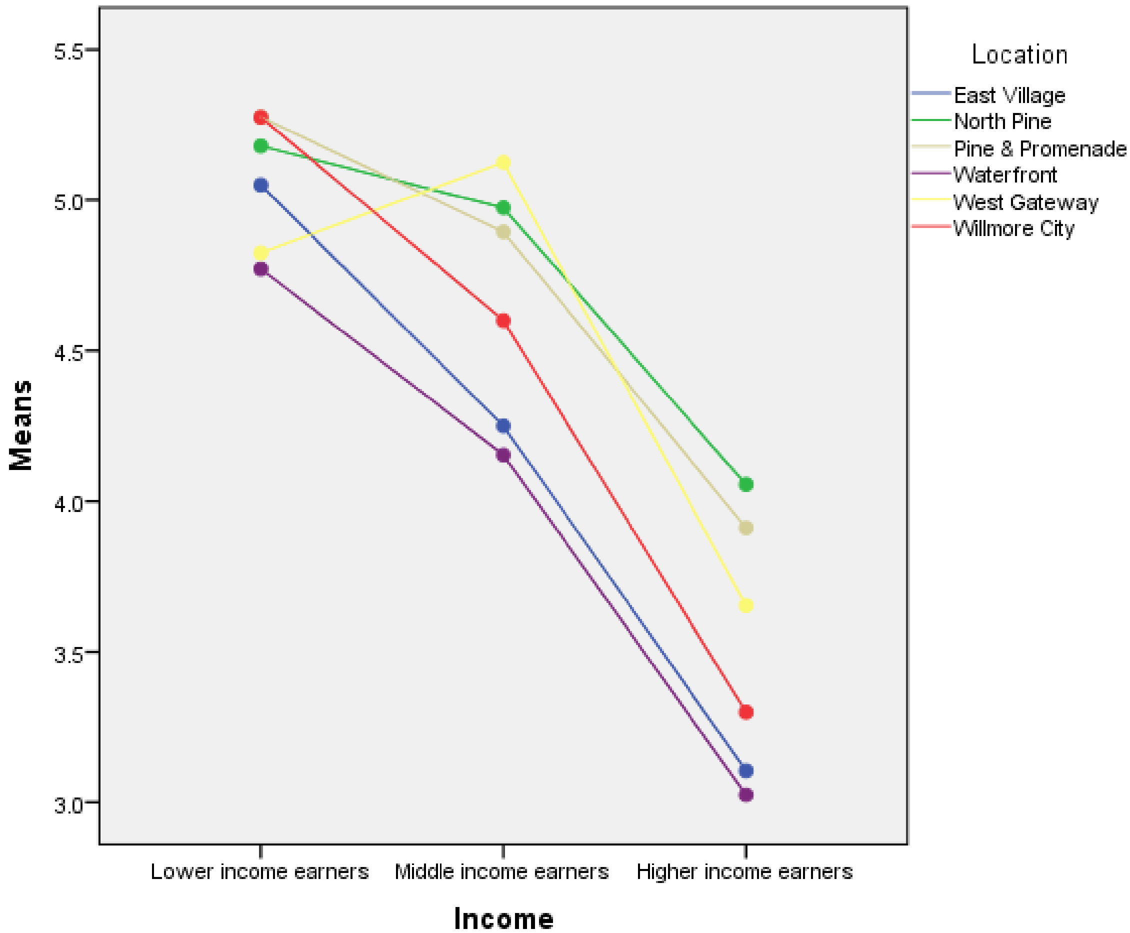


Figure 14b. Mean Score of Household Item Satisfaction per Location and Income



REQUESTED GROCERY STORE

Residents were asked, “Of the following popular stores, which three stores would you like to see in the downtown area? Please rank your top three starting with what you would most like to see in Downtown Long Beach.” Five options were presented to the resident: Sprouts, Trader Joe’s, Whole Foods, Mother’s, and Other. Residents who chose the “Other” option were asked to specify.

Trader Joe’s was the most requested first choice grocery store in all three brackets of income by a sizable margin.

Figure 15. Requested Grocery Store per Income: First Choice

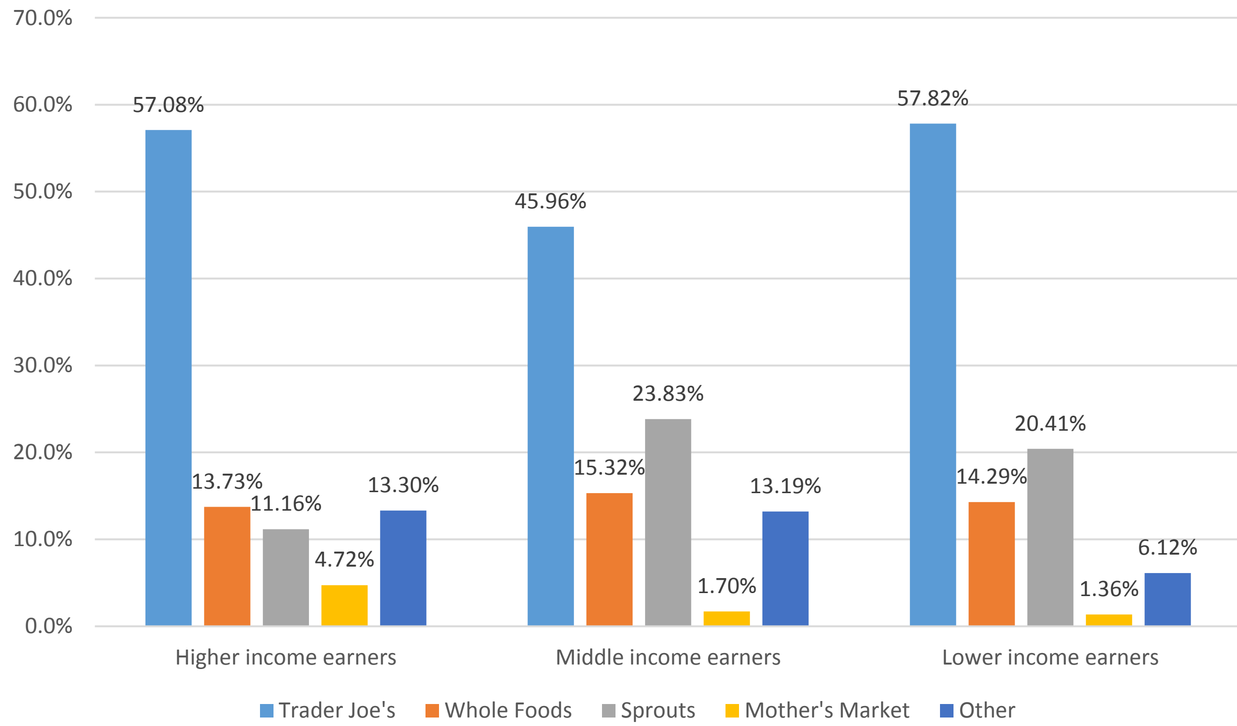
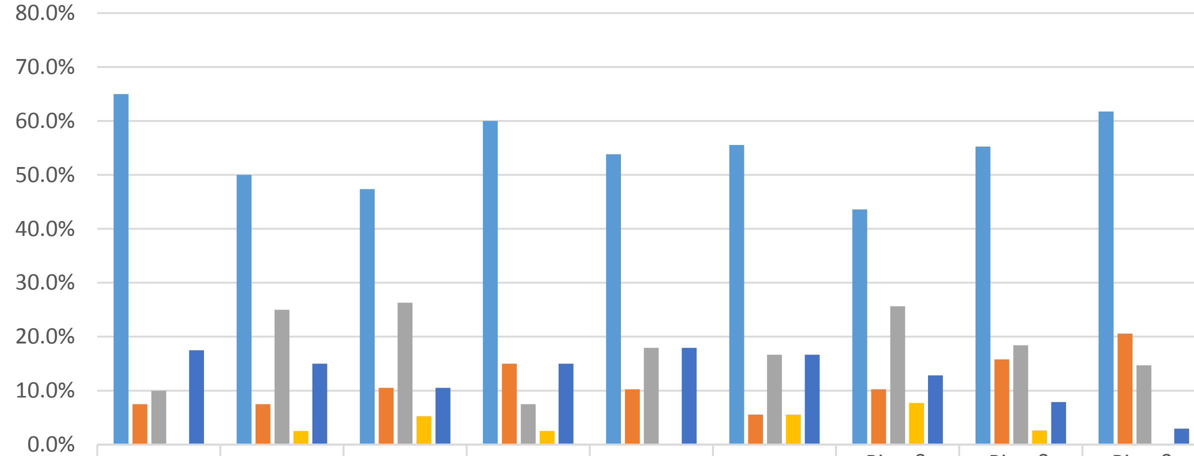


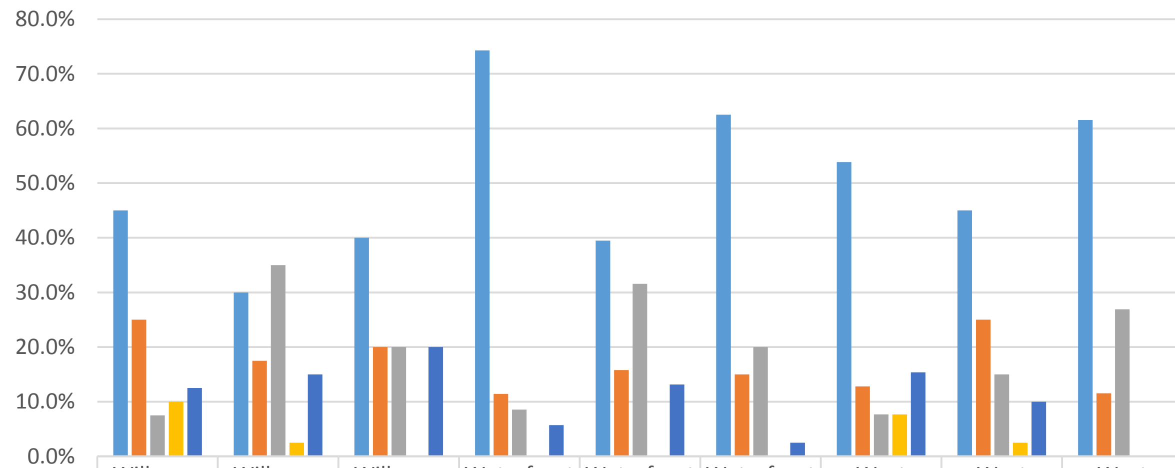
Figure 16a. First Choice Grocery Store Request: East Village, North Pine, Pine & Promenade



	East Village 1	East Village 2	East Village 3	North Pine 1	North Pine 2	North Pine 3	Pine & Promenade 1	Pine & Promenade 2	Pine & Promenade 3
Trader Joe's	65.00%	50.00%	47.37%	60.00%	53.85%	55.56%	43.59%	55.26%	61.76%
Whole Foods	7.50%	7.50%	10.53%	15.00%	10.26%	5.56%	10.26%	15.79%	20.59%
Sprouts	10.00%	25.00%	26.32%	7.50%	17.95%	16.67%	25.64%	18.42%	14.71%
Mother's Market	0.00%	2.50%	5.26%	2.50%	0.00%	5.56%	7.69%	2.63%	0.00%
Other	17.50%	15.00%	10.53%	15.00%	17.95%	16.67%	12.82%	7.89%	2.94%

***NOTE:** East Village 1 = East Village Residents earning lower income. East Village 3 = East Village residents earning higher income.*

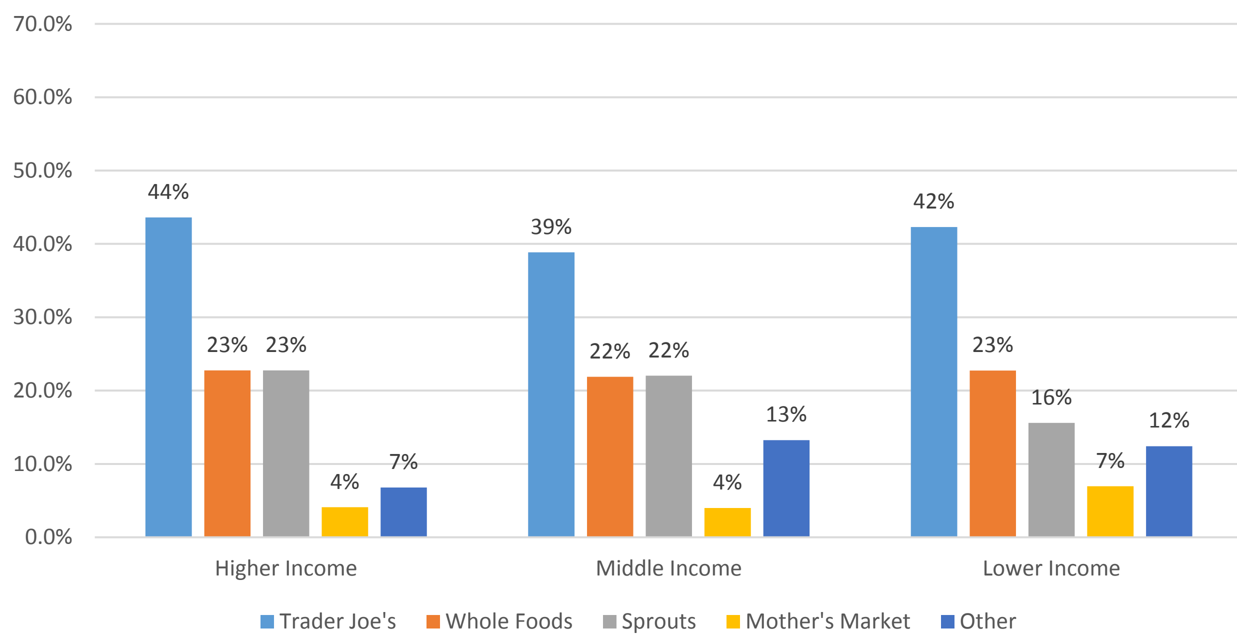
Figure 16b. First Choice Grocery Store Request: Willmore City Waterfront, West Gateway



	Willmore City 1	Willmore City 2	Willmore City 3	Waterfront 1	Waterfront 2	Waterfront 3	West gateway 1	West Gateway 2	West Gateway 3
Trader Joe's	45.00%	30.00%	40.00%	74.29%	39.47%	62.50%	53.85%	45.00%	61.54%
Whole Foods	25.00%	17.50%	20.00%	11.43%	15.79%	15.00%	12.82%	25.00%	11.54%
Sprouts	7.50%	35.00%	20.00%	8.57%	31.58%	20.00%	7.69%	15.00%	26.92%
Mother's Market	10.00%	2.50%	0.00%	0.00%	0.00%	0.00%	7.69%	2.50%	0.00%
Other	12.50%	15.00%	20.00%	5.71%	13.16%	2.50%	15.38%	10.00%	0.00%

An overall score obtained by combining the three rankings was calculated per income bracket than proportioned to the total scores per group. Trader Joe's continued to be requested the most. No notable consensus was observed in terms of the "Other" choices.

Figure 17. Requested Grocery Store: Overall Ranking



REQUESTED BUSINESS

DTLB residents were asked, "If you could pick one business that you wish was in Downtown Long Beach, what would it be?" Various answers were obtained with the following requests taking the top place per income bracket.

Table 9. Requested Business per Income

Rank	Higher Income	Middle Income	Lower Income
1st	Target (30%)	Target (23%)	Walmart (27%)
2nd	Walmart (10%)	Walmart (21%)	Target (16%)
3rd	Apple Store (6%)	Macy's (3%)	LA Fitness (2%)

Table 10. Requested Business per Income and District: First place

Location/Income	Higher Income
East Village 1	Walmart (29%)
East Village 2	Target (28%)
East Village 3	Target (26%)
North Pine 1	Walmart (23%)
North Pine 2	Walmart (24%)
North Pine 3	Target (22%)
Pine & Promenade 1	Walmart (35%)
Pine & Promenade 2	Target (29%)
Pine & Promenade 3	Target (30%)
Willmore City 1	Target (15%) / Walmart (15%)
Willmore City 2	Walmart (26%)
Willmore City 3	Target (30%)
Waterfront 1	Walmart (15%)
Waterfront 2	Target (21%)
Waterfront 3	Target (26%)
West Gateway 1	Walmart (41%)
West Gateway 2	Target (35%)
West Gateway 3	Target (42%)

CONCERNING AMENITIES AND PUBLIC SERVICES

SATISFACTION WITH PARKS AND OPEN SPACES AT DTLB

Participants were asked as to what extent they agreed with the following statement: "There are enough parks and open space in my neighborhood." Main effect of location of residence was identified.

A statistically significant difference in scores was observed between residents of Pine and Promenade who had the lowest average ($\overline{x}$= 4.8) and residents of Waterfront who had the highest average (5.73).

At an overall average of 5.35, participants generally took an ambivalent stance on the statement at hand.

Figure 18a. Mean Score of Satisfaction with Parks and Open Spaces per Income and Location

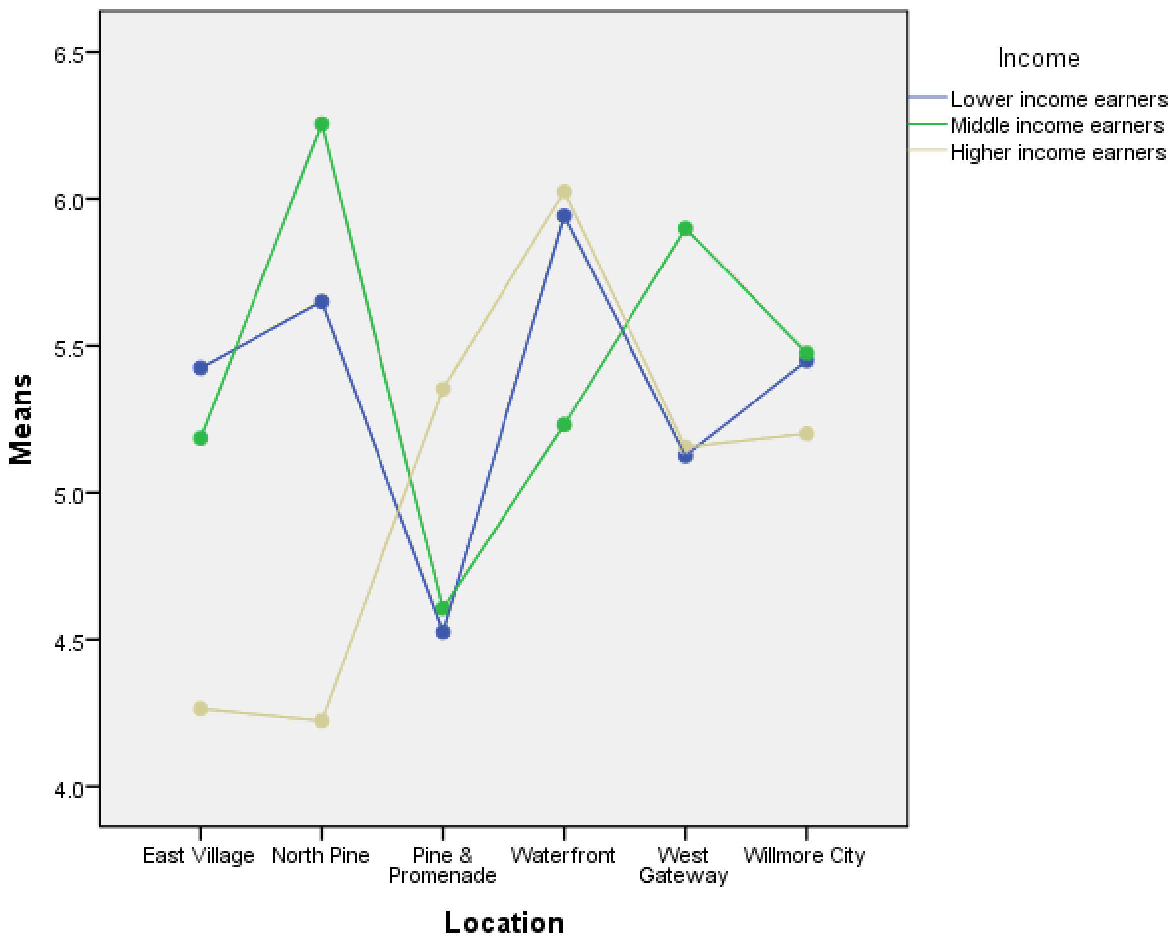
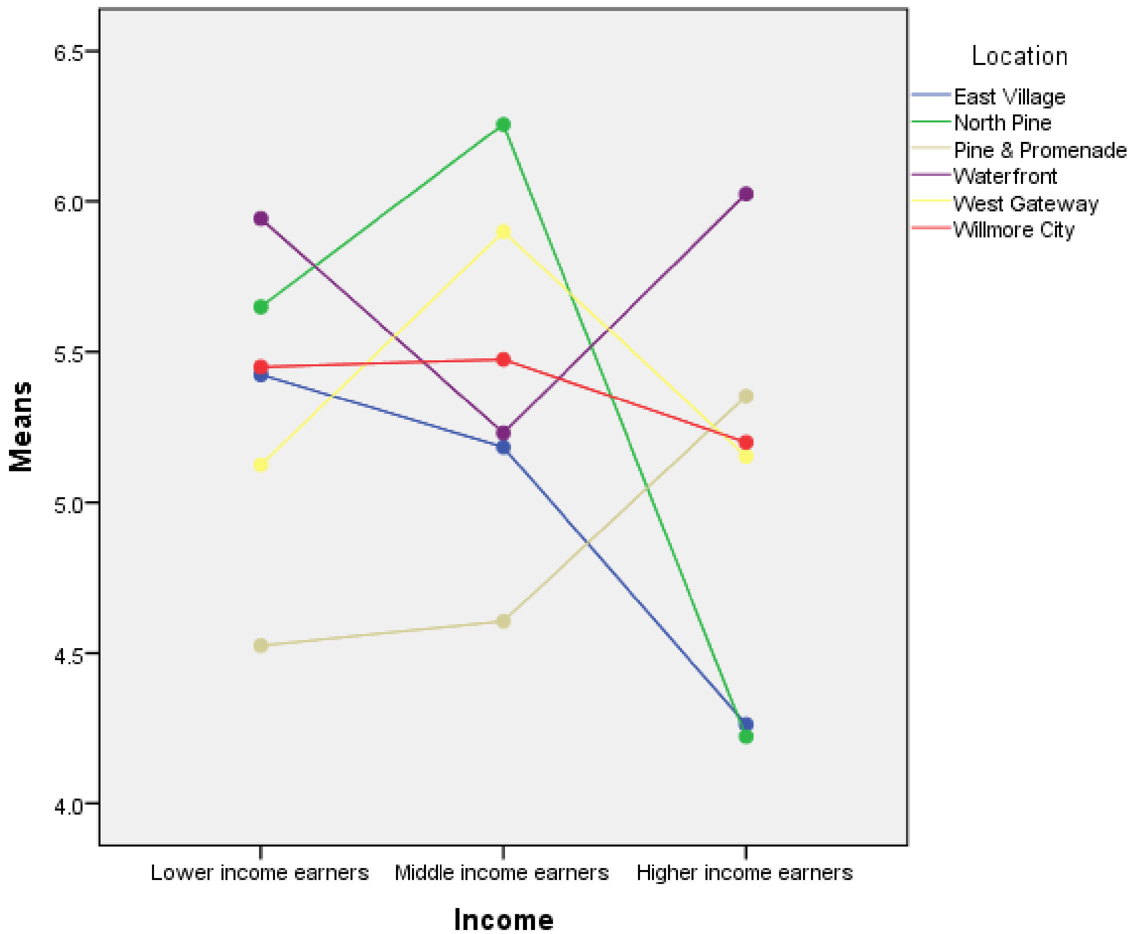


Figure 18b. Mean Score of Satisfaction with Parks and Open Spaces per Income and Location



SATISFACTION WITH CLEANLINESS AT DTLB

Participants were asked as to what extent they agreed with the following statement: "My neighborhood is kept clean." A main effect of location was observed.

A noticeable difference between the scores of residents of Willmore City which had the lowest overall average at 5.13 v. North Pine (6.12), Pine and Promenade (6.22), and Waterfront residents who had the highest average (6.33) was observed. Differences in scores observed between North Pine, Pine and Promenade, and Waterfront were not statistically significant.

Figure 19a. Mean score of Cleanliness per Location and Income

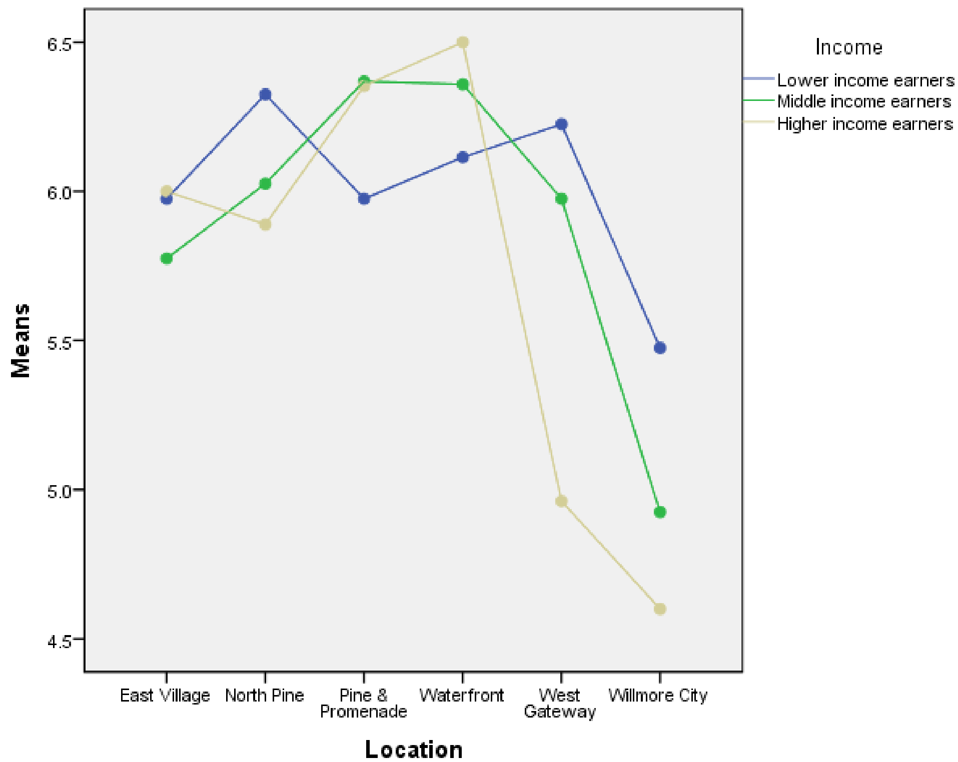
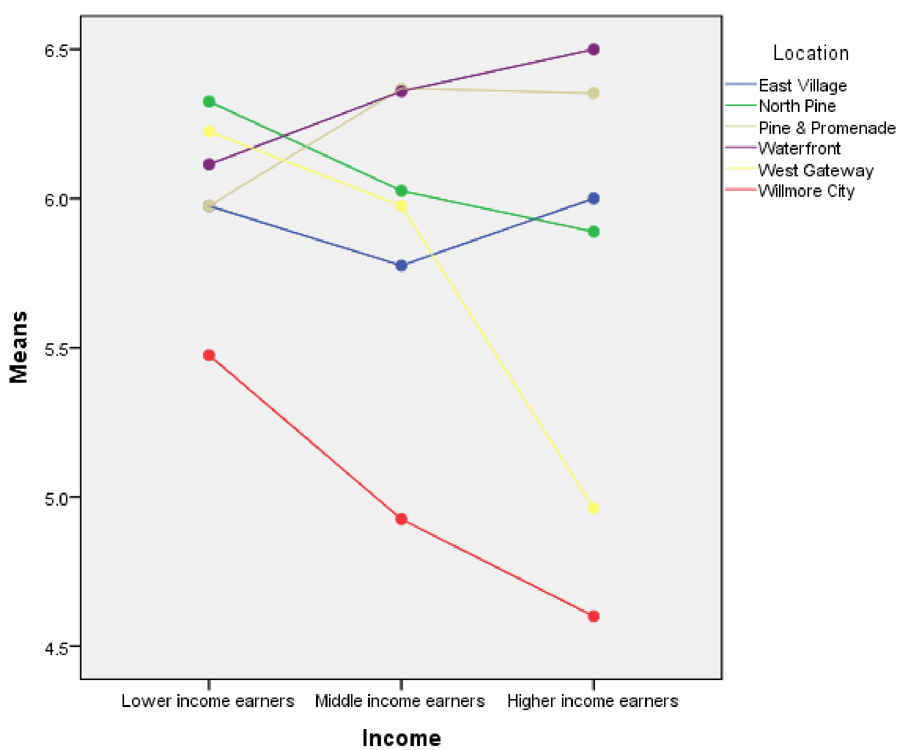


Figure 19b. Mean score of Cleanliness per Location and Income



EASE OF PUBLIC TRANSPORTATION IN DTLB

Participants were asked as to what extent they agreed with the following statement: "Public transportation is easy to use." Both a main effect of income level as well as location of residence was observed.

A statistically significant difference between lower income earners ($\bar{x}$= 7.66) v. high income earners ($\bar{x}$= 7.28) as well as middle income earners ($\bar{x}$= 7.75) v. higher income earners was observed. Differences observed between lower income earners and middle income earners were not statistically significant. A statistically significant difference between residents of East Village ($\bar{x}$= 7.27) and North Pine ($\bar{x}$= 7.95) was identified as well.

Although there were statistically significant differences in the outlook of DTLB between the groups, the size of such differences were minimal. Residents of DTLB has a positive view of the DTLB public transportation with an overall average of 7.61.

Figure 20a. Mean score of Transportation per Location and Income

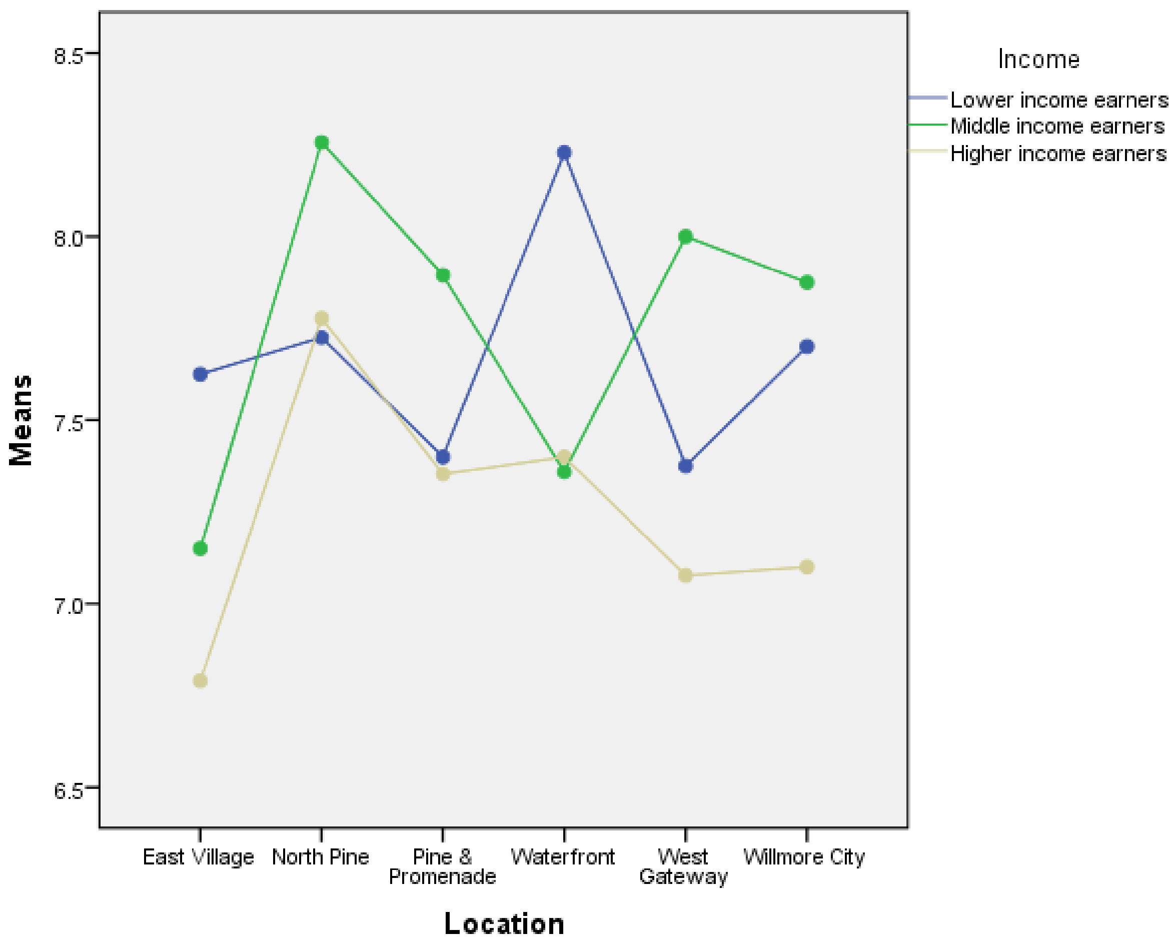
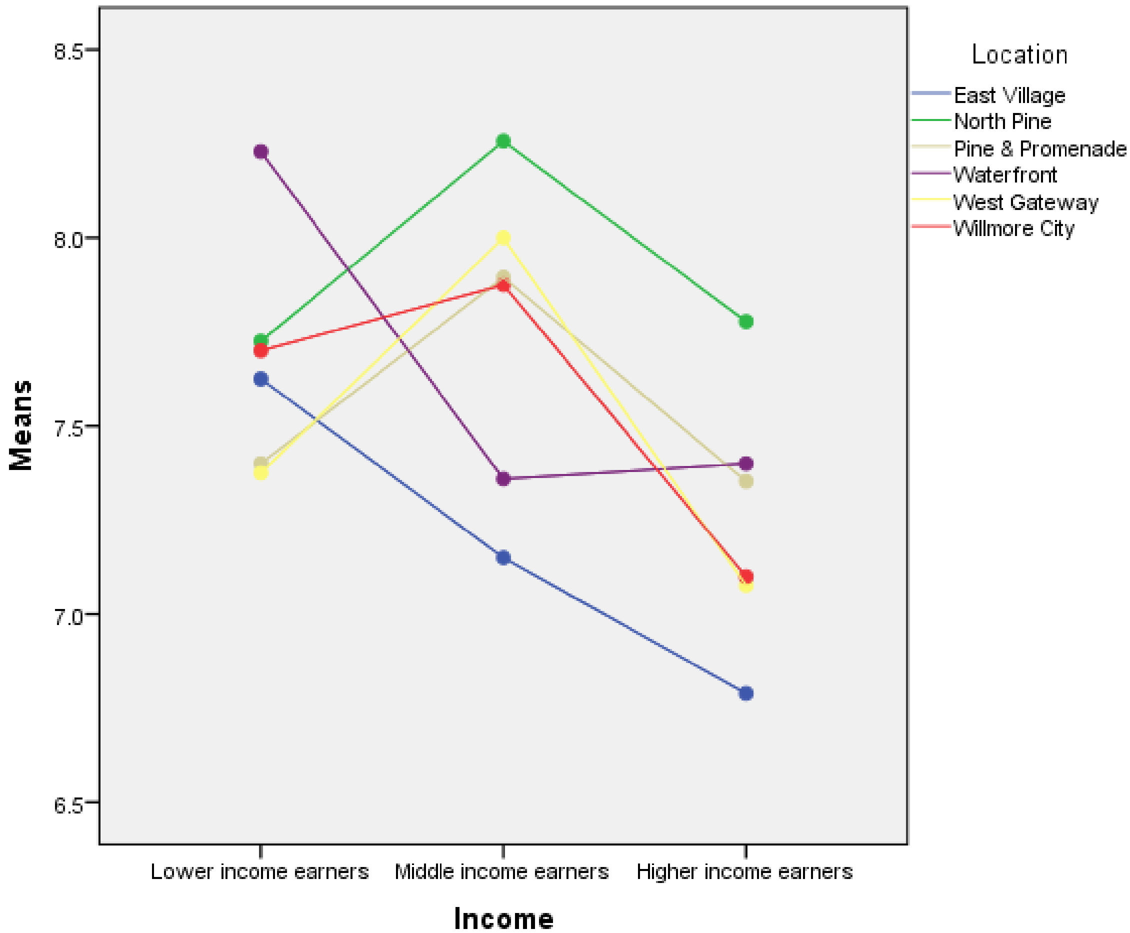


Figure 20b. Mean score of Transportation per Location and Income



REPORTED FEELING OF SAFETY IN DTLB

Participants were asked as to what extent they agreed with the following statement: "I feel safe in my neighborhood when I go outside for a walk." A main effect of location was identified but not that of income nor interaction.

A statistically significant difference was observed between Willmore City ($\bar{x}$= 5.79) and North Pine ($\bar{x}$= 6.89), as well as Willmore City and Pine and Promenade ($\bar{x}$= 6.96).

At an overall average of 6.51, DTLB residents do not feel entirely safe walking in their neighborhoods. Performance of DTLB in this regard should be compared with that of performance of other dense urban environments such as Downtown Los Angeles rather than a quiet suburban city hub like that of Irvine.

Figure 21a. Mean score of Safety per Location and Income

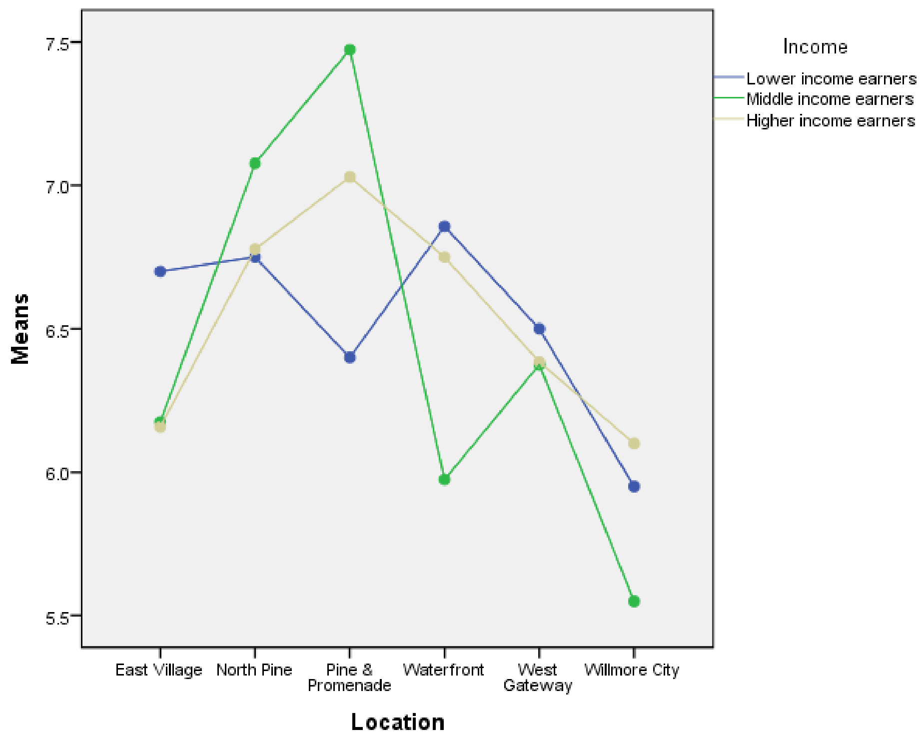
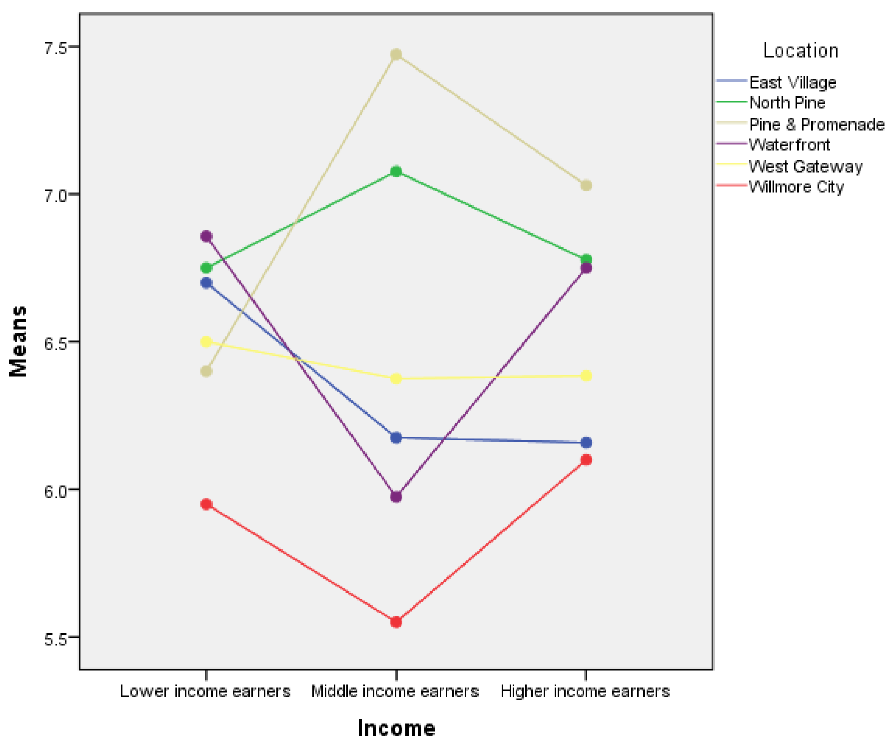


Figure 21b. Mean score of Safety per Location and Income

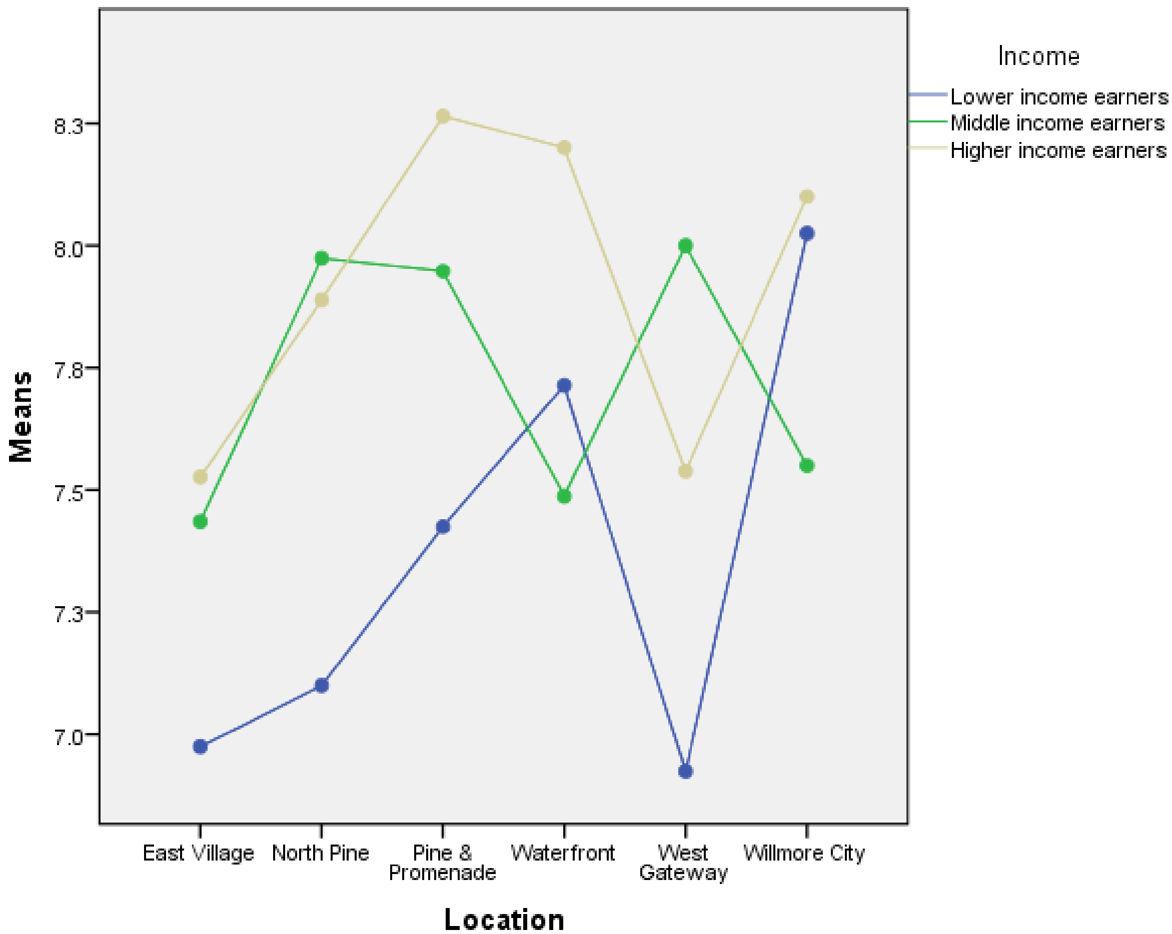


WALKING OR CYCLING IN DTLB

Participants were asked as to what extent they agreed with the following statement: "I frequently walk or bike when I go out in the downtown area." The consequent analysis identified a significant difference between the scores of participants of different income.[3]

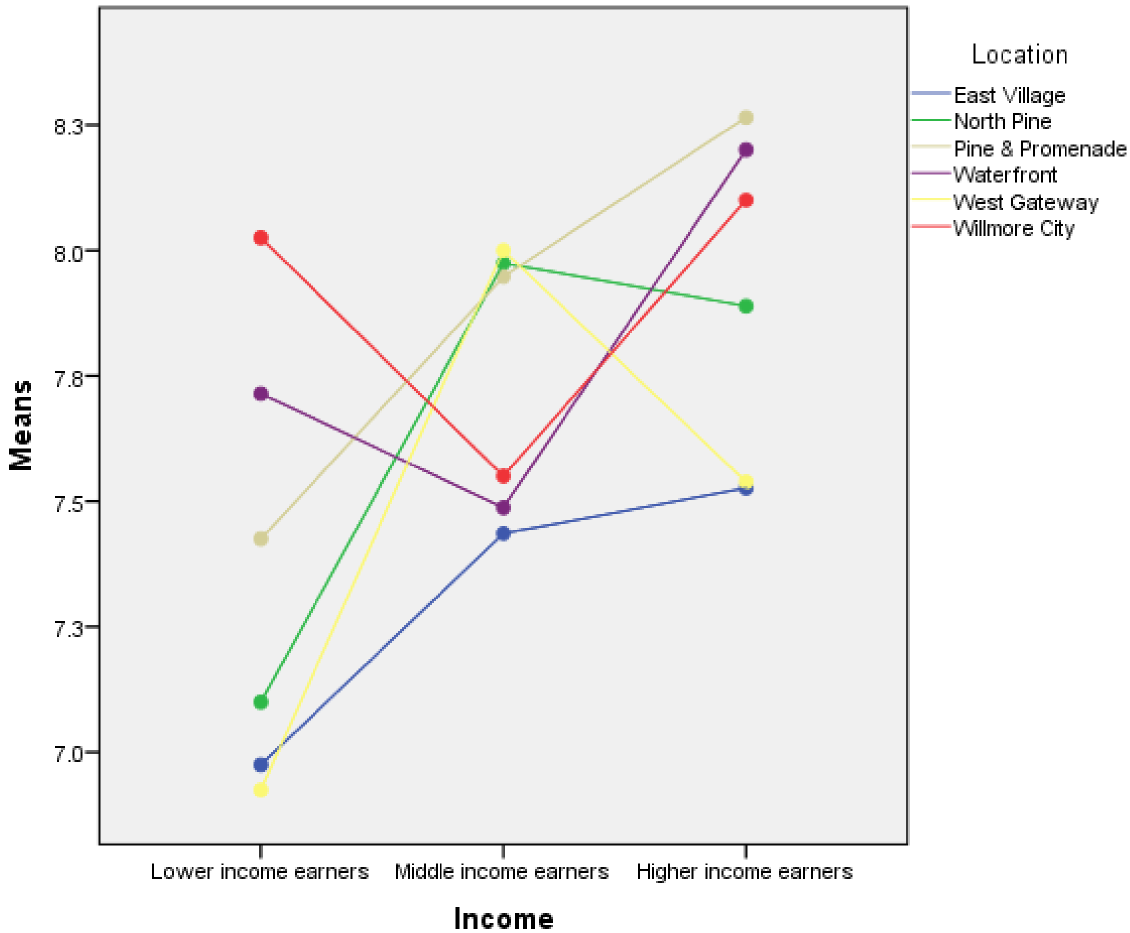
At an average of 7.35, lower income earners' positions were less agreeable with the statement than their middle income ($\bar{x}$= 7.73) and higher income ($\bar{x}$= 7.97) counterparts. However, the size of the statistical difference was small. At an overall average of 7.64, residents of DTLB report frequently walking or biking when in the DTLB area.

Figure 22a. Mean Scores of Walking/Cycling per Location and Income



[3] Due to the violation of homogeneity of variance that was unaffected by transformations, a Kruskal-Wallis analysis of variance was utilized instead per independent variable.

Figure 22b. Mean Scores of Walking/Cycling per Location and Income



PRIDE IN DTLB

Participants were asked as to what extent they agreed with the following statement: "I am proud of my neighborhood." A main effect of location was observed but not of income.

A statistically significant difference was observed between Willmore City residents who averaged the lowest (6.31) v. North Pine ($\bar{x}$= 7.11), as well as Pine and Promenade ($\bar{x}$= 7.09) and Waterfront ($\bar{x}$= 7.11).

Given the proximity of the question pertaining to pride in DTLB to the questions pertaining to cleanliness, it is possible that the participant's answer concerning cleanliness informed their stated answer about their pride of their neighborhood. Supporting this hypothesis, a strong and significant correlation was observed between the two questions.

Figure 23a. Mean Scores of DTLB Pride per Location and Income

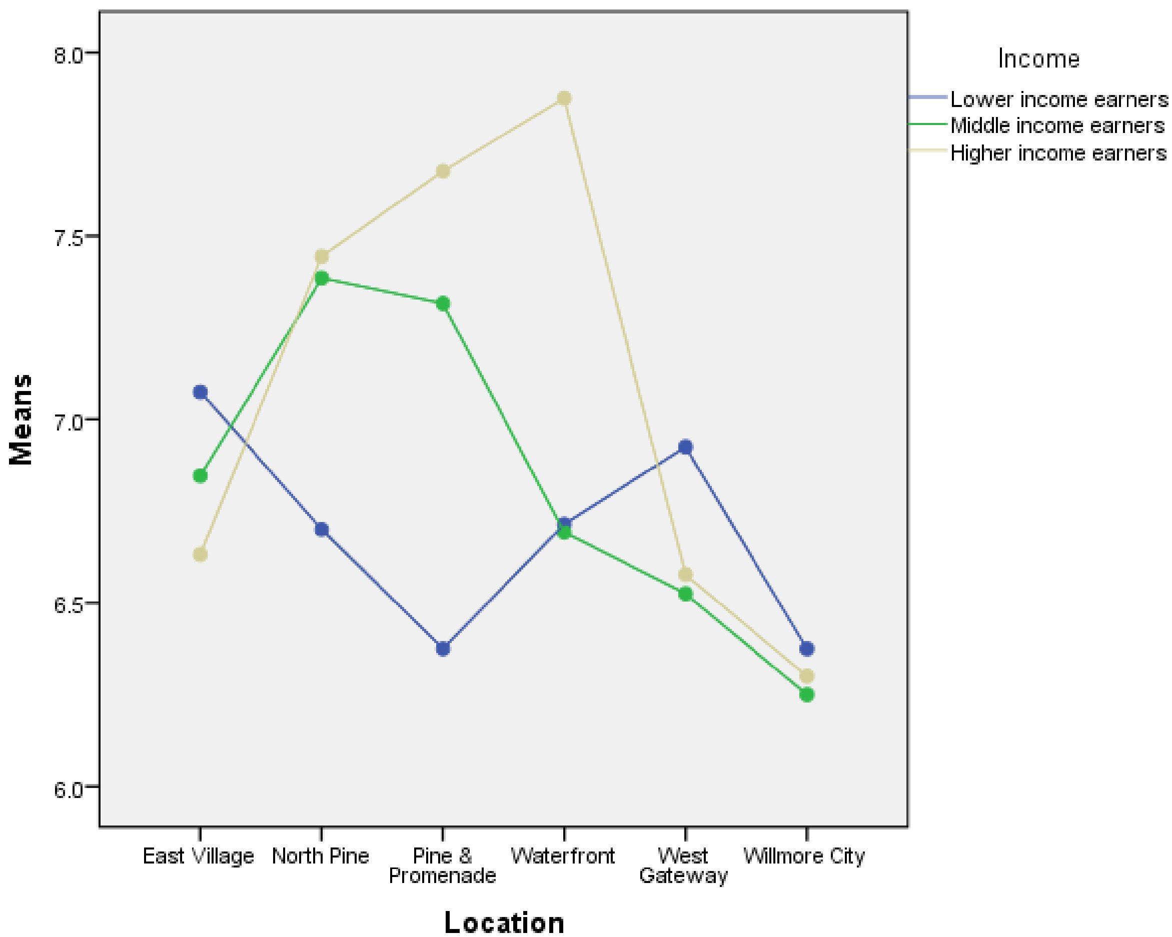
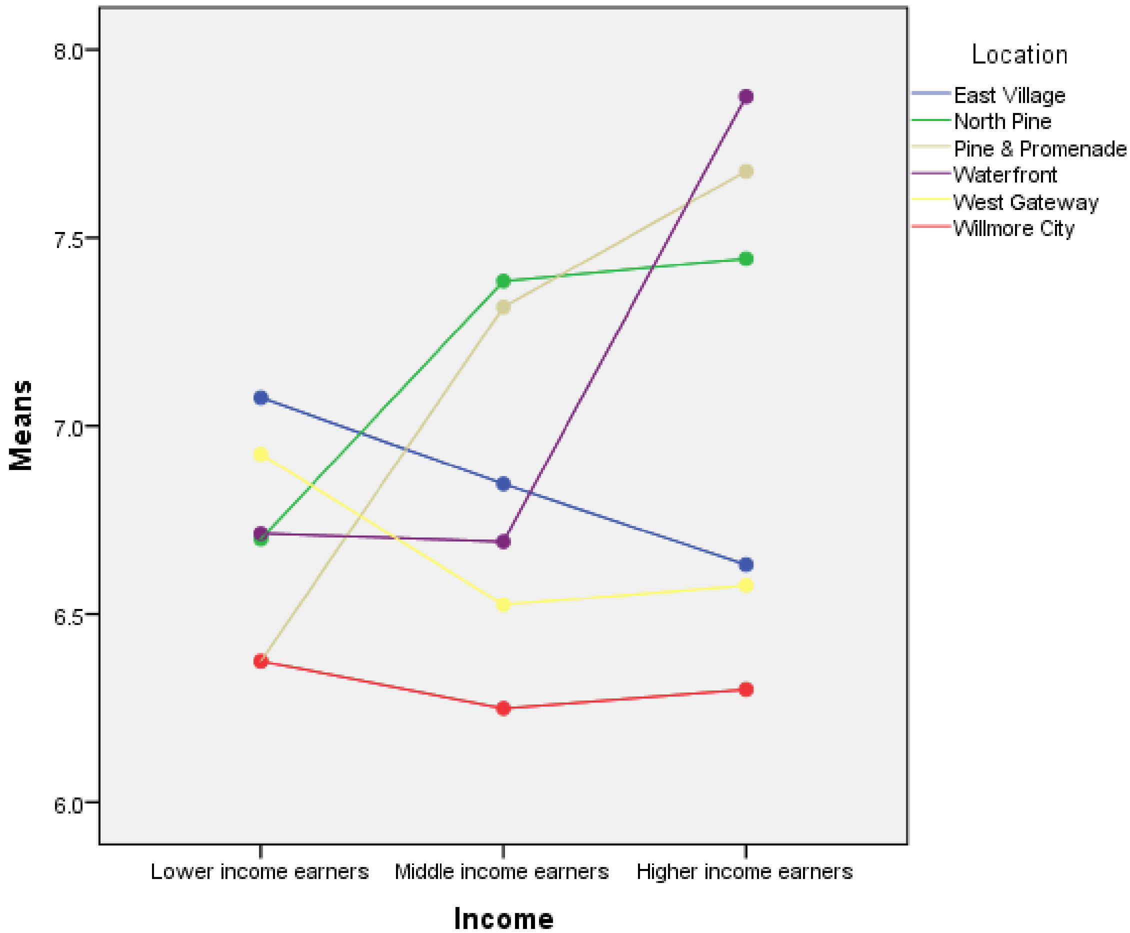


Figure 23b. Mean Scores of DTLB Pride per Location and Income



DTLB EVENTS PARTICIPATION

Residents were asked, "Have you attended any of the following Downtown Long Beach events in the past year or so?" The residents overall had an average event attendance of 2.31 per year, showing a healthy participation in the variety of events that DTLB holds, of which 11 events were specified for surveying purposes.

A statistically significant difference in number of event attendance was observed between all income levels. Lower income earners averaged the lowest at 1.62, followed by middle income earners at 2.28 and high income earners at 3.02.

However, it is unclear as to what is the cause for this discrepancy. Some possible factors include: a) differences in available free time between income levels, b) differences in discretionary income, c) differences in level of appeal of DTLB events between socioeconomic groups, d) differences in the effectiveness of the current event advertising between income levels.

Figure 24. DTLB Overall Event Participation

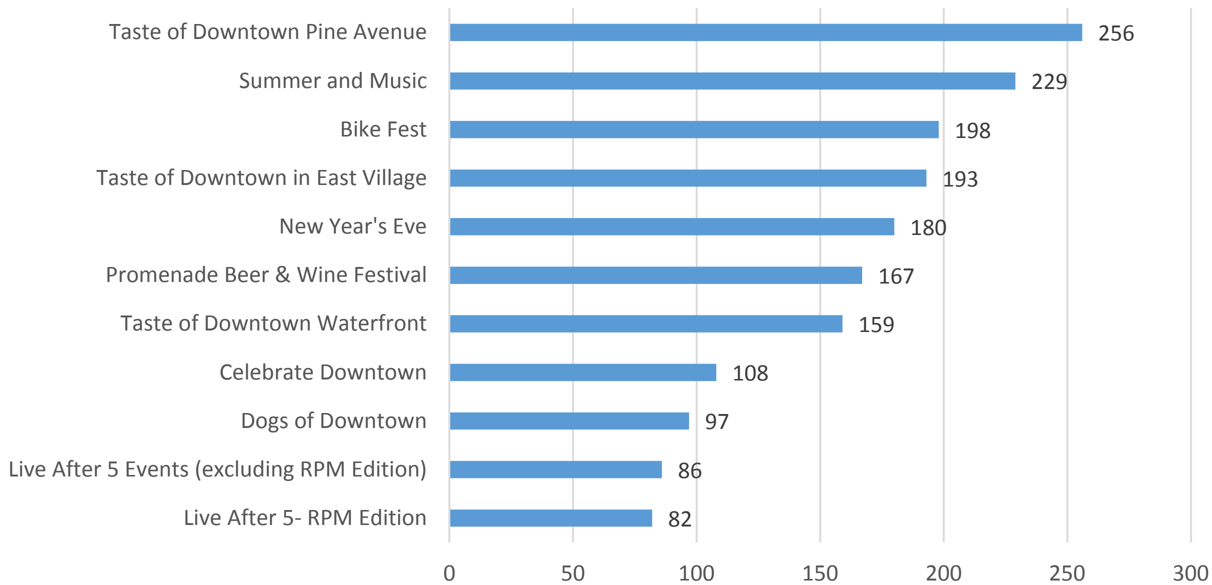


Figure 25a. DTLB Event Participation per Income and Location

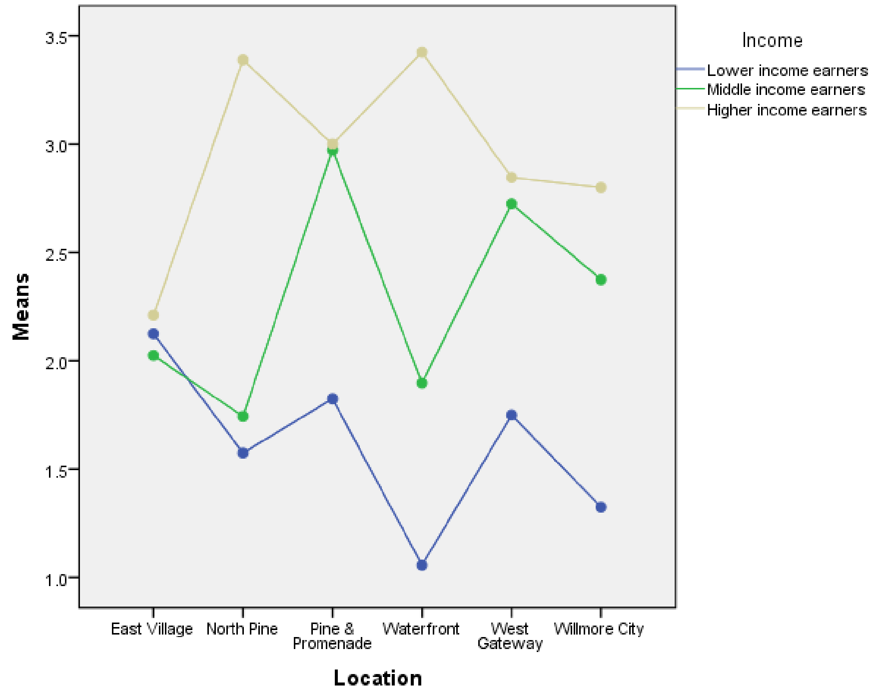
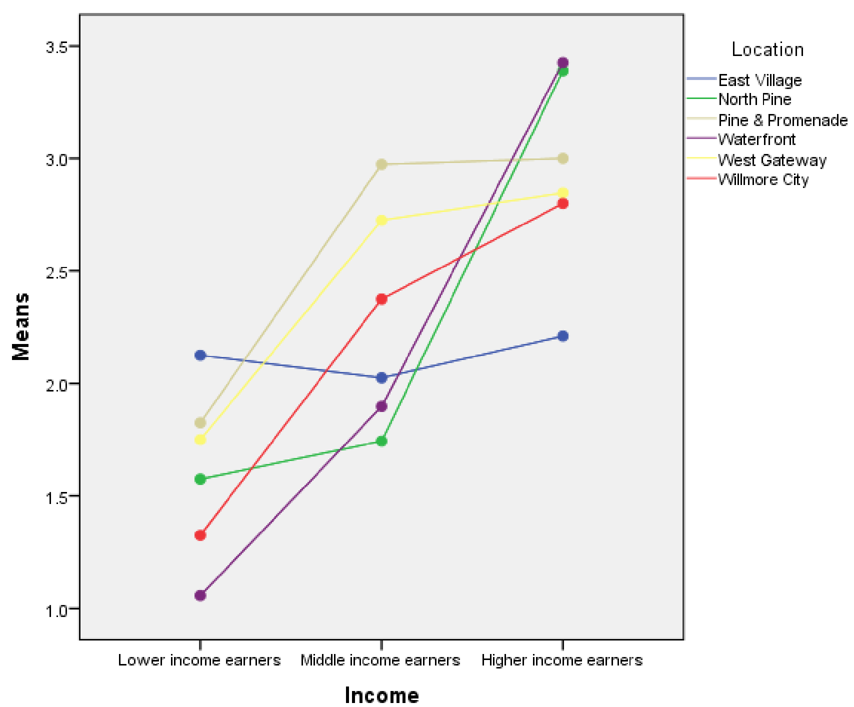


Figure 25b. DTLB Event Participation per Income and Location



DTLB LIKES AND REQUESTED CHANGES

Residents were asked, “What do you most like about the Downtown Long Beach of today?” The question was asked as an open ended question and the surveyor was tasked with categorizing the answer into one of 17 possible answers (see appendix for possible choices). Surveyors chose the answer choice “Other” and inputted a text answer if none of the answer choices encapsulated the resident’s statement. The following five options ranked the highest:

Table 11. DTLB Overall Likes

Ranking	Likes	Percentage of Answer
1st	Convenience of proximity: shopping	16.32%
2nd	Atmosphere of DTLB	16.03%
3rd	Activities and events	16.01%
4th	Beach and nature	10.54%
5th	Cultural diversity	9.46%

Similarly, residents were asked, “What would you like changed in Downtown Long Beach?” The following five answers were most frequent.

Table 12. DTLB Overall Requested Changes

Ranking	Changes	Percentage of Answer
1st	Homeless	25.02%
2nd	Parking	15.31%
3rd	Want nothing changed	12.04%
4th	More retail	8.98%
5th	More cleanliness	6.02%

MISC TABLES

Table 13. Overall Averages and Standard Deviations

Question	Average	SD
Grocery Needs	6.50	2.53
Clothing Needs	5.66	2.61
Pharmacy Needs	7.11	2.12
Electronic Needs	5.18	2.61
Furniture Needs	4.54	2.50
Coffee Shop Needs	7.99	1.60
Variety Restaurant Evening	7.81	1.64
Variety Restaurant Lunch	7.57	1.77
Entertainment	7.29	1.97
Event Frequency	2.21	2.33
Safe walking	6.51	2.22
Enough Parks	5.35	2.63
Clean Neighborhood	5.95	2.35
Proud	6.88	1.99
Easy Transportation	7.61	1.77
Walk or Bike	7.64	1.85

Table 14. Averages and Standard Deviations per District

District	Question	Average	SD
East Village	Grocery Needs	7.12	1.97
East Village	Clothing Needs	5.30	2.34
East Village	Pharmacy Needs	7.08	1.97
East Village	Electronic Needs	5.30	2.36
East Village	Furniture Needs	4.35	2.34
East Village	Coffee Shop Needs	8.10	1.38
East Village	Variety Restaurant Evening	7.73	1.62
East Village	Variety Restaurant Lunch	7.47	1.76
East Village	Entertainment	7.23	1.68
East Village	Event Frequency	2.10	1.94
East Village	Safe walking	6.38	2.19
East Village	Enough Parks	5.10	2.39
East Village	Clean Neighborhood	5.90	2.27
East Village	Proud	6.90	1.76
East Village	Easy Transportation	7.27	1.91
East Village	Walk or Bike	7.27	1.96
North Pine	Grocery Needs	6.54	2.72
North Pine	Clothing Needs	6.33	2.36
North Pine	Pharmacy Needs	7.44	2.11
North Pine	Electronic Needs	5.53	2.66
North Pine	Furniture Needs	4.89	2.64
North Pine	Coffee Shop Needs	7.89	1.79
North Pine	Variety Restaurant Evening	7.92	1.57
North Pine	Variety Restaurant Lunch	7.79	1.49
North Pine	Entertainment	7.47	1.82

District	Question	Average	SD
North Pine	Event Frequency	1.97	2.19
North Pine	Safe walking	6.89	2.08
North Pine	Enough Parks	5.63	2.81
North Pine	Clean Neighborhood	6.12	2.45
North Pine	Proud	7.11	2.11
North Pine	Easy Transportation	7.95	1.73
North Pine	Walk or Bike	7.60	2.11
Pine & Promenade	Grocery Needs	6.29	2.51
Pine & Promenade	Clothing Needs	5.75	2.52
Pine & Promenade	Pharmacy Needs	7.28	2.01
Pine & Promenade	Electronic Needs	5.34	2.53
Pine & Promenade	Furniture Needs	4.73	2.36
Pine & Promenade	Coffee Shop Needs	8.01	1.49
Pine & Promenade	Variety Restaurant Evening	7.79	1.94
Pine & Promenade	Variety Restaurant Lunch	7.55	2.03
Pine & Promenade	Entertainment	7.15	1.79
Pine & Promenade	Event Frequency	2.57	2.37
Pine & Promenade	Safe walking	6.96	1.90
Pine & Promenade	Enough Parks	4.80	2.52
Pine & Promenade	Clean Neighborhood	6.22	2.14
Pine & Promenade	Proud	7.09	1.92
Pine & Promenade	Easy Transportation	7.55	1.72
Pine & Promenade	Walk or Bike	7.86	1.79
Waterfront	Grocery Needs	6.38	2.66
Waterfront	Clothing Needs	4.98	2.81
Waterfront	Pharmacy Needs	6.87	2.28
Waterfront	Electronic Needs	4.64	2.64

District	Question	Average	SD
Waterfront	Furniture Needs	3.95	2.42
Waterfront	Coffee Shop Needs	8.15	1.45
Waterfront	Variety Restaurant Evening	7.98	1.41
Waterfront	Variety Restaurant Lunch	7.65	1.59
Waterfront	Entertainment	7.33	2.22
Waterfront	Event Frequency	2.18	2.52
Waterfront	Safe walking	6.52	2.23
Waterfront	Enough Parks	5.73	2.62
Waterfront	Clean Neighborhood	6.33	2.10
Waterfront	Proud	7.11	1.94
Waterfront	Easy Transportation	7.64	1.73
Waterfront	Walk or Bike	7.81	1.73
West Gateway	Grocery Needs	6.34	2.59
West Gateway	Clothing Needs	5.82	2.68
West Gateway	Pharmacy Needs	6.76	2.32
West Gateway	Electronic Needs	5.13	2.64
West Gateway	Furniture Needs	4.65	2.52
West Gateway	Coffee Shop Needs	7.97	1.46
West Gateway	Variety Restaurant Evening	7.71	1.77
West Gateway	Variety Restaurant Lunch	7.46	1.93
West Gateway	Entertainment	7.16	2.23
West Gateway	Event Frequency	2.39	2.57
West Gateway	Safe walking	6.42	2.11
West Gateway	Enough Parks	5.42	2.57
West Gateway	Clean Neighborhood	5.82	2.41
West Gateway	Proud	6.69	1.87
West Gateway	Easy Transportation	7.54	1.77

District	Question	Average	SD
West Gateway	Walk or Bike	7.48	1.90
Willmore City	Grocery Needs	6.40	2.64
Willmore City	Clothing Needs	5.87	2.69
Willmore City	Pharmacy Needs	7.28	1.93
Willmore City	Electronic Needs	5.19	2.80
Willmore City	Furniture Needs	4.76	2.70
Willmore City	Coffee Shop Needs	7.77	2.01
Willmore City	Variety Restaurant Evening	7.71	1.42
Willmore City	Variety Restaurant Lunch	7.47	1.75
Willmore City	Entertainment	7.44	1.95
Willmore City	Event Frequency	1.96	2.24
Willmore City	Safe walking	5.79	2.71
Willmore City	Enough Parks	5.43	2.79
Willmore City	Clean Neighborhood	5.13	2.64
Willmore City	Proud	6.31	2.29
Willmore City	Easy Transportation	7.71	1.72
Willmore City	Walk or Bike	7.82	1.51

Table 15. Averages and Standard Deviations per Income

District	Question	Average	SD
Lower Income	Grocery Needs	6.77	2.28
Lower Income	Clothing Needs	6.18	2.54
Lower Income	Pharmacy Needs	7.03	2.01
Lower Income	Electronic Needs	5.65	2.56
Lower Income	Furniture Needs	5.07	2.45
Lower Income	Coffee Shop Needs	7.71	1.77
Lower Income	Variety Restaurant Evening	7.51	1.78
Lower Income	Variety Restaurant Lunch	7.38	1.88
Lower Income	Entertainment	6.93	2.19
Lower Income	Event Frequency	1.62	1.91
Lower Income	Safe walking	6.52	2.19
Lower Income	Enough Parks	5.34	2.52
Lower Income	Clean Neighborhood	6.01	2.35
Lower Income	Proud	6.69	1.96
Lower Income	Easy Transportation	7.66	1.81
Lower Income	Walk or Bike	7.35	1.98
Middle Income	Grocery Needs	6.69	2.52
Middle Income	Clothing Needs	5.71	2.55
Middle Income	Pharmacy Needs	7.23	2.08
Middle Income	Electronic Needs	5.38	2.58
Middle Income	Furniture Needs	4.67	2.52
Middle Income	Coffee Shop Needs	8.25	1.39
Middle Income	Variety Restaurant Evening	7.91	1.62
Middle Income	Variety Restaurant Lunch	7.70	1.64
Middle Income	Entertainment	7.57	1.77
Middle Income	Event Frequency	2.29	2.38

District	Question	Average	SD
Middle Income	Safe walking	6.43	2.34
Middle Income	Enough Parks	5.45	2.75
Middle Income	Clean Neighborhood	5.90	2.42
Middle Income	Proud	6.83	1.96
Middle Income	Easy Transportation	7.75	1.67
Middle Income	Walk or Bike	7.73	1.84
Higher Income	Grocery Needs	5.78	2.80
Higher Income	Clothing Needs	4.74	2.57
Higher Income	Pharmacy Needs	7.04	2.36
Higher Income	Electronic Needs	4.10	2.46
Higher Income	Furniture Needs	3.50	2.25
Higher Income	Coffee Shop Needs	8.02	1.56
Higher Income	Variety Restaurant Evening	8.13	1.33
Higher Income	Variety Restaurant Lunch	7.65	1.79
Higher Income	Entertainment	7.43	1.81
Higher Income	Event Frequency	3.02	2.59
Higher Income	Safe walking	6.63	2.11
Higher Income	Enough Parks	5.21	2.60
Higher Income	Clean Neighborhood	5.93	2.28
Higher Income	Proud	7.28	2.05
Higher Income	Easy Transportation	7.28	1.83
Higher Income	Walk or Bike	7.97	1.57

Table 16. Occupation within Long Beach per Income and District

Location/Income	Yes	No
East Village 1	45%	**55%**
East Village 2	**53%**	48%
East Village 3	33%	**67%**
North Pine 1	**51%**	49%
North Pine 2	36%	**64%**
North Pine 3	**56%**	44%
Pine & Promenade 1	38%	**63%**
Pine & Promenade 2	34%	**66%**
Pine & Promenade 3	47%	**53%**
Willmore City 1	38%	**63%**
Willmore City 2	40%	**60%**
Willmore City 3	30%	**70%**
Waterfront 1	29%	**71%**
Waterfront 2	38%	**62%**
Waterfront 3	45%	**55%**
West Gateway 1	38%	**63%**
West Gateway 2	43%	**58%**
West Gateway 3	**54%**	46%

Table 17. Occupation within DTLB per Income and District

Location/Income	Yes	No
East Village 1	45%	**55%**
East Village 2	28%	**73%**
East Village 3	18%	**83%**
North Pine 1	33%	**67%**
North Pine 2	38%	**62%**

Location/Income	Yes	No
North Pine 3	23%	**77%**
Pine & Promenade 1	33%	**67%**
Pine & Promenade 2	33%	**67%**
Pine & Promenade 3	26%	**74%**
Willmore City 1	29%	**71%**
Willmore City 2	20%	**80%**
Willmore City 3	28%	**73%**
Waterfront 1	20%	**80%**
Waterfront 2	17%	**83%**
Waterfront 3	31%	**69%**
West Gateway 1	28%	**73%**
West Gateway 2	28%	**73%**
West Gateway 3	28%	**73%**

Table 18. Residence in Long Beach by Income and District

Location/Income	Means	SD
East Village 1	15.91	13.44
East Village 2	13.28	12.54
East Village 3	9.29	10.35
North Pine 1	16.33	14.02
North Pine 2	15.32	14.79
North Pine 3	11.00	10.11
Pine & Promenade 1	13.70	11.82
Pine & Promenade 2	9.49	11.03
Pine & Promenade 3	10.51	12.29
Willmore City 1	13.54	14.86
Willmore City 2	13.53	11.81
Willmore City 3	9.43	7.77
Waterfront 1	10.56	11.96
Waterfront 2	11.62	14.60
Waterfront 3	9.16	12.21
West Gateway 1	11.44	11.00
West Gateway 2	11.17	10.10
West Gateway 3	5.51	8.42

NOTE: Option of "Less than 6 months" given a value of 0.25 year. "6 months to 1 year" given a value of 0.75 year.

Table 19. Residence in DTLB by Income and District

Location/Income	Means	SD
East Village 1	8.61	8.90
East Village 2	11.27	15.17
East Village 3	4.57	6.14
North Pine 1	9.56	10.37
North Pine 2	7.44	9.52
North Pine 3	7.19	8.06
Pine & Promenade 1	5.88	6.68
Pine & Promenade 2	9.88	10.26
Pine & Promenade 3	8.29	11.63
Willmore City 1	6.84	6.45
Willmore City 2	9.78	9.70
Willmore City 3	11.33	9.28
Waterfront 1	7.73	11.53
Waterfront 2	9.83	12.91
Waterfront 3	9.43	9.71
West Gateway 1	9.89	11.59
West Gateway 2	9.38	11.02
West Gateway 3	6.99	9.74

NOTE: Option of "Less than 6 months" given a value of 0.25 year. "6 months to 1 year" given a value of 0.75 year.

SURVEY

NOTE: The following is the paper version of the survey. Majority of the survey was done on a tablet using the quicktapsurvey platform.

1) Please look at this instruction paper (hand participant the paper). In a moment, I will be reading a statement for you. Please let me know your level of agreement with the statement by answering “1” if you strongly disagree with the statement, “9” if you strongly agree with the statement or “5” if you neither agree nor disagree with the statement. You are free to choose a number anywhere I between 1 and 9 to express your opinion.

2) I am able to purchase the majority of my grocery needs in downtown Long Beach

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

3) I am able to purchase the majority of my clothing needs in downtown Long Beach

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

4) I am able to purchase the majority of my pharmacy needs such as medicines in downtown Long Beach

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

5) I am able to purchase the majority of my electronics needs such as cell phones, computers, and other electronic items in downtown Long Beach

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

6) I am able to purchase household items such as furniture and appliances in downtown Long Beach

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

7) There are convenient coffee shops and bakeries in downtown Long Beach

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

8) During a typical month, how much do you spend on retail goods? (If participant asks: retail goods include everything we just discussed so far including but not limited to grocery, clothing, medicine, etc.)

Write amount: _______

9) How much of that amount was spent in downtown Long Beach?

Write amount: _______

10) Downtown Long Beach provides a variety of restaurant options when I choose to go out to eat in the evening

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

11) Downtown Long Beach provides a variety of restaurant options when I choose to go out to eat for lunch

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

12) Downtown Long Beach provides a variety of entertainment options such as movies, concerts, live music, plays, or museums when I choose to go out

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

13) Have you attended any of the following Downtown Long Beach events in the past year or so? (Circle all that apply)

Taste of Downtown in East Village

Bike Fest

Summer and Music

Promenade Beer & Wine Festival

Dogs of Downtown

Celebrate Downtown

Live After 5- RPM Edition

Taste of Downtown Pine Avenue

Taste of Downtown Waterfront

Live After 5 Events (excluding RPM Edition)

New Year's Eve

14) I feel safe in my neighborhood when I go outside for a walk

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

15) There are enough parks and open space in my neighborhood

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

16) My neighborhood is kept clean

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

17) I am proud of my neighborhood

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

18) Public transportation is easy to use

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

19) I frequently walk or bicycle when I go out in the downtown area

Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree
○	○	○	○	○	○	○	○	○

20) Of the following popular stores, which three stores would you like to see in the downtown area? Please rank your top three starting with what you would most like to see in Downtown Long Beach.

__Sprouts __Trader Joe's

__Whole Foods __Mothers

__Other (please write)

21) What do you most like about the Downtown Long Beach of today? (Write answer below):

Activities and events

Atmosphere of DTLB

Beach and nature

Convenience of proximity of shopping amenities

Cleanliness

Cultural diversity

Pet friendly

Transportation options

Arts

Retail shopping

Trendy

Affordability

The people of DTLB

Restaurants

Weather

Family Friendly

None

Other:__________

22) What would you like changed in Downtown Long Beach? (Write answer below):

More events, entertainment and activities

More nightlife

Homeless

Parking

More cleanliness

Crime

Density and affordability

Healthy food options

Need less security

More transportation

Improvements to buildings

Pollution

More retail

More security

More cultural/community togetherness

None

Other :__________

23) If you could pick one business that you wish was in Downtown Long Beach, what would it be? (Write answer): ______

24) How long have you lived in Long Beach?

a) Less than 6 months

b) 6 months to 1 year

c) Other: (please write)

25) How long have you lived in downtown Long Beach? (Round to the closest year if greater than 12 months and input in "other")

a) Less than 6 months

b) 6 months to 1 year

c) Other (please write): _______

26) Do you own or rent your current place of residence?

a) Own

b) Rent or Lease

c) Other (please write)

27) Do you currently work in Long Beach?

a) Yes

b) No

28) Do you currently work in Downtown Long Beach?

a) Yes

b) No

29) What is your highest level of education completed?

a) Some high school	e) High school
b) Some college	f) College degree
c) Graduate degree	g) Postgraduate degree
d) Other (please write):	

30) Select Gender: (surveyor answers this)

a) Female	c) Other
b) Male	

31) What is your ethnicity?

a) African American	d) Asian American
b) Hispanic/Latino	e) Caucasian
c) Native American	

32) Please check the answer that contains your age (ask participant to fill out the last three questions on their own, remind them of incentive)

a) Under 18	e) 18 to 24

b) 25 to 34	f) 35 to 44

c) 45 to 54	g) 55 to 64

d) 65 and over

33) Please check the category that contains your annual household income

a) Less than $15,000	e) $15,000 to $34,999

b) $35,000 to $54,999	f) 55,000 to $74,999

c) $75,000 to $99,999	g) $100,000 to $149,999

d) $150,000 or more

REFERENCE

U. S. Census Bureau. (2015). *Age and Sex: Los Angeles County, CA.* Retrieved January 2, 2017, from <https://factfinder.census.gov>

U. S. Census Bureau. (2015). *Educational Attainment: Los Angeles County, CA.* Retrieved January 2, 2017, from <https://factfinder.census.gov>

U. S. Census Bureau. (2015). *Income in the Past 12 Months (In 2015 Inflation Adjusted Dollars): Los Angeles County, CA.* Retrieved January 2, 2017, from <https://factfinder.census.gov>

U. S. Census Bureau. (2015). *Race: Los Angeles County, CA.* Retrieved January 2, 2017, from <https://factfinder.census.gov>

U. S. Census Bureau. (2015). *Tenure: Los Angeles County, CA.* Retrieved January 2, 2017, from <https://factfinder.census.gov>